



Public Lecture UTM 2013-11-19

The Future of MOOCs in Education

Sir John Daniel

For text and slides:
www.sirjohn.ca

**The
Economist**

APRIL 27th–MAY 3rd 2013

economist.com

Britain's shaky economy

Time to scrap affirmative action

Bjorn Kjos, the Viking Stelios

Iran's fake messiahs

Criminal bumblebees

Generation jobless

**The global rise of
youth unemployment**



Policymakers know what to do to diminish the problem – ignite growth, break down cartels and build bridges between education and work. New technology gives them powerful tools too.

The Economist, April 2013

Policymakers know what to do to diminish the problem – ignite growth, break down cartels and **build bridges between education and work. New technology gives them powerful tools too.**

The Economist, April 2013

Idle hands

1

Youth unemployment and inactivity*

By region†, 2012 or latest, m



Sources: OECD; World Bank; *The Economist*

*15-24 year olds not in education

†Regions exclude OECD countries

‡Not in education or training

The World Conference on Higher Education Paris - July 2009



High demand for Higher Education



New Dynamics: Diversification of providers

‘World-class’ universities

Competency-based

Private

Online

Cross-border

POST-TRADITIONAL HIGHER EDUCATION

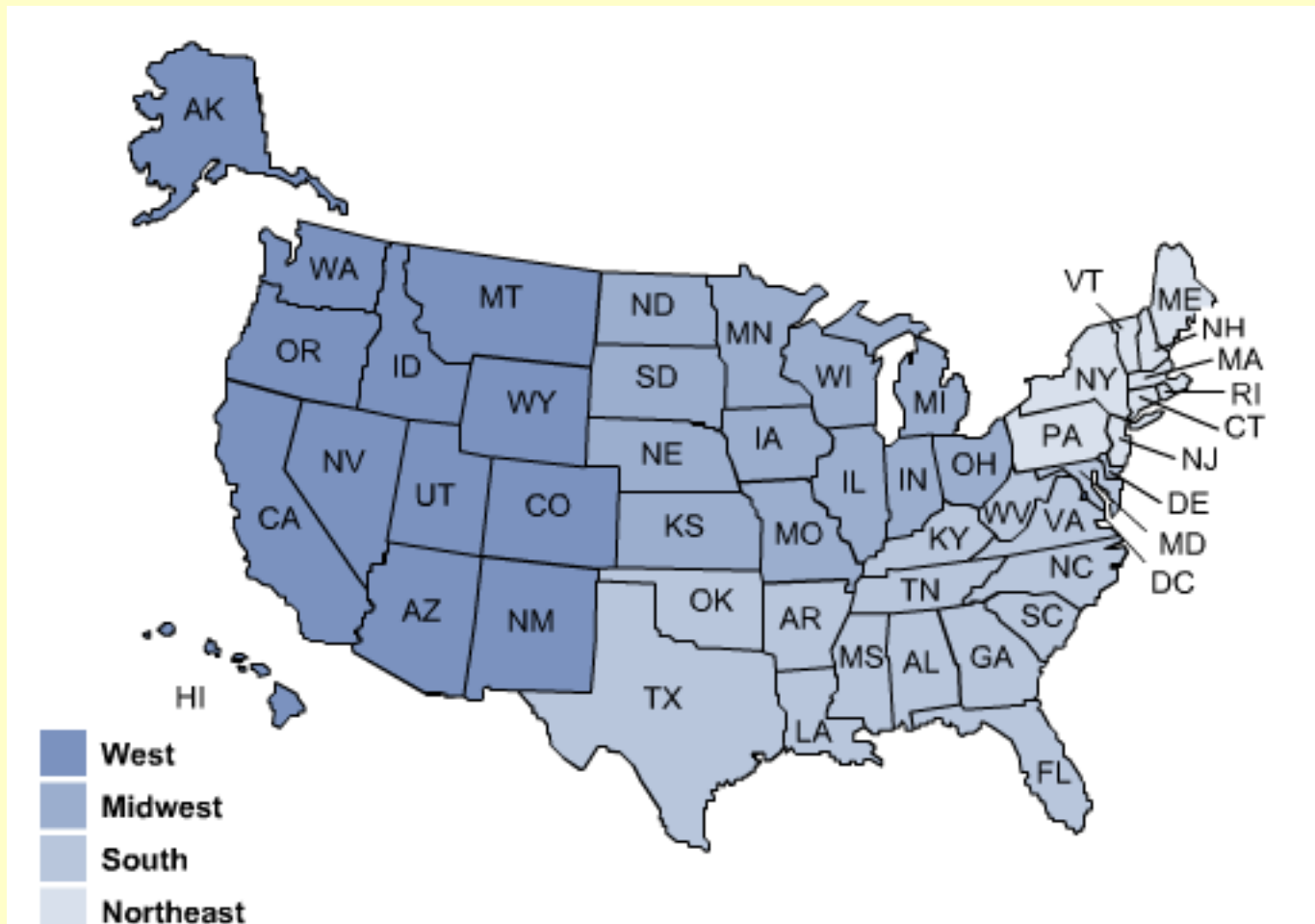




United States

A public university
system under
strain

The example of US public universities



13 POINTS

Higher Education in Economic Crisis

13 POINTS

1.

In 2012 enrolment declined (by 2.3%) for the first time in 15 years.

(260,000 fewer students)

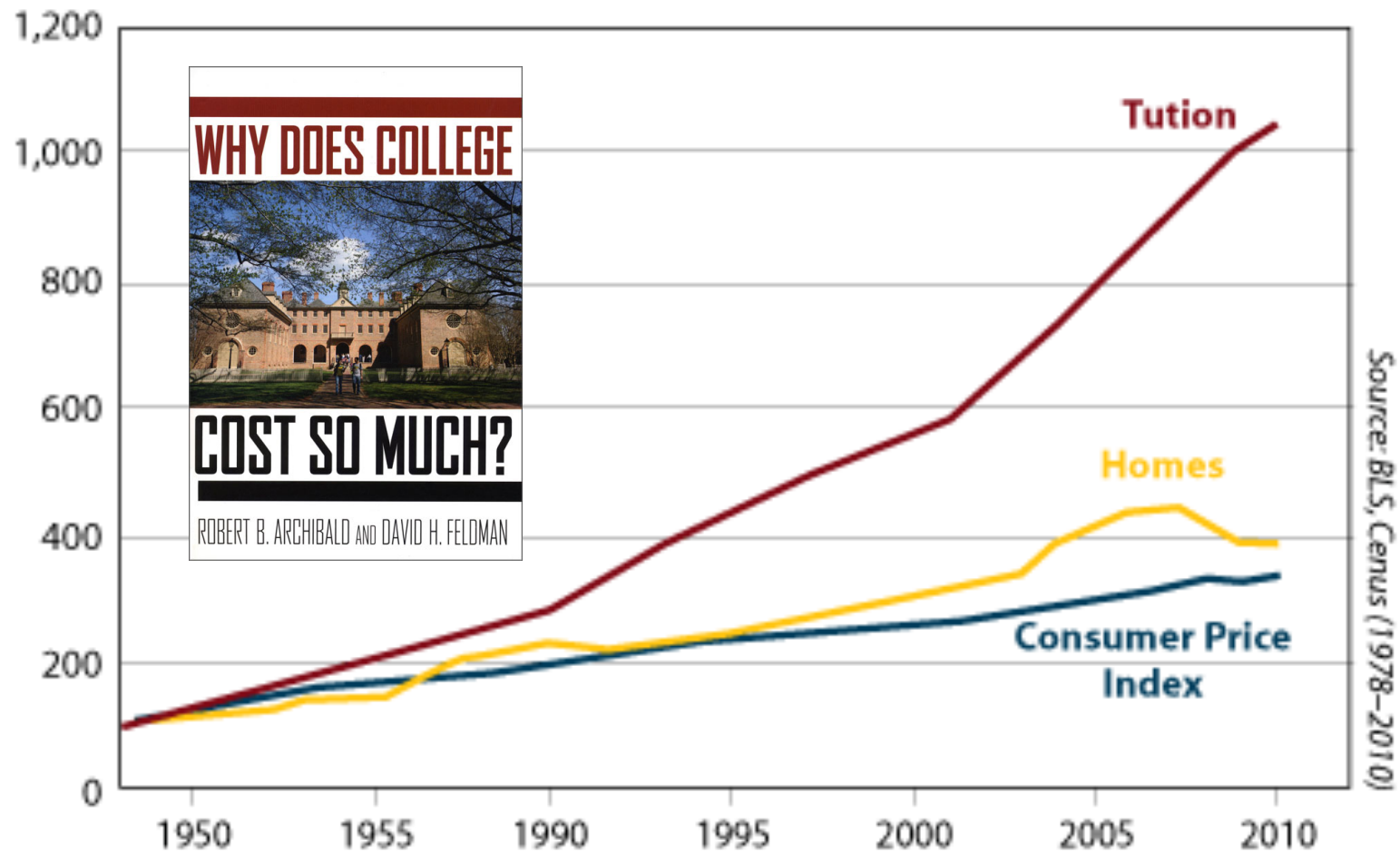
13 POINTS

2.

Tuition fees have increased by 5 times the inflation rate for 30 years.

The Other Learning Curve

College tuition CPI vs. U.S. Home Prices vs. CPI.



Tuition fees inflation

13 POINTS

3.

Adjusted for inflation the average middle-class family earns \$400 less than it did in 1988

13 POINTS

4.

Tuition fees increased a record 8.3% in 2012, up 46% over the last decade.

13 POINTS

5.

State funding declined a record
9% in 2012, down 30% per
student since 2000

13 POINTS

6.

Tuition fees as a share of total public university revenue rose 62% over the last decade

13 POINTS

7.

In June 2013, total tuition fees discounts exceeded the total amount paid by parents. This is a 50% reduction from posted rates.

13 POINTS

8.

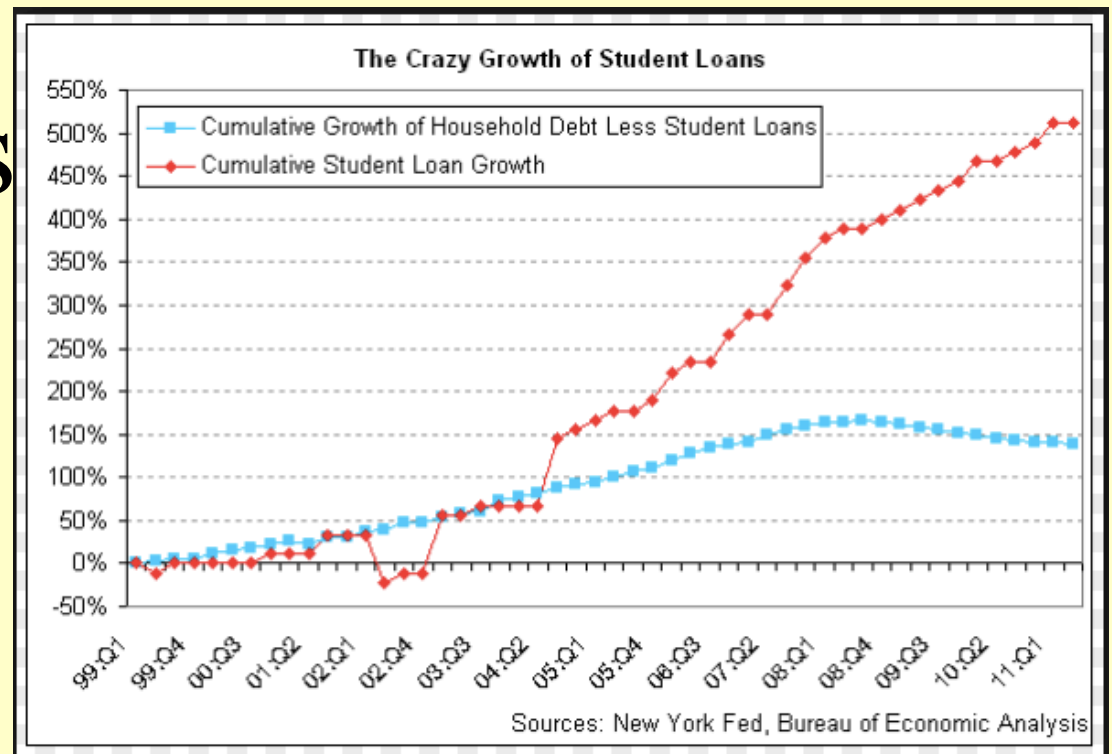
Student debt has doubled since



13 POINTS

9.

Student loans
have topped
one trillion
dollars.



13 POINTS

10.

In spring 2013
default rates on
student loans
reached a high of
17%



13 POINTS

11.

A record
percentage
(53.6%) of recent
college graduates
are unemployed.



13 POINTS

12.

Numbers of
18-34 year-old
grads. living at
home up from
13 to 21% since
2001



13 POINTS



13.

46% of U.S.
college students
do not graduate





Turbulent and Testing Times for Higher Education



Korea National Open University



Making Sense of MOOCs:

Musings in a Maze of Myth, Paradox and Possibility

Making Sense of MOOCs

Musings in a Maze of Myth, Paradox and Possibility

“What is new is not true, and what is true is not new.”
– Hans Eysenck on Freudianism



MOOC?

- What?
 - When?
 - Where?
 - Who?
 - Why?
 - How?
- SO WHAT?

What is a MOOC?

Massive **O**pen **O**nline **C**ourse



Course x6002 *Circuits and Electronics*

155,000 registrations

23,000 tried first test

9,000 passed mid-term

7157 passed = $< 5\%$



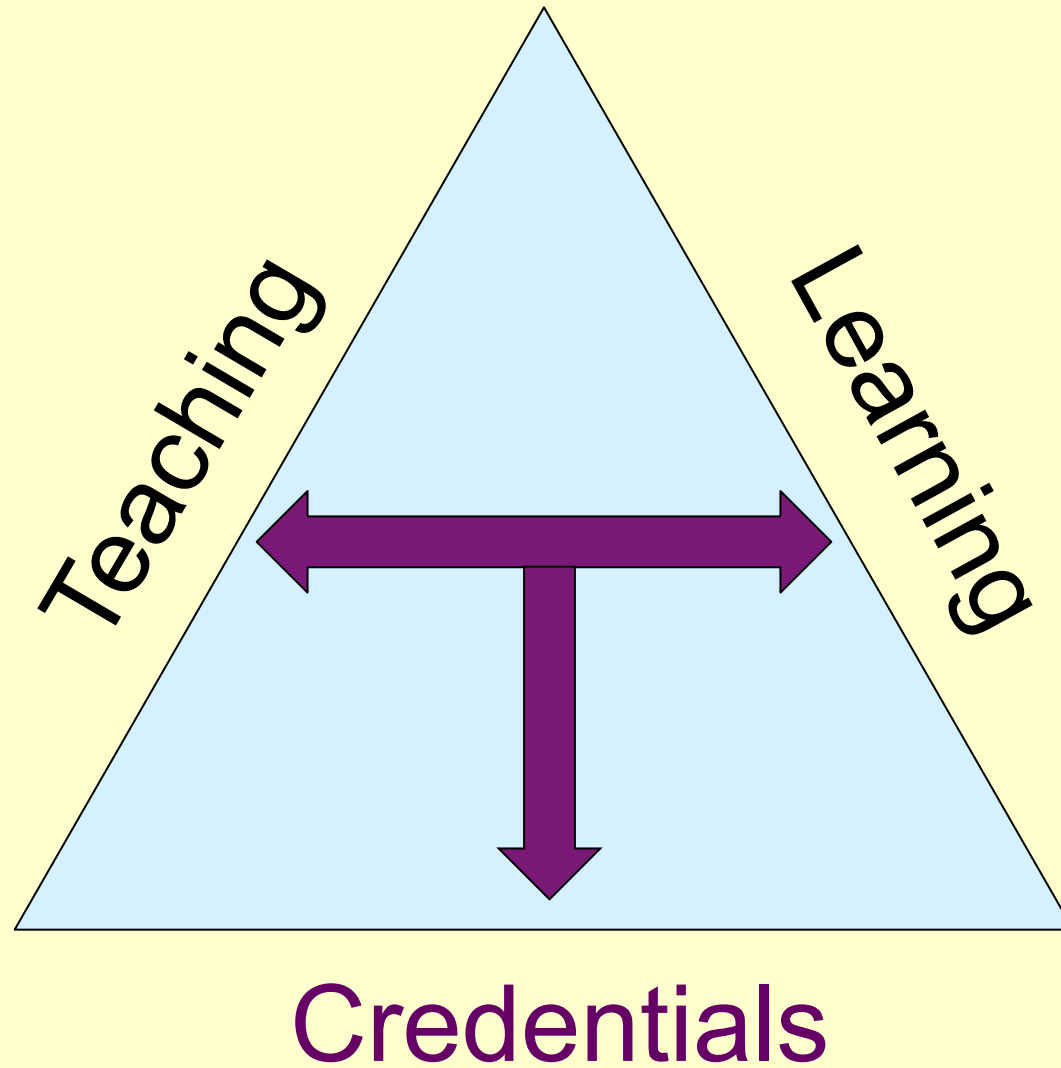
Anant Agrawal

Exam = 'very hard'



Course x6002 *Circuits and Electronics*
155,000 registrations
7157 passed = $< 5\%$
340 had perfect score
(including a 15-year-old Mongolian)





What is higher education?

MOOC?

- What?
 - **When?**
 - Where?
 - Who?
 - Why?
 - How?
- SO WHAT?





MOOCs began in Canada

University of
Manitoba



*Connectivism &
Connective Knowledge*

25 students on
campus
2,300 public - free



MOOCs began in Canada

University of
Manitoba



*Connectivism &
Connective Knowledge*

cMOOC



xMOOC



xMOOC

OER

MOOCs



MIT**OPEN****COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

WE'RE

OPEN

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**

Online version of
this document:



PROGRAMME



United Nations
Educational, Scientific and
Cultural Organization



**2012 World
Open Educational Resources
Congress** Paris
20-22 June
UNESCO Headquarters
Paris, France

World Congress on
Open Educational Resources
Paris – June 20-22 – 2012



The Paris Declaration

Paris Declaration on OER

10. Encourage open licensing of educational material produced with public funds.



BRITISH
COLUMBIA

NEWSROOM

BC Government Online News Source

SECTORS

*View BC News Stories by
Sector*

REGIONS

*View BC News Stories by
Region*

MINISTRIES

*View BC News Stories by
Ministry*

**ADVANCED EDUCATION,
INNOVATION AND
TECHNOLOGY**

**B.C. to lead Canada in offering students free,
open textbooks**

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



الجامعة العربية المفتوحة
Arab Open University



中央广播电视大学
THE OPEN UNIVERSITY OF CHINA



มหาวิทยาลัยสุโขทัยธรรมศาสตร์
Sukhothai Thammathirat Open University



ANADOLU ÜNİVERSİTESİ



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دانشگاه پیام نور



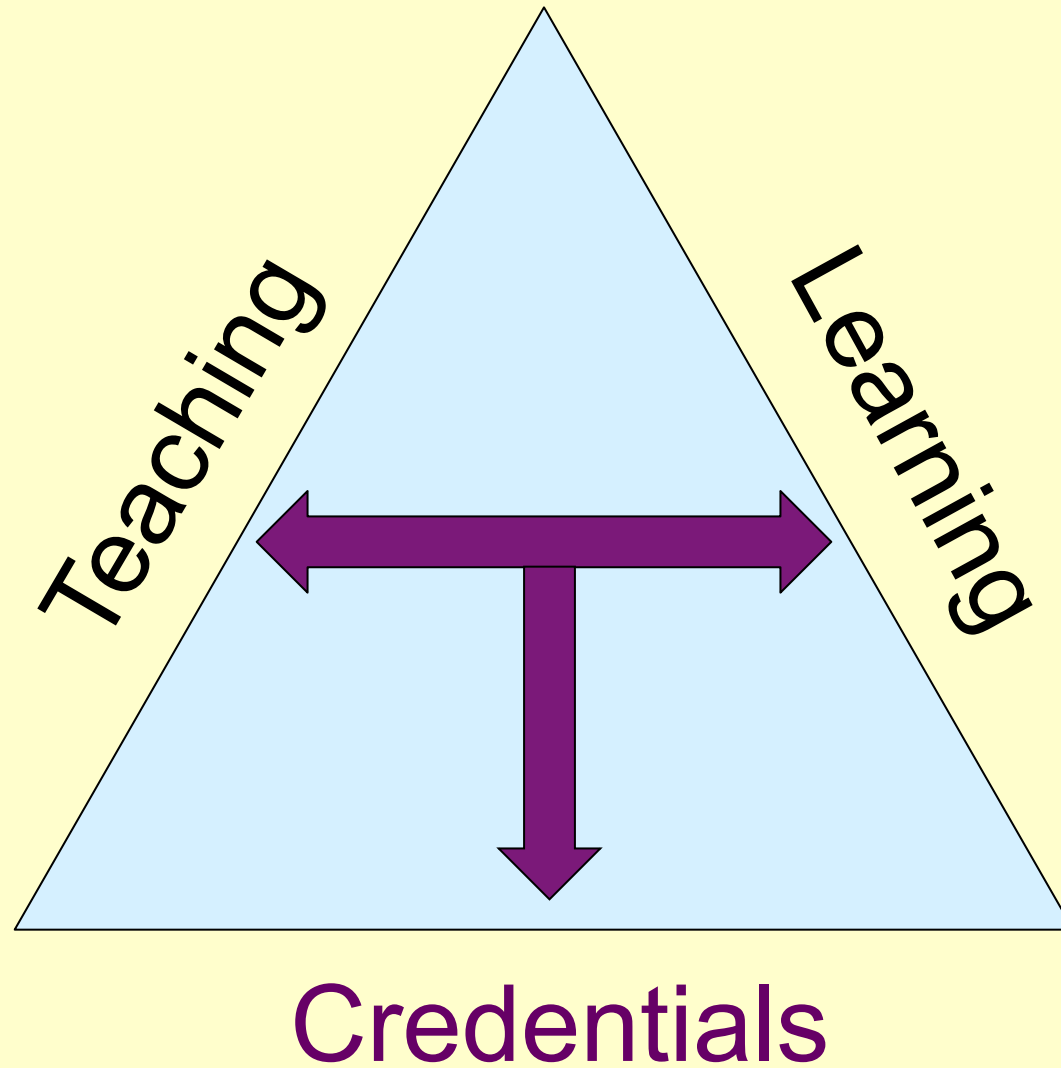
The **Open** University of Sri Lanka
LIFE LONG LEARNING THROUGH DISTANCE EDUCATION

Korea National Open University



Athabasca
University





What is higher education?



“The real revolution of MOOCs is that universities with scarcity at the heart of their business model are suddenly embracing openness”



**If Harvard
is going online
it must be OK!**







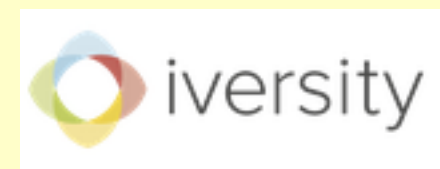
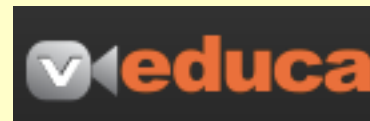
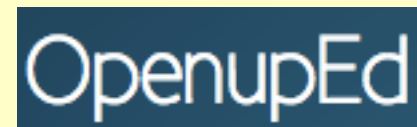
The herd instinct to Mooc!

MOOC?

- What?
 - When?
 - **Where?**
 - Who?
 - Why?
 - How?
- SO WHAT?



Learners everywhere!

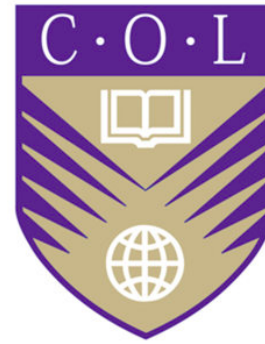


NPTEL

E-LEARNING COURSES FROM THE IITS & IISC



MOOCs ventures outside North America



MOOC on Mobiles for Development

Starts October 2, 2013 | Six-week Course

Drawing on our experience with offering online courses on large scale, and our interest in fostering new perspectives on MOOCs in the context of learning for development, COL will collaborate with the [Indian Institute of Technology Kanpur \(IITK\)](#) to offer a six-week MOOC starting 2 October 2013.



Dr. Venkataraman Balaji



V. Balaji

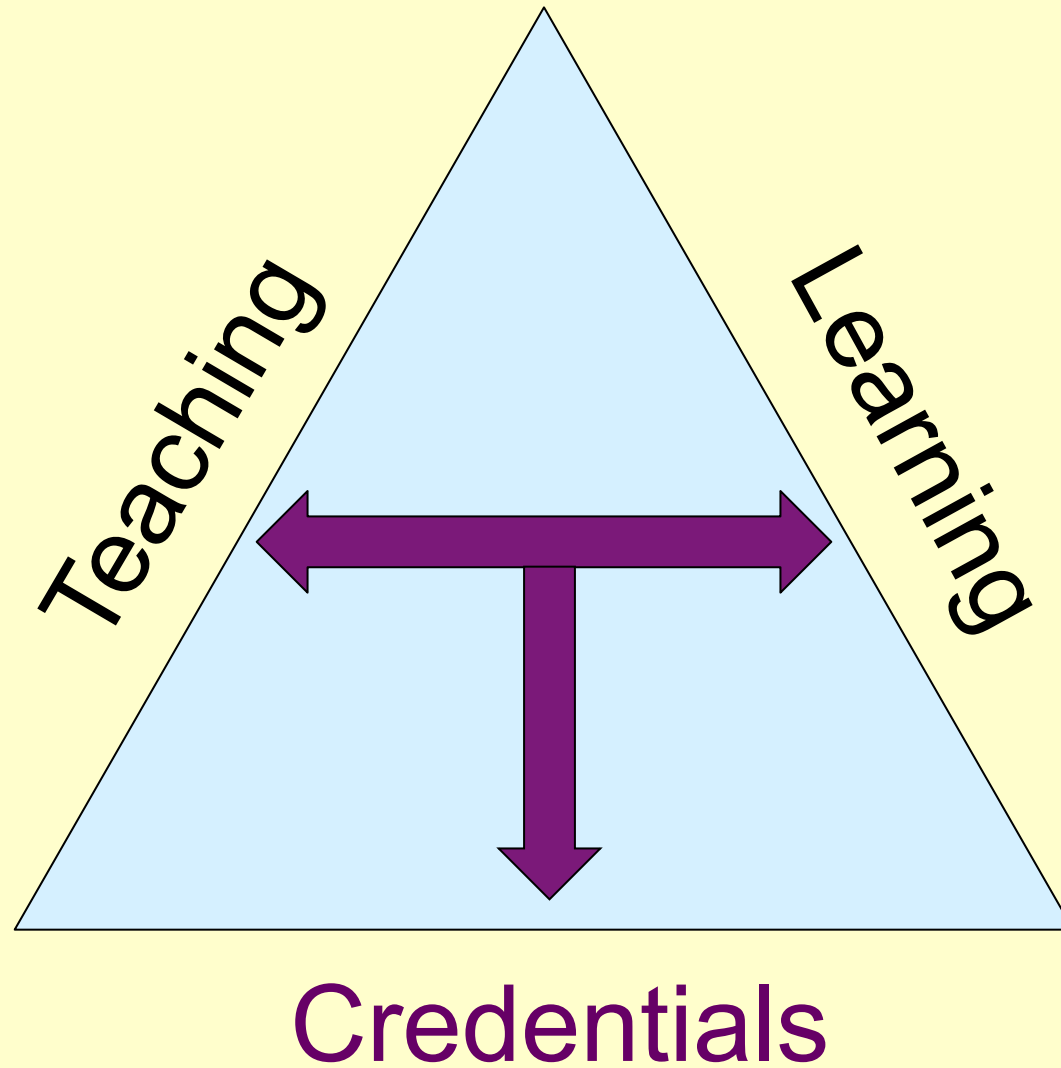
“At the time of launch we had 2282 registrants from 116 countries. The top five are: India, Nepal, Mauritius, Grenada and South Africa. The large presence of registrants from two small countries (totaling 187) was not expected. We have about 500 registrants in all from SSA countries and the Caribbean. From the Pacific, Solomon Islands has a noticeable presence.”



V. Balaji

“At the time of launch we had 2,282 registrants from 116 countries. The top five are: India, Nepal, Mauritius, Grenada and South Africa. The large presence of registrants from two small countries (totaling 187) was not expected. We have about 500 registrants in all from SSA countries and the Caribbean. From the Pacific, Solomon Islands has a noticeable presence.”

“Our original intention was not to have quizzes. There is a constant demand for that kind of assessment of progress and so we have offered a quiz (MCQ).”



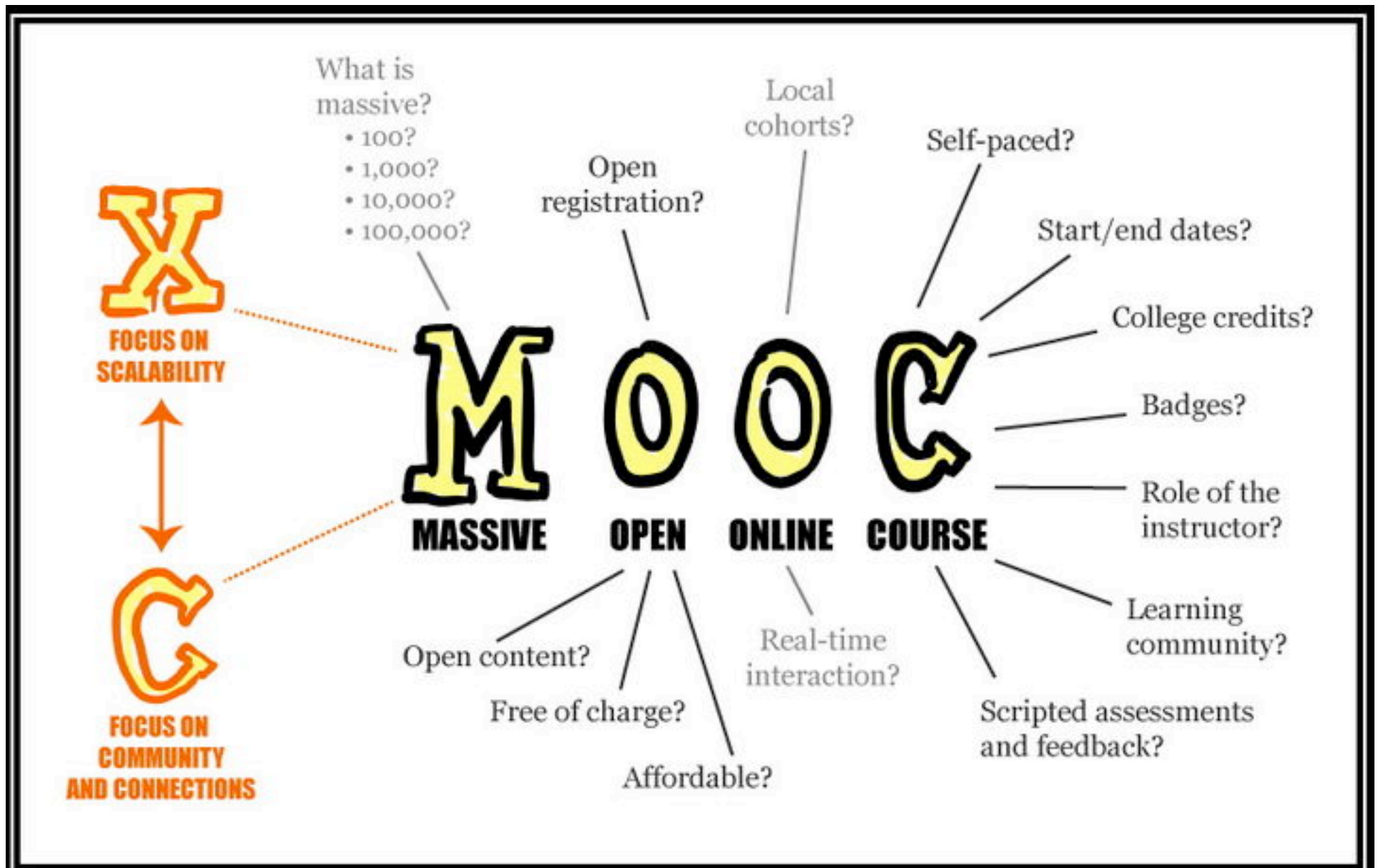
What is higher education?

MOOC?

- What?
 - When?
 - Where?
 - **Who?**
 - Why?
 - How?
- SO WHAT?



Many learners in the first MOOCs already had degrees.



M O O C – Every letter is negotiable!

MOOC?

- What?
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 - Who?
 - **Why?**
 - How?
- SO WHAT?

Why climb it?



Because it is there!



The herd instinct to Mooc!



**If Harvard
is going online
it must be OK!**

BUT:

The universities have no
business model for
MOOCs!

Expenditure: \$ 50,000 and up

Revenue: \$ 0



Korea National Open University



Making Sense of MOOCs:

Musings in a Maze of Myth, Paradox and Possibility

MOOC?

- What?
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- SO WHAT?

The Coursera logo, featuring the word "coursera" in a blue, sans-serif font. The "c" is stylized with a circular shape.The Udacity logo, featuring a large orange "U" above the word "UDACITY" in a grey, sans-serif font.

For profit

=====

Not for profit

The edX logo, featuring the letters "ed" in a grey, sans-serif font and "X" in a blue, sans-serif font. The "e" and "d" are stylized with a circular shape.The Future Learn logo, featuring a white staircase icon on the left and the words "Future Learn" in a white, sans-serif font on the right, all set against a pink background.



ACADEMIC PARTNERSHIPS™

Academic Partnerships

We assist leading universities around the world in the development and marketing of their online degree programs





ACADEMIC
PARTNERSHIPS™

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”.



ACADEMIC
PARTNERSHIPS™

Focus on:

- Quality
- Viability



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The University of Texas
ARLINGTON™



ACADEMIC
PARTNERSHIPS™

“to achieve its goal of producing an innovative, highly accessible, affordable and scalable programme, the college chose to team with Academic Partnerships, a global higher education company that assists universities in converting traditional degree programmes to online delivery as well as in recruiting and retaining qualified students through graduation”.



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MOOC²DEGREE



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PARTNERSHIPS™

FREE
OPEN
FOR
CREDIT

MOOC?

- What?
 - When?
 - Where?
 - Who?
 - Why?
 - How?
- **SO WHAT?**



The herd instinct to Mooc!

MOOC?

- What?
 - When?
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 - Who?
 - **WHY?**
 - How?
- SO WHAT?

2012

Decisions on MOOCs by-passed
formal academic approval processes

2013

A backlash from academic staff

Integrate
MOOCs with
your regular
online learning
programmes

Various options

- One-off MOOCs (e.g. Mobile Technology)
- MOOCs2Degree (part of regular programme)
- Focus on regular online programmes

How can you use
online teaching and
learning to increase
(not decrease!!)
the financial viability
of the university?



old wine

?

new bottles

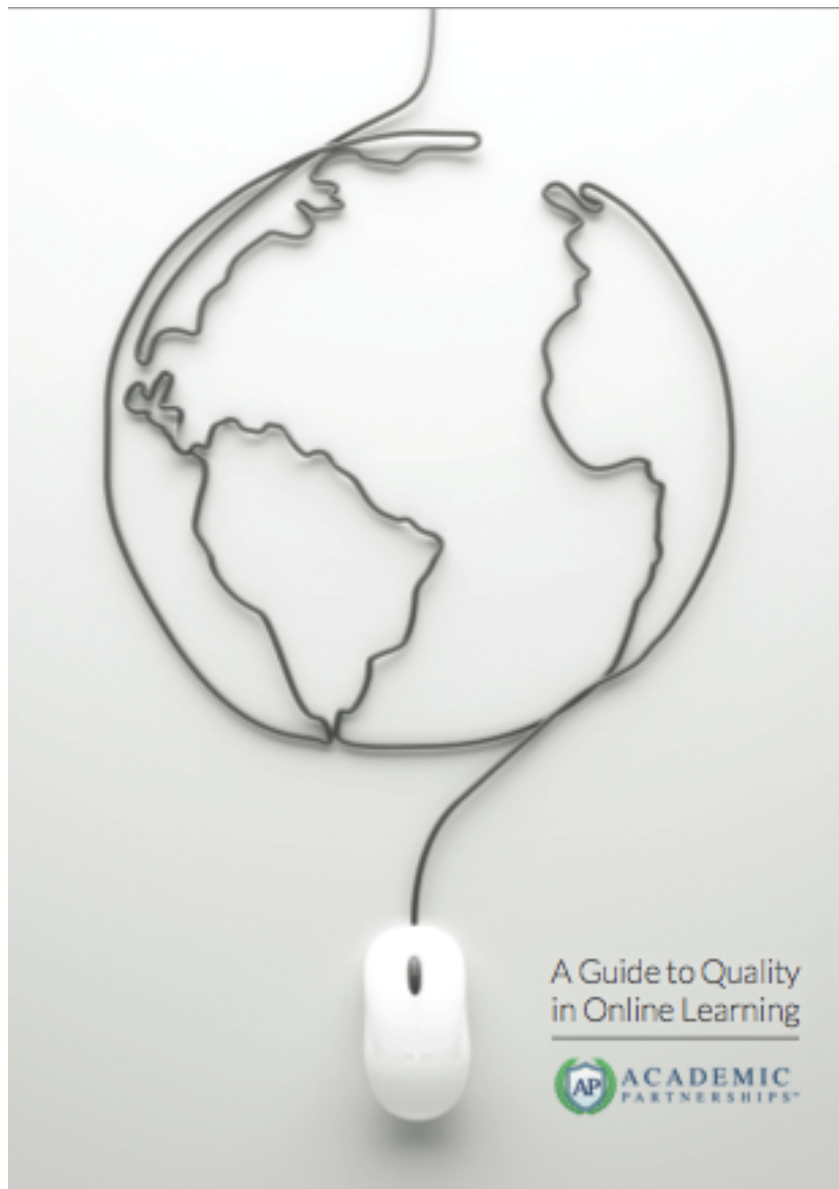


Blended Learning

Nice idea – but is it
sustainable financially and
will students want higher
and higher proportions
online?

Quality?

Is the quality of your
online teaching and
learning as good or better
than your classroom
instruction?



A Guide to Quality In Online Learning

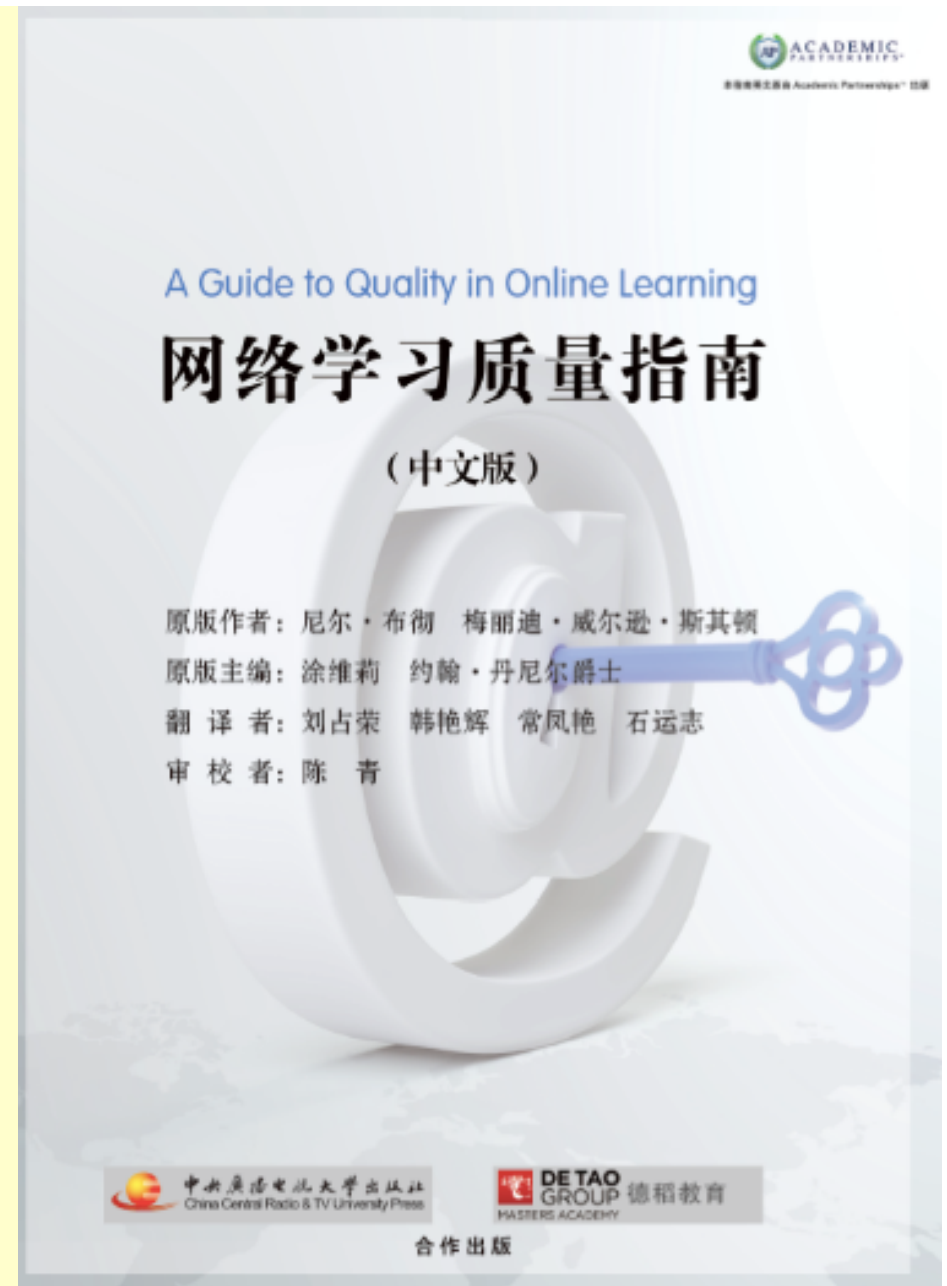
Authors:

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

Q:

What is the future of
MOOCs in education?

A:

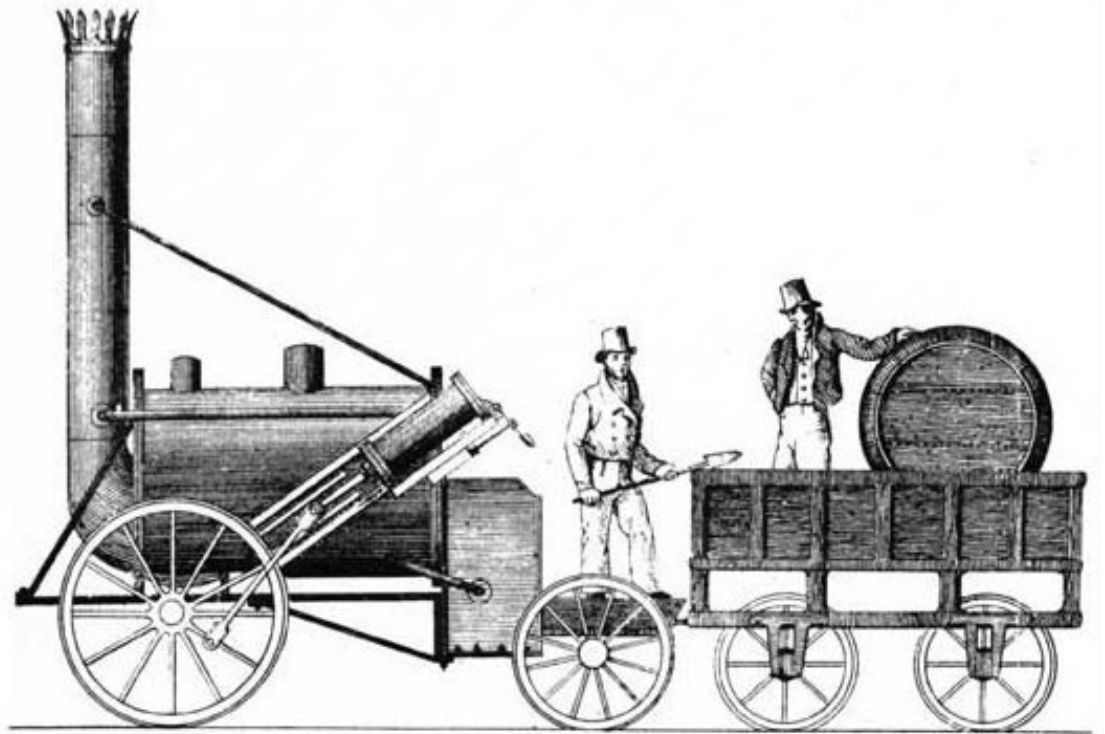
MOOCs have a past,
not a future.



Am. Brouwer inv. J. de Witt sculp.

IMPRESSIO LIBRORVM.

Potest ut una vox capi aures plurima: Limoni ita una scripta mille paginas.



Railways



Printing & Post
=
Correspondence
education





Radio



Television

Film



Computers





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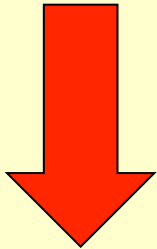
Athabasca
University





OUR MISSION

1970s



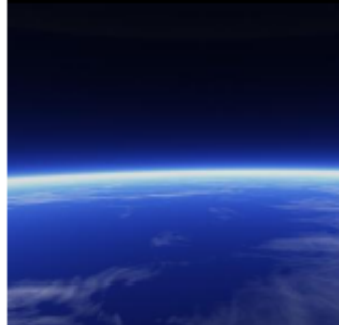
2010s



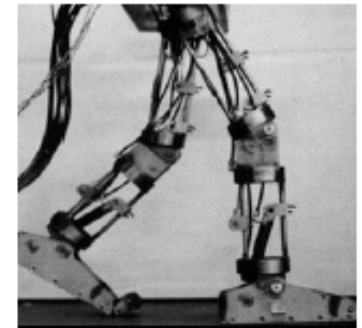
People



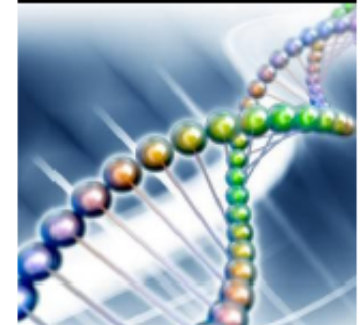
Places



Methods



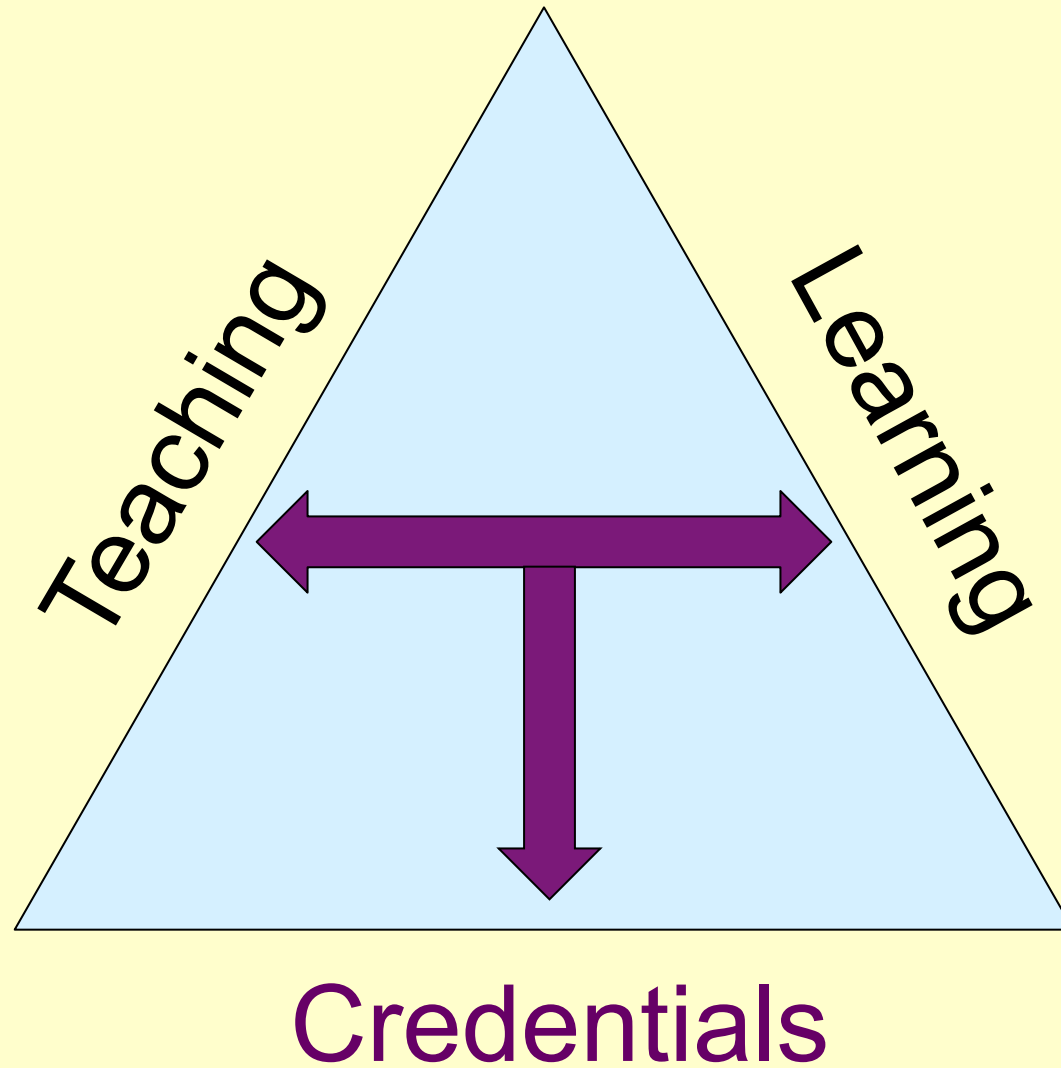
Ideas







**If Harvard
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it must be OK!**



What is higher education?

Best wishes
to



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



THANK YOU

Sir John Daniel

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www.sirjohn.ca