MOOCs for the Rest of Us
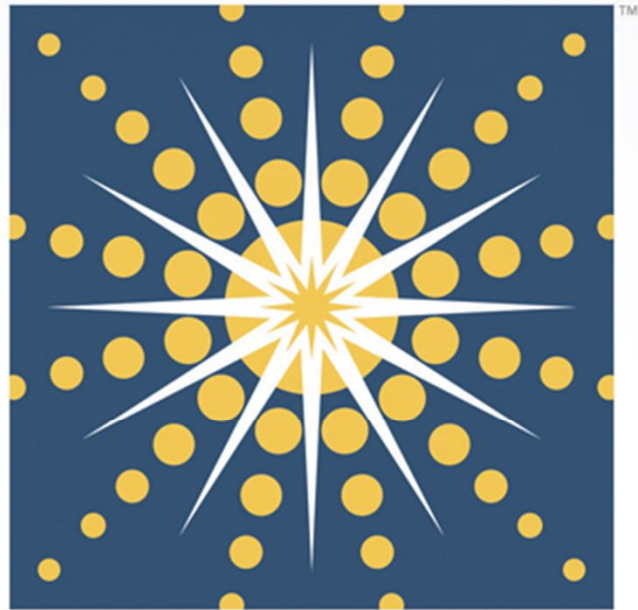
An Inside Higher Ed webinar

MOOCs for the Rest of Us

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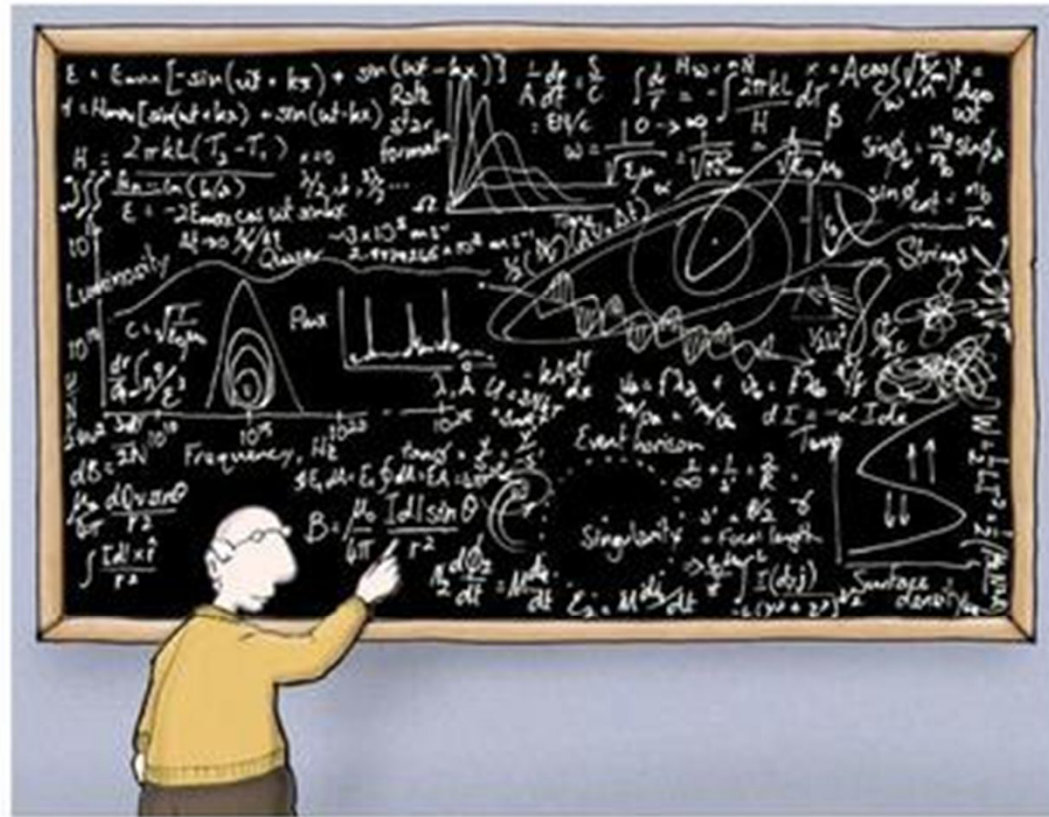**National Institute for Technology in Liberal Education**

www.nitle.org

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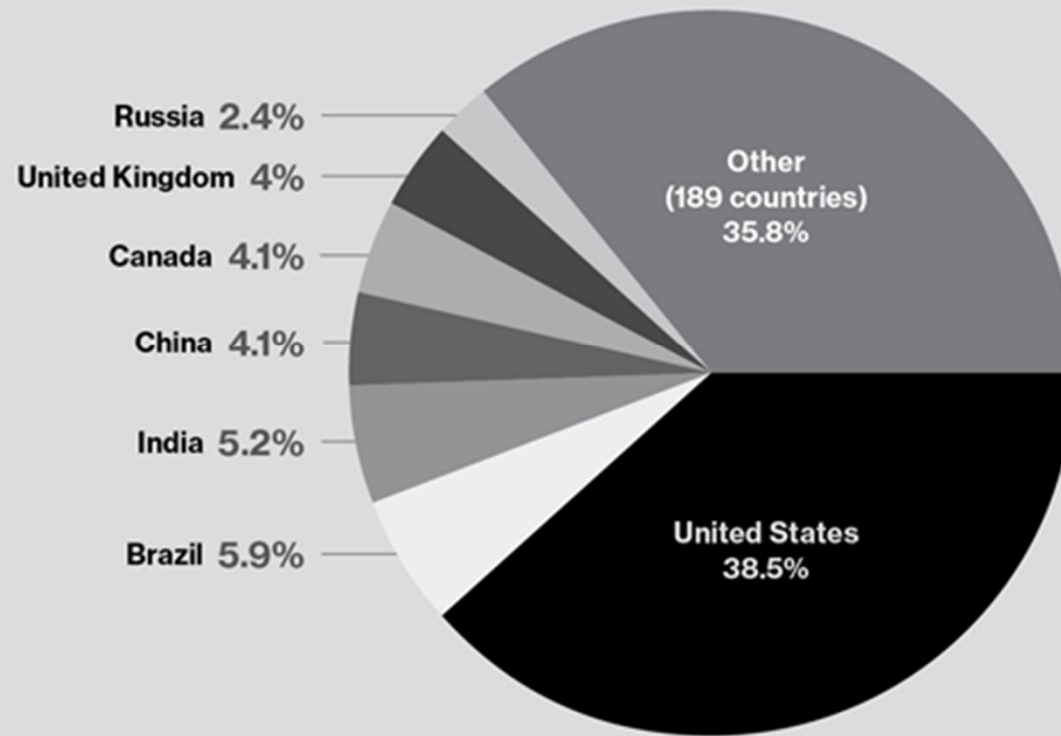# What Problem Are You Trying to Solve?

The Year of the MOOC

"This was, without a doubt, the most important and talked-about trend in education technology this year. And oh man, did we talk about it."

– Audrey Waters, **Top Ed-Tech Trends of 2012: MOOCs,** December 18, 2012
http://www.insidehighered.com/blogs/hack-higher-education/top-ed-tech-trends-2012-moocs

Foreign Legion
Where users of free online college courses come from

Russia 2.4%
United Kingdom 4%
Canada 4.1%
China 4.1%
India 5.2%
Brazil 5.9%

Other (189 countries) 35.8%

United States 38.5%

Source: Coursera

Active MOOCs by Provider

provider	# classes
Coursera	43
Open Learning Inititative	15
Udacity	14
MIT Open Courseware	9
edX	7
Venture Lab	5
DuoLingo	3
10gen	2
Class2Go	2
Education Portal	2
Open Learning	2
Caltech	1
Edfuture.net	1
ExcelExposure	1
Open HPI	1

Pie chart legend:
- Coursera — 40%
- Open Learning Inititative — 14%
- Udacity — 13%
- MIT Open Courseware — 8%
- edX — 6%
- Venture Lab — 5%
- DuoLingo — 3%
- 10gen — 2%
- Class2Go — 2%
- Education Portal — 2%
- Open Learning — 2%
- Caltech — 1%
- Edfuture.net — 1%
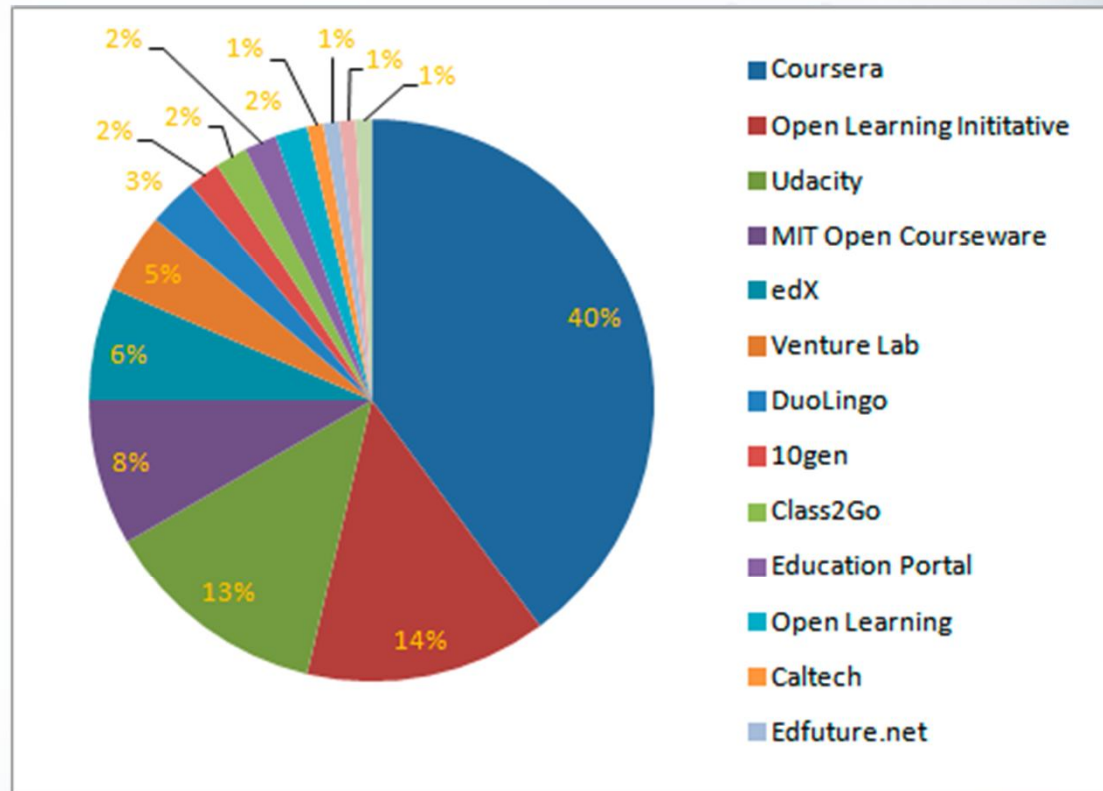
MOOCs by Discipline

category	# classes
Computer Science	75
Humanities, Social Studies	36
Health and Medicine	31
Finance and Economics	18
Statistics, Data Analysis	15
Biology, Anatomy, Physiology	14
Business and Management	14
Physics and Earth Studies	14
Art, Design, Music, Film	12
Mathematics	12
Engineering	9
Chemistry	8
Information, Technology, Vision	5
Languages	5
Food and Nutrition	3
Astronomy and Cosmology	2
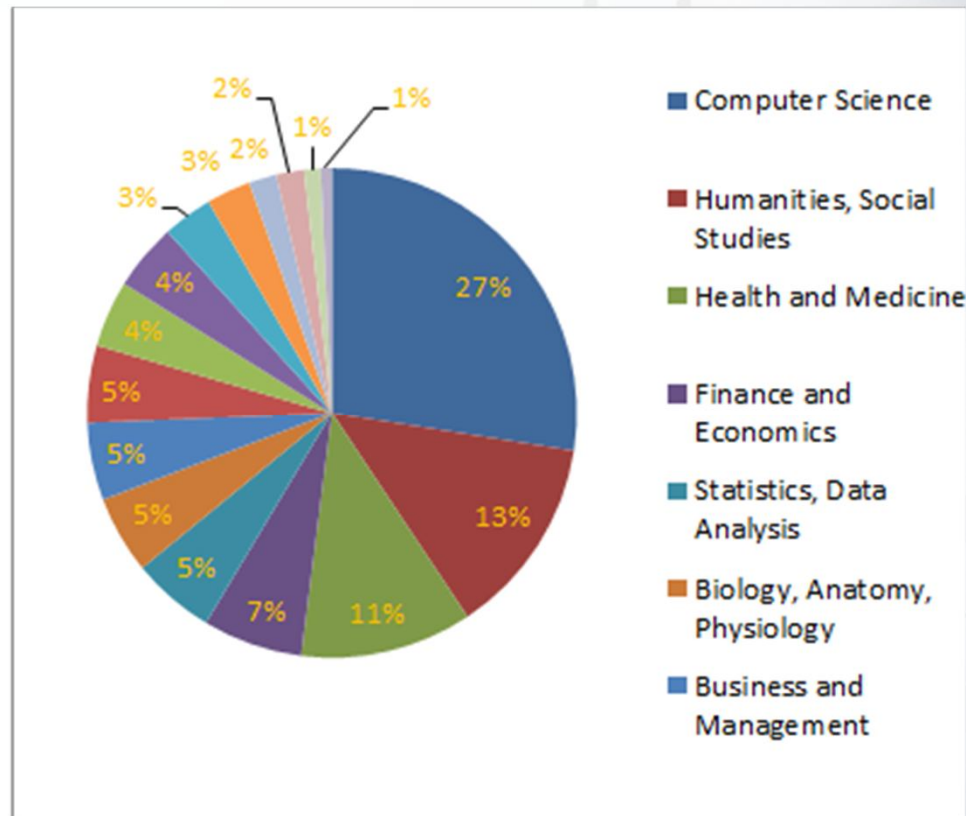
Disruption and Disintermediation

"What happened to the newspaper and magazine business is about to happen to higher education: a rescrambling around the Web."

- David Brooks, The Campus Tsunami

The Seduction and the Allure

- Opportunity
- Outreach
- Aspiration
- Influence
- Revenue
- Innovation
- Collaboration
- Obligation

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Benefits and Issues

Benefits	Factors	Issues
Most MOOCs are free, unless a form of accreditation is involved, and open to anyone who is interested.		MOOC providers can currently offer courses for free, but not indefinitely.
Learning occurs in an informal manner at the participant's own pace.		Students aren't able to engage in real-world socializing or experiences.
All that's required is a computer and an Internet connection.	STRUCTURE	Technical difficulties with a participant's computer or Internet connection can impede learning.
Participants do not need to be enrolled in the MOOC's host institution, which may have a costly tuition.		Students may be used to or prefer the structure a traditional college course offers.
Work can be shared, viewed and critiqued by all participants.		Academic dishonesty may become an issue due to lack of supervision.
Outstanding professors and industry leaders can reach more students all over the world.	EXPERIENCE	Students need to become responsible for their own learning.

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Unproven Models

- Massive Industrial-Strength Online Education – Is it for you?
- Unproven Models: Revenue
- Unproven Models: Credentials

Unproven Models: Revenue

- How revenue is split: Coursera pays university 6-15% of gross revenue:
  - 6% of revenues for courses with 3-month lifespan
  - 9% of revenues for courses with 12-month lifespan
  - 12% of revenues for courses with 24-month lifespan
  - 15% of revenues for courses with 36-month lifespan

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Unproven Models: Revenue

- How Coursera and universities may generate revenue: Possible Monetization Strategy
    - Certification
    - Secure Assessments
    - Employee Recruiting
    - Employee or University Screening
    - Human-provided tutoring or manual grading
    - Corporate/university enterprise model
    - Sponsorships
    - Tuition fees

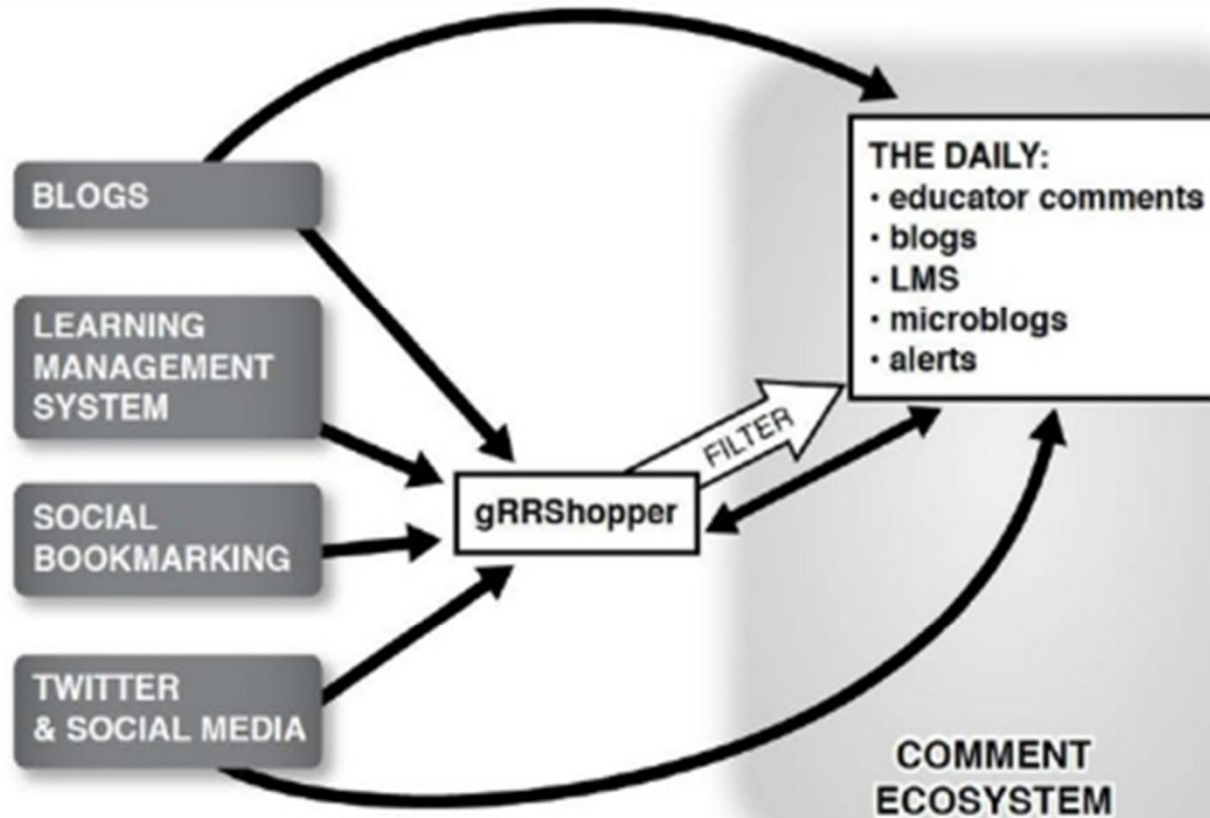# Unproven Models: Credentials

The Bright Side

- Participatory Engagement
- Collaboration
- Connectivist MOOCs *connect*
- Familiar Tools:
  - wiki
  - LMS
  - blogs
  - Twitter/Social Media
  - videoconferencing

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Technology of cMOOCs

cMOOCs and xMOOCs

- cMOOC: original MOOCs offered by Downes, Siemens, and Cormier
  - Informed by connectivism
  - knowledge is distributed and learning is the process of navigating, growing, and pruning connections.

- xMOOC: Coursera/edX/Udacity
  - traditional view of knowledge and learning based on "hub and spoke" model:
  - faculty at centre and learners are replicators

-George Siemens, "What is the theory that underpins *our* moocs?"

http://www.elearnspace.org/blog/2012/06/03/what-is-the-theory-that-underpins-our-moocs/
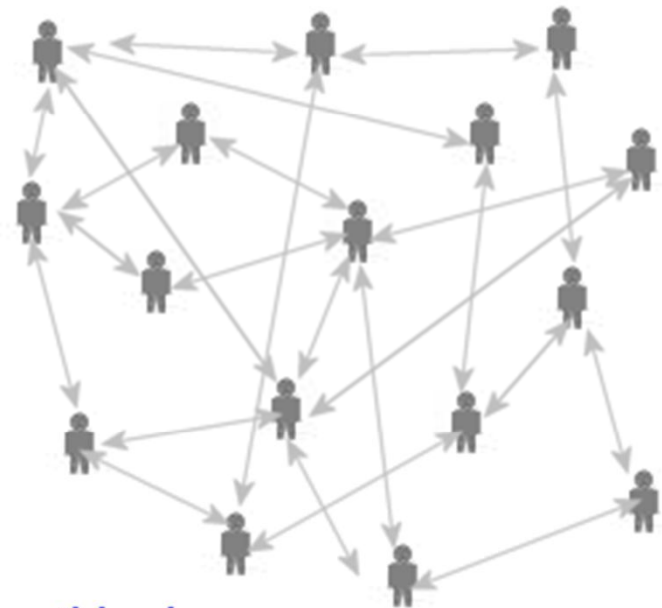
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cMOOCs and xMOOCs

Why we designed MOOCs the way we did...
In Education...

this does not scale

this does

Stephen Downes 2012   cc by-nc-sa

Stephen Downes, MOOC.ca, September 19, 2012.

Connectivist MOOCs

- **Aggregate**: students engage with lectures from experts, daily content links provided through a course newsletter, and reading content on the Web.
- **Remix**: students encouraged to communicate with peers about content and what they are learning, through blogs, discussion boards, or online chat.
- **Repurpose**: students construct or create knowledge.
- **Feed-forward**: students encouraged to publish (and thus share their knowledge) in blogs or other "open" venues.

MOOCs and Strategic Connections

- MOOC buzz catalyzes discussion about the role of online education

- Applying MOOC components to non-MOOC applications

- Capitalize on Existing Relationships

- Local and regional consortia

- Faculty and administrative connections

- Connections with prospective audiences

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Sunoikisis

- National consortium of classics programs
- Increase academic opportunities for students at small colleges hoping to study the classics
- Sunoikisis began providing interinstitutional classics courses for students in 2000
- Leveraging technology to create extended curricular offerings across multiple campuses

Texas Language Consortium

- Concordia University Texas, Lubbock Christian University, Schreiner University, Texas Lutheran University, and Texas Wesleyan University

- Students enroll in courses for German, French, Mandarin Chinese, and Spanish.

- Each university provides courses through high-definition video conferencing labs with assigned faculty and proctor support.

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Harvard Law's "LOOC"
Large Open Online Course

- Harvard Law School preparing to offer a free course through edX

- Not "massive" - will be limited to 500

- Enrollment is limited, in keeping with the belief that "high-quality legal education depends, at least in part, upon supervised small-group discussions of difficult issues."

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