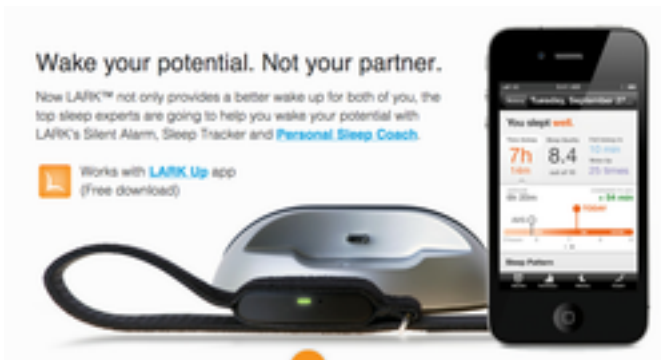


## Collecting Data for Ourselves



In recent years, individuals have grown more and more interested in collecting data that can give them a glimpse into understanding their bodies in relation to their health and performance in life. We know of

examples of people tracking their sleep through head bands using the Zen monitor, described by Emily Singer in the article “The Measured Life” in the MIT publication, *Technology Review*. Smartphone applications focused on the same idea have emerged, including the LARK sleep monitor, that not only tracks your sleeping habits and behaviors, but ensures that it will improve your sleep and lead to “The Great Wake Up”. What transforms people into users of these emerging technologies is the interest in improving one’s health or life and the availability of a technology to collect and present data to the individual.

## Understanding the Crowd

Along that trend, there are also movement to apply this individual and person monitoring technology into groups and crowds. Devices such as the Albert Hall Meetings Limited’s CLiKAPAD were first used in focus groups for film and television. Through these devices, the industry could get real time feedback from participants and adjust their product accordingly. Now we are see more and more academic institutions incorporating this technology. Currently there is a group called Classroom Clickers focused on creating standardization for classroom response



systems whose goals include the immersion of a single brand, training for students and instructors and creating a working relationship with clicker vendors.

## EEG in Education



Devices already exist for individual students struggling with learning to monitor their EEG readings. Neurosky touts that this technology “supports self-directed learning and testing by recognising the ability and interest of the learner, and controlling the pace and direction of the learning experience.” With the persistence of the lecture method in higher education there is developing need for faculty to assess their teaching method and its impact on their students, this type of technology begs to be applied to the lecture halls of higher education.

By incorporating the developing science behind EEG monitoring devices that allow for smaller, cheaper and discrete head bands, college campuses have the opportunity to be a part of a trend that will shape higher education for the better. Through decades of research, scientists are discovering more accurate methods for analyzing EEG data to analyze critical thinking and attention of the individual. (See Description of Data section of our site). With LearningHz, faculty can benefit from accurate, true and in the moment feedback from their students. Additionally, students can track their own individual progress and unlock their learning potential.

Through a device such as LearningHz, campus administration and students, will have the power to understand themselves better through data collection and analysis.

Let LearningHz be part of your journey of lifetime learning.