



Análisis del Aprendizaje Social en la Educación Superior: antecedentes y líneas de actuación futuras [

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Analítica

The concept of Learning Analytics is relatively new, as we understand it today, but the practice of evaluate user behavior through previous records of activity, whether they are customers (companies) or students (and educational institutions) to predict such behavior and improve the experience is not so new. Over time, the technology, along with other educational factors, commercial, etc., have encouraged, developed and facilitated this practice, to provide a personalized experience of quality for the user. This article focuses on the analysis of their educational development, as this is the issue that concerns us, as well as trends, practices and tools for use, which, taken together, help us to understand what and why we can be very useful the use of Social Learning Analysis

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