# EDIA

# Artificial intelligence saves authors up to 1.5 hours of content research

## Background

Our customer's authors create language assessment content to test reading proficiency levels of second language learners. On a daily basis, the authors search news articles based on an assigned topic and rewrite it for a given reading level using the CEFR* framework.

Authors spend significant amounts of time finding the right news content that will be edited for testing purposes. The test item is then read by students during the reading examination part of their language assessment. Therefore, the authors must ensure that they select the appropriate topic and edit the text to the correct CEFR reading level.

*Our customer, the world's leading language testing organisation, has gathered years of language assessment expertise and has worked with educational institutions and governments all over the world.*

## Challenge

Authors spend a considerable amount of time on researching suitable news items that could be turned into a test item. Authors can easily spend over **two hours** finding suitable content before the writing process can actually begin.

## Goals

The main goal our customer wanted to accomplish was to shorten the authors' time spent on content research. The secondary goal our customer had was to increase the accuracy rate of properly classifying the right reading level and topic to the text.

"Our News Recommendation API was able to save the authors of up to 1.5 hours of content research."

## Our approach

For properly assessing the news items difficulty, we utilized our Readability Analyzer API, specifically our CEFR Classifier based on convolutional neural networks. For accurately identifying suitable news items, we used our Topic Classifier API based on the IAB topic taxonomy.

**EDIA's Content Classification APIs**

CONTENT PRE-PROCESSOR

ENTITY EXTRACTOR

TOPIC CLASSIFIER

READABILITY ANALYSER

SIMILARITY ANALYZER
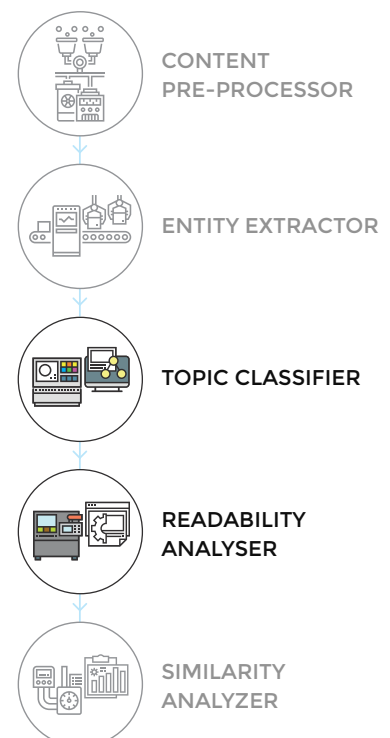
# Results

To address the goals of the customer, we provided our proprietary News Recommendation API that combines the CEFR* Classifier and the Topic Classifier.

**The News Recommendation API serves as an assessment content recommendation engine for the customers' authors. The API allows the authors to search and filter news articles on:**

- **Word count**
- **Publish date**
- **CEFR reading level (A1-C2)**
- **Topic**
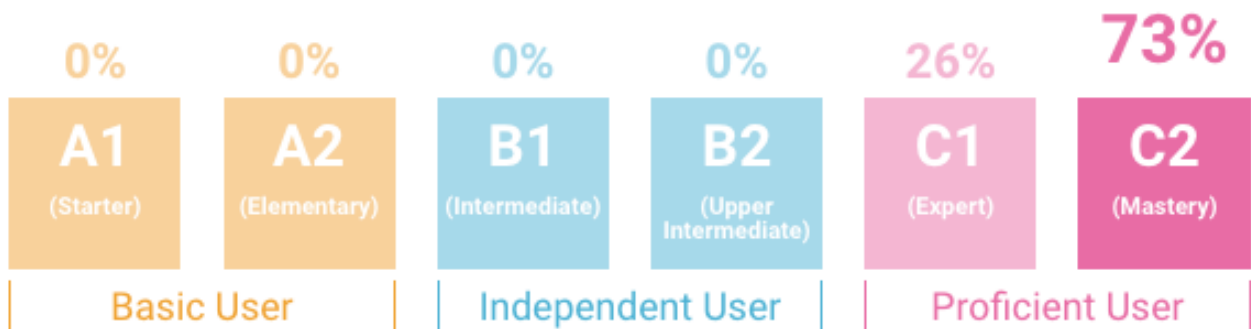


*Example of how the EDIA CEFR API displays an analysis result*

Furthermore, the API allows the authors to classify any text for CEFR* level as well as topic.

Thanks to this advanced search and classification capability, the News integral
part of the customers authoring process.  All in all, our customer was able content research part of the authoring process.

# Solution

With the EDIA CEFR API authors were able to decrease the time spent content and instead focus on the actual job of authoring. They were able and therefore increase time spent in actually creating the content.

**[Schedule an appointment](#) to learn more about how EDIA can be of benefit in your authoring process.**

*EDIA developes artificial intelligence suites designed for educational publishers. The technology automates metadata tagging processes, which helps drive revenue, lower costs and manage educational content more efficiently.*

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- CEFR (Common European Framework of References for Languages) is the European standard of learning a second language with levels ranging from A1-C2. This standard is frequently used as metadata.

Tesselschadestraat 11
1015RA  AMSTERDAM, The Netherlands
+31 – (0)20 – 716 36 12

www.edia.nl
info@edia.nl