

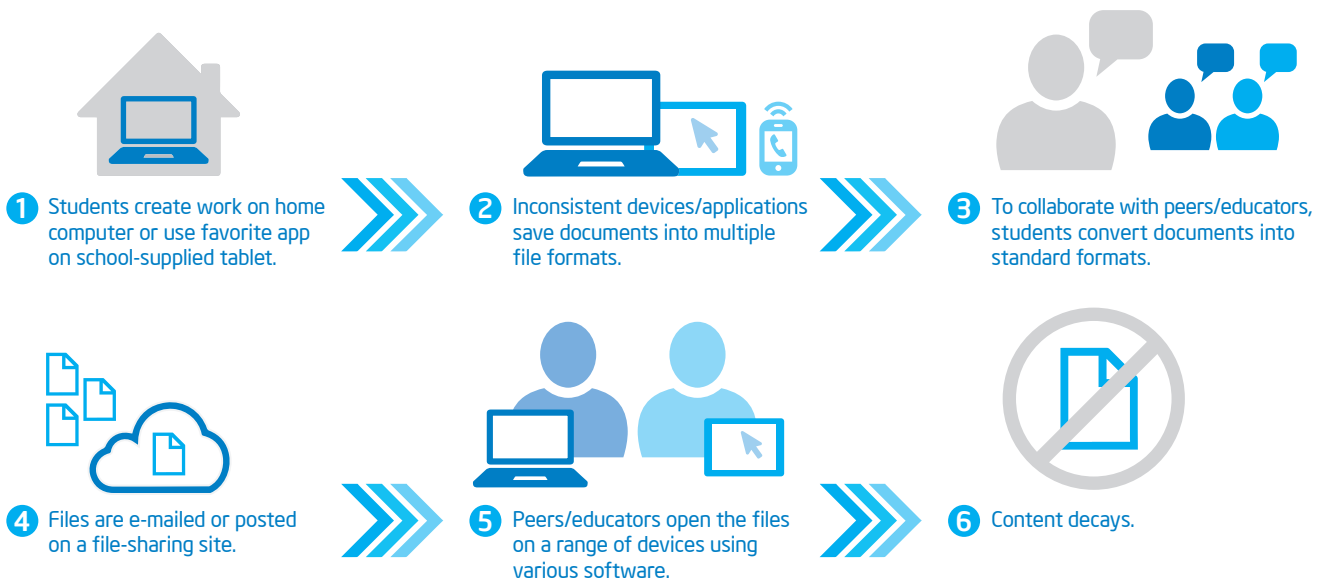
Writing Wrongs: Boosting Literacy by Maximizing Content Fidelity

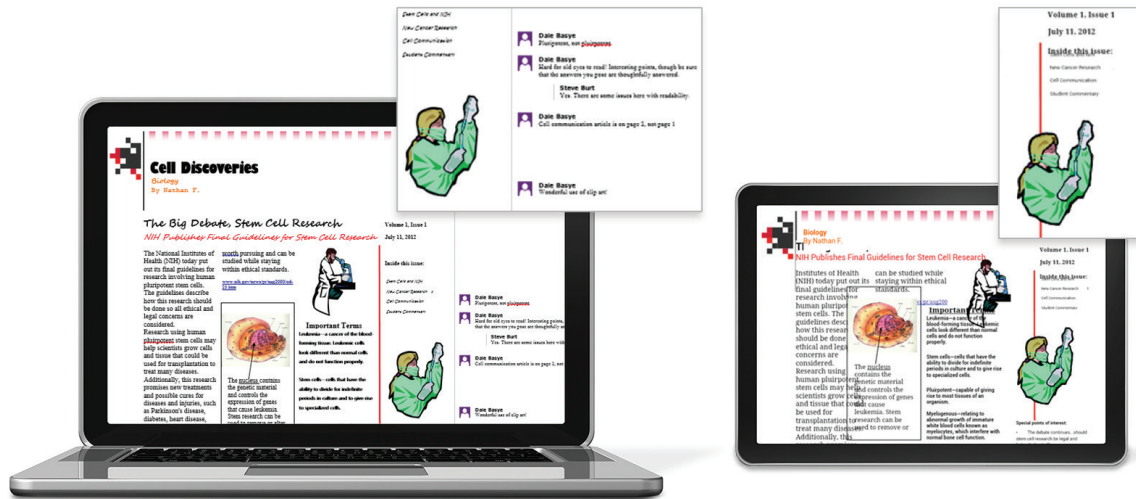
With media coming at students from all directions, students face higher expectations with respect to literacy demands than ever before. And technology is assumed to help them learn to read and write. However, with the array of differing devices students use—tablets, laptops, Chromebooks*, smartphones, and more—and inconsistent, non-standardized digital materials across the school setting, technology can create utter confusion rather than deeper facility with foundational reading and writing skills.

We expect that when a student creates a document—and a teacher, peer or parent reviews or edits the document—content with all the feedback and marking will appear consistently from teacher to student, no matter what device each one uses. But nothing could be further from the truth. The integrity of documents—or content fidelity—is one of the most significant, yet seldom talked about, challenges for educators to manage.

The output from applications running on various operating systems and even cloud-based solutions, such as Google Drive,* can differ considerably from what the student creates through an iterative and collaborative review process with the teacher as well as with peers. Issues can be as simple as irritating format changes, to instances where the meaning of the student's composition or report is altered in significant ways, such as with the loss of comments or crucial editing markups. And, subsequent changes can lead to further compromised content. This concept is known as content decay.

Typical Content Decay Workflow Scenario





The device on the left shows a student's report and a classmate's comments. On the right the teacher's device displays the work illegibly and comments are lost.

Lost in Translation: Learning Suffers When Content Decays

Teachers and students are growing more dependent on collaboration tools such as Comments and Track Changes to support the learning process. Often vital comments are lost when different software converts documents across devices, resulting in miscommunication and missed chances for true, seamless collaboration. Other than with Microsoft Word*, limited standards exist for cross-platform consistency. Most systems are proprietary, and applications interpret or convert other formats into their own format. The following errors can occur from conversion:

- Comments not displayed
- Missing content
- Misrepresented information
- Lost peer or teacher feedback
- Substantial formatting errors
- Missing or misplaced images
- Faulty text wrap
- Missing page numbers
- Missing footers
- Missing footnotes and titles
- Distorted images or layouts
- Inability to track changes
- Files simply won't open

Even Google Drive does not always escape these inconsistencies as not all devices can run the full web-based version. Some devices must use limited app versions of Drive, that utilize only a tiny subset of the features of the web version.

Learn more about how you can ensure content fidelity in your school or district by visiting www.k12blueprint.com/cb/ela

Platform Standardization Strengthens Learning and Simplifies Management

Students and educators need confidence in their tools to consistently and correctly display information. Schools can preserve content fidelity in the classroom if devices are chosen from a standard platform based on a single operating system that utilizes industry-standard applications. Such practice will help ensure optimal usability and performance for existing curriculum content, instructional activities, and lesson plans, while enabling the flexibility to adopt new content to support the Common Core and other curriculum initiatives.

