Pigeons and Personalization: The Histories of “Personalized Learning”

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The invented history of education
There is no agreed-upon definition of “personalized learning”
Personalization: The action of making something personal, or focused on or concerned with a certain individual or individuals; emphasis on or attention to individual persons or personal details — The Oxford English Dictionary
“Rugged individualism” and American ideology
Personalization: A wide variety of organizations use personalization to improve customer satisfaction, digital sales conversion, marketing results, branding, and improved website metrics, as well as for advertising

— Wikipedia
The “personal” computer
“Individualization” and “standardization” are intertwined
With or without aversive contingencies, it is easy to “lose our pigeon” and the student never becomes a reader.

— B. F. Skinner, *The Technology of Teaching*