Public Lecture
UTM
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The Future of MOOCs in Education

Sir John Daniel

For text and slides:
www.sirjohn.ca
Generation jobless
The global rise of youth unemployment
Policymakers know what to do to diminish the problem – ignite growth, break down cartels and build bridges between education and work. New technology gives them powerful tools too.

The Economist, April 2013
Policymakers know what to do to diminish the problem – ignite growth, break down cartels and build bridges between education and work. New technology gives them powerful tools too.

The Economist, April 2013
Idle hands

Youth unemployment and inactivity*
By region†, 2012 or latest, m

<table>
<thead>
<tr>
<th>Region</th>
<th>Unemployed</th>
<th>Inactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Asia</td>
<td></td>
<td>31.1</td>
</tr>
<tr>
<td>East Asia &amp; Pacific</td>
<td></td>
<td>18.4</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td></td>
<td>21.6</td>
</tr>
<tr>
<td>Middle East &amp; north Africa</td>
<td></td>
<td>40.6</td>
</tr>
<tr>
<td>OECD†</td>
<td></td>
<td>15.2</td>
</tr>
<tr>
<td>Latin America</td>
<td></td>
<td></td>
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<tr>
<td>Europe &amp; Central Asia</td>
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</tbody>
</table>

% of total youth population

23.2

24.4

Sources: OECD; World Bank; The Economist
*15-24 year olds not in education
†Regions exclude OECD countries
‡Not in education or training
The World Conference on Higher Education
Paris - July 2009
High demand for Higher Education
New Dynamics: Diversification of providers

‘World-class’ universities
Competency-based
Private
Online
Cross-border
POST-TRADITIONAL HIGHER EDUCATION
United States

A public university system under strain
The example of US public universities

13 POINTS

Higher Education in Economic Crisis
1.
In 2012 enrolment declined (by 2.3%) for the first time in 15 years.
(260,000 fewer students)
13 POINTS

2.
Tuition fees have increased by 5 times the inflation rate for 30 years.
Tuition fees inflation
3.
Adjusted for inflation the average middle-class family earns $400 less than it did in 1988
4.
Tuition fees increased a record 8.3% in 2012, up 46% over the last decade.
5.
State funding declined a record 9% in 2012, down 30% per student since 2000
13 POINTS

6.
Tuition fees as a share of total public university revenue rose 62% over the last decade
13 POINTS

7. In June 2013, total tuition fees discounts exceeded the total amount paid by parents. This is a 50% reduction from posted rates.
13 POINTS

8. Student debt has doubled since 2007
9. Student loans have topped one trillion dollars.
10. In spring 2013 default rates on student loans reached a high of 17%.
11. A record percentage (53.6%) of recent college graduates are unemployed.
12. Numbers of 18-34 year-old grads. living at home up from 13 to 21% since 2001
13 POINTS

13. 46% of U.S. college students do not graduate
Turbulent and Testing Times for Higher Education
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?

Teaching

Learning

Credentials

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
MOOCs began in Canada

University of Manitoba

Connectivism & Connective Knowledge

cMOOC
OER

MOOCs
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
PROGRAMME

2012 World Open Educational Resources Congress
Paris, 20-22 June
UNESCO Headquarters
Paris, France
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?

Credentials

Teaching

Learning
“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.”
“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?
    • 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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FREE
OPEN
FOR CREDIT
MOOC?

• What?
  • When?
  • Where?
  • Who?
  • 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
A Guide to Quality in Online Learning
Q: What is the future of MOOCs in education?

A: MOOCs have a past, not a future.
Potesi ut una vox capi andre plurimia: Limonit ita una scripta mille paginas.
Railways
Printing & Post
= Correspondence education
OUR MISSION

1970s

- People
- Places
- Methods
- Ideas

2010s
If Harvard is going online it must be OK!
What is higher education?
Best wishes to
THANK YOU

Sir John Daniel

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