

Metadata for Learning Opportunities (MLO) - Advertising

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NATIONAL FOREWORD

<p>Käesolev Eesti standard EVS-EN 15982:2011 sisaldab Euroopa standardi EN 15982:2011 ingliskeelset teksti.</p> <p>Standard on kinnitatud Eesti Standardikeskuse 30.09.2011 käskkirjaga ja jõustub sellekohase teate avaldamisel EVS Teatajas.</p> <p>Euroopa standardimisorganisatsioonide poolt rahvuslikele liikmetele Euroopa standardi teksti kättesaadavaks tegemise kuupäev on 07.09.2011.</p> <p>Standard on kättesaadav Eesti standardiorganisatsioonist.</p>	<p>This Estonian standard EVS-EN 15982:2011 consists of the English text of the European standard EN 15982:2011.</p> <p>This standard is ratified with the order of Estonian Centre for Standardisation dated 30.09.2011 and is endorsed with the notification published in the official bulletin of the Estonian national standardisation organisation.</p> <p>Date of Availability of the European standard text 07.09.2011.</p> <p>The standard is available from Estonian standardisation organisation.</p>
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ICS 35.240.99

English Version

Metadata for Learning Opportunities (MLO) - Advertising

Métadonnées pour les opportunités d'apprendre - Publicité

Metadaten für Lernangebote (MLO) - Werbung

This European Standard was approved by CEN on 29 July 2011.

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Foreword

This document (EN 15982:2011) has been prepared by Technical Committee CEN/TC 353 “Information and Communication Technologies for Learning, Education and Training”, the secretariat of which is held by UNI.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by March 2012, and conflicting national standards shall be withdrawn at the latest by March 2012.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

MLO-Advertising (MLO-AD) is a standard addressing metadata sufficient for advertising a learning opportunity.

The goal of MLO-AD is to provide information about a learning opportunity, to enable the learner to make a decision if there is a need for more information about the learning opportunity, and where to find that information.

MLO-AD is a lightweight standard that fits well with existing business processes and technologies. The MLOAD standard facilitates semantic technologies and web architectures to support several mechanisms for exchange of information and aggregation of information by third party service suppliers. The standard is easy to implement to ensure a rapid uptake by the European countries.

At the design level, the group wanted the standard to support the ECTS descriptions and the exchange of ECTS information.

The standard only describes the datamodel for learning opportunities, and does not give any guidance on the vocabularies that are needed to ensure semantic interoperability between different educational and jurisdictional domains. The reason for not addressing vocabularies is that there is a need for frequently updating and maintaining the vocabularies, and that many vocabularies are mandated by the educational and jurisdictional domains where the standard is used.

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

1 Scope

This European Standard specifies the characteristics of electronic representation of Learning Opportunities in order to facilitate their advertising and subsequent discovery by prospective learners.

Key users of the standard will be:

- those who provide opportunities for learning and wish to advertise them;
- those who offer electronic search services that aggregate results from multiple Learning Opportunity providers;
- those who wish to compare Learning Opportunities that have been represented electronically.

This European Standard specifies an abstract model for representing Learning Opportunities. The model specifies three resources about which metadata can be stored to facilitate advertising of Learning Opportunities:

- a) the Learning Opportunity Provider;
- b) the Learning Opportunity Specification; and
- c) the Learning Opportunity Instance.

This European Standard specifies the characteristics of relations between the three resources and recommends a core set of metadata for each.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 15836, *Information and documentation — The Dublin Core metadata element set*

3 Terms and Definitions

For the purpose of this document, the following terms and definitions apply.

3.1

advertising

process of making descriptions of Learning Opportunities available to external systems

NOTE Typically this is for the purpose of encouraging applications from potential learners;

3.2

aggregator

system (application or service) that collates descriptions of Learning Opportunities from multiple Learning Opportunity Providers in order to offer additional functionality to users based on those descriptions, for example to search, browse, and compare Learning Opportunities

3.3

broker

system (application or service) that collates descriptions of Learning Opportunities from multiple Learning Opportunity Providers in order to support one or more business processes, such as mediated application to University, or financial services such as student loans