MOOCs, Media and the Democratisation of Higher Education

Sir John Daniel

(Senior Advisor, Academic Partnerships & Education Master, Beijing DeTao Masters Academy)
The Democratisation of Higher Education
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- Wider access
The Democratisation of Higher Education

• Wider access
  - higher proportion of the population
  - students self-select
Age Participation Rates (APR):

- From 10% to 50% in 50 years
- Notion of ‘age cohort’ outdated
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- Graduate unemployment: Different HE – not less!
The Democratisation of Higher Education

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Do the results from the Large Hadron Collider prove the existence of the Higgs boson?

Let’s ask the public to vote!

KNOWLEDGE IS NOT DEMOCRATIC
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The Democratisation of Higher Education

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St. Paul’s letters to young churches
Church Antioch
St. Paul’s Cathedral, London
Potestis ut una vox capi esse plurima: Limonit ita una scripta mille paginas.
Marshall McLuhan

‘The medium is the message’
Railways
Postal systems
Printing & Post
=
Correspondence education
SHORT COURSE

PITMAN'S SHORTHAND

Issac Pitman
Radio

Film

Television

Computer
The MOTION PICTURE is the most revolutionary instrument introduced into education since the printing press.

Hoban 1940
PROGRAMMED LEARNING

is the first major technological innovation since the invention of printing

Woefle 1962
The impact of COMPUTERS on society, and hence on education, has been compared to that of moveable type and the printing press since Gutenberg.

Caffrey and Mossman 1967
Poteft u ne vox cept aue plurimia: Limont ita uen scripta mille paginas.
There is no magic educational medium (and never will be)
Lord Geoffrey Crowther
Inauguration of the Open University
1969
“The world is caught in a communications revolution, the effects of which will go beyond those of the industrial revolution of two centuries ago.

Then the great advance was the invention of machines to multiply the potency of men's muscles.

Now the great new advance is the invention of machines to multiply the potency of men's minds. As the steam engine was to the first revolution, so the computer is to the second.”

Lord Geoffrey Crowther, 1969
Open as to:

- People
- Places
- Methods
- Ideas
● 250,000+ students
BRITAIN’S TOP NINE UNIVERSITIES

**Quality Rankings of Teaching**

based on all subject assessments 1995-2004

*(Sunday Times University Guide 2004)*

<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Percentage</th>
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<tr>
<td>1</td>
<td>CAMBRIDGE</td>
<td>96%</td>
</tr>
<tr>
<td>2</td>
<td>LOUGHBOROUGH</td>
<td>95%</td>
</tr>
<tr>
<td>3=</td>
<td>LONDON SCHOOL OF ECONOMICS</td>
<td>88%</td>
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<td>3=</td>
<td>YORK</td>
<td>88%</td>
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<tr>
<td>5</td>
<td>THE OPEN UNIVERSITY</td>
<td>87%</td>
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<tr>
<td>6</td>
<td>OXFORD</td>
<td>86%</td>
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<td>7</td>
<td>IMPERIAL COLLEGE</td>
<td>82%</td>
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<td>UNIVERSITY COLLEGE LONDON</td>
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<tr>
<td>9</td>
<td>ESSEX</td>
<td>77%</td>
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</tbody>
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…and OU top for student satisfaction
OUR MISSION

1970s
People
Places
Methods
Ideas

2010s
OUR MISSION

1970s

People

Places

2010s

Methods

Ideas
“Humanity does not pass through phases as a train passes through stations: being alive, it has the privilege of always moving yet never leaving anything behind.”

C. S. Lewis
“sooner or later, the present will become the past and the self-evident authority of those ideas will be eroded – unless that authority is grounded in the intrinsic excellence of those ideas rather than their mere chronological location”

C. S. Lewis

‘Chronological snobbery’
OUR MISSION

1970s

People

Places

Methods

Ideas

2010s
Mary Meeker: State of the Web 2013 – Business Insider
The Democratisation of Higher Education

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Ernest L. Boyer

Chancellor of SUNY 1970-77
US Commissioner of Education 1977-79
President of the Carnegie Foundation 1979-95

165 honorary degrees
‘My Degree – My Way’
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.
Survey on Governments’ Open Educational Resources (OER) Policies

Exploring the Business Case for OER

Prepared for the World OER Congress

June 2012

Commonwealth of Learning
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.
Fostering Governmental Support for Open Educational Resources Internationally
What is a MOOC?

Massive Open Online Course
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 power for universities, 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 & Possibility
MOOCs began in Canada

University of Manitoba

George Siemens
Stephen Downes
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
“xMOOCs will return to aspects of the cMOOCs philosophy and approach...”

George Siemens  Stephen Downes
Introduction to Art: Concepts & Techniques
Pennsylvania State University, May 28th

Penn State: cMOOC in style
University of Edinburgh

Coursera platform:
“conservative in terms of online pedagogical practice”
M O O C – Every letter is negotiable!
“The real revolution of MOOCs is that universities with scarcity at the heart of their business model are suddenly embracing openness”
Course x6002 *Circuits and Electronics*

155,000 registrations
23,000 tried first test
9,000 passed mid-term
7157 passed $= < 5\%$
Very high drop out rates in all MOOCs
Massive Open Online Course

(that does not lead to credit!)
“MOOCs...
...one further step in the evolution of Open Educational Resources”

Martin Bean
Vice-Chancellor
George Siemens
Athabasca University

How MOOCs are derailing Open Education

ICDE Conference, Tianjin, China: 16-18 October, 2013
George Siemens
Athabasca University

‘The original MOOCs were “open” in two respects:

Open as in “open registration”

Open as in “open license”
George Siemens
Athabasca University

‘The new cohort of MOOCs are distinct from the original MOOCs in that they are “open,” thus far, in only one respect: they are open enrollment. The new MOOCs have not yet openly licensed their courses.’
MOOCs

Access to recognised learning

Open education in reverse
Greater awareness of Open, Distance and Online Learning

If Harvard and London are doing it distance education it must be OK!
Greater awareness of Open, Distance and Online Learning

But not if few people complete MOOCs successfully and even they do not get credit!
A new pedagogy
Improve and open

OR

Monetize and close
THE FUNDAMENTAL TENSION

open offerings

restrictive recruitment
Good little piggies in make good bacon out!

Dan Coldeway
OXFORD
PARIS
DIFFICULT IN, EASY OUT
Open as to:

- People
- Places
- Methods
- Ideas

EASY IN, DIFFICULT OUT
The Democratisation of Higher Education

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United States

2014
80% of students online

2009
44% of students online
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
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”.
The *Guide to Quality in Online Learning* has been posted on the Ontario Online Learning Portal for Faculty & Instructors and is featured in this week’s issue of Contact North’s Online Learning News, a weekly e-newsletter that goes out to more than 8,000 key stakeholders in the post-secondary sector around the world.
CONCLUSION

Use MOOCs to bring online learning into the mainstream of higher education!
THANK YOU

For text and slides:
www.sirjohn.ca