Sir John Daniel
&
Stamenka Uvalić-Trumbić
Making Sense of MOOCs: 
The Evolution of Online Learning in Higher Education

Sir John Daniel & Stamenka Uvalić-Trumbić
PLAN

• Evolution of methods

• Greater choice of materials

• Quality in online learning
Saint Paul comes to Cyprus
St. Paul’s letters to young churches
Church Antioch
St. Paul’s Cathedral, London
Peacock mosaic – Paphos
2nd century AD
St. Paul’s letters to young churches
Potesi vt una vox capi acue plurima: Limone ita una scriptu mille paginas.
Marshall McLuhan

‘The medium is the message’
Railways
Postal systems
Printing & Post

= Correspondence education
Short Course

Pitman's Shorthand

Isaac Pitman
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_
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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<tbody>
<tr>
<td>1</td>
<td>CAMBRIDGE</td>
<td>96%</td>
</tr>
<tr>
<td>2</td>
<td>LOUGHBOROUGH</td>
<td>95%</td>
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<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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<td>6</td>
<td>OXFORD</td>
<td>86%</td>
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<tr>
<td>7</td>
<td>IMPERIAL COLLEGE</td>
<td>82%</td>
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<td>8</td>
<td>UNIVERSITY COLLEGE LONDON</td>
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<tr>
<td>9</td>
<td>ESSEX</td>
<td>77%</td>
</tr>
</tbody>
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…and OU top for student satisfaction
OUR MISSION

1970s

People

Places

Methods

Ideas

2010s
OUR MISSION

1970s

People

Places

Methods

Ideas

2010s
“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
Top downloads

1. Creative Writing
   The tracks on this album offer an invaluable insight into a wide range of techniques and practices surrounding Creative Writing. Writers as diverse as...

2. What do genes do? (eBook)
   This unit explores how information contained in DNA is used, explaining the flow of information from DNA to RNA to protein. Also introduced are the co...

3. Cognitive Psychology
   The consciousness of the human mind has long been a topic of fascination and curiosity amongst writers, artists and psychologists, from Carl Jung and ...

4. Portales: beginners' Spanish
   This series of clips covers a variety of issues about Spanish culture and society. Material is taken from The Open University Course L194 Portales: b...

5. Addiction and neural ageing (eBook)
   This unit looks at two topics that are of immense worldwide social, economic, ethical, and political importance — 'addiction' and ...

6. Fossil Detectives
   This event took place on 21st October 2008 and was hosted by Hermione Cockburn, presenter of the brand-new OU/BBC series Fossil Detectives. Hermione, ...
Easier access to content

• Student designed courses

• Open content

• MOOCs
Easier access to content

- Student designed courses
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’
Easier access to content

• Student designed courses

• Open content
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
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
Ernest L. Boyer

‘My Degree, My Way’
A partnership of like-minded institutions committed to creating pathways for OER learners to gain academic credit through the formal education system.
Founding anchor partners

- Athabasca University
- BAOU (Gujarat's open university)
- Empire State College (SUNY)
- Nelson Marlborough Institute of Technology
- NorthTec
- Open Polytechnic
- Otago Polytechnic
- Southern New Hampshire University
- Thompson Rivers University
- University of Canterbury
- University of South Africa
- University of Southern Queensland
- University of Wollongong
- OER Foundation (non-teaching)
- BCcampus (non-teaching)
Anchor partners

Excelsior College  Kwantlen Polytechnic University
Open University of Catalonia
Thomas Edison State College
Unitec Institute of Technology
University of Glamorgan
University of the South Pacific  Wintec
Institute of Technology Sligo
S.N.D.T. Women's University  Ako Aotearoa

Sponsors

Commonwealth of Learning
UNESCO, Pacific States
Easier access to content

- Student designed courses
- Open content
- MOOCs
“What’s a mook?”

(Mean Streets – Scorsese 1973)
What is a MOOC?

Massive Open Online Course

(Cours de masse ouverts et en ligne)
The herd instinct to Mooc!
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'

MOOCs: a massive opportunity for higher education, or digital hype?

September 1, 2012 by Mike Caulfield

We Shouldn’t Talk MOOCs as Meritocracies
MOOC – Every letter is negotiable!

Focus on scalability

What is massive?
- 100?
- 1,000?
- 10,000?
- 100,000?

Open registration?

Local cohorts?

Self-paced?

Start/end dates?

College credits?

Badges?

Role of the instructor?

Learning community?

Focus on community and connections

Open content?

Free of charge?

Affordable?

Real-time interaction?

Scripted assessments and feedback?
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
xMOOC
Making Sense of MOOCs: Musings in a Maze of Myth, Paradox and Possibility
“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%
Exam = ‘very hard’
Attrition high but “if you look at the number in absolute terms, it’s as many as might take the course in 40 years at MIT”
Course x6002 Circuits and Electronics
155,000 registrations
7157 passed = < 5%
340 had perfect score
(including a 15-year-old Mongolian)
Very high dropout rates in all MOOCs
‘it seems pretty obvious that no one who had any working knowledge of research in pedagogy was deeply involved in the creation of the course’
Massive Open Online Course

No business model for universities offering them!
Tony Bates

‘A shake-out in MOOCs in 2014 as the evaluation results start to come in’
MOOCs

Where to?
MOOCs

Good news:
• Greater public awareness of online
• Elite universities ‘at a distance’
• Possible new pedagogy

Bad news:
• High drop out
• No credit
• No revenue
THE FUNDAMENTAL TENSION

open offerings

restrictive recruitment
MOOCs

Where to?
See

MOOCs

As a precursor to the offering of regular credit programmes online!
Professor Tony Bates
“2012 Outlook for Online Learning and Distance Education”
(www.contactnorth.ca)
United States

‘over 80% of US students are expected to be taking courses online in 2014, up from 44% in 2009.’
MOOCs ventures outside North America
Q: How can the MOOCs experience stimulate the expansion of regular teaching online?

A: If institutions develop policies for online teaching and execute them determinedly.
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
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
A Guide to Quality in Online Learning
THANK YOU
Stamenka Uvalić-Trumbić & Sir John Daniel

For text and slides:
www.sirjohn.ca