

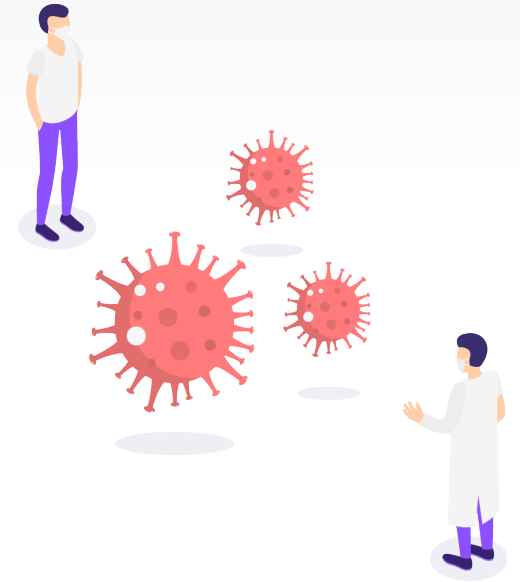
EdTech Brokers as new intermediary professionals

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Education and (post) pandemic emergency

- ▶ “The greatest educational emergency of our times”. Save the future, 2020.
- ▶ A generational opportunity to reimagine education:
 - ▶ New type of professionalities
 - ▶ New professional, research-based knowledge



Three interlocking processes in education:

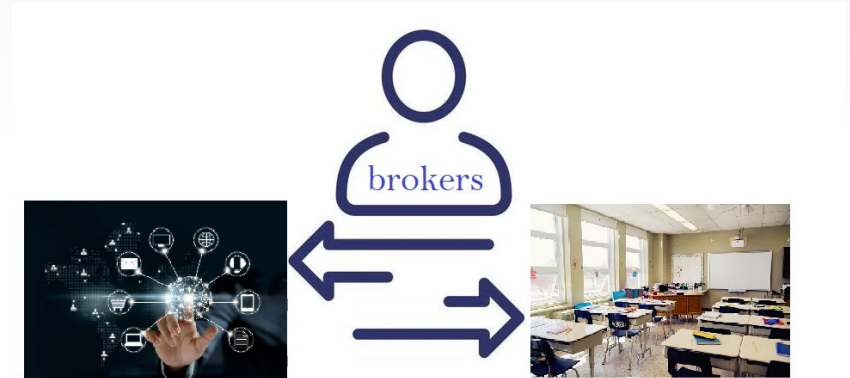
- ▶ Shift in **education policy** to include a wider range of multisector actors, interorganizational networks and sources of influence
- ▶ Increasing participation of **private technology companies** in educational policy networks.
- ▶ Arise in **new types of “evidence” production** , including “what works” centers and programs.



Defining Brokers

Main focus: To facilitate information spread between researchers and educational practitioners . (Neal,2015)

Brokers are defined as organizations engaged in bridging the research-practice gap and the dissemination of knowledge in education. (Nealet. al., 2019)



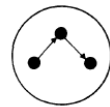
Defining Education Brokers

"A mediator who brokers **ideas** and relationships between people, organizations and sectors in order to create new syntheses that can be branded as new, rather than used, and marketed simultaneously to political parties, media networks, and the public". (Williamson, 2016)

"People who are located at the interface between the national and the European arena who 'translate' the **meaning** of national data into policy terms in the European developments in the national space". (Grek et. al., 2009)

STRUCTURES OF MEDIATION

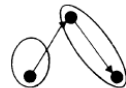
w_i
(coordinator)



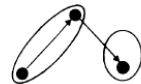
w_O
(itinerant broker)



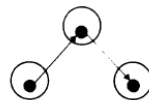
b_{OI}
(gatekeeper)



b_{IO}
(representative)



b_O
(liaison)

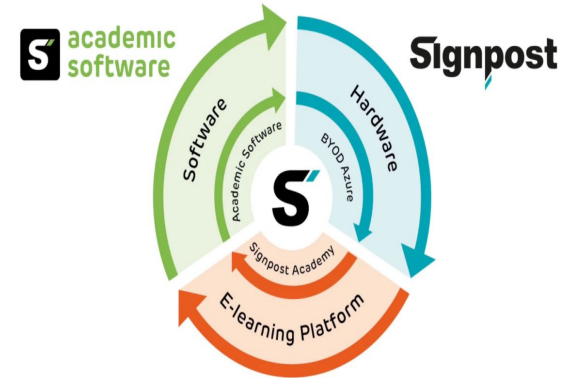
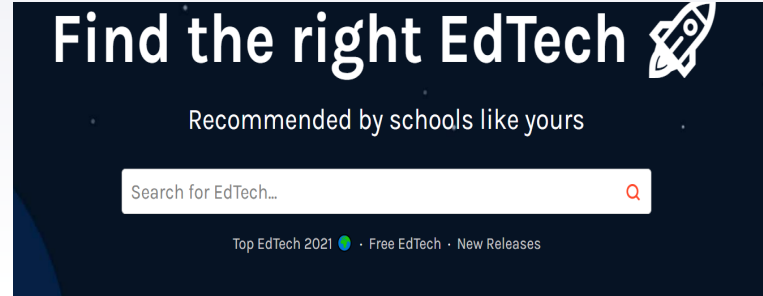


Defining Edtech Brokers

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- Edtech brokers draw on or produce “**evidence**” and “**scientific evaluations**”, making it accessible and attractive for decision makers in schools.
- Brokers combine **services** related to hardware, software and training. Example: Signpost.

“Delivering hardware & cloud solutions (sales, leasing, delivery, software, service, support, imaging, labelling, technicians, replacement equipment, spare parts, etc) at competitive prices”(Singpost, 2021).



Two already identified types of brokers: Belgium and U.K. context

- ▶ Ambassador Brokers
- ▶ Search engine Brokers



https://services.google.com/fh/files/misc/edu_directory_pd_partner_list.pdf

Search Engine Broker



i-Learn

Personalized digital learning in Flemish education

i-Learn enables teachers to build customized learning paths for each pupil individually, based on digital tools.



Search Engine Broken

★ edtech
impact



Whole of the market

EdTech Impact is free and open to everyone, meaning we can provide the largest database of EdTech products globally.



Schools “like mine”

Through our unique schools like mine search tool, you can find out what schools with similar characteristics to you are using.



100% transparency

Our reviews are independently submitted, and published regardless of score - we believe schools need to see everything.



Outcomes focused

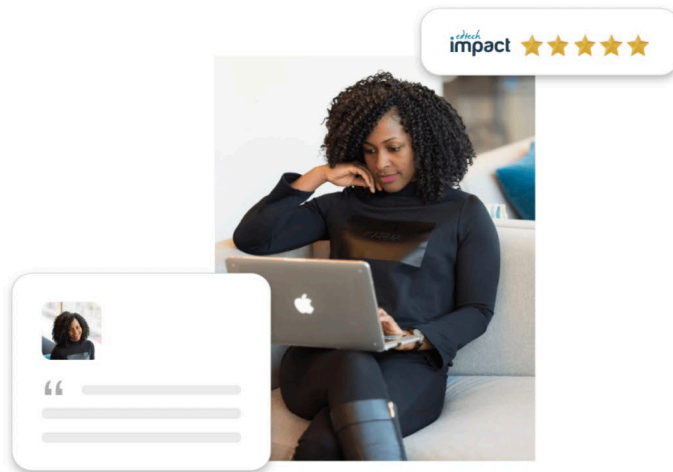
Every review provides qualitative and quantitative feedback on how that product is impacting student, teacher and parent outcomes.

Build powerful social proof

Whether you're a startup, scaleup or multinational education business - the most effective way to sell to schools is through your existing customers.

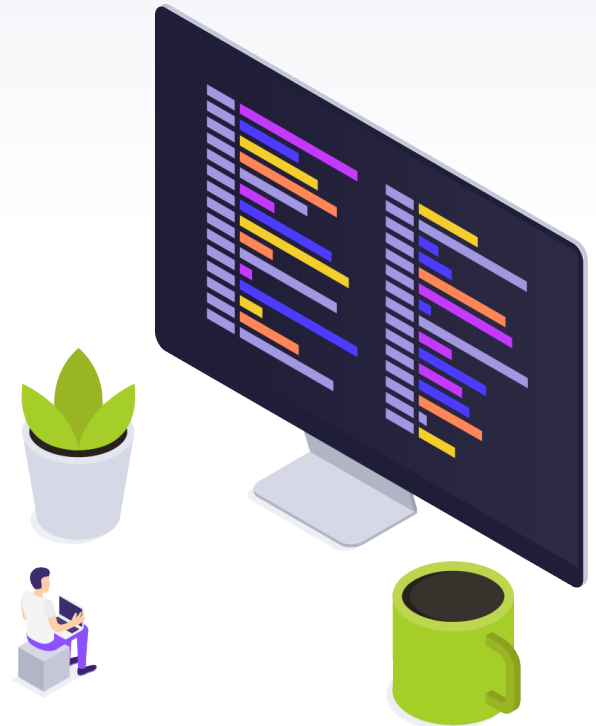
EdTech Impact will help you collect independent, verified customer reviews that can be leveraged to increase trust with prospective customers.

[See examples of reviews >](#)



► Structure of the project:

- ▶ I: Mapping governing rationales present in the (trans-)national broker context
- ▶ II: Explaining the social life of edtech broker organizations as intermediaries
- ▶ III: Disentangling edtech brokering-in-action in schools
- ▶ IV: Bringing it all together:



► Redefining the discourse of “what works”

- ▶ The discourse of “what works” has brought together different sectors with traditionally opposed ideas about what education should be.
- ▶ Now, edtech brokers are reframing the discourse of “what works”, by adopting a global model of operation with distinctive uses of the local.

“What works for you”.



► Provocations and questions:

- ▶ Is the voice of teachers and school authorities being heard?
- ▶ What about educational equality?
- ▶ How to do comparative research about Countries in a global age?
- ▶ How to fully account for the impact of Edtech brokers in times of “data capitalism”?
- ▶ Have you heard of other types of Edtech brokers?



THANKS!

Any questions?

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