

**Learning is Changing:
MOOCs, The Open World, and Beyond**

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Audience Poll #1:
Has learning technology ever transformed your life.



1728: 1st correspondence course advertised Boston
(learn shorthand from Caleb Phillips thru weekly mailed lessons)

The First University Correspondence Course
(University of London, External Program, 1858)

- 1728-1990s – Generally postal system based
- 1930s – phonograph and radio
- 1950s and 1960s – television
- 1970s and 1980s – VHS tapes
- 1980s and 1990s – DVD



May 10, 2013

10 ed-tech tools of the 70s, 80s, and 90s
eSchool News, Meris Stansbury

<http://www.eschoolnews.com/2013/05/10/10-ed-tech-tools-of-the-70s-80s-and-90s/print/>



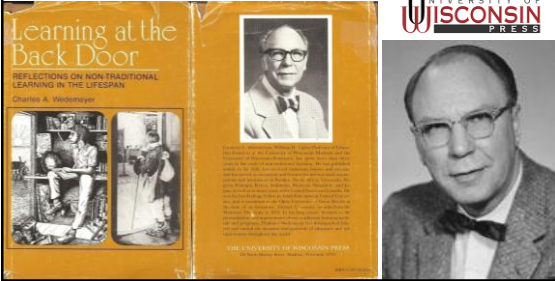
Looking to the Past...



Life as an accountant/CPA in a high tech company in the 1980s...



Took Correspondence & TV Courses
 (thanks to Bob Clasen and Charles Wedemeyer, the University of Wisconsin)



Knowledge Navigator (1987)
 Apple Computer

<http://www.youtube.com/watch?v=hbAAzF6wEoc>



Fast Forward 25+ Years...
 "Anyone can now learn anything from anyone at any time."



Audience Polls #2:

- I. Who remembers where they were when they found out that Steve Jobs died?
- II. Who remembers what they were doing on 911?
- III. Who remembers what they were doing on April 4, 2001?
- IV. Has this open educ. movement changed your life?



Charles Vest (April 4, 2001)

<http://web.mit.edu/newsoffice/2001/ocw.html>

"This is about something bigger than MIT. I hope other universities will see us as educational leaders in this arena, and we very much hope that OpenCourseWare will draw other universities to do the same. We would be delighted if -- over time -- we have a world wide web of knowledge that raises the quality of learning -- and ultimately, the quality of life -- around the globe."



Part I. Learning is Changing
 New Technologies =
 New Delivery Methods...



May 20, 2013
The New Greatest Generation: Why Millennials will Save Us All, Time, Joel Stein
<http://www.time.com/time/magazine/article/0,9171,2143001,00.html>

I. Learning is More Open
(80-Year-Old WGU Texas Grad Keeps His Promise, November 30, 2012, Reeve Hamilton, Texas Tribune)

THE TEXAS TRIBUNE
 An 80-Year-Old Graduate With an Online Marketing Degree Kept His Promise

II. Learning also is More Collaborative
Collaboration and Discussion in Google Hangouts or with iPad, Jan. 28, 2013 (Carrie Gong from Beijing Normal University)

III. Learning is More Mobile
Brown, Keynote talk, "Learning in Hand With Mobile Technology," Wisconsin Distance Teaching and Learning Conference, August 10, 2012

	Beijing 2008	London 2012
Smartphones	139.3 million	657 million
Facebook	90 million	901 million
Twitter	<1 million	300 million
Tweets / day	1.1 million	140 million
Tablets	0	54.8 million
App store downloads	300+ million	25+ billion

Sources: Nielsen, eMarketer, Forrester, Apple

IV. Learning is More Video-Based
Adora Svitak, WFP Youth Representative - 2013 ECOSOC Youth Forum, March 27, 2013
 "Shaping tomorrow's innovators: Leveraging science, technology, innovation and culture for today's youth", Statement by the World Food Programme Youth Representative, Ms. Adora Svitak, at the 2013 ECOSOC Youth Forum.
<http://webtv.un.org/news/2013-03-27-ecosoc-youth-representative-2013-ecosoc-youth-forum-shaping-tomorrows-innovators-leveraging-science-technology-innovation-and-culture-for-todays-youth/22791955001>

V. Learning is More Social
Facebook reaches one billion users, CNN Money, Aaron Smith, October 4, 2012

VI. Learning is More Personal

iPotty Aims To Entertain Toddlers During Toilet Training, Mashable, Kate Freeman (January 10, 2013)
<http://mashable.com/2013/01/10/ipotty/>



Mashable [Home](#) [Tech](#) [Gadgets](#) [Smartphones](#) [Tablets](#) [Wearables](#) [Lifestyle](#)

Lifestyle

iPotty Aims To Entertain Toddlers During Toilet Training

VII. Learning is More Modifiable

Inside Look: Learning Spaces, Meeting classroom teaching and collaboration expectations, University Business, Feb. 22, 2013
<http://www.universitybusiness.com/article/inside-look-learning-spaces>



VIII. Learning is More Comfortable

Design for Students, with Students, "Hub Central", the \$42 million University of Adelaide learning hub opened in October 2011, May 8, 2012, Mike Roberts
<http://designbuildsource.com.au/design-for-students-with-students>



IX. Learning is More Ubiquitous

Flexible displays bend what's possible for computers, Jon Swartz, USA Today (May 4, 2012)



Sony SmartWatch


X. Learning is More Instantaneous

April 9, 2013
 HER Computer fashions face social test: Can wearable computers fit in? Scott Martin, USA Today
<http://www.usatoday.com/story/tech/2013/04/09/can-wearable-computers-fit-in/275016>
 (i.e., magnify moles or injuries, see vital signs, live stream surgeries, access previous PT sessions, access research and drug info, etc.)
<http://www.flexiblemobilehealthcare.com/story/googles-glasses-could-have-strong-potential-healthcare-use/2013-03-18>



XI. Learning is More Global

UC Irvine (2013 report)
Example 3: Fundamentals of Japanese
 Dr. Hidemi Riggs, Fall 2012 & Winter 2013, Tech-enhanced: [LEI AdvancesWebScience \(Innovations\)](#),
[Skype](#) video conferencing tool, [ActiveLearning](#), Format: 5 - 1A lectures (24 students maximum); 3 - 2A lectures (24 students maximum); 2 - 3A lectures (24 students maximum)



Japanese end

XII. Learning is More Massive April 16, 2013 (NovoEd)

New MOOC Provider Says It Fosters Peer Interaction
Chronicle of Higher Education, Jake New
<http://novoted.com>

XIII. Learning is More Technology-Based

DataWind Prepared \$20 Tablet Computer for Indian Market

Jan 30, 2013 4:15 AM EST

A Canada-based company believes it can revolutionize education in India by rolling out a \$20 tablet computer.

What can you buy for \$20? A lunch for two? A new shirt? A few groceries? For India's 220 million schoolchildren, \$20 may soon buy a tablet computer.

April 15, 2013 World will soon be "Webified"

Google boss: Entire world will be online by 2020,
Doug Gross, CNN
http://www.cnn.com/2013/04/15/tech/web/eric-schmidt-internet/index.html?hpt=hp_13

Google Wi-Fi from the Sky, Steven Levy,

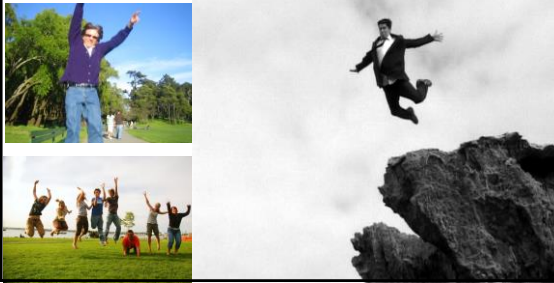
pp. 126-131, Wired, **September 2013**
<http://www.wired.com/gadgetlab/2013/08/googlex-project-loon/>

Google X chief Astro Teller (left) and Project Loon's first leader, Rich DeVaul, holding the system's ground-based antennas.

The Web of Learning

It is very open! (at least in Norway & the Philippines)

We are entering a jumping off point...



Framework #1: WE-ALL-LEARN: Ten Forces that Opened the Learning World



- **W**eb Searching in the World of e-Books (i.e., Darwin)
- **E**-Learning and Blended Learning
- **A**vailability of Open Source and Free Software (e.g., Moodle)
- **L**everaged Resources and OpenCourseWare (e.g., MIT)
- **L**earning Object Repositories and Portals (i.e., shared content)
- **L**earner Participation in Open Info Communities (YouTube)
- **E**lectronic Collaboration and Interaction (sync and async)
- **A**lternate Reality Learning (Online Massive Gaming, Simulations, and Virtual Worlds; e.g., Second Life)
- **R**eal-Time Mobility and Portability (e.g., iPhone)
- **N**etworks of Personalized Learning (Blogs, RSS)



Audience Participation!

WE

ALL

LEARN!!!



Opener #1. Web Searching (e.g., Google, MSN, Yahoo!) in the World of e-Books (i.e., Darwin, Shakespeare, etc.)



OpenStax College

(OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers.)

<http://openstaxcollege.org/>

GROWING DEMAND FOR READING DEVICES

Device	2010	2012
E-reader	10%	34%
Tablet	10%	32%

Source: 2012 Pew Research Center poll, 2012. See <http://www.pewresearch.org> for details. Survey conducted Aug. 11-18, 2012.

GOAL: PROVIDE LOW-COST TEXTBOOKS

It's inevitable in education. And the time is right. OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers. Adapt to high quality. For a complete OpenStax College overview, visit openstaxcollege.org.

Opener #2. E-Learning and Blended Learning

YouTube
Shaq earns doctorate degree

OPRAX.COM
NEW EARTH WEB EVENT

Why I spent 10th grade online. Sophia Pink, Washington Post, August 23, 2013

<http://www.washingtonpost.com/opinions/why-i-spent-10th-grade-online/2013/08/22/?hpid=hp-top-stories:story&hpid=hp-top-stories:story&hpid=hp-top-stories:story>

Why I spent 10th grade online





Video: Sophia Pink describes how she finished 10th grade online and why she's choosing to go back to the classroom.

By Sophia Pink, Published: August 22. Email the writer

Opener #3. Availability of Open Source and Free Software Moodle

(July 18, 2013: 72 million users in 237 countries, 84,518 sites, 7.6 million courses)



Opener #4. Leveraged Resources and OpenCourseWare (OCW) (e.g., free courses from Harvard Edx, MITx, CORE, OOPS)



OOPS! Opensource OpenCourseware Prototype System
The Foundation of Fantasy Culture and Arts.

Opensource OpenCourseware Prototype System
開放式課程計劃 www.oops.org/

Saylor.org

<http://www.saylor.org/>


RedHoop

<http://redhoop.org/>



Opener #5. Online Learning Object Repositories and Portals (shared content)

<http://www.deadseascrolls.org.il/explore-the-archive>
http://www.deadseascrolls.org.il/explore-the-archive/#search?q=the_levy_in_Qumran_Cave_4
<http://www.deadseascrolls.org.il/home>



Online Encyclopedias

(e.g. the Encyclopedia of Earth: <http://www.eoearth.org/>)
http://en.wikipedia.org/wiki/Encyclopedia_of_Earth



October 2010, The V-PORTAL (Bonk, IU)
"Video Primers in an Online Repository for e-Teaching and Learning" V-PORTAL, TravelinEdMan (27 free/open YouTube videos)
<http://www.youtube.com/user/TravelinEdMan>



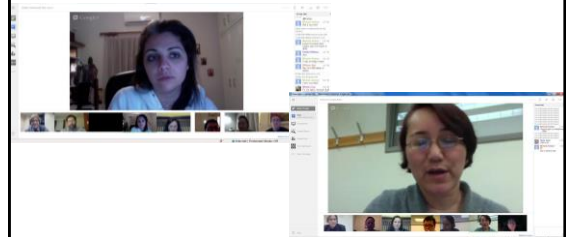
Opener #6. Learner Participation in Open Information Communities (e.g., Slashdot, Digg, Wikipedia, YouTube)



Opener #7. Electronic Collaboration and Interaction (synchronous & asynchronous)
 Soliya Connect
<http://gli.georgetown.edu/#soliya>



Google Hangouts Class Sync Collaboration and Discussion (Spring, 2013)



April 15, 2013 Guest Speakers
 Sara de Freitas and Jim Hensman (<https://connect.iu.edu/p2ie1yx6z6x/>)
 Jay Cross (<https://connect.iu.edu/p4bytsoromh/>)



Opener #8. Alternate Reality Learning (Online Massive Gaming, Simulations, and Virtual Worlds; e.g., Second Life)



September 5, 2013
Video games may improve brain power in older adults

<http://www.usatoday.com/story/news/nation/2013/09/04/video-games-brain-power-dementia/2762523/>



Video games may improve brain power in older adults

Opener #9. Real-Time Mobility and Portability (e.g., iPhone, iPads, smart watches (September 4, 2013))




First impression: Galaxy Gear - welcome to wearable computing

The Samsung Galaxy Gear smartwatch



Judy Brown, Keynote talk, "Learning in Hand With Mobile Technology," Wisconsin Distance Teaching and Learning Conference, August 10, 2012

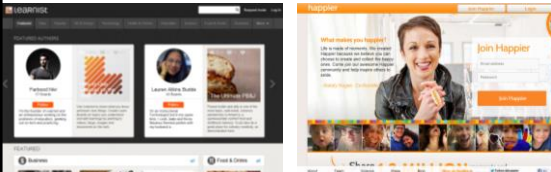


Mobile is the single most pervasive technology ever invented

Putting Global Mobile in Context

Country	Population in Billions
USA	315
China	135
India	115
Japan	125
UK	60
France	65
Germany	80
Canada	32
Italy	60
Spain	45
South Korea	45
Sweden	9
Denmark	5
Norway	4
Finland	5
Switzerland	7
Australia	22
New Zealand	4

Opener #10. Networks of Personalized Learning (Blogs, Podcasts, Facebook, and RSS feeds, etc.)



May 22, 2013
Video Walls of Experts (IQ Wall)
Indiana University unveils high-tech classroom
The Herald-Times, Mike Leonard

<http://www.indianaeconomicdigest.net/main.asp?SectionID=118&SubSectionID=135&ArticleID=69980>



What about the Instructor in the Open World?



Instructor as Curator



Instructor as Concierge



Audience Poll #3:
 Have you taught a MOOC before?
 Have you ever taken a MOOC as a student?
 Have you ever browsed a MOOC?

- 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

Mystery of MOOCs: Part II. Some MOOC news from the past year...



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-course-arc-multiplying-at-a-rapid-pace.html?_r=1&hp



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).

July 16, 2013
"Golden Era of Learning"
Bill Gates Discusses MOOCs at Microsoft
Research's Faculty Summit

http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591764?si&utm_source=chronicle&utm_medium=em

On the Meaning of MOOC's
 "I've never thought I'd see a high school diploma. Or a professional degree."



WIRED CAMPUS
 The latest news on tech and education.

PREVIOUS
 - New Tipped: Boulder Taps U.S. State School
 NEXT

Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit
 July 16, 2013, 4:01 am
 By Sara Grossman

Bill Gates says that this is the "golden era" of learning, thanks to massive open online courses and easy access to information. The chairman of Microsoft gave the keynote address on Monday at Microsoft Research's Faculty Summit, an annual event that brings together Microsoft researchers and academics from more than 700 institutions for a two-day conference in Redmond, Wash., on current issues facing computer science.

June-July, 2013
Welcome to the MOOC Research Hub,
Gates Foundation

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



September 16, 2013
Rwandan Degree Program Aims for a 'University in a Box',
Chronicle of Higher Education, Megan O'Neil

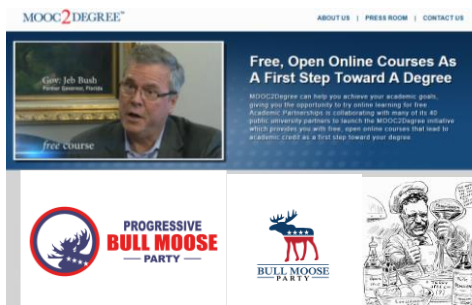
<http://chronicle.com/article/Rwandan-Degree-Program-Aims/141631/>



Students attend an orientation session at Kepler, a new hybrid program in Kigali, Rwanda, which will use MOOCs and classroom time to help students earn competency-based associate degrees.

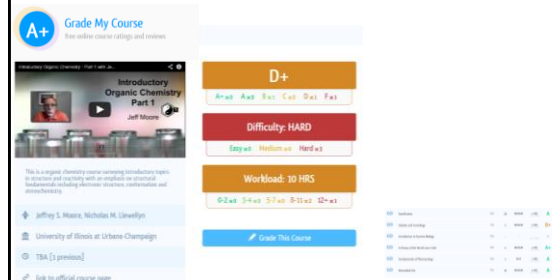
January 23, 2013: The Bush MOOC Party?
Academic Partnerships Launches MOOC2Degree Initiative
Free, Open Online Courses As A First Step Toward A Degree

<http://www.mooc2degree.com/>



February 27, 2013 (Inside RE)
Grade My Course (i.e., Yelp for Ed)

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




May 6, 2013

Faculty Backlash Grows Against Online Partnerships
Chronicle of Higher Education, Steve Kolowich
<http://chronicle.com/article/Faculty-Backlash-Grows-Against/139049/>

May 6, 2013

Faculty Backlash Grows Against Online Partnerships



Michael Sandel, a Harvard professor, taught an online course that San Jose State U. asked its philosophy professors to use in place of their own instructors. They said no.

By Steve Kolowich

June 19, 2013

2013 is "The Year of the Anti-MOOC"
George Siemens, UW-Madison Summit
<http://jobs4highered.wordpress.com/european-moocs-in-global-context/>




European MOOCs in Global Context

Workshop

19th October, Education Building
 10:00 - 12:00 pm
 19th October, Education Building
 10:00 - 12:00 pm

February 24, 2013

Big (MOOC) Data, Inside Higher Education,
Dayna Catropa
<http://www.insidehighered.com/blogs/stratoday/big-mooc-data>



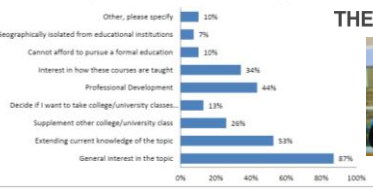
Metric	Count
Registered	12,725
Watched at least one video	7,761
Took any quiz during the course	3,658
Scored >0 on both Week 1 quizzes	1,267
Scored >0 on either quiz in Week 4	561
Attempted the final exam	346
Earned a certificate	313
Earned a distinction certificate	261

Duke University
 Bioelectricity: A Quantitative Approach

February 5, 2013


Bioelectricity: A Quantitative Approach,
Duke University's First MOOC
http://dukespace.lib.duke.edu/duke/biaterm/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf

Figure 5. Student motivations for enrolling



Motivation	Percentage
General interest in the topic	87%
Extend current knowledge of the topic	83%
Supplement other college/university class	26%
Decide if I want to take college/university classes	13%
Professional Development	44%
Interest in how these courses are taught	34%
Cannot afford to pursue a formal education	12%
Geographically isolated from educational institutions	7%
Other, please specify	10%

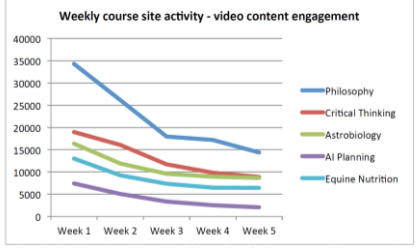
THE CONVERSATION



Quantitative Approach

May 2013

MOOCs @ Edinburgh 2013— Report #1



Weekly course site activity - video content engagement

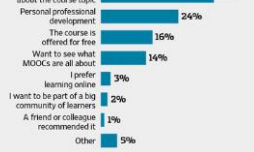
Figure 7 - Week-by-week activity tracking of the number of unique course participants engaging with video content - viewed and downloaded combined results - during the first 5 weeks (applicable to 5 courses in total)

October 8, 2013

An Early Report Card on Massive Open Online Courses,
Geoffrey A. Fowler, WSJ Online
<http://online.wsj.com/article/SB100014240527023037266645790946684738772.html?mod=MOOC&cb=PRINT%26articleTab%26intext=video>
<http://online.wsj.com/article/SB100014240527023037266645790946684738772.html?mod=MOOC&cb=PRINT%26articleTab%26intext=video>

Signing On


Surveyed students said their main reason for taking a course was:



Reason	Percentage
Interest in learning more about the course topic	33%
Personal/professional development	24%
The course is offered for free	16%
Want to see what MOOCs are all about	14%
I prefer learning online	3%
I want to be part of a big community of learners	2%
A friend or colleague recommended it	1%
Other	5%

Logging Off

Forty-four percent of those surveyed said they didn't finish their course. The biggest reason:



Reason	Percentage
I was too busy to finish	38%
The learning experience didn't meet expectations	19%
Lost interest in the course	11%
Not enough incentive to finish (credits or certification)	11%
I forgot about the course	6%
Never intended to finish the course	3%
Other	13%


Source: Qualtrics and Instructional Survey of 1,134 people who registered to take a MOOC on Canvas Network in May and June 2013

August 8, 2013

The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined

Steve Kolowich, Chronicle of Higher Ed
http://chronicle.com/article/MOOCs-May-Not-Be-As-Disruptive-As-Some-Had-Imagined/146965?cid=cs-stanford_medium_en

August 8, 2013
 The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined




By Steve Kolowich

In California, the MOOC revolution came to a halt unceremoniously.

Sen. Darrell Steinberg, the leader of the State Senate, quietly decided to put his online-education bill on the back burner last month. The bill, introduced with fanfare in March, originally aimed to push public universities

"A medium where only self-motivated, Web-savvy people sign up, and the success rate is 10 percent, doesn't solve one quite yet as a solution to the problems of higher education," says Sebastian Thrun, of Udacity.
 Edpage image

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 Online Course'

Artificial Intelligence

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.



STANFORD ENGINEERING EVERYWHERE


what is stanford engineering everywhere?

Stanford Engineering Everywhere is an online open sharing site designed to help students learn by watching lectures, reading articles, and doing assignments. SEE offers a wide range of courses in a variety of disciplines.

SEE encourages students to take courses in their own time and at their own pace. SEE is a free resource for students and faculty alike.

MOOC Leadership Principle #3: Take Risks

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



UDACITY

We believe university-level education can be both high quality and low cost. Using the economics of the Internet, we've recruited some of the greatest teachers to hundreds of thousands of students all over the world.

CS 101: BUILDING A SEARCH ENGINE

CS 373: PROGRAMMING A ROBOTIC CAR

UDACITY

udacity.com

August 18, 2013

Virtual U: Master's Degree Is New Frontier of Study Online

Tamar Lewin, The New York Times
http://www.nytimes.com/2013/08/18/education/masters-degree-is-new-frontier-of-study-online.html?_r=0



The New York Times

Master's Degree Is New Frontier of Study Online

Dr. Clark, the dean of the College of Computing at the Georgia Institute of Technology. The article plans to offer students degree in computer science through Stanford Open Online courses, or MOOCs.

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

Guess what! You just got into MIT! (Feb 15, 2012)
<http://www.marketplace.org/shows/marketplace-tech-report>
Stanford to help build edX MOOC platform, Washington Post, Nick Anderson (April 2, 2013)

September 18, 2013

MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE

<http://chronicle.com/News/stories/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46215>

MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX
 September 18, 2013, 4:18 am
 By Steve Kolowich

MOOC companies are hardly universities unto themselves, but now a provider wants to move beyond offering one-off courses.

MITX, a division of the Massachusetts Institute of Technology that offers courses on the nonprofit edX's platform, announced on Tuesday that it would soon offer special certificates to students who completed a prescribed sequence of massive open online courses from MIT. The sequences will be called XSeries.

MOOC Leadership Principle #5: Form Strategic Relationships

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

Coursera's Institutional MOOC Partners

- Original Member: U. of Washington, U. of California at San Francisco, Stanford U., Caltech, U. of Michigan, U. of Illinois, U. of Toronto, Princeton U., Rice U., U. of Virginia, Georgia Tech, U. of Pennsylvania.
- New Member: Duke U.

Coursera's Newest Partners: Benke College of Music, Brown University, Columbia University, Hebrew University of Jerusalem, Hong Kong University of Science and Technology, Mount Sinai School of Medicine, Ohio State University, University of British Columbia, University of California at Irvine, University of Florida, University of London, University of Maryland, University of Melbourne, University of Pittsburgh, Vanderbilt University, Wesleyan University.

Not on Map: École Polytechnique Fédérale de Lausanne (Switzerland), U. of Edinburgh (UK).
 Source: Coursera. Designed by Lauren Roupas

Google and edX Create a MOOC Site for the Rest of Us, Steve Kolowich, September 10, 2013

<http://chronicle.com/News/stories/google-and-edx-create-a-mooc-site-for-the-rest-of-us/46137>

Google and edX Create a MOOC Site for the Rest of Us
 September 10, 2013, 3:28 pm
 By Steve Kolowich

Until now, massive open online courses have mostly reinforced existing hierarchies in higher education. MOOC providers have recruited elite institutions and offered them and their professors the opportunity to broadcast their courses to the world.

But now edX, a nonprofit provider founded by Harvard University and the Massachusetts Institute of Technology, is joining forces with Google to create a spinoff Web site where ordinary folks—and professors at colleges that have not been invited to join high-profile MOOC consortiums—can not only sign up for a MOOC but also build one themselves.

Coursera List of Courses National Taiwan University

<https://www.coursera.org/taiwan>

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 21:46:57

UK universities in online launch to challenge US

By Sean Coughlan
 BBC News education correspondent

Coughlan is among the UK universities joining the digital debate.

A partnership of UK universities is launching an online project, challenging US universities that have dominated the emerging market.

They will aim to give the public access to higher education courses via computers, tablets, or smart phones.

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

**MOOC Leadership Principle #6:
Conduct Formative Evaluation**
Inside a MOOC in Progress, Karen Head,
Chronicle of Higher Education, June 21, 2013

http://chronicle.com/blogs/wires/inside-a-mooc-in-progress/443770ic/af64c_source@kate_mediainc

Inside a MOOC in Progress

June 21, 2013, 12:01 am

By Karen Head

Facebook Twitter LinkedIn StumbleUpon Comments (19)



**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 corner of the course you know well and"



August 5, 2013
Free Online Higher Education: 5 Best MOOCs

By **Kannan Sankaran, Epoch Times**

<http://www.theepochtimes.com/n3/229640-5-best-mooc-for-free-online-higher-education/>

MOOC at UPenn; Recession Fuels Explosion of Online Learning

<http://www.youtube.com/watch?v=52rFIM40l5w>



**MOOC Leadership Principle #8:
Set Bold (i.e., Audacious) Goals**

June 18, 2012

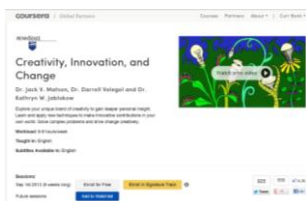
http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html



September 9, 2013
Creativity MOOC Draw 120,000 Students (Penn State), Campus Technology, Leila Meyer
3 Student Profiles: Adventurers (committed); Tourists (pick and choose); and Explorers (in between)

<http://campustechology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?CTM>

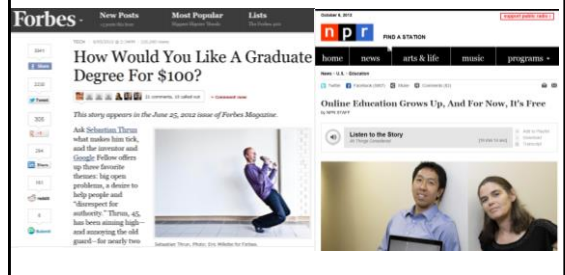
Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablowok, Penn State University, Coursera



**MOOC Leadership Principle #9:
Generate Media Attention**

June 25, 2012

<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



MOOC Leadership Principle #10: Build on Strengths and Niche areas (i.e., Find Your Element)

UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News
http://www.news.wisc.edu/115297?utm_source=UWMadison&utm_medium=email&utm_campaign=8/14/2013-02-21

MOOC Course from Canvas "The Walking Dead"

September 4, 2013
<https://www.canvas.net/courses/the-walking-dead>

MOOCs Meet the Zombie Apocalypse
 September 4, 2013, 4:58 am
 By Steve Klobasch

How do you get thousands of people excited about an online course in math, physics, and public health that will not earn them formal credit or any kind of certificate?

MOOC Leadership Principle #11: Do Not Make Rash Decisions July 17, 2012

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

June 10, 2012
Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office

MOOC Leadership Principle #12: Be Proactive in Addressing Concerns August 16 & September 6, 2012

<http://chronicle.com/article/Concerns-of-Plagiarism-Incidents/133897/>

edX Offers Proctored Exams for Open Online Course
 September 6, 2012, 3:11 pm
 By Marc Parry

Students enrolled in a free open online course offered through edX will now have the option of getting their learning validated with a proctored final exam, under a new program announced today.

MOOC Leadership Principle #13: Give Something Away July 11, 2013, Blackboard Goes MOOC Inside Higher Ed, Rv Rivard

Blackboard Goes MOOC
 The first ever MOOC with Blackboard

WIRED CAMPUS
 The first ever MOOC with Blackboard

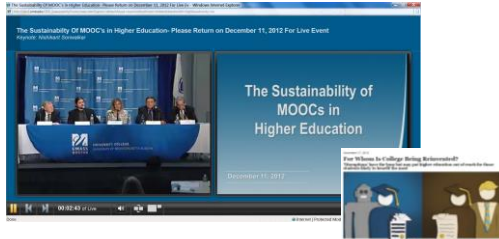
Blackboard Announces New MOOC Platform
 By Adam O. Irving

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>

MOOC Leadership Principle #14: Ask Questions Dec 11, 2012 UMass Boston

<http://chronicle.com/article/Massive-Ed-Statement-About/134579/>



MOOC Leadership Principle #15: Locate New Markets

Coursera Snags \$43-Million in Venture Capital, Chronicle of Higher Education, Steve Kolowich, July 10, 2013

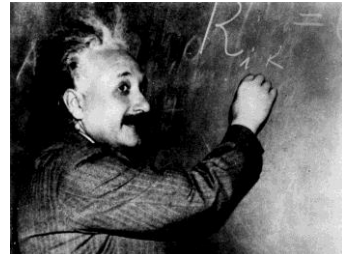
<http://chronicle.com/blog/wiredcampus/mooc-companys-snags-43-million-in-venture-capital/146672/coursera-raises-venture-capital/>



Mystery of MOOCs: Part III. 4 Types of MOOCs



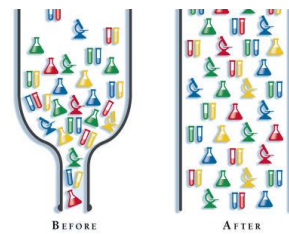
MOOC Type #1. Theory- or Trend-Driven MOOC



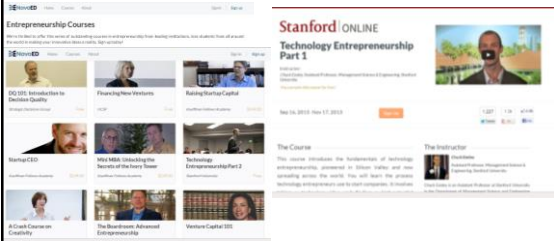
MOOC Type #2. Remedial Course MOOC



MOOC Type #3. Degree or Program Qualifier or System Bottleneck MOOC



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



**Mystery of MOOCs:
Part IV. Nine 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>



MOOC Business Model #5.
Enhanced Course Fee and
Option for University Credit
 (full price)



MOOC Business Model #6.
Percent of First Year Salary
 (companies pay for names and contact
 info of high performers)



MOOC Business Model #7.
Sell or Lease Courses, Charge for
Course Development
 (e.g., to Community Colleges)



MOOC Business Model #8.
Free Entryway Course



eCornell Offers a MOOC That Steers Students to a Paid Follow-Up
 January 9, 2013, 1:08 pm
 By Katherine Morgan
 Cornell University's rollout of 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 \$1,200 to get a professional certificate.
 The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Kivetz and William Carroll, faculty members at Cornell's School of Hotel Administration.

MOOC Business Model #9.
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

Mystery of MOOCs:
Part V. A Dozen MOOC Instructor
Guidelines



MOOC Instructor Guide #1. Plan and Prepare

October 12, 2012
Radical rethink: how to design university courses in the online age, Paul, Wappett, The Conversation, Australia

THE CONVERSATION

TRADITIONAL STUDY MODEL - LINEAR

ONLINE STUDY MODEL - DYNAMIC

MOOC Guide #2. Designate Feedback Providers and Tasks (especially in Week One)

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

MOOC Guide #4. Address Participants by Geographic Region

October 27, 2012 Chuck Severance (U Michigan/Coursera) in Barcelona, Seoul, Manila, Melbourne, etc.

<http://www.youtube.com/watch?v=JzNHvmSv8Tl>

MOOC Guide #5. Personalize Where Possible!

PERSONALIZE IT

MOOC Guide #6. Form Groups and Social Supports

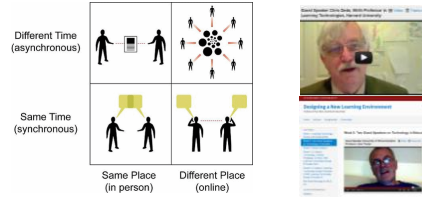


WIRED CAMPUS
The latest news on tech and education

MOOC Students Who Got Offline Help Scored Higher, Study Finds
June 1, 2013, 9:56am
By Steve Kridovich

One of the first things researchers have learned about student success in massive open online courses is that in person, one-on-one teaching still matters.

MOOC Guide #7. Combine Sync and Async Instruction



MOOC Guide #8. Arrive Early for Sync Session



MOOC Guide #9. Check Chat Window for Comments and Questions



MOOC Guide #10. Reflect Near End of Each Sync Session (e.g., Top 3 Activity in Chat Window)



MOOC Guide #11. Share Resources and Recap them Weekly



MOOC Guide #12. Involve the Participants (e.g., use debates, polling questions)



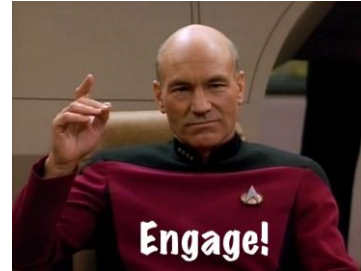
Poll #1:
Where are you now?
A. North or South America
B. Europe
C. Africa
D. The Middle East
E. Australasia



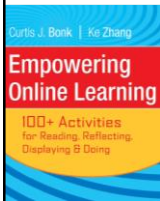
Poll #2:
What time is it there?
A. Morning
B. Lunch time
C. Mid Afternoon
D. Evening
E. Late night or early morning



Jean-Luc Picard said what? That's right, Engage!



Framework #1: R2D2



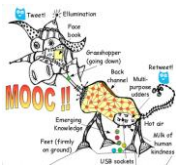
Framework #2: TEC-VARIETY (motivation and retention online)

- Tone/Climate**
 - Encouragement, Feedback**
 - Curiosity**
-
- Variety**
 - Autonomy**
 - Relevance**
 - Interactive**
 - Engagement**
 - Tension**
 - Yields Products**



Poll #4: Would you like to teach or take a MOOC now?

- A. Yes...
- B. No...



Gordon Lockhart, lberry,
<http://lberry.com/>
<http://gps5.wordpress.com/2011/03/08/ck11-mooc-this-mooc-is-something-else/>

Questions?



Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: <http://worldisopen.com/>
Email: curt@worldisopen.com

