

Pearson, the world's largest education company, is aiming to become a major player in the privatized education market (Kamenetz, 2016). The company is known for its standardized tests, software, and computer-based exams. It also has a significant presence in the US, where it is a major developer of the Common Core tests and markets learning software, online college programs, and other educational services. However, Pearson's ability to operate outside of democratic oversight and market forces is both effective and concerning. With its own tests as its only accountability, Pearson has significant control over the education system (Kamenetz, 2016).

Liberal capitalists see education as a way to boost economic growth, and being that the education sector is worth close to \$5.5 trillion, it's no wonder that Pearson is on a mission to expand and consume education platforms across the world. Both radical humanists and Marxists believe that the current global economic system is unjust and that education is necessary to challenge it. Pearson, in an attempt to privatize education and make it affordable world-wide, has initiated low-cost education in countries such as the Philippines for approximately \$2 a day (Kamenetz, 2016). Pearson's initiative also appeals to the Marxist goal of social equality. By making education more affordable, Pearson is making it more accessible to people from all socioeconomic backgrounds. This could help to create a more just and equitable society.

Liberal capitalism and Marxism have opposing views on individuality and social class. Liberal capitalism emphasizes individuality and competition, while Marxism emphasizes social equality and collective ownership (McCowan, 2015). Both systems have their own benefits, but liberal capitalism is more effective at promoting economic growth, while Marxism has the potential to create a more just and equitable society. In Pearson's initiative to make education affordable, it appeals to the Marxism paradigm and in adapting reading passages and assessments and personalizing them to students' potential and academic capabilities, Pearson proves its

connection to liberal capitalism. Pearson's adaptive learning technology can also be used to track student progress and identify students who are struggling (Hogan & Sellar, 2019). This information can then be used to provide targeted interventions to help students succeed. This is consistent with the Marxist goal of ensuring that all students have the opportunity to learn and succeed.

Different people have different ideas about the role of education in society. Some people, like liberal capitalists, believe that education is important for economic growth. They think that when people are educated, they are more productive workers, which helps to grow the economy. Other people, like radical humanists and Marxists, believe that education is important for social change. They think that when people are educated, they are more likely to challenge the status quo and work for a more just and equitable world. Pearson agrees with these theories and has proven its determination to make education available, affordable, and adaptable to students all over the world (Hogan & Sellar, 2019).

Pearson's use of adaptive learning technology also reflects a commitment to social change. Adaptive learning technology can be used to personalize education to each student's individual needs, regardless of their background or circumstances. This can help students from all backgrounds to reach their full potential and contribute to a more just and equitable society (Kamenetz, 2016). With its initiative to make education more accessible and affordable by lowering the cost of education, Pearson is making it more possible for people from all backgrounds to obtain the skills and knowledge they need to succeed in the workforce. This can lead to economic growth, as well as greater social equality.

References:

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