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LEARNING ANALYTICS AND EDUCATIONAL DATA MINING: TOWARDS COMMUNICATION AND COLLABORATION

H. Lalchhanhima

Assistant Professor, Dept. of. Computer Science, Govt. Serchhip College, Mizoram, India.

ABSTRACT



Learning analytics (LA) has drawn the attention of academics, researchers, and administrators. Interest in data and analytics in education, teaching, and learning raises the priority for increased, high-quality research into the models, methods, technologies, and impact of analytics. Two research communities -- Educational Data Mining (EDM) and Learning Analytics and Knowledge (LAK) have developed separately to address this need.. The challenges facing LA as a field are also reviewed, particularly regarding the need to increase the scope of data capture so that the complexity of the learning process can be more accurately reflected in analysis. Privacy and data ownership will become increasingly important for all participants in analytics projects. The current legal system is immature in relation to privacy and ethics concerns in analytics. The article concludes by arguing that LA has sufficiently developed, through conferences, journals, summer institutes, and research labs, to be considered an emerging research field.

Keywords:

**Learning Analytics,
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