

# THE UNBEARABLE UNIFICATION OF EVERYTHING

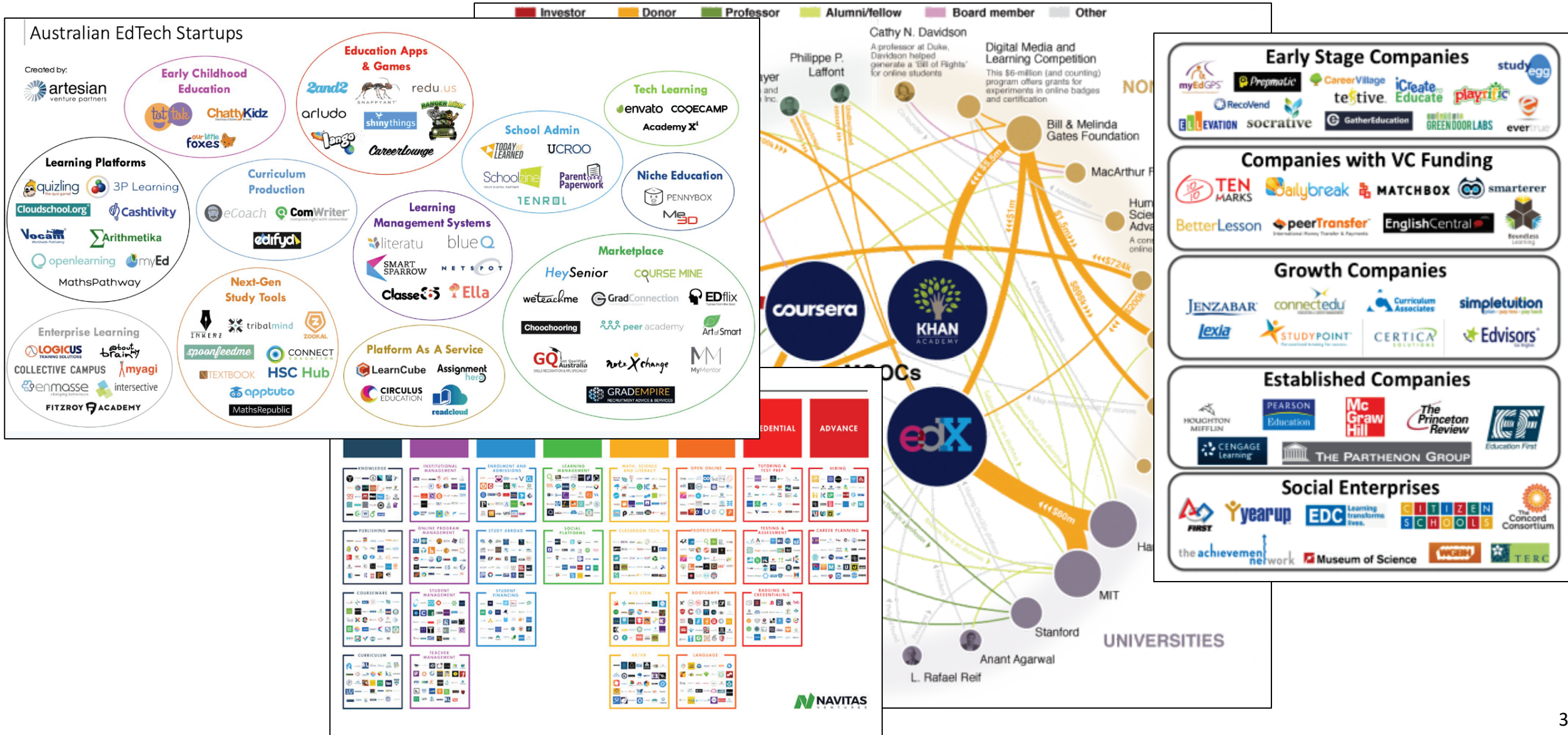
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Chief information Officer

March 20, 2019

The image features a central, large, detailed galaxy with a prominent spiral structure, set against a dark, star-filled background. Surrounding this central galaxy are several smaller, glowing blue spheres of various sizes. Each sphere contains a miniature version of the central galaxy, creating a sense of a larger, multi-universe structure. The overall color palette is dominated by deep blues and purples, with bright white and yellow highlights from the stars and galaxy cores.

# Multiverse

# EdTech Ecosystem: a universe of universes



Both/And

Either/Or

# UCSD Online platform/ecosystem considerations

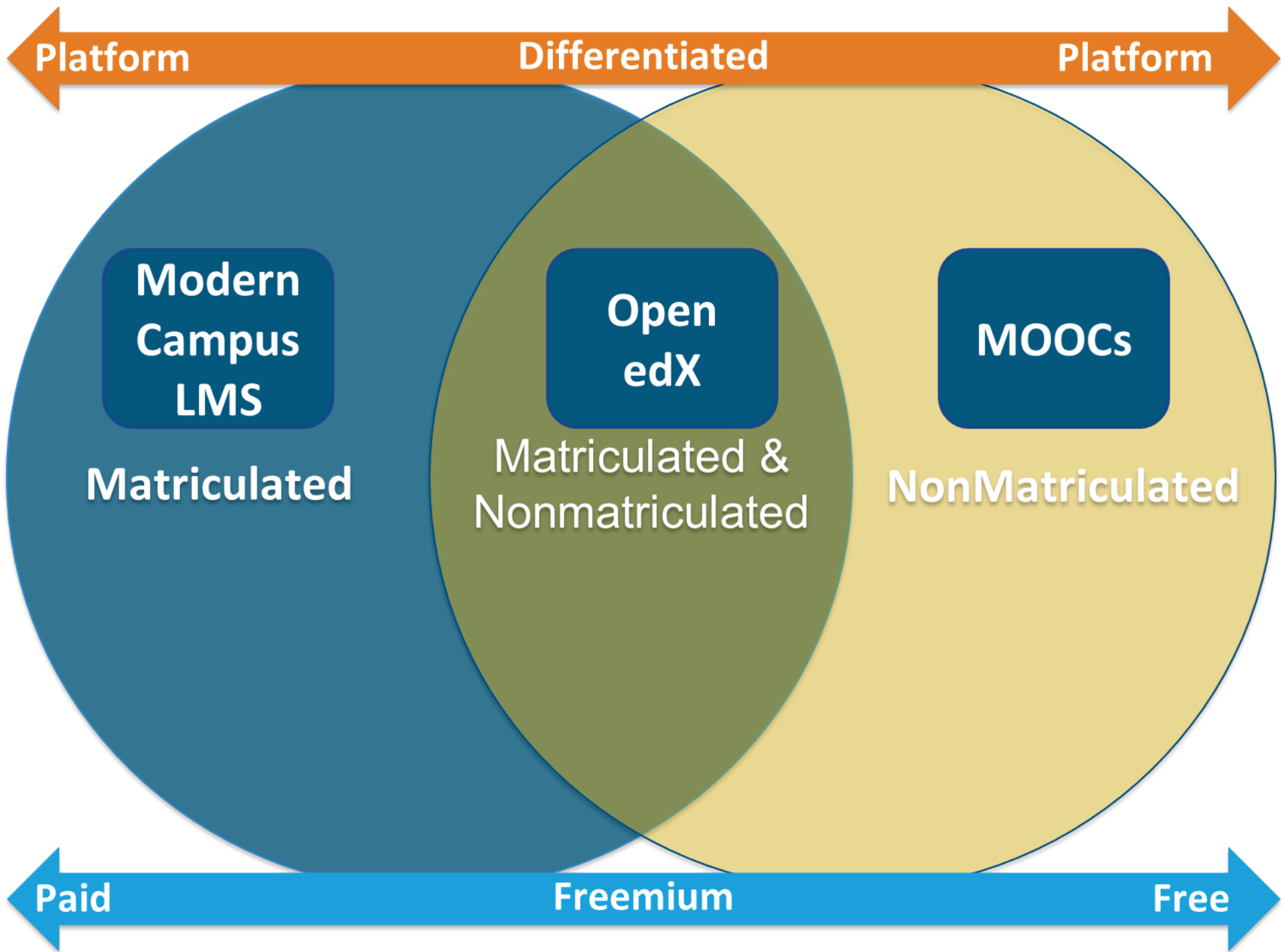
- UCSD should deploy offerings across multiple platforms to allow for a portfolio of online offerings, from Free to Freemium to Paid
- UCSD should choose, deploy offerings expecting EdTech to be a very dynamic market
- UCSD should take a modular, ecosystem approach based on industry standards, particularly IMS Global standards such as LTI Advantage and Caliper.
- An ecosystem approach is desirable in order to facilitate multiple architectures best suited for particular programs and offerings.
- Platform and ecosystem choices should privilege a real-time analytics capability and roadmap that works with UCSD's Student Activity Hub analytics approach.
- Content should be centrally managed and distributed to platforms and tools within the UCSD Online ecosystem.
- The best disciplinary pedagogies and supporting technologies for UCSD Online learner experiences should drive platform and ecosystem decisions.

# Q.E.D. - Use a modular, ecosystem approach

Use industry interoperability standards to:

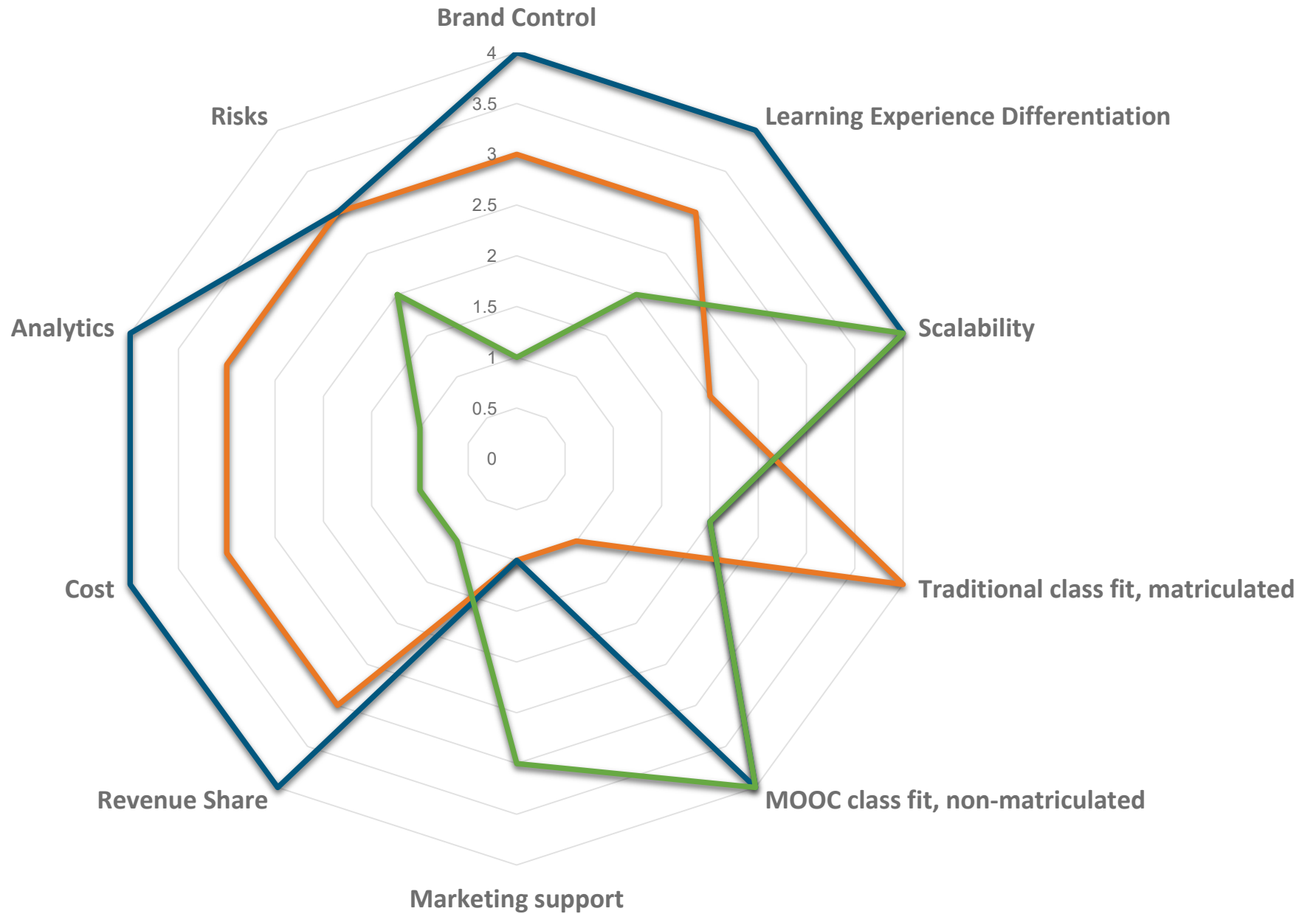
- Integrate data for analytics and messaging
- Ensure content can be easily reused, relocated







# Platform Comparison





# Proposed UCSD Online Platform Rationale

## Modern Campus LMS

- Modern, evolving, and easy-to-use interface
- Designed to serve traditional pedagogies in traditional course structures at standard enrollment scale for matriculated students
- Mobile-first development model aligns with student expectations and needs
- Strong user community to influence product roadmap
- Standards-based to permit easy integration of third-party solutions and tools



- Online Master's Programs
- One-year Master's programs
- Online Credit Courses
- Concurrent Enrollment (Cohort & Non-Cohort)
- Summer Credit (PS and Secondary visitors)

## Open edX

- Gives UCSD control of their brand and content
- Rationalizes data, analytics, and content within agreed standards and interoperability
- Scales teaching, learning, and student success practices from one classroom to a global audience
- Supports non-conventional learning experiences (e.g., WeAreTritons and related compliance training)
- Scales to support distinct approaches to teaching and learning
- Designed to support offerings at MOOC scale in non-traditional structures for matriculated and non-matriculated students



- Professional/Continuing Ed (Certificates)
- Stackable Certificates/Micromasters (Long-term)
- Online Master's Programs (Experience Differentiated)

## MOOCs

- Vendor-maintained platforms that allow UCSD to focus on course content
- Marketing boost from affiliation with a global cohort of large universities
- Certificates that are consistent across programs and institutions



- Stackable Certificates/Micro-masters (Short-Term)
- Funnel to attract learners to other UCSD Online Offerings via MOOCs

## Benefits of robust learning analytics capability

- **Student Success Support** – robust analytics combined with multi-channel messaging with “nudges” for students is likely to improve student success in online programs. Real-time events, alert and analytics can help coordinate student advisors, coaches and faculty
- **Learning Research** – investments in learning analytics capabilities will provide a wealth of data to faculty researchers seeking to understand best practices in online and hybrid teaching and learning
- **Personalized Learning** – by better understanding points of student need or excellence in real-time, where needed, a personalized learning experience can be developed for learners with just-in-time supplemental support or additional challenge materials.



## Standards for content and data integration

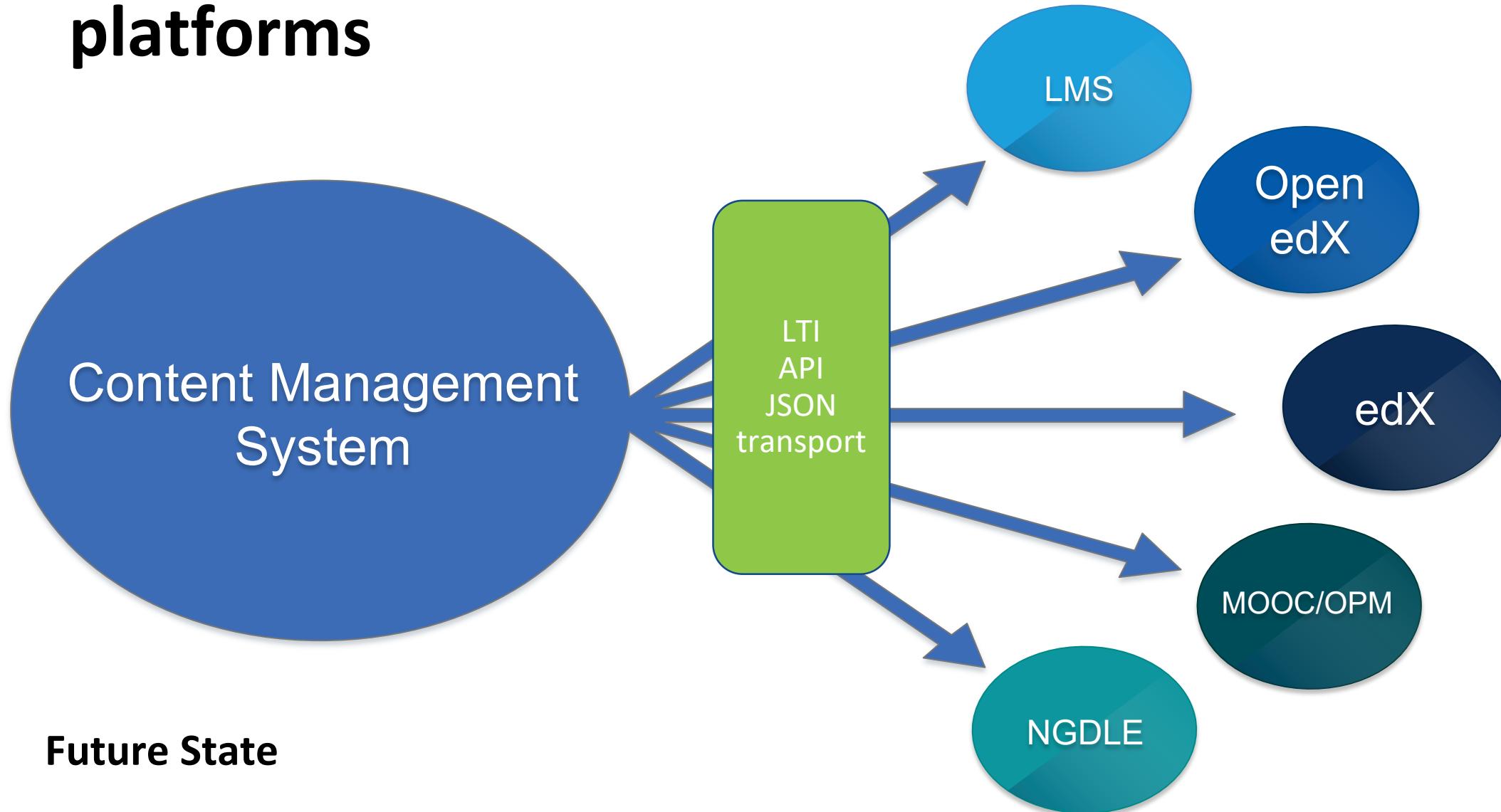
- The development of a robust learning platform analytics environment depends upon vendors adopting data and content interoperability standards and enforcing them within the UCSD ecosystem
- For learning event (clickstream) data, Caliper, the standard with the best functionality and growing higher education vendor adoption, should be the preferred standard
- LTI and LTI Advantage are the preferred standards for content integration
- Where LTI or Caliper are not available, well-developed APIs are another avenue for data consumption and provision
- Data Integration Design Principles:
  - All ecosystem components should be LTI & Caliper Compliant
  - For learning event data, real-time Incremental data streaming is to be preferred
  - Bidirectional API for most (or all) core data should be available
  - Nightly data dumps/loads should be a last resort, used only when required



# Wherever possible, select tools with Level 2 and 3 of architectural capability

	EdTech Data Standards	EdTech Content Standards	APIs	Realtime, Incremental Streaming	Bi-directional Data & Content (Batch Loads)	Cloud Capable
Level 1	None	None	None	None	Available	Yes
Level 2	Caliper	LTI	None	Limited	Available	Yes
Level 3	Caliper	LTI	90% data and content coverage; bidirectional	Available for 100% of streaming-eligible data	Available	Yes

# Ease of content relocation is a critical factor in providing online offerings across multiple platforms



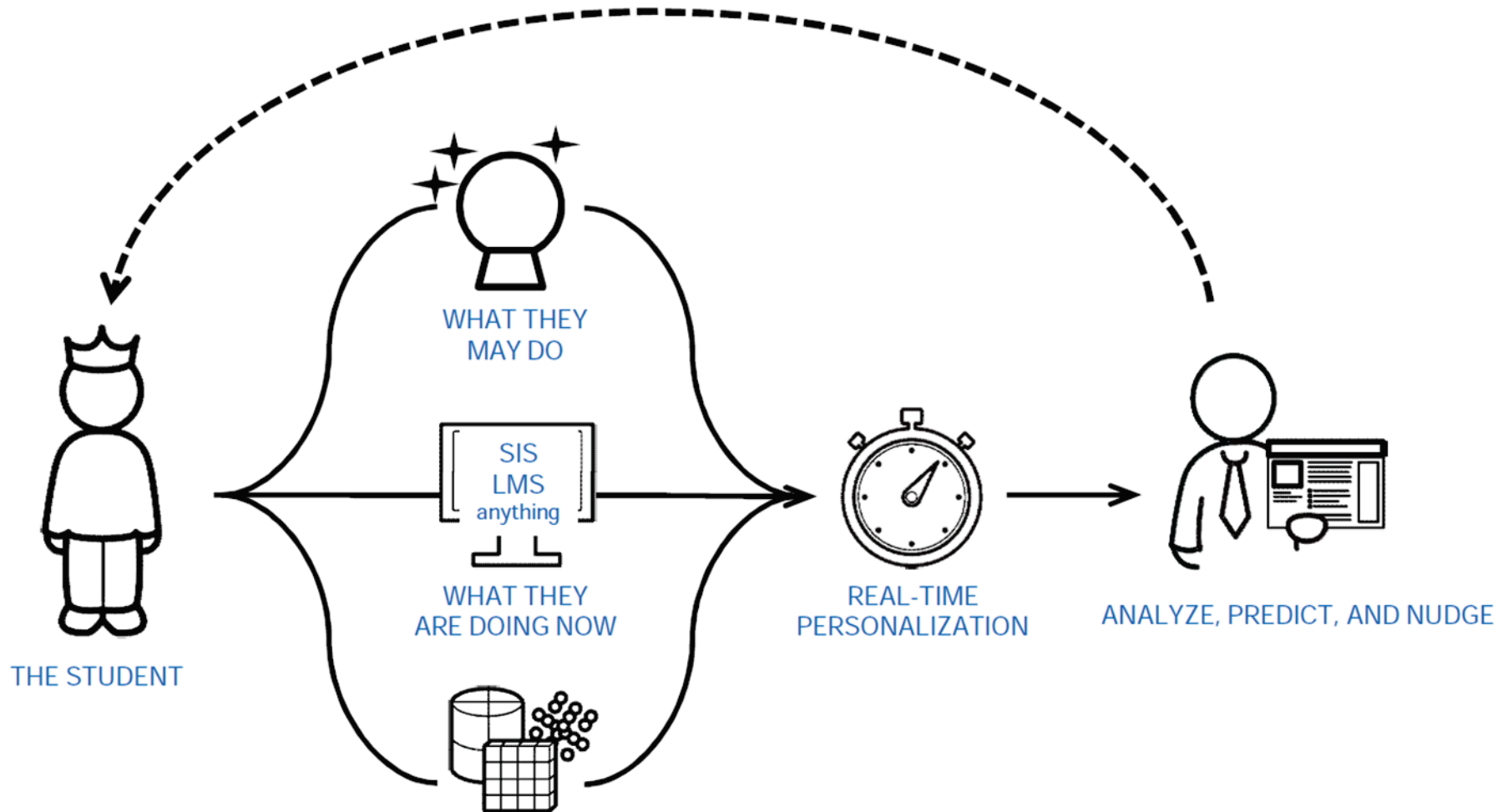


# Analytics: Jupiter Mission



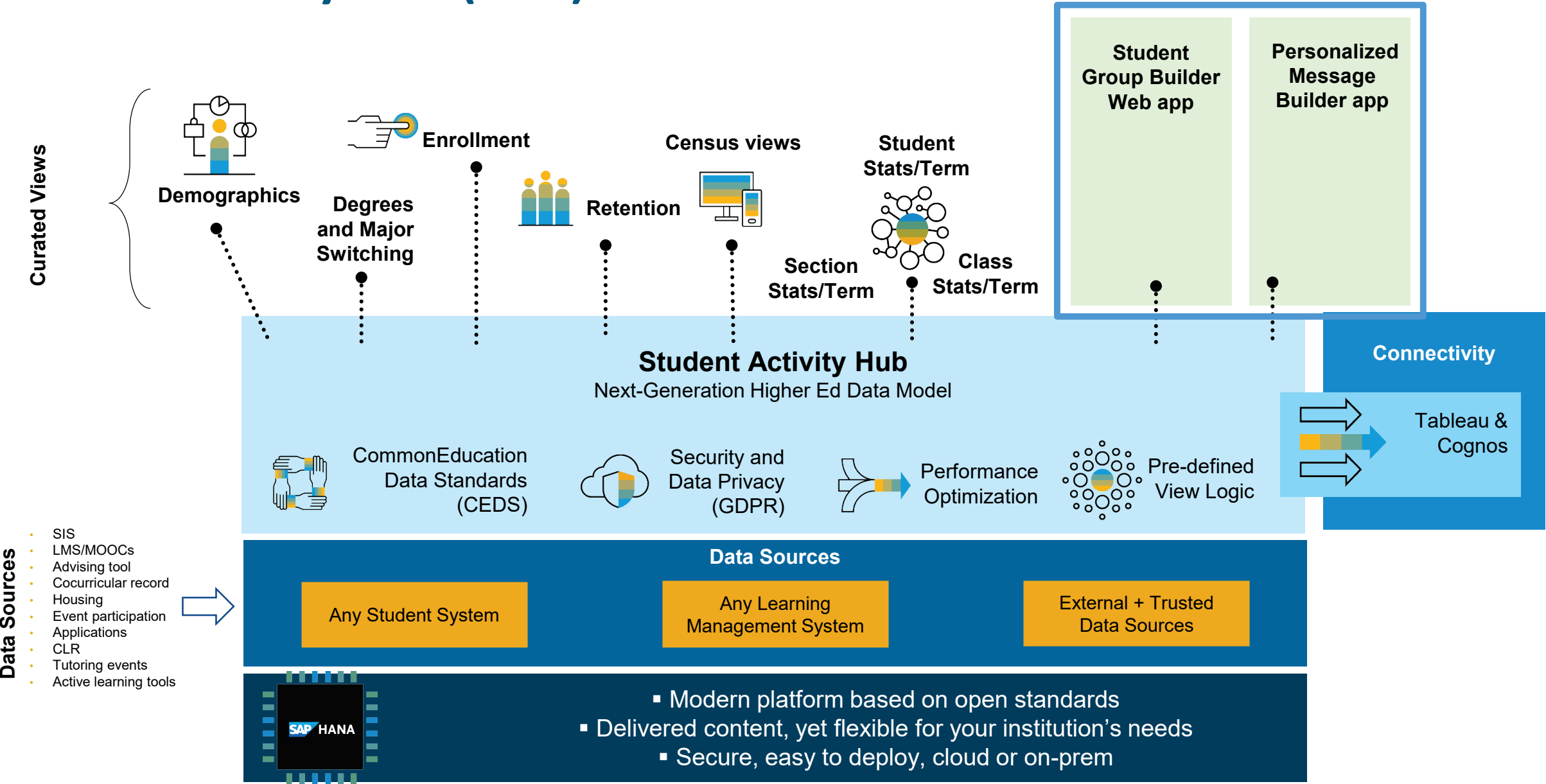
## Student analytics scope

1. Give analysts access to anonymized views
2. Enable real-time, personalized mobile messaging, alerting, etc.
3. Allow for rich, comprehensive, large scale learning analytics





# Student Activity Hub (SAH) Platform Overview



# SAH: Group and message builder



## Student group builder

Analyze student and learning activities to uncover trends  
Filter and group students according to different attributes  
Explore (and save) results in graphs and list format



## Group management

Store groups – including static and dynamic groups  
Track group membership over time  
Compare and analyze groups  
Use groups as “attributes” in BI tools



## Personalized messaging

Automatically generate user-defined messages  
Use message templates and embed variables  
Tie message recipients to student groups

**Group builder and message builder tools interact. Group builder allows for:**

- ✓ Grouping students together via any combination of fields and selection criteria (full set operations and Boolean logic)
- ✓ Changes in group membership creates events (“added to group”, “removed from group”) that can trigger messages, emails or workflow
- ✓ Groups also integrate with all analytics, allowing analysis to quickly compare and contrast different subpopulations of students. Subpopulations can be overlapping
- ✓ Groups are reusable and sharable and can be easily referenced within all workbooks and reports

# “Curated views” of the data, de-identified

## **Demographics**

Residency, SAT/ACT and other entrance test scores, academic status, etc.

## **Enrollment**

Enrollment counts by class, departments, divisions/schools, colleges, including course grades

## **Major/Minors (wide and narrow)**

Degrees, Programs, switching of majors, etc.

## **Retention (wide and narrow)**

Cohort, retention and graduation rates, etc.

## **Admissions**

Applicants, Applications, Test Scores, Scholarships

## **Student Statistics Per Term**

Dozens of common student statistics, term-by-term for examining progression

## **Class and Section Stats Per Term**

Dozens of class and section statistics, term by term for course and section planning, instructor load, etc., course performance correlations

## **Continuing education students (Extension, other)**

Demographics, enrollment, credentials

## **Learning analytics**

Learning events, grading events, comprehensive learner record

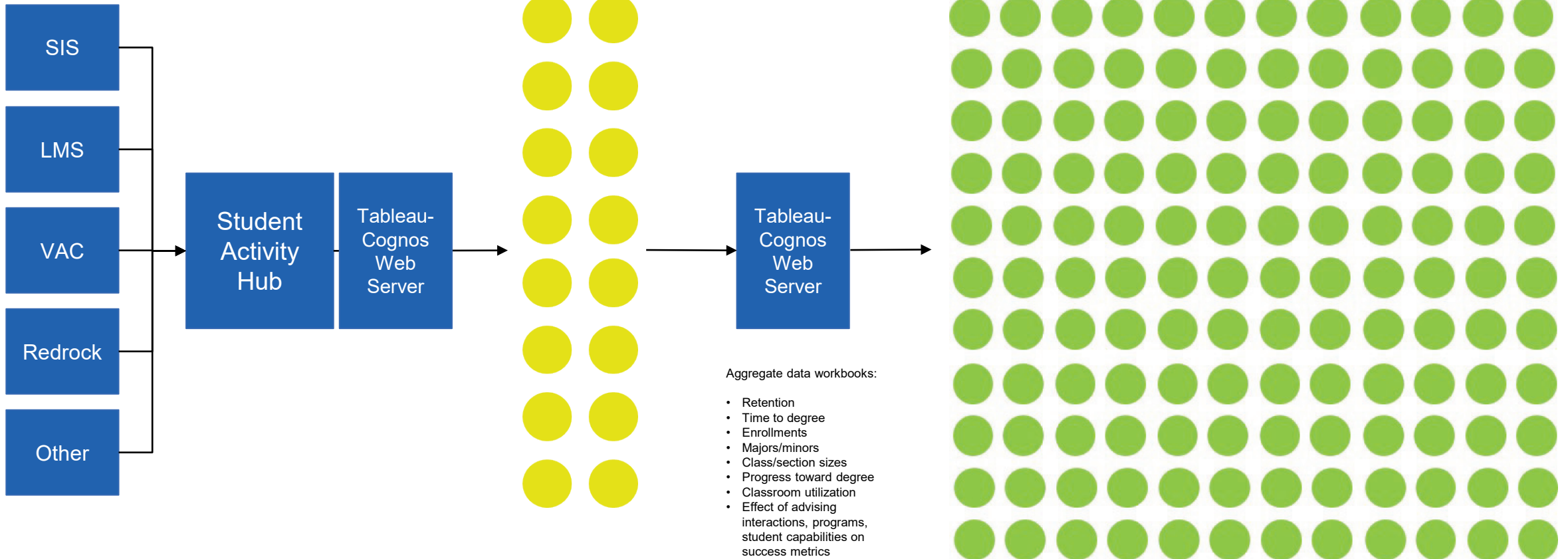
## **Student engagement**

Advising, tutoring, co-curricular events

# Student Activity Hub (SAH) Data Publishing Overview

- Legitimate educational interest only; skilled analyst
- Using Tableau Desktop, other authoring tool, secure access
- Creates dashboards, interactive analytic screens, reports
- Access to granular, de-identified data only, control small cell size if needed
- Approximately 30-40 split between central and distributed groups
- Approximately 5-8 or so publishers within primarily student service delivery offices will need identifiable data access
- Currently 70+ people have access to raw identifiable data in current DW

- Legitimate interest only; staff, faculty with secure UCSD credentials
- Accesses published workbooks via the web
- No direct data access, no identifiable data, no downloading of data
- Can manipulate the data in the workbook only to the degree the publisher allows
- Access to identifiable data, lists of students, etc. is only through the VAC or an authorized report





# Master map of learning/other events

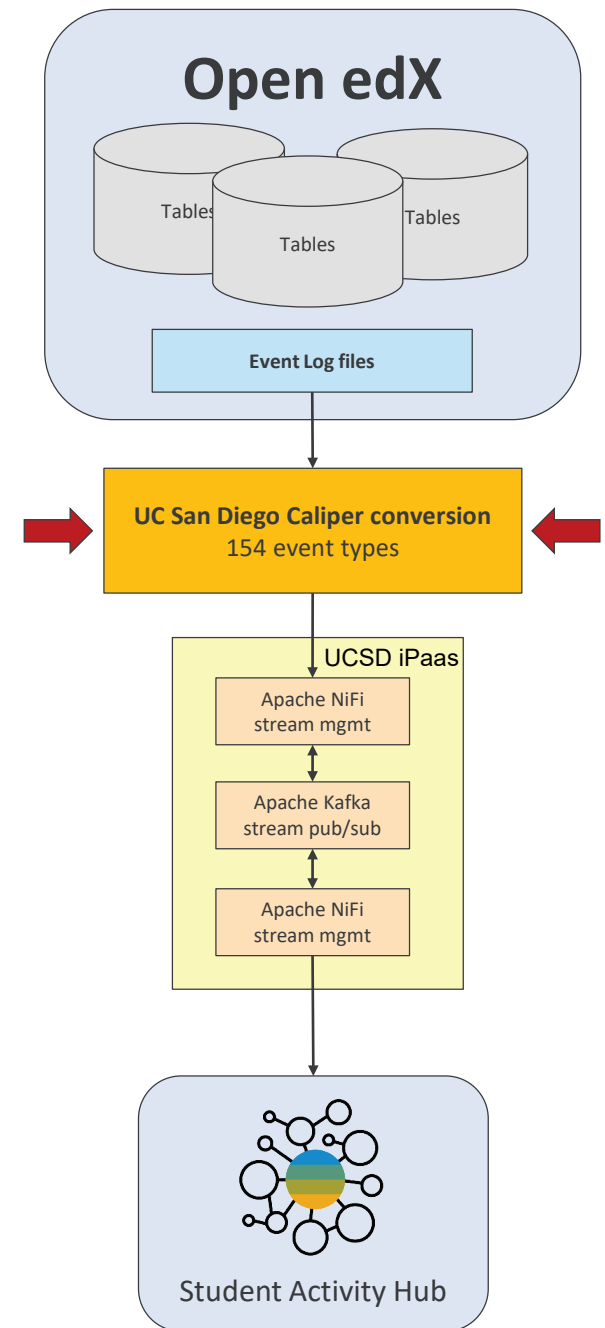
Feature_domain	Feature_Category	Feature_subcategory	Feature_ID	Feature_Name	Notes
Learning systems interactions	Session	Session	1	User log in	
Learning systems interactions	Session	Session	2	User log off	
Learning systems interactions	Session	Session	3	User timed out	
Learning systems interactions	Forums	Forum	4	Forum created	Created but not made available
Learning systems interactions	Forums	Forum	5	Forum posted	Made available
Learning systems interactions	Forums	Forum	6	Forum unposted	Made unavailable
Learning systems interactions	Forums	Forum	7	Forum edited	
Learning systems interactions	Forums	Forum	8	Forum deleted	
Learning systems interactions	Forums	Forum	9	Forum subscribed	
Learning systems interactions	Forums	Forum	10	Forum unsubscribed	
Learning systems interactions	Forums	Forum item	11	Forum item created	
Learning systems interactions	Forums	Forum item	12	Forum item posted	
Learning systems interactions	Forums	Forum item	13	Forum item unposted	Made unavailable
Learning systems interactions	Forums	Forum item	14	Forum item edited	
Learning systems interactions	Forums	Forum item	15	Forum item deleted	
Learning systems interactions	Forums	Forum item	16	Forum item viewed	
Learning systems interactions	Forums	Forum item	17	Forum item marked	Like, Angry, Read, Unread etc
Learning systems interactions	Document	Document	18	Document created	Created or uploaded
Learning systems interactions	Document	Document	19	Document posted	Made available
Learning systems interactions	Document	Document	20	Document edited	Re-uploaded or revised in place
Learning systems interactions	Document	Document	21	Document deleted	
Learning systems interactions	Document	Document	22	Document viewed	Document viewed or opened
Learning systems interactions	Assignments	Assignments	23	Assignment created	By instructor, created but not yet made available to students
Learning systems interactions	Assignments	Assignments	24	Assignment posted	By instructor, made available to students for access
Learning systems interactions	Assignments	Assignments	25	Assignment unposted	Made unavailable
Learning systems interactions	Assignments	Assignments	26	Assignment deactivated	By instructor, removed from access
Learning systems interactions	Assignments	Assignments	27	Assignment edited	By instructor
Learning systems interactions	Assignments	Assignments	28	Assignment deleted	By instructor
Learning systems interactions	Assignments	Assignments	29	Assignment viewed	By student
Learning systems interactions	Assignments	Assignments	30	Assignment reviewed	By instructor
Learning systems interactions	Assignments	Assignments	31	Assignment started	By student
Learning systems interactions	Assignments	Assignments	32	Assignment submitted	By student
Learning systems interactions	Assignments	Assignments	33	Assignment completed	By student
Learning systems interactions	Assignments	Assignments	34	Assignment grade created	By instructor, created, but not yet visible
Learning systems interactions	Assignments	Assignments	35	Assignment grade posted	By instructor, posted means final. There can be multiple!
Learning systems interactions	Assignments	Assignments	36	Assignment grade unposted	Made unavailable
Learning systems interactions	Assignments	Assignments	37	Assignment grade edited	By instructor, revised grade
Learning systems interactions	Assignments	Assignments	38	Assignment grade deleted	By instructor
Learning systems interactions	Assignments	Assignments	39	Assignment grade viewed	By student
Learning systems interactions	Assignments	Assignments	39	Assignment feedback created	By student or instructor
Learning systems interactions	Assignments	Assignments	40	Assignment feedback viewed	By student within the tool, not in a downloaded document
Learning systems interactions	Assignments	Assignments	41	Assignment feedback downloaded	e.g., student downloads and assignment feedback doc
Learning systems interactions	Groups	Groups	42	Group assignment created	e.g., Instructor assigning students to a group
Learning systems interactions	Groups	Groups	43	Group assignment posted	Made available to students
Learning systems interactions	Groups	Groups	44	Group assignment unposted	Made unavailable
Learning systems interactions	Groups	Groups	45	Group assignment viewed	By the student

- Four level hierarchy
- At the level of granularity or lower than Caliper, xAPI
- Can map to Caliper, xAPI or future standards
- Can extend and define our learning events as needed without waiting for standards
- Can map post-hoc to standards as they evolve
- Extendible domains
  - Learning systems interactions
  - Advising interactions
  - Co-curricular interactions
  - Academic interactions
  - Advising interactions
- We are also maintaining a “Tool Hierarchy” to categorize EdTech ecosystem tools and provide a simple containership model

# UC San Diego's Open edX real-time events

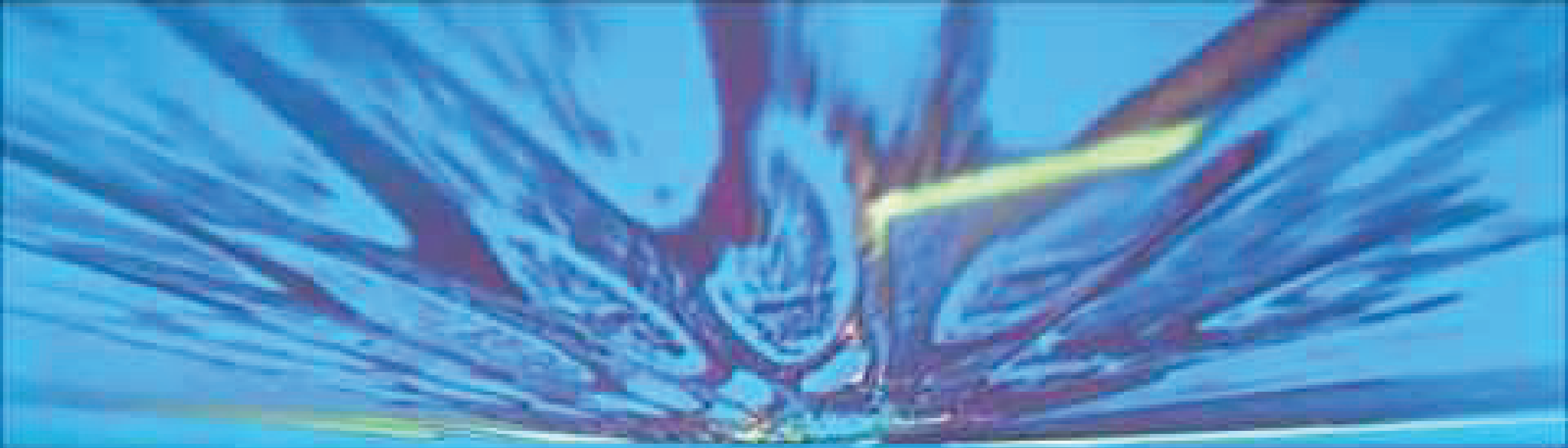
- ✓ Allows real-time collection of course/learner activity to flow into analytics tools, which can then be used to more effectively design classes and boost student success
- ✓ Maps to the current Caliper events where there is a clean match. Event carries additional attributes to identify the open EdX event where the event type does not match Caliper
- ✓ 154 events types in total
- ✓ Can be used with open source integration tools (Apache Kafka, NiFi) to tail the log file for real-time ingestions
- ✓ At UC San Diego, we ingest directly into the SAH learning events table (with data tiering!) Curated views transform into consumable views
- ✓ Learning event data will be consumed by Group Builder / Message Builder for integrated “nudging” and personalized messaging
- ✓ Full event log can be analyzed in to the HANA directly or through other tools

More info [here](#). Source code [here](#). For details email Amin Qazi, amqazi@ucsd.edu



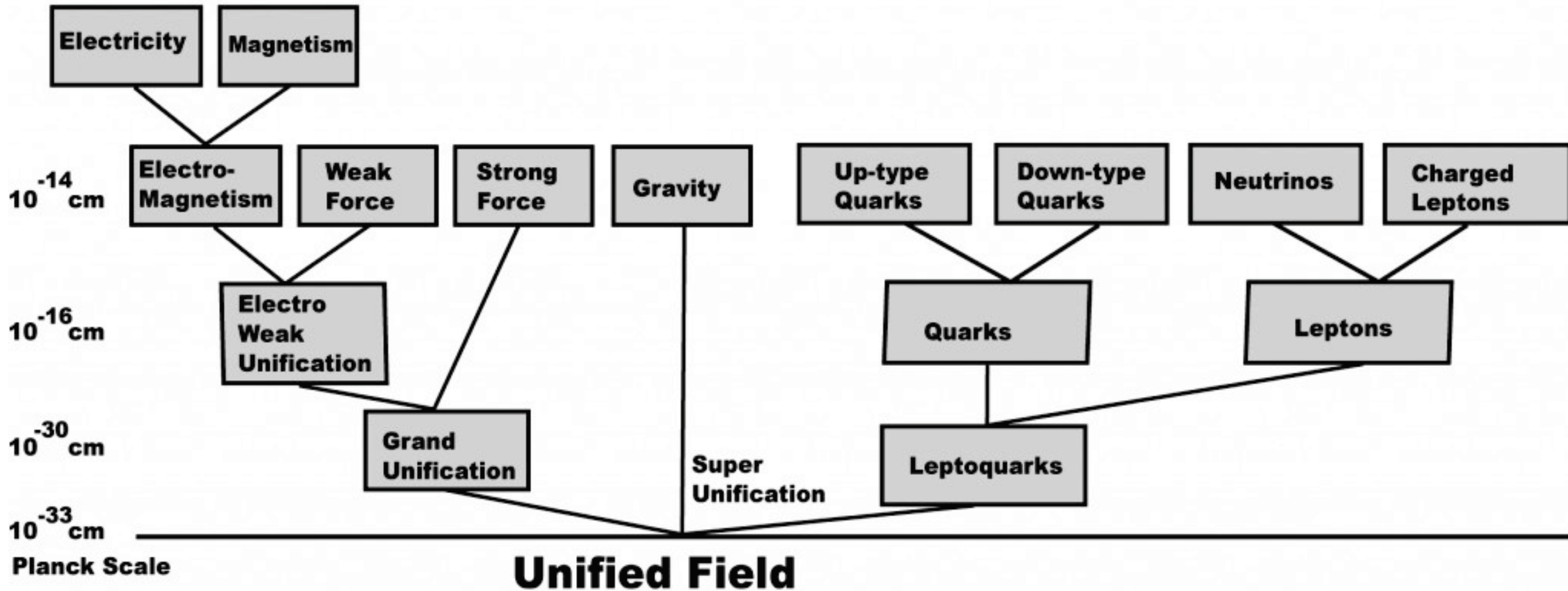
# JUPITER

## AND BEYOND THE INFINITE





# Unified Field Theory



# New rules

## 1. Everything is a verb

- All data are loaded into a very long, very wide, insert-only activity table. Relevant changes/deletions are new rows. Idempotency
- Streaming is the new dominant way to move data in/out

## 2. Express maximum semantic complexity

- All data (attributes, rows) are added ahead of actual use
- No aggregates. All data is stored in and processed at its lowest level of granularity

## 3. Build provisionally

- Curated views are designed for specific analysis needs (vignettes), can come and go
- No “permanent” dimensional modeling. Analytic views contain a simple list of attributes for analysts

## 4. Design for the speed of thought

- Sub second analyst click response. Real-time data where needed
- Curated views must make it very easy for analysts to manipulate
- Push logic (set and Boolean) to the back-end, free the front end for visualization

## 5. Waste is good

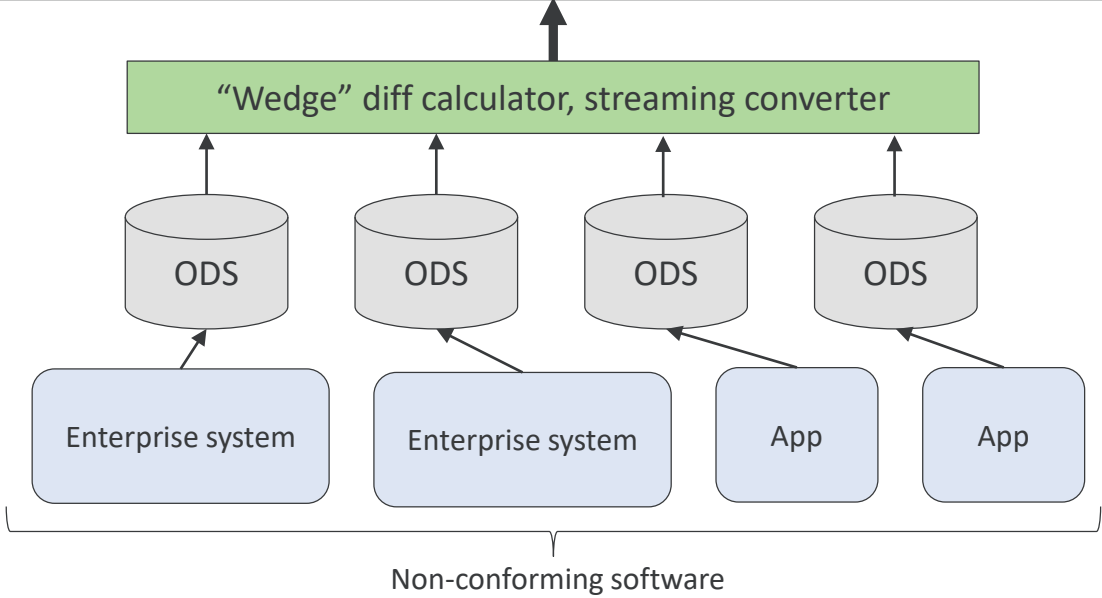
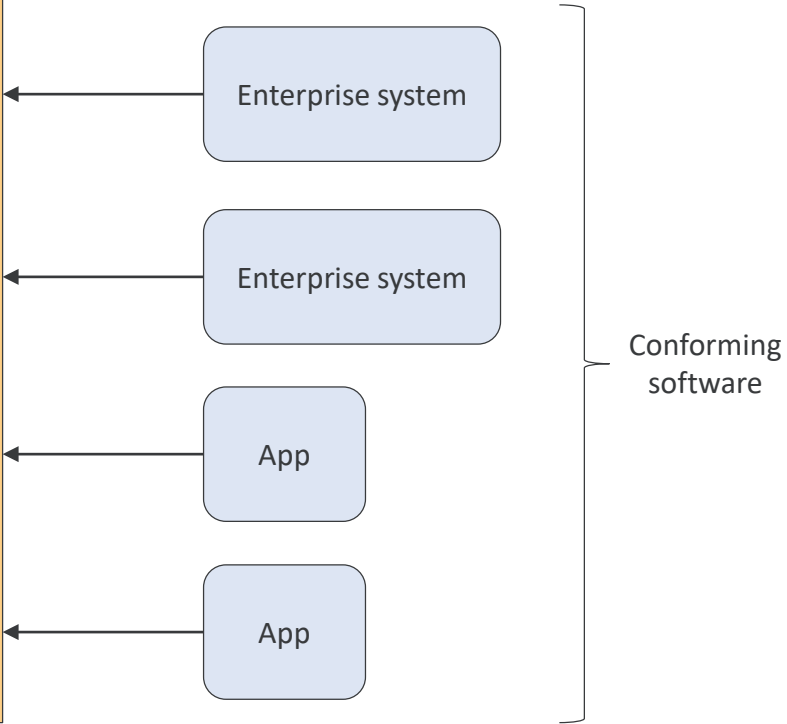
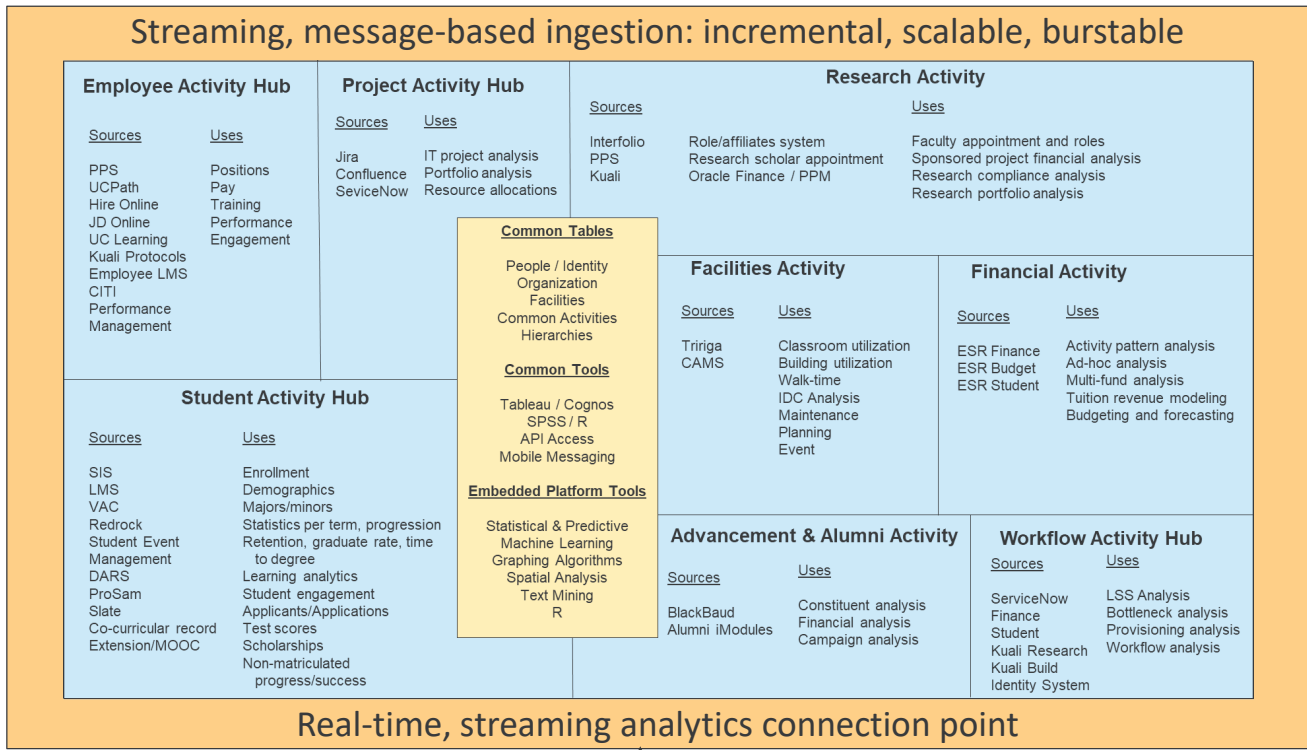
- No need to conserve space. Curated views can be overlapping and duplicative, data can be exploded
- A hierarchy of reusable SQL code results in an OO-like, environment

## 6. Democratize the data

- Make it easier to understand, consume and use
- Enable the community to share, encourage de-centralized, bottom-up data analysis and use

# Overview of the next generation data warehouse

Employee Activity Hub		Project Activity Hub		Research Activity			
<u>Sources</u>	<u>Uses</u>	<u>Sources</u>	<u>Uses</u>	<u>Sources</u>	<u>Uses</u>		
PPS UCPath Hire Online JD Online UC Learning Kuali Protocols Employee LMS CITI Performance Management	Positions Pay Training Performance Engagement	Jira Confluence SeviceNow	IT project analysis Portfolio analysis Resource allocations	Interfolio PPS appointment Kuali PPM	Role/affiliates system Research scholar  Oracle Finance /	Faculty appointment and roles Sponsored project financial analysis Research compliance analysis Research portfolio analysis	
<b>Student Activity Hub</b>  <u>Sources</u> SIS LMS VAC Redrock Student Event Management DARS ProSam Slate Co-curricular record Extension/MOOC		<b>Common Tables</b>  People / Identity Organization Facilities Common Activities Hierarchies  <b>Common Tools</b>  Tableau / Cognos SPSS / R API Access Mobile Messaging  <b>Embedded Platform Tools</b>  Statistical & Predictive Machine Learning Graphing Algorithms Spatial Analysis Text Mining R		<b>Facilities Activity</b>  <u>Sources</u> Tririga CAMS		<u>Uses</u> Classroom utilization Building utilization Walk-time IDC Analysis Maintenance Planning Event	
				<b>Financial Activity</b>  <u>Sources</u> ESR Finance ESR Budget ESR Student		<u>Uses</u> Activity pattern analysis Ad-hoc analysis Multi-fund analysis Tuition revenue modeling Budgeting and forecasting	
				<b>Advancement &amp; Alumni Activity</b>  <u>Sources</u> BlackBaud Alumni iModules		<u>Uses</u> Constituent analysis Financial analysis Campaign analysis	
				<b>Workflow Activity Hub</b>  <u>Sources</u> ServiceNow Finance Student Kuali Research Kuali Build Identity System			<u>Uses</u> LSS Analysis Bottleneck analysis Provisioning analysis Workflow analysis



Activity hubs ingest data via a streaming message service. Curated views and activity tables should employ “duplicate safe” rendering methods, allowing for idempotent messages. This relaxes data consistency significantly, easing the integration complexity.

The streaming analytics connection point allows for directly connecting the streaming ingestion engine with a real-time streaming analytics machine learning platform to process inbound messages

Conforming software meets the streaming message-based ingestion method and submit directly to the activity hub message layer.

Non-conforming software needs a “wedge” integration point that helps calculate differences in snapshots to determine incremental adds, updates and deletes. The ODS and other tools for this wedge can exist in any platform(s), including HANA. The principle define choice is long-term cost and performance needs.

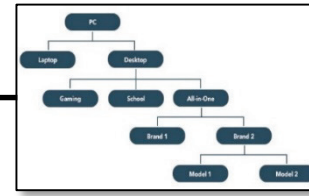
**Source systems/devices**

- a. Emit from point of entry, full incremental or
- b. Simulate incremental from DB



Stream in ->

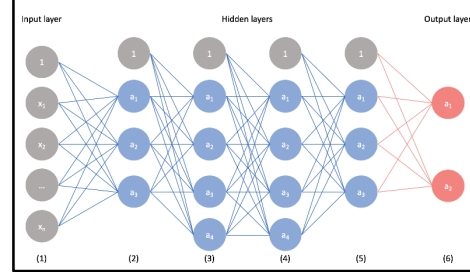
**Hierarchy manager**



<- Hierarchy slot ID + [attributes]

Hierarchy slot attributes ->

**Machine learning platform (MLP)**



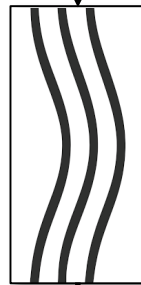
<- Model development ->

**Curated views (CVs)**

1. Built off of activity records only
2. No base tables
3. CVs are built on top of viewlets
4. CVs can also be built on top of other CVs
5. Viewlet reuse should be high
6. Reuse should be at the highest level
7. CVs eliminate the need for user to do joins
8. CVs are normally materialized
9. Viewlets can also be materialized
10. CVs handle duplicate activities (idempotency)

**iPaaS**

- a. Simple, parallel streams
- b. Minimal hops, steps, merging
- c. Save transformation for CVs
- d. Easily restartable
- e. Save extra data in a bag

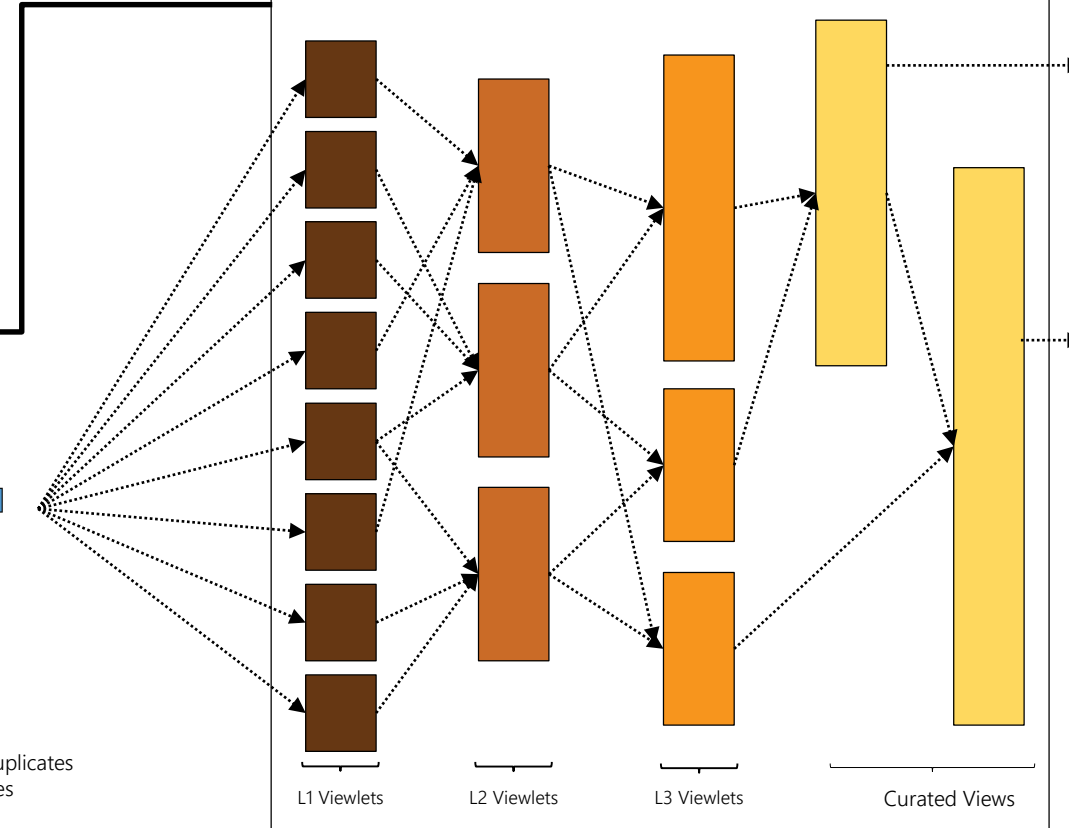


Stream in ->

<- Message out

**Curated Views (CVs)**

<- Message out



# Activity Hub architecture

**Activity table (pile file)**

1. Records have different length
2. Record have different fields
3. Records are added in the order they arrive
4. Adds, updates, deletes are different records
5. Records are from idempotent stream and can have duplicates
6. Records have unique identifiers for resolving duplicates
7. An activity table is a replayable log

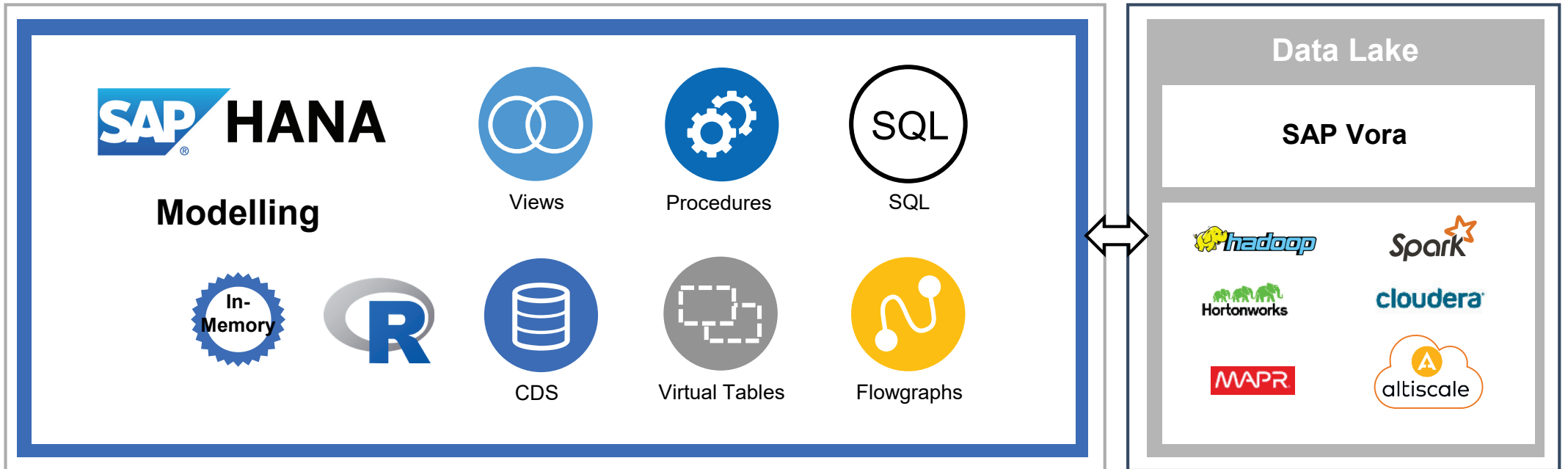
# SAP HANA

## Data Ingestion and Analytics modelling overview

**Consume**

Tableau | Tableau Web Server | Cognos | SPSS | SAS | R | Microsoft Office

**Compute & Data Store**



**Ingest**

ETL ↑ Replication ↑ Streaming ↑ Virtual Access ...

**Sources**

SAP S/4HANA | TERADATA | Twitter | Sensor | Machine | IBM DB2 | Microsoft SQL Server | ORACLE | ...  
GOOGLE BIGQUERY



# Platform predictive capabilities

## Classification Analysis

- CART
- C4.5 Decision Tree Analysis
- CHAID Decision Tree Analysis
- K Nearest Neighbour
- Logistic Regression Elastic Net
- Back-Propagation (Neural Network)
- Naïve Bayes
- Support Vector Machine
- Random Forests
- Gradient Boosting Decision Tree
- Linear Discriminant Analysis (LDA)
- Confusion Matrix
- Area Under Curve (AUC)
- Parameter Selection/Model Evaluation

## Regression

- Multiple Linear Regression Elastic Net
- Polynomial, Exponential, Bi-Variate Geometric, Bi-Variate Logarithmic Regression
- Generalized Linear Model
- Cox Proportional Hazards Model

## Cluster Analysis

- ABC Classification
- DBSCAN
- K-Means/Accelerated K-Means
- K-Medoid Clustering
- K-Medians
- Kohonen Self-Organized Maps
- Agglomerate Hierarchical
- Affinity Propagation
- Latent Dirichlet Allocation (LDA)
- Gaussian Mixture Model (GMM)
- Cluster Assignment

## Time Series Analysis

- Single/Double/Brown/Triple Exponential Smoothing
- Forecast Smoothing
- Auto – ARIMA/ Seasonal ARIMA
- Croston Method
- Forecast Accuracy Measure
- Linear Regression with Damped Trend and Seasonal Adjustment
- Test for White Noise, Trend, Seasonality
- Fast Fourier Transform (FFT)
- Correlation Function

## Association Analysis

- Apriori
- Apriori Lite
- FP-Growth
- KORD – Top K Rule Discovery
- Sequential Pattern Mining

## Probability Distribution

- Distribution Fit/Weibull analysis
- Cumulative Distribution Function
- Quantile Function
- Kaplan-Meier Survival Analysis

## Outlier Detection

- Inter-Quartile Range Test (Tukey's)
- Variance Test
- Anomaly Detection
- Grubbs Outlier Test

## Recommender

- Factorized Polynomial Regression Models

## Link Prediction

- Common Neighbors
- Jaccard's Coefficient
- Adamic/Adar
- Katzβ

## Statistical Functions

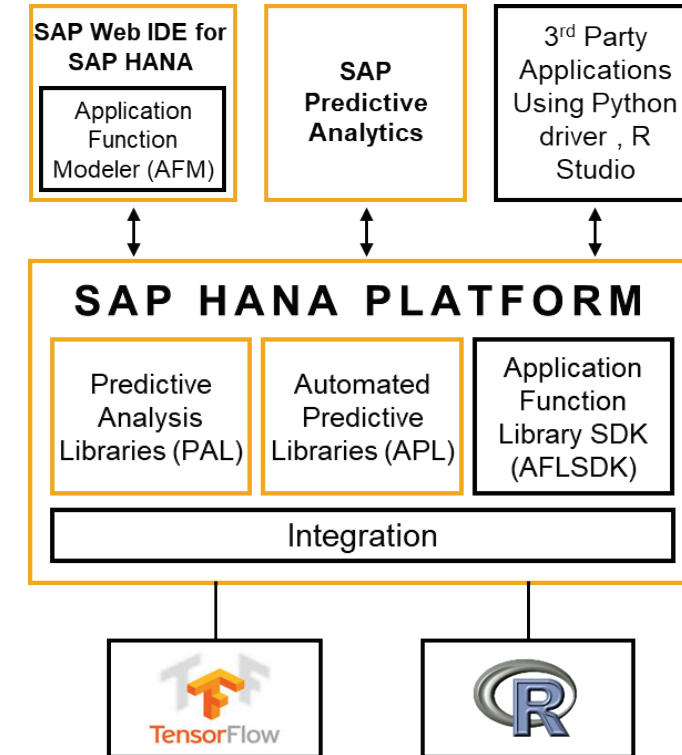
- Mean, Median, Variance, Standard Deviation, Kurtosis, Skewness
- Covariance Matrix
- Pearson Correlations Matrix
- Chi-squared Tests:
  - Test of Quality of Fit
  - Test of Independence
- F-test (variance equal test)
- Data Summary
- ANOVA
- One-sample Median Test
- T Test
- Wilcoxon Signed Rank Test

## Data Preparation

- Sampling
- Binning
- Scaling
- Partitioning
- Principal Component Analysis (PCA)/ PCA Projection

## Other

- Weighted Scores Table
- Substitute Missing Values



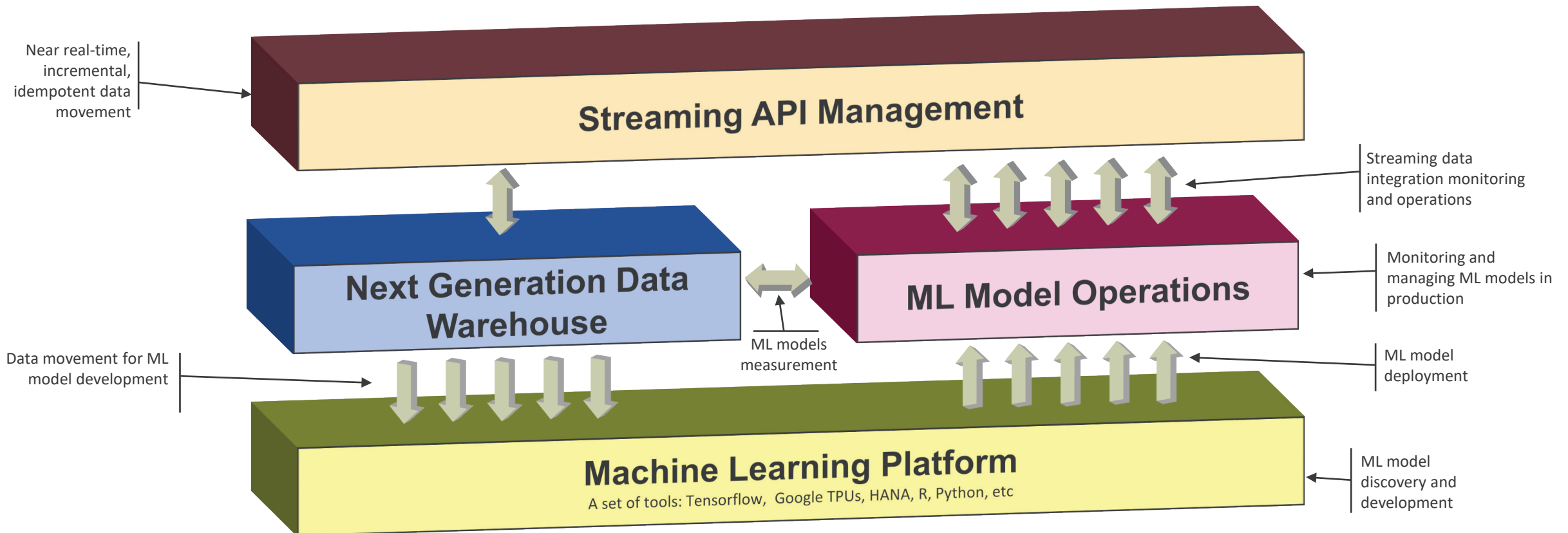
- 90+ prepackaged machine learning/predictive algorithms
- Supports association, clustering, classification, regression, time series, ...
- Supports different types of data – structured, streaming and series data
- Real-time scoring for several algorithms
- Integrated with open source machine learning libraries – TensorFlow and R



# Managing multiple ML models in the next generation analytics

How can we use machine learning to improve administrative processes, student success, research outcomes?

- Multiple models may be active per each business opportunity (e.g., student learning feedback, student success intervention, financial activity fraud detection)
- Multiple models will be developed and trained based on prior streams of data
- Multiple models will be deployed to actively interact with real-time streams of data, interacting with requesting systems and users, activating workflows
- Multiple models can be managed within a 'single pane of glass.' Operations can ensure reliability, detect anomalies, bring up and take down models
- Model measurement data feeds back into the next generation data warehouse to guide further model development
- Faculty experts can utilize this infrastructure to help provide needed expertise rather than use consultants
- The data within this environment can serve workbench for data science and research activities
- The next generation data warehouse (SAP HANA) has best-in-class de-identification capabilities transparent to the end-user, enabling safe use for researchers



Questions?

