What Future for Online Learning in China?
The Internet: Not only shopping!
PLAN

1. Online Learning:
   - Tradition and History
   - What does the research say?
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2. Recent developments (e.g. MOOCs)
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Open and Distance Education

= 

Open Education
(removes barriers)

+ 

Distance Education
(across space and time)
Open and Distance Education

= 

Open Education

(remove barriers)

+ 

Distance Education

(across space and time)
Confucius: Pioneer of Open Education
Potesi vt una vox capi aren placita:
Limnet ita una scripta mille paginas.
Postal systems
TV
The Internet
STUDENTS ENROLLED IN HIGHER EDUCATION
DISTANCE LEARNING (THOUSANDS)

Brazil

Source: MEC/INEP 2011

California

Distance Education Has Grown Significantly at
Community Colleges Over Past Decade
QUESTIONS

◆ Does distance education work?

◆ Do students like it?
‘…compared distance education with classroom instruction for a variety of learners by examining 232 studies published from 1985 to 2001.

‘Asynchronous distance education had a small but significant positive effect on student achievement.’

Bernard et al. (2004)
...articles published between 1996 and 2008 that focused on web-based courses where more than 25% of the instruction - but not all - was delivered online.

Students in online learning conditions performed modestly better than those receiving face-to-face instruction.

(Means et al., 2013)
‘a major reason for using blended learning approaches is to increase the amount of time that students spend engaging with the instructional materials.’
Research in Hong Kong

- Online not popular with students
- Lack of self-discipline & self motivation
- Teacher-centred & utilitarian learning culture
- Teachers want to instruct with least effort
Research in Canada

- High achieving students like online
- Prefer blended courses and learn better
- Older students & women like online more than younger students and men
- After one online course they take another
SUMMARY

- Rote learning not a good environment to introduce online learning
- Students work harder in blended and online courses and engage more fully
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What is a MOOC?
Massive Open Online Course
2012
Elite US universities offer MOOCs
Course x6002 *Circuits and Electronics*

155,000 registrations
23,000 tried first test
9,000 passed mid-term
7157 passed = < 5%
If Harvard is going online it must be OK!
The herd instinct to MOOC!
M O O C – the meaning of every letter is negotiable!
What is a MOOC?

Massive Open Online Course

Weaknesses:

- No credits or credentials
What is a MOOC?

Massive Open Online Course

Weaknesses:

➢ No credits or credentials
➢ No business model
The Answer

CREDITS

$$$$$$
Operating at scale
Convergence

MOOCs

Regular online courses
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Online Enrollment as a Percent of Total Enrollment: Fall 2002 - Fall 2011

From Inside Higher Ed - USA
% of US universities offering a programme(s) that can be studied entirely online

- 2002: 32%
- 2012: 62%
Enrolment growth in US universities

Online courses

Classroom courses
University Leaders

70% say online learning is an important strategy for their institution.

Academic staff (Faculty)

“only 28% accept the value and legitimacy of online teaching”
Online Learning – a mixed picture

- Students like online learning
- Research shows it is better
- Online learning is expanding
- MOOCs have given online publicity
- Academic staff doubt its value
Students

“like online learning and perform better”

TENSION

Academic staff (Faculty)

“only 28% accept the value and legitimacy of online teaching”
Moore’s Technology Adoption Cycle
Moore’s Technology Adoption Cycle
How will online learning develop in China?
Is preparing to offer online courses to universities in China and abroad
Professor Yan Jin

Design Theory and Methodology
O+O
Online to Onsite
DeTao Online Course
offered in
selected Chinese universities
Receiving universities adapt the DeTao O+O courses to their own teaching needs
University teachers must learn how to teach online
Moore’s Technology Adoption Cycle

- Students
- Professors
- Online learning
THANK YOU

Sir John Daniel

odlsirjohn@gmail.com

For text & slides: www.sirjohn.ca