What is a MOOC?
Massive Open Online Course
Making Sense of MOOCs
Four Barriers That MOOCs Must Overcome To Build a Sustainable Model

Coursera and MITx - sustaining or disruptive?

'There's Something Very Exciting Going On Here'

The (Eventual) Downfall of MOOCs

Posted by Justin on September 12, 2012

Massive Open Online Courses: legitimate or a scam? How is it being monitored and its outcomes measured? Is it spreading their process.

Why We Shouldn’t Talk MOOCs as Meritocracies

MOOCs: a massive opportunity for higher education, or digital hype?
Making Sense of MOOCs: Musings in a Maze of Myth, Paradox and Possibility
Making Sense of MOOCs

Musings in a Maze of Myth, Paradox and Possibility

“What is new is not true, and what is true is not new.”
– Hans Eysenck on Freudianism

ACADEMIC PARTNERSHIPS™
MOOC?

• What?
  • When?
  • Where?
  • Who?
  • Why?
  • How?

• SO WHAT?
What is a MOOC?

Massive Open Online Course
Course x6002 *Circuits and Electronics*

155,000 registrations
23,000 tried first test
9,000 passed mid-term
7157 passed = < 5%
Exam = ‘very hard’
Course x6002 Circuits and Electronics
155,000 registrations
7157 passed = < 5%
340 had perfect score
(including a 15-year-old Mongolian)
What is higher education?
MOOC?

• What?
  • **When?**
  • Where?
  • Who?
  • Why?
  • How?

• **SO WHAT?**
MOOCs began in Canada

University of Manitoba

Connectivism & Connective Knowledge

25 students on campus
2,300 public - free
IVAN ILlich
Deschooling Society

'Good radical stuff' Observer
‘provide all who want to learn with access to available resources at any time in their lives; empower all who want to share what they know to find those who want to learn it from them; and, finally furnish all who want to present an issue to the public with the opportunity to make their challenge known’
MOOCs began in Canada

Connectivism & Connective Knowledge
‘all the course content was available through RSS feeds, and learners could participate with their choice of tools: threaded discussions in Moodle, blog posts, Second Life and synchronous online meetings’
MOOCs began in Canada

University of Manitoba

Connectivism & Connective Knowledge
cMOOC
OER

MOOCs
WE'RE OPEN
THE TREND TOWARDS OPENNESS

- Open Source Software

- Open Access to Research

- Open Educational Resources
UNESCO HQ Paris

2002 Forum on the Impact of Open CourseWare for Higher Education in Developing Countries

OPEN EDUCATIONAL RESOURCES
OPEN EDUCATIONAL RESOURCES (OER)

educational materials that may be freely accessed, reused, modified and shared
World Congress on Open Educational Resources
Paris – June 20-22 – 2012

The Paris Declaration
10. Encourage open licensing of educational material produced with public funds.
VANCOUVER - British Columbia is set to become the first province in Canada to offer students free online, open textbooks for the 40 most popular post-secondary courses.
What is higher education?
“The real revolution of MOOCs is that universities with scarcity at the heart of their business model are suddenly embracing openness”
If Harvard is going online it must be OK!
The herd instinct to Mooc!
MOOC?

• What?
  • When?
    • Where?
  • Who?
    • Why?
    • How?

• SO WHAT?
Learners everywhere!
MOOCs ventures outside North America
MOOC on Mobiles for Development

Starts October 2, 2013 | Six-week Course

Drawing on our experience with offering online courses on large scale, and our interest in fostering new perspectives on MOOCs in the context of learning for development, COL will collaborate with the Indian Institute of Technology Kanpur (IITK) to offer a six-week MOOC starting 2 October 2013.

Dr. Venkataraman Balaji
"At the time of launch we had 2282 registrants from 116 countries. The top five are: India, Nepal, Mauritius, Grenada and South Africa. The large presence of registrants from two small countries (totaling 187) was not expected. We have about 500 registrants in all from SSA countries and the Caribbean. From the Pacific, Solomon Islands has a noticeable presence."

V. Balaji
“At the time of launch we had 2,282 registrants from 116 countries. The top five are: India, Nepal, Mauritius, Grenada and South Africa. The large presence of registrants from two small countries (totaling 187) was not expected. We have about 500 registrants in all from SSA countries and the Caribbean. From the Pacific, Solomon Islands has a noticeable presence.”

“V. Balaji

“Our original intention was not to have quizzes. There is a constant demand for that kind of assessment of progress and so we have offered a quiz (MCQ).”
What is higher education?
MOOC?

- What?
  - When?
  - Where?
  - Who?
  - Why?
  - How?

- SO WHAT?
Many learners in the first MOOCs already had degrees.
M O O C – Every letter is negotiable!
MOOC?

• What?
  • When?
  • Where?
  • Who?
  • Why?
  • How?

• SO WHAT?
Why climb it?

Because it is there!
The herd instinct to Mooc!
If Harvard is going online it must be OK!
BUT:
The universities have no business model for MOOCs!

Expenditure: $ 50,000 and up
Revenue: $ 0
Making Sense of MOOCs:
Musings in a Maze of Myth, Paradox and Possibility
MOOC?

• What?
  • When?
  • Where?
  • Who?
  • Why?
  • How?

• SO WHAT?
For profit

UDACITY

Not for profit

Coursera

edX

Future Learn
Academic Partnerships
We assist leading universities around the world in the development and marketing of their online degree programs

Transforming Higher Education for the 21st Century
THE AIM

“to lead students into online award-bearing programmes and have them graduate at rates at least as good as those of their fellow students on campus”.
Focus on:

• Quality

• Viability
“to achieve its goal of producing an innovative, highly accessible, affordable and scalable programme, the college chose to team with Academic Partnerships, a global higher education company that assists universities in converting traditional degree programmes to online delivery as well as in recruiting and retaining qualified students through graduation”.
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MOOC?

• What?
  • When?
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  • Why?
  • How?

• SO WHAT?
The herd instinct to Mooc!
MOOC?

- What?
  - When?
  - Where?
  - Who?
    - WHY?
  - How?
- SO WHAT?
2012

Decisions on MOOCs by-passed formal academic approval processes

2013

A backlash from academic staff
Integrate MOOCs with your regular online learning programmes
Various options

- One-off MOOCs (e.g. Mobile Technology)
- MOOCs2Degree (part of regular programme)
- Focus on regular online programmes
How can you use online teaching and learning to increase (not decrease!!) the financial viability of the university?
old wine

new bottles
Blended Learning

Nice idea – but is it sustainable financially and will students want higher and higher proportions online?
Quality?

Is the quality of your online teaching and learning as good or better than your classroom instruction?
A Guide to Quality in Online Learning

Authors:
Neil Butcher & Merridy Wilson-Strydom

Editors:
Stamenka Uvalić-Trumbić & Sir John Daniel
A Guide to Quality in Online Learning
THANK YOU

Sir John Daniel

For text and slides:
www.sirjohn.ca