Smart Education in Korea

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Samsung Electronics Hong Kong
Korean Economic Growth: The Rags-to-Riches History

10 fold GDP growth in 20 years

1986 GDP: 100 billion USD
2012 GDP: 1,129 billion USD
What Made Korea to Get Here, Education

Children Education 64.5

<table>
<thead>
<tr>
<th>Factor</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriage</td>
<td>54.2</td>
</tr>
<tr>
<td>Wealth/Possessions</td>
<td>48.9</td>
</tr>
<tr>
<td>Social Success</td>
<td>41.8</td>
</tr>
<tr>
<td>Leisure</td>
<td>34.9</td>
</tr>
<tr>
<td>Religion</td>
<td>21.1</td>
</tr>
</tbody>
</table>

Unit %

Mass Survey with Korean Middle-Class (Joongang Daily, 2009)
Now We Need to Foster Creative Talent

Student centric Education (Potentiality, Creativity)

Focused on Entrance (Score Competition)

Education, Science, Technology (Future talent)

Creative education (Creative talent)

(Primary school in Korea) 1964

1970

1980

2017

2050

Student/ 1 Teacher

62.6

18.7
Core Competencies in 21st Century

3R
- Reading
- Writing
- Arithmetic

4C + α
- Creativity
- Critical Thinking
- Communication
- Collaboration
Education System Should be Changed for Digital Natives and New Social Environment

Digital Natives
Integrated Changes of Education System

1. Content
   - Content Diversification
   - Digital Content

2. Method
   - Offline (classroom)
   - Expansion of learning space
   - On/Offline

3. Environment
   - Development of Information Technology
   - Diverse Learning Devices

4. Curriculum
   - Standardized Curriculum
   - Diversification / Personalization
   - Individualized Curriculum

*Knowledge share via SNS, YouTube
Smart Education is...

Changes of content, method, evaluation and environment of education, NOT just ICT utilization

21st Education = Intelligent Customized Education

SMART

Self-directed
Motivated
Adaptive
Resource enriched
Technology embedded

EDUCATION

*Korea MOE Announced Smart Education Plan in
Korea Smart Education Project

Samsung provides Tablet (GALAXY Tab 10.1), e-Board, Samsung School software.

**School Profile**
- **Country:** South Korea
- **School:** More than 2,000 schools including Gyeseong elementary school.

**Offerings**
- **Devices (per class):** 30 Galaxy note 10.1 devices, e-Board, keyboard dock
- **Solutions:** Samsung School Solution (150 schools)

**Challenges & Value Proposition**
- **Key Challenge**
  - Teachers wanted to better engage students and enhance their learning experience with interesting, interactive teaching tools
- **Value Proposition**
  - Enable students to learn beyond the classroom with light and mobile tablets
  - Enable teachers to display information on the IWB and share it with students’ tablets using Samsung School solution

**Benefits & Results**
- **Increased interaction** and participation with multimedia communication between IWB and tablets
- **Enhanced mobility** in learning by enabling student self-learning anytime and anywhere
- **Efficient administration** with digitalized, simplified student management
Using Digital Textbook
Using SNS (Social Network Service)
Using Education App- Augmented Reality
### Proven Value of Smart Teacher and Smart Education

**GYESEONG**

<table>
<thead>
<tr>
<th>Category</th>
<th>Before</th>
<th>After</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction</td>
<td>63.4</td>
<td>85.1</td>
<td>▲ 21.7</td>
</tr>
<tr>
<td>Class convenience</td>
<td>56.5</td>
<td>91.7</td>
<td>▲ 35.2</td>
</tr>
<tr>
<td>Interest in the lesson</td>
<td>61.8</td>
<td>80.6</td>
<td>▲ 18.8</td>
</tr>
<tr>
<td>Engagement in lessons</td>
<td>62.9</td>
<td>77.2</td>
<td>▲ 14.3</td>
</tr>
<tr>
<td>Comprehension of lessons</td>
<td>69.1</td>
<td>83.1</td>
<td>▲ 14.0</td>
</tr>
<tr>
<td>Problem solving ability</td>
<td>73.4</td>
<td>82.9</td>
<td>▲ 9.5</td>
</tr>
<tr>
<td>Self-directed learning</td>
<td>71.7</td>
<td>80.6</td>
<td>▲ 8.9</td>
</tr>
<tr>
<td>Concentration on lessons</td>
<td>65.4</td>
<td>70.9</td>
<td>▲ 5.5</td>
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</tbody>
</table>

*This research has been done by Embrain Research Firm*
Things to be considered

To Make Smart Education for Everyone
Among teachers in 1-to-1/BYOD classrooms:

Only 15% use subject-specific content tools weekly
Only 37% use information or reference tools weekly
Only 24% use teacher tools weekly
Only 14% use digital curricula weekly

- The Common Sense Media Survey of Educators, 2013
We Understand Teachers are Very Busy

THE REAL TEACHING DAY IS AROUND
12-16 HOURS/DAY

8 HOURS
standard teaching day (full time)

1 HOUR
come before school or stay after school to offer extra help to those who need it

3-5 HOURS
day by day planning, grading, answering emails, making home phone calls, making home visits, attending meetings required by the school district, holding teacher-parent conferences, etc.

• Preparation: 15 hours / week

• Assessment/Marking: 5 hours / week

• Extracurricular activities: 2 hours / week

• Meetings: 3 hours / week

• Individual support: 2 hours / week

→ Total 27 hours

※ The Common Sense Media Survey of Educators, 2013
Provide Teachers with Time to Learn

Increased Digital Literacy

Before the camp: 3.67

After the camp: 4.30
Samsung Wants to Share the Benefit with Others Through Smart Education

- Hosting fund-raising marathons, Supporting educational facility and IT education
- Built Samsung Complex in the Amazon region providing Educational & Medical support facilities, Supporting Youth sport campaigns by providing IT education facility
Samsung Smart School Citizenship Project

New Learning Experience

三星智能教學新體驗
Education Bureau has released the Fourth Strategy on Information Technology in Education in 2014. One of the major initiatives include the phased provision of wireless network services and other supporting facilities for all public sector schools (about 1,000 schools) to help students cope with the changing needs of the information age.

Samsung Citizenship Team is supporting Smart School as a strategic program to fulfill Samsung’s corporate responsibility as a good corporate citizen in Hong Kong community.

- To support Hong Kong Government policy in Hong Kong e-learning development
- To fulfill the corporate responsibility as a good corporate citizen in Hong Kong community
- To build the e-learning market by encouraging teachers’ experience sharing and experience tour
Project Highlights

Project Overview

To support Govt e-learning development, Samsung Smart School Citizenship Project offers **22 - 40 sets of e-learning set to 67 selected needy schools** for one school year in return for their commitment to share their experiences of e-learning to the community.

Basic e-learning set

- Samsung GALAXY Note 10.1-2014 Edition (Wi-Fi) 16G **tablets**
- Samsung School **Solution** (Learning Management Platform)
- Multi-purpose **printer**

Needy school (i.e. Selection Criteria)

Primary and secondary schools who are **ready** and have the **passion and commitment** for e-learning but **cannot afford** to invest and develop quality smart school by their own budget.
Project Partners

Partners

Co-organizers:

Supporting Organizations:

Judging Panels

1. Mr. Victor Cheng, Executive Director of Hong Kong Education City (HKEdCity)
2. Mr. Albert Wong, Chairman of Association of I.T. Leaders in Education (AiTLE)
3. Mr. Erwin Huang, Chairman of eLearning Consortium (eLC)
4. Prof. Kong Siu-Cheung, Professor and Head of Department of Mathematics and Information Technology in the Hong Kong Institute of Education (HKIEd)
5. Mr. Raymond Wong, Principal of Lam Tai Fai College (Secondary School)
6. Mr. Yeung Wai-Yin, Principal of PLK Dr. Jimmy Wong Chi-Ho (Tin Sum Valley) Primary School
7. Mr. Lawrence Chow, Chief Marketing Officer of Samsung Electronics Hong Kong
**Program Details**

**Project Timeline**

- **Application Deadline**: 27 June 2014
- **Results Announcement**: Mid Jul 2014
- **Product Delivery Installation & Training**: Jul - Aug 2014
  
  Submit via login system.
- **Renewal Review of Participating Schools**: Jun 2015
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