

## Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education

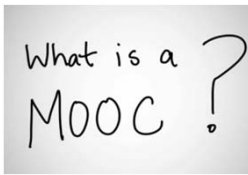
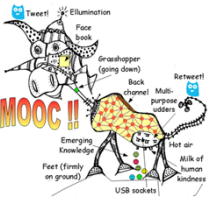
Curtis J. Bonk,  
Professor, Indiana University  
cjbonk@indiana.edu  
<http://mypage.iu.edu/~cjbonk/>



## Reflect on and share the recent MOOC news... (99 seconds)



## Mystery of MOOCs: Part I. A Funny Thing Happened...



Gordon Lockhart, iBerry, <http://iberry.com/>  
<http://gb155.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/>

June 25, 2012

## Massive Open Online Courses (MOOCs) A Conversation With Bill Gates About the Future of Higher Education, Chronicle of HE, Jeffrey R. Young

[http://chronicle.com/article/A-Conversation-With-Bill-Gates/1325917?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/A-Conversation-With-Bill-Gates/1325917?cid=at&utm_source=at&utm_medium=en)

### On the Meaning of MOOC's

"Even though I only have a high school degree, I'm a professional student."



## August 8, 2012 Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT

<http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx>

### Holy Apostles To Offer Massive Open Online Courses

By Mae Hehenbrink • 08/05/12

Holy Apostles College and Seminary will begin to offer massive online open course (MOOC) programming through a partnership with Edvance360 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.



## October 9, 2012 MOOCs and exercise bikes – more in common than you'd think, Robert Nelson and Phillip Dawson, The Conversation, Australia

<http://theconversation.edu.au/moocs-and-exercise-bikes-more-in-common-than-you-d-think-9726>

### THE CONVERSATION



Are you motivated or do you need a social setting and role models to keep you driven?

**November 2, 2012**  
**The Year of the MOOC,**  
**New York Times, Laura Pappano,**  
<http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?pagewanted=all>

Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).

**January 8, 2013**  
**Changing Course: Ten Years of Tracking Online Education**  
**in the United States, Elaine Allen and Jeff Seaman,**  
**Sloan-C & Babson Survey Research Group**  
<http://www.sloan-c.edu/publications-downloads/sloanc-changing-course-survey.pdf>

Plans for MOOCs - 2012

■ No Plans  
■ Not Decided  
■ Planning  
■ Have a MOOC

**January 23, 2013**  
**Academic Partnerships Launches MOOC2Degree Initiative**  
**Free, Open Online Courses As A First Step Toward A Degree**  
<http://www.mooc2degree.com/>

The following universities are some of the early participants in Academic Partnerships' MOOC2Degree initiative. Students who successfully complete a MOOC2Degree course earn academic credits toward a degree, based upon criteria established by participating universities. Additional university partners are joining the initiative in the months ahead as they work through the processes of providing MOOCs. Specific MOOC course listings will be coming soon.

**Arizona State University**  
 Arizona State University has developed a new model for the American Research University, creating an institution that is committed to excellence, access and impact. ASU's mission is to lead the world in research, scholarship and innovation. ASU partners research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it. [Learn More](#)

**Cleveland State University**  
 How do you get a university that's different, that's all about you. How can you shape your future with CSU?

**Poll #1:**  
**Have you participated in a MOOC before?**

A. Yes  
 B. No

**January 2013**  
**MOOCs and the Collaboration Industry,**  
**Wainhouse Research Note,**  
**Analyst: Alan D. Greenberg**

2008	2009 - 2010	2011	2012	2013 - 2017
First MOOC: Athabasca U & Canadian National Research Council (2,300+)	MOOCs slowly take hold: PLENK2010, DS106, University of the People, P2PU	Stanford Intro to AI MOOC (130,000)	Udacity, Coursera, edX (rebranded MIT program)	Big Name U, trial and error, best practices, business "remodeling," mainstreaming

Figure 1: A Short Recent History – and Prediction for the Future – of the MOOC

**January 2013**  
**Parthenon Perspectives:**  
**Finding Value in an Evolving Education Landscape (US) Parthenon Group**

**Low-Cost Threatens the Credential**  
 Competition from lower cost providers takes many different forms, and not all are equally disruptive.

**Increasingly Disruptive**

Public Sector College	Low-Low Private Sector	Low-Priced Public Sector	Competency-Based Non-Traditional	Non-Accredited Courses
<ul style="list-style-type: none"> <li>\$100-\$200/credit hour</li> <li>BOSTON UNIVERSITY</li> <li>UNIVERSITY OF CALIFORNIA</li> <li>UNIVERSITY OF MICHIGAN</li> <li>UMUC</li> <li>UNIVERSITY OF NORTH CAROLINA</li> </ul>	<ul style="list-style-type: none"> <li>\$250-\$500/credit hour</li> <li>APU</li> <li>AMU</li> <li>BRIDGEPOINT</li> <li>UNIVERSITY OF THE SOUTH ALABAMA</li> </ul>	<ul style="list-style-type: none"> <li>\$200-\$400/credit hour</li> <li>LIBERTY UNIVERSITY</li> <li>CLAYTON STATE COLLEGE</li> <li>BIOSEBASTIAN COLLEGE</li> <li>UNIVERSITY OF SOUTH ALABAMA</li> </ul>	<ul style="list-style-type: none"> <li>\$1200/credit hour + bookable</li> <li>STRAIGHTERLINE</li> <li>WISCONSIN GAMMA SIGMA UNIVERSITY</li> <li>20 Year Charter Remedy</li> </ul>	<ul style="list-style-type: none"> <li>Free</li> <li>MITX</li> <li>COURSERA</li> <li>ALISON</li> </ul>

## February 20, 2013

### UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News

[http://www.news.wisc.edu/215207utm\\_source=UW&utm\\_medium=email&utm\\_campaign=UW2013-02-21](http://www.news.wisc.edu/215207utm_source=UW&utm_medium=email&utm_campaign=UW2013-02-21)

## February 20, 2013

### To Fix Its Education System, India Should Look to MOOCs

William H. Avery, Chronicle of Higher Education  
<http://chronicle.com/blogs/worldwise/to-fix-its-education-system-india-should-look-to-moocs/31789>

To Fix Its Education System, India Should Look to MOOCs

February 20, 2013, 10:09 am  
By Guest Writer

*The following is a guest post by William H. Avery, author of China's Nightmare, America's Dream: India as the Next Global Power. The blog post is adapted from a commentary published in the Economic Times of India and continues themes raised in a recent Chronicle article on the challenges American colleges face in India.*

## February 24, 2013

### Big (MOOC) Data, Inside Higher Education, Dayna Catropa

<http://www.insidehighered.com/blogs/Strategy/big-mooc-data>

Metric	Count
Registered	12,725
Watched at least one video	7,761
Took any quiz during the course	3,658
Scored >0 on both Week 1 quizzes	1,267
Scored >0 on either quiz in Week 4	561
Attempted the final exam	346
Earned a certificate	313
Earned a distinction certificate	261

## February 5, 2013

### Bioelectricity: A Quantitative Approach, Duke University's First MOOC

[http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke\\_Bioelectricity\\_MOOC\\_Fall2012.pdf](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)

Figure 2. Bioelectricity Video Views first and last video for each week

## February 5, 2013

### Bioelectricity: A Quantitative Approach, Duke University's First MOOC

[http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke\\_Bioelectricity\\_MOOC\\_Fall2012.pdf](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)

Figure 5. Student motivations for enrolling

Motivation	Percentage
Other, please specify	10%
Geographically isolated from educational institutions	7%
Cannot afford to pursue a formal education	10%
Interest in how these courses are taught	34%
Professional Development	44%
Decide if I want to take college/university classes	13%
Supplement other college/university class	26%
Extending current knowledge of the topic	53%
General interest in the topic	87%

## February 27, 2013 (Inside HE)

### Grade My Course (i.e., Yelp for Ed)

<http://www.grademycourse.com/>

February 27, 2013 (Inside HE)

## CourseTalk

<http://coursetalk.org/>

People interested in this course were also interested in

42 People Interested

- Functional HTML5 & CSS3** Code School 4.5 stars 23 reviews
- Classification** University of Pennsylvania - Robert Westcott 4.5 stars 33 reviews
- Functional Programming Principles in Scala** Coursera 4.5 stars 33 reviews
- Try R** Coursera 4.5 stars 2 reviews
- CS188: Introduction to Artificial Intelligence** University of California, Berkeley - Dan Rosenberg 4.5 stars 34 reviews

**63 Reviews**

By **Patricia De Judio** from New York, New York 2 months ago

★★★★★ (33) **Introduction to Interactive Programming in Python**

Wonderful, wonderful course on learning Python. The professors seem to like teaching that class (and really seem to like each other, which comes across and actually makes the class seem more enjoyable). The lessons and assignments are perfectly calibrated to be challenging without being impossible... after the first week I started each homework assignment saying "I DON'T KNOW HOW TO DO THIS!" but then realized that they did indeed teach us everything we would need to know to complete the assignment.

February 27, 2013 (Inside HE)

## TopFreeClasses

<http://www.topfreeclasses.com/>

**TOP FREE CLASSES**

Learn to Program: The Fundamentals

Jennifer Campbell, Paul Gries  
University of Toronto  
@CampJen

Class Start: 2012-09-24  
Duration: 7 weeks  
Approximate Workload: 6.8 hours/week  
Certificate: Yes  
Level: Beginner

Go to the class page

Behind every mouse click and touch screen tap, there is a computer program that makes things happen. This course introduces the fundamental building blocks of programming and teaches you how to write fun and useful programs using the Python language.

**Similar Classes**

- An Introduction to Interactive Programming in Python** by Joe Warren, Scott Brinker and John DeNero (12/14)
- 6.001: Introduction to Computer Science and Programming**

February 27, 2013 (Inside HE)

## StudyRoom and Open Study

<http://www.getstudyroom.com/>  
<http://openstudy.com/>

StudyRoom

BRING THE CLASSROOM EXPERIENCE ONLINE

StudyRoom implements social learning in all of its tools to create personal academic relationships in a meaningful way, giving students and teachers a real chance to connect with one another online.

CREATE A COURSE

September 21, 2012

## As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen, Chronicle of Higher Education, Alisha Azevedo

<http://chronicle.com/article/As-Online-Courses-Grow-Sites-Offering-Unauthorized-Academic-Help-Get-More-Brazen/123456>

As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen

September 21, 2012, 11:52 am  
By Alisha Azevedo

WE TAKE YOUR CLASS

Call Us Now (917) 300-9820

WE TAKE YOUR ONLINE COLLEGE CLASSES FOR YOU AND GET YOU AN 'A'

UNEMPLOYED PROFESSORS

WE WORKS SERVICES FAQ BLOG LOGIN

## Mystery of MOOCs: Part II. 15 MOOC Leadership Principles



## MOOC Leadership Principle #1: Be First!

June 21, 2011 and August 2, 2011

Stanford U. Offers Free Online Course in Artificial Intelligence (over 160,000 enroll, 23,000 complete, and 238 perfect scores; <http://www.ai-class.com/>)



U. of Illinois at Springfield Offers New 'Massive Open Course'



Stanford U. Offers Free Online Course in Artificial Intelligence



## MOOC Leadership Principle #2: Offer Something Novel or Distinct

**September 15, 2011, Stanford Engineering, Everywhere (SEE)** <http://see.stanford.edu/>  
View lecture videos, access reading lists & course handouts, take quizzes and tests, and communicate with other students.

## MOOC Leadership Principle #3: Take Risks

**January 23, 2012, Udacity- Sebastian Thrun**  
<http://www.udacity.com/>

## MOOC Leadership Principle #4: Rethink Open Courses, Assessment, Certification, Students, etc.

**February 15, 2012**  
**Guess what! You just got into MIT!**  
<http://www.marketplace.org/shows/marketplace-tech-report>

## MOOC Leadership Principle #5: Form Symbiotic Partnerships

**April 18 and Sept 19, 2012: Coursera**  
<https://www.coursera.org/>

## August 10, 2012

**Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed**  
<http://chronicle.com/blogs/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind/38801>

**Coursera** said that it had students registered in 196 countries. The highest proportions are in the United States (38 percent), Brazil (6 percent), India (5 percent), and China (4 percent).

The breakdown is similar at **Udacity**, which says it has students in 203 countries, with the greatest numbers hailing from the United States (42 percent), India (7 percent), Britain (5 percent), and Germany (4 percent).


## April 27, 2012

**Introduction to Blackboard/CourseSites MOOC, With Dr. Curt Bonk: "Instructional Ideas and Technology Tools for Online Success" (4,039 now enrolled)**  
<http://www.youtube.com/watch?v=rBNe8CUePTQ&feature=youtu.be>


**December 13, 2012**  
**UK universities in online launch to challenge US, BBC News, Sean Coughlan**  
<http://www.bbc.co.uk/news/education-20697392>

13 December 2012, Last updated at 21:48 ET

**UK universities in online launch to challenge US**  
 By Sean Coughlan  
 BBC News education correspondent



Coughlan is among the UK universities joining the digital revolution. A partnership of UK universities is launching an online project, challenging US universities that have dominated this emerging market. They will aim to give the public access to higher education courses via computers, tablets or smartphones.




**The Open University's Martin Bean says UK universities cannot "stick their head in the sand"**

**MOOC Leadership Principle #6:  
 Offer Incentives**  
**May 20, 2012**  
 Udemy: <http://www.udemy.com/>



**MOOC Leadership Principle #7:  
 Collect Testimonials**  
**June 11, 2012**  
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

June 11, 2012  
**4 Professors Discuss Teaching Free Online Courses for Thousands of Students**  
 By Jeffrey A. Young

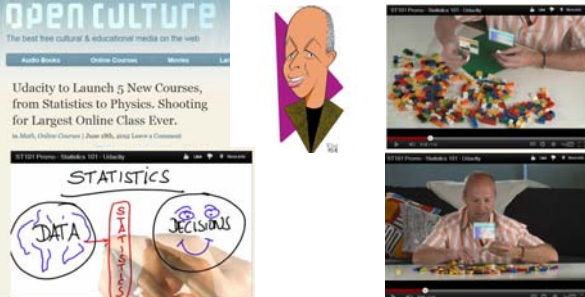


**Reworking a Course Into an Online Format: 'Sort of Like Moving'**  
 Peter Struck, Associate professor of classical studies, University of Pennsylvania, teaching via Coursera


"You find things in the version of the course you know well and"



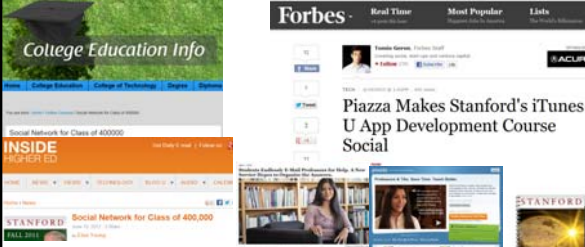
**MOOC Leadership Principle #8:  
 Set Bold (i.e., Audacious) Goals**  
**June 18, 2012**  
[http://www.openculture.com/2012/06/udacity\\_to\\_launch\\_5\\_new\\_classes.html](http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html)



**Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever.**  
 In Math, Online Course | June 18th, 2012 Laura's Comment



**MOOC Leadership Principle #9:  
 Set Newsworthy Records**  
**June 19, 2012**  
**Piazza in Stanford Class of 400,000**

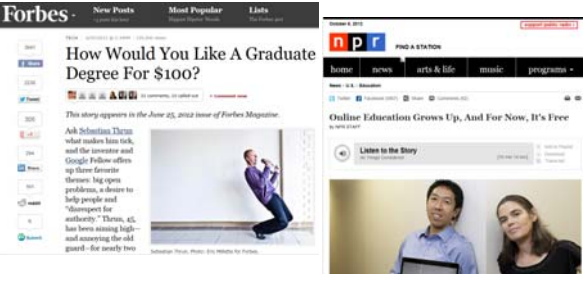


**College Education Info**  
 Social Network for Class of 400,000

**INSIDE HESPERED**  
 Social Network for Class of 400,000

**Forbes**  
 Piazza Makes Stanford's iTunes U App Development Course Social

**MOOC Leadership Principle #10:  
 Generate Media Attention**  
**June 25, 2012**  
<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



**How Would You Like A Graduate Degree For \$100?**  
 This story appears in the June 25, 2012 issue of Forbes Magazine.

Ark Schmalzer, Thrun's what makes him tick, and the inventor and Google Fellow offers up three favorite theories: big open problems, a desire to help people and "ambiguity for authority." Thrun, 45, has been aiming high—and moving the old guard—for nearly two




## MOOC Leadership Principle #11: Build on Strengths and Niche Areas

July 2, 2012

<http://lifestacker.com/5922804/sign-up-for-googles-power-searching-online-course-to-boost-your-google-fu>

## July 23, 2012 Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...

<https://www.coursera.org/#course/insidetheinternet>

## Fall 2012 (Paul Kim: Oct 15, 2012) Stanford Venture Lab (MOOCs)

<http://venturelab.stanford.edu/>  
<http://venture-lab.org/education>

## MOOC Leadership Principle #12: Do Not Make Rash Decisions

July 17, 2012

<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

## MOOC Leadership Principle #13: Be Proactive in Addressing Concerns

August 16 & September 6, 2012

<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>


## MOOC Leadership Principle #14: Give Something Away

September 12, 2012


[http://www.youtube.com/watch?feature=player\\_embedded&v=GAYSiCoVnA8](http://www.youtube.com/watch?feature=player_embedded&v=GAYSiCoVnA8)

**MOOC Leadership Principle #15:  
Ask Questions**  
**Sept 3, Oct 1, & Dec 17, 2013**  
**Chronicle of Higher Education**  
<http://chronicle.com/article/Massive-Excitement-About-134678/>


October 1, 2013  
**MOOC Mania**  
 It's raising big questions about the future of higher education  
 By Katherine Mangione



October 12, 2013  
**Before You Jump on the Bandwagon ...**  
 By Alison Ripstein





November 17, 2013  
**For Whom Is College Being Reinvented?**  
 The college press has long had eyes and higher education and of course for those who study to be in the news





Carly Davidson, a professor at Duke U, and director-founder of the Humanities, Arts, Science, and Technology


**Poll #2: Are MOOCs creating a  
revolution in education today?**  
**A. Yes...**  
**B. No...**

**Mystery of MOOCs:  
Part III. 15 Types of MOOCs**

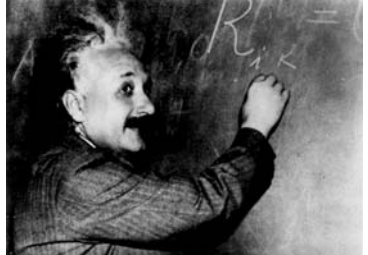
**MOOC Type #1.  
Alternative Admissions Systems  
or Hiring System MOOC**



**MOOC Type #2.  
Just-in-Time Skills and  
Competencies MOOC**




**MOOC Type #3.  
Theory- or Trend-Driven  
MOOC**

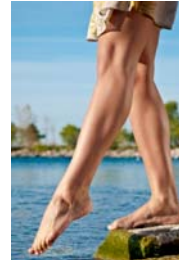




**MOOC Type #4.**  
Professional Development (PD)  
(practical) MOOC



**MOOC Type #5.**  
Loss Leader  
(dip toe in water) MOOC

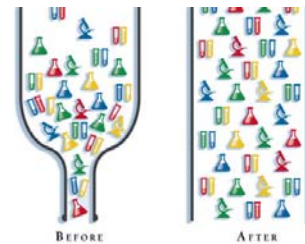


**Poll #3:**  
Which is these MOOCs seem  
viable to you?

- A. Alternative Admission and Hiring
- B. Just-in-Time Skills and Competencies
- C. Theory or Trend
- D. Professional Development
- E. Loss Leader



**MOOC Type #6.**  
Degree or Program Qualifier  
or System Bottleneck MOOC



**MOOC Type #7.**  
Personality MOOC



**MOOC Type #8.**  
Name Branding MOOC



**MOOC Type #9.**  
**Goodwill MOOC**



**MOOC Type #10.**  
**Interdisciplinary MOOC**



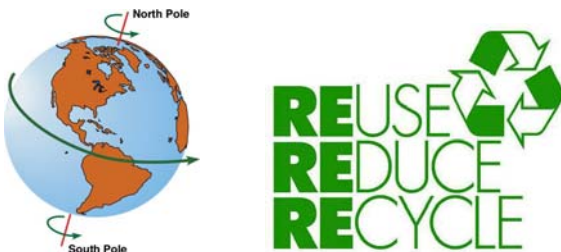
**MOOC Type #11.**  
**Recruiting MOOC**  
 (companies pay for names and  
 contact info of high performers)



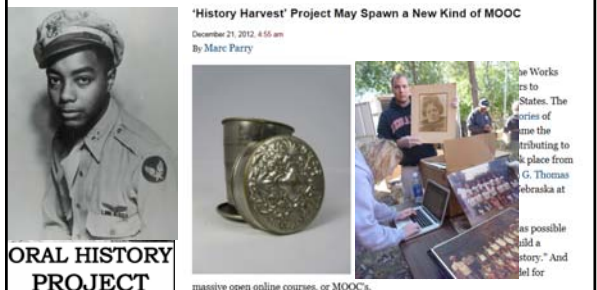
**MOOC Type #12.**  
**Conference MOOC**  
 (stretch a conference)



**MOOC Type #13.**  
**Rotating, Repeatable,**  
**and Reusable MOOC**



**MOOC Type #14.**  
**Oral History MOOC**



**MOOC Type #15.  
Remedial Course MOOC**



**Mystery of MOOCs:  
Part IV. A Dozen MOOC  
Business Plans and Models**



**MOOC Business Model #1.  
Advertisers Underwrite  
Courses and Degrees**



**MOOC Business Model #2.  
Small and Flexible Application  
or Enrollment Fee**



**MOOC Business Model #3.  
Course Assessment Fee**



**MOOC Business Model #4.  
Certificate Fee (with sticker)**

<https://twitter.com/drchuck/status/262423228717355009/photo/1>



**October 27, 2012**  
**Chuck Severance in Barcelona**  
**(football dinner & course stickers)**

<https://twitter.com/luisvicent/status/262315328116228096/photo/1>  
<https://twitter.com/drchuck/status/262423228717355009/photo/1>



Football dinner with @drchuck and @mitchellbaker @casway and @markconentis salar, Monica I la Salle!!!!  
[pic.twitter.com/RLXh0ld](http://pic.twitter.com/RLXh0ld)



Next up for #HTS @coursera - I will include an HTS laptop sticker in all of the certificates I sign. [pic.twitter.com/819qEkhf](http://pic.twitter.com/819qEkhf)

**MOOC Business Model #5.**  
**Enhanced Course Fee**  
**(same rate as other online courses)**



**MOOC Business Model #6.**  
**Option for University Credit**  
**(full price)**

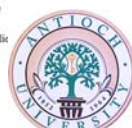


**October 29, 2012**  
**Antioch U. Will Offer MOOC's for Credit Through Coursera**, Nick DeSantis, Chronicle of Higher Education  
<http://chronicle.com/blogs/ticker/antioch-u-will-offer-moocs-for-credit-through-coursera/51252>

October 29, 2012 by Nick DeSantis Comments

**Antioch U. Will Offer MOOC's for Credit Through Coursera**

Antioch University announced on Monday that it had reached an agreement with the Silicon Valley start-up company Coursera to offer students college credit for MOOC's, the free online courses that have recently captured the attention of elite universities across the country. In a news release, the university, which has five campuses in four states, said its Los Angeles location would offer the Coursera courses "for less than the per-course cost of tuition and fees at either of the California public four-year university systems." The Los Angeles campus created a pilot program this fall in which its students could enroll in two Coursera courses created by the University of Pennsylvania; three additional courses will be offered this winter, and the university hopes to introduce an expanded program nationwide next year.



**MOOC Business Model #7.**  
**Company Sponsored**





**MOOC Business Model #8.**  
**Percent of First Year Salary**



**MOOC Business Model #9.**  
**Sell or Lease Courses**  
 (e.g., to Community Colleges)



**MOOC Business Model #10.**  
**Share Revenues**  
 (i.e., professors, university, companies)



**MOOC Business Model #11.**  
**Free Entryway Course**



**January 8, 2013**  
**eCornell Offers a MOOC That Steers Students to a Paid Follow-Up, Katherine Mangan, Chronicle of Higher Education**

<http://chronicle.com/blogs/article/eCornell-offers-a-mooc-that-steers-students-to-a-paid-follow-up>

**eCornell Offers a MOOC That Steers Students to a Paid Follow-Up**

January 8, 2013 1:01 am  
 By Katherine Mangan

Cornell University's online effort is starting into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$8,200 to get a professional certificate.

The free online course, "Marketing the Hospitality Brand Through New Media, Social Media, and Search," is being offered by eCornell, its geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Ewertick and William Carroll, faculty members at Cornell's School of Hotel Administration.



**January 23, 2013**  
**Academic Partnerships Launches MOOC2Degree Initiative, Press Release**  
[http://www.mooc2degree.com/press.php#\\_UP-uV-i7All](http://www.mooc2degree.com/press.php#_UP-uV-i7All)



**The New York Times**  
**Public Universities to Offer Free Online Classes for Credit**  
 By TAMAR LEWIN  
 Published January 23, 2013

**MOOC Business Model #12.**  
**Charge Fee for Student Data**

December 4, 2012  
**Providers of Free MOOC's Now Charge Employers for Access to Student Data**



By Jeffrey R. Young

Providers of free online courses are officially in the headhunting business, bringing in revenue by selling to employers information about high-performing students who might be a good fit for open jobs.

On Tuesday, Coursera, which works with high-profile colleges to provide massive open online courses, or MOOC's, announced its employment-matching service, called Coursera Career

**Reflect on the MOOC news now...what new news did you learn?**



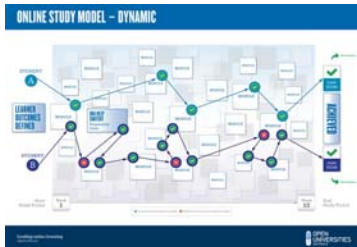
**Mystery of MOOCs:  
Part V. 10 MOOC Instructor Guidelines**

Teaching a MOOC on Coursera



**MOOC Instructor Guide #1.  
Plan and Prepare**

THE CONVERSATION



**MOOC Guide #2.  
Designate Feedback  
Providers and Tasks**



**MOOC Guide #3.  
Offer Ample Feedback  
in Week One**



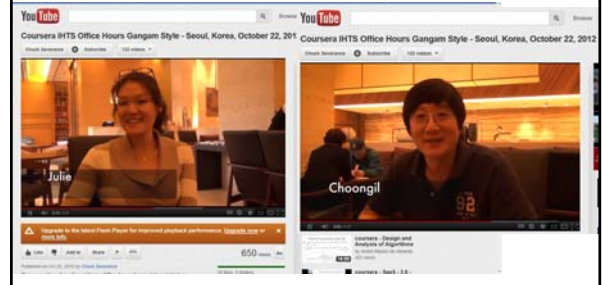
**MOOC Guide #3.  
Use Peer, Machine, Volunteer,  
and Self-Assessment**



## MOOC Guide #4. Gather Geographic Data



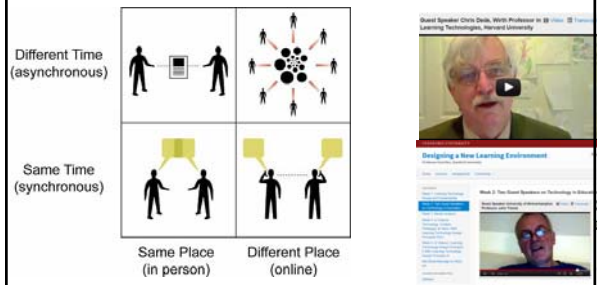
## October 22, 2012 Chuck Severance in Seoul <http://www.youtube.com/watch?v=nHaPvqU4MrM>



## MOOC Guide #5. Form Groups and Social Supports



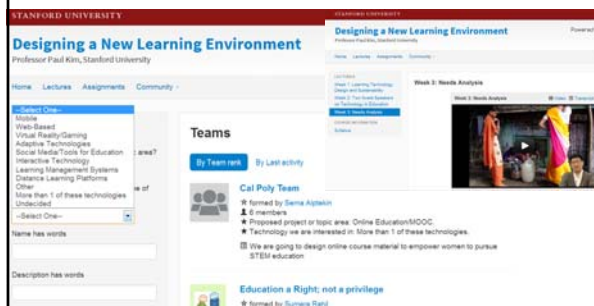
## MOOC Guide #6. Combine Sync and Async Instruction



## Paul Kim, Stanford: Oct 28, 2012

17,380 students. I haven't met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.

<http://venture-lab.org/education/>



## MOOC Guide #7. Arrive Early for Sync Session



**MOOC Guide #8.**  
**Allocate Ample Q&A Time**  
**During Sync Session**



**MOOC Guide #9.**  
**Share Resources**



**MOOC Guide #10.**  
**Personalize Where Possible!**



**October 27, 2012**  
**Chuck Severance (U Michigan/Coursera) in**  
**Barcelona**

<http://www.youtube.com/watch?v=JzNHvmSv8TI>



**Stop and Share:**  
**Three Words from this session!**



**Any Questions?**

- 😊 Slides at: [TrainingShare.com](http://TrainingShare.com)
- 😊 Papers: [PublicationShare.com](http://PublicationShare.com)
- 😊 Book: <http://worldisopen.com/>
- 😊 Email: [curt@worldisopen.com](mailto:curt@worldisopen.com)

