

Korea National Open University



KNOU Forum  
17 September 2012

Sir John Daniel  
Education Master: DeTao Masters Academy, China

Korea National Open University



KNOU Forum  
17 September 2012

***What role for open universities when  
eLearning becomes universal?***

Sir John Daniel  
Education Master: DeTao Masters Academy, China



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



The Open University

Allama Iqbal Open University



AFRICAN VIRTUAL UNIVERSITY  
UNIVERSITE VIRTUELLE AFRICAINE  
UNIVERSIDADE VIRTUAL AFRICANA

دانشگاه پیام نور



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

Korea National Open University



Athabasca  
University





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University of Sri Lanka

TEACHING THROUGH DISTANCE EDUCATION

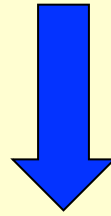


Athabasca  
University

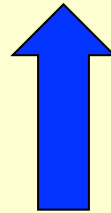


Distance Teaching Universities

*distance education*



**Open Distance Learning  
(ODL)**



*open learning*

# Open Universities

=

A revolution in  
higher education



'essential reading for all involved in higher education'  
TIMES HIGHER EDUCATION SUPPLEMENT

# Mega- Universities & Knowledge Media

Technology Strategies  
for Higher Education

John S Daniel

# Mega-University

=

a distance teaching  
university with over  
100,000 students



**mid-1990s:**

11 mega-universities  
(including KNOU)

**Today:**

25 mega-universities  
(and much bigger)

# Four Sections:

- Why mega-universities = revolution

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- Why mega-universities = revolution
- Conventional universities & ODL

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- Mega-universities strength = open

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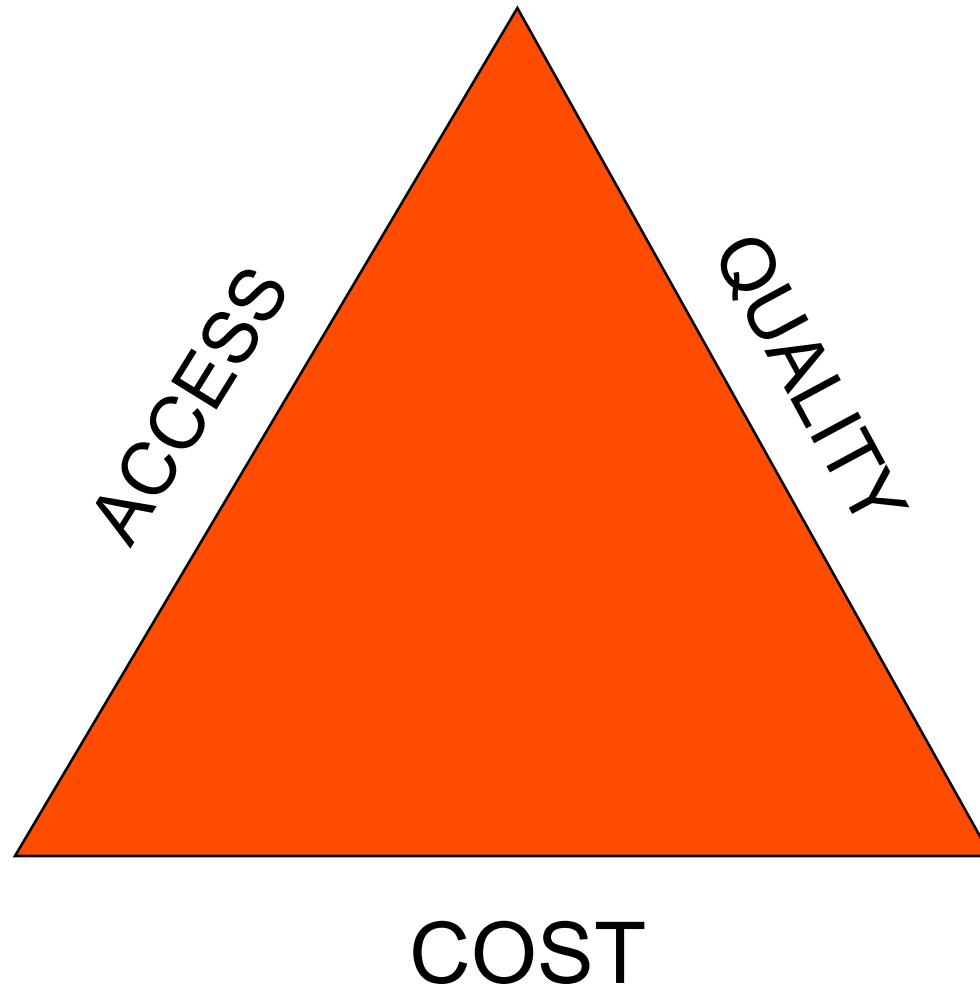
- Why mega-universities = revolution
- Conventional universities & ODL
- Mega-universities strength = open
- Future trends: e.g. OER

# The Central Challenge

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

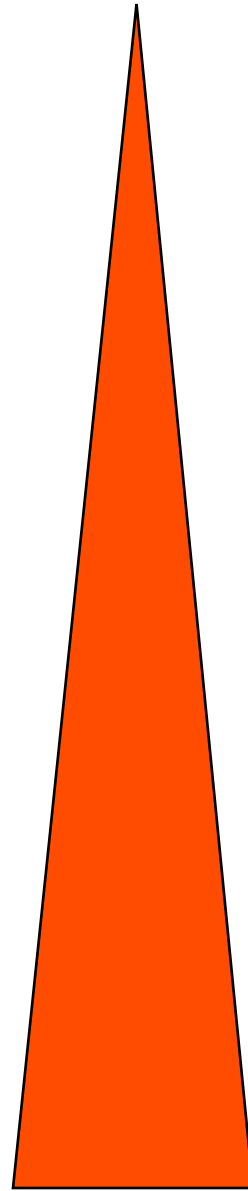


# The Iron Triangle



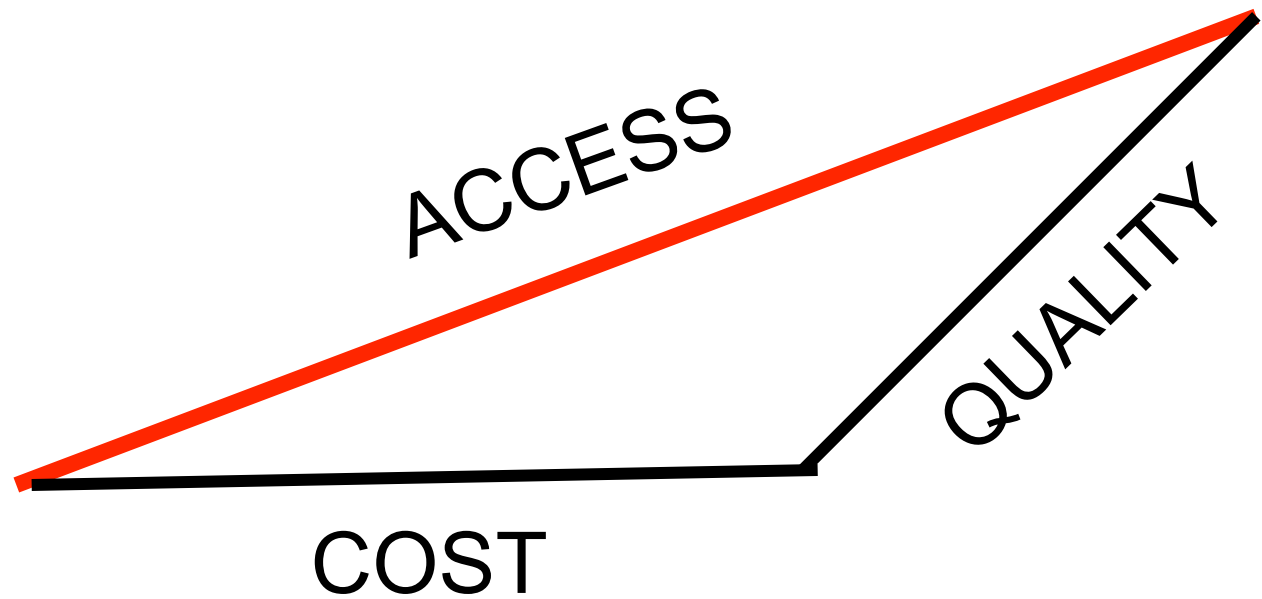
**ACCESS**

**QUALITY**

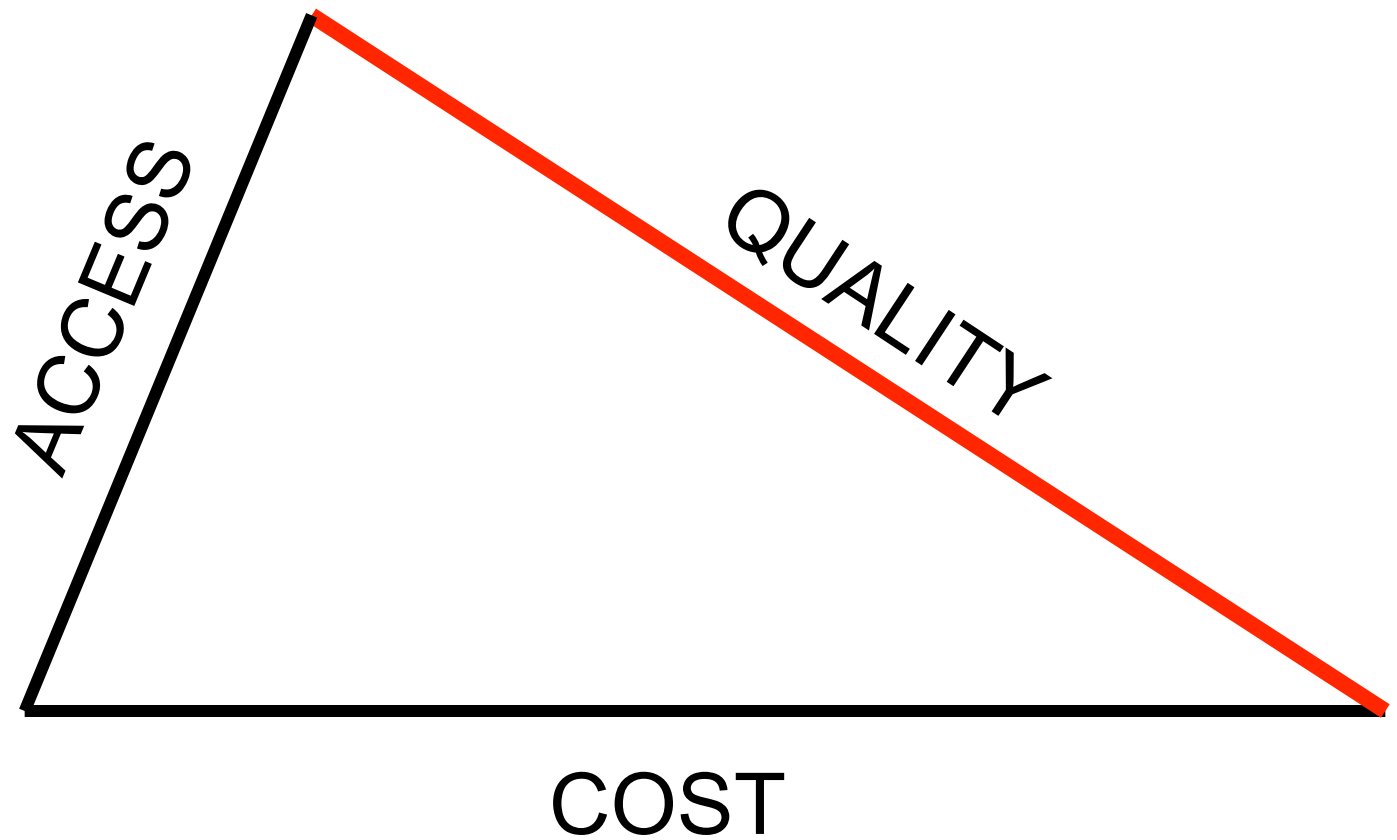


**COST**

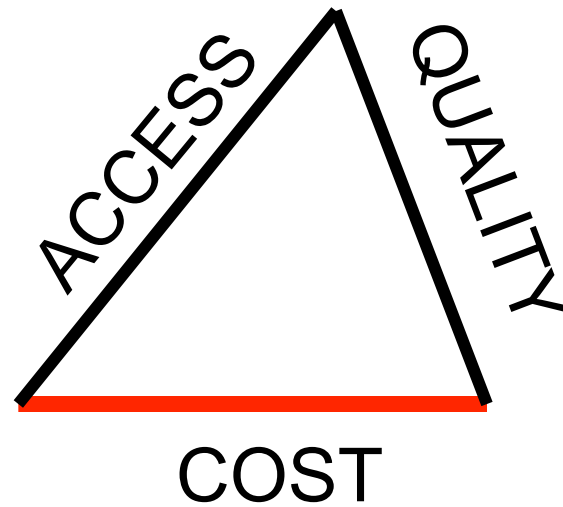
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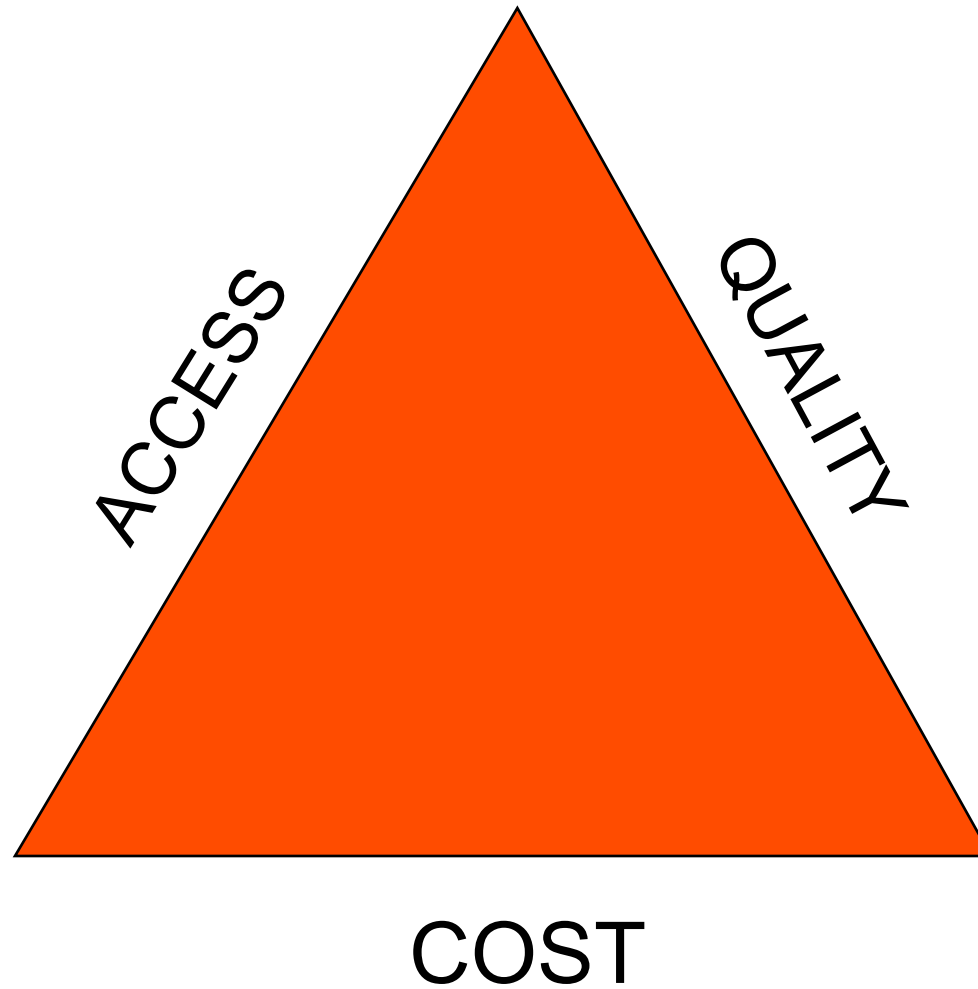
# The Iron Triangle



# The Iron Triangle



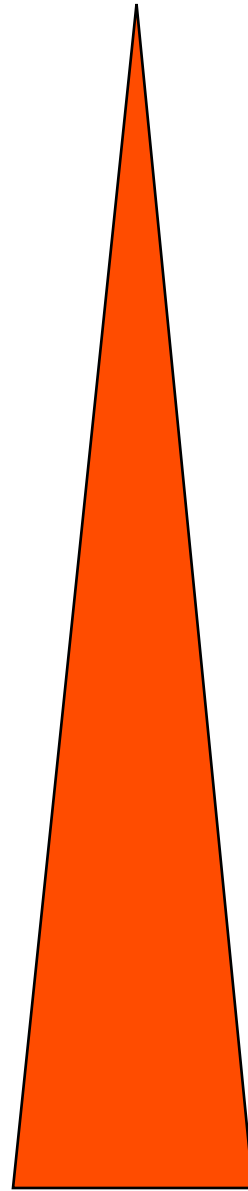
**“an insidious link between  
quality and exclusivity”**





**ACCESS**

**QUALITY**



**COST**

# The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
- COST (lower)

**ALL AT THE SAME TIME!**

# Principles of Technology

- Division of labour
- Specialisation
- Economies of scale
- Machines and ICTs



Adam Smith  
1723-1790



- **200,000+ students**

# BRITAIN' S TOP NINE UNIVERSITIES

## Quality Rankings of Teaching

based on all subject assessments 1995-2004  
(*Sunday Times University Guide 2004*)

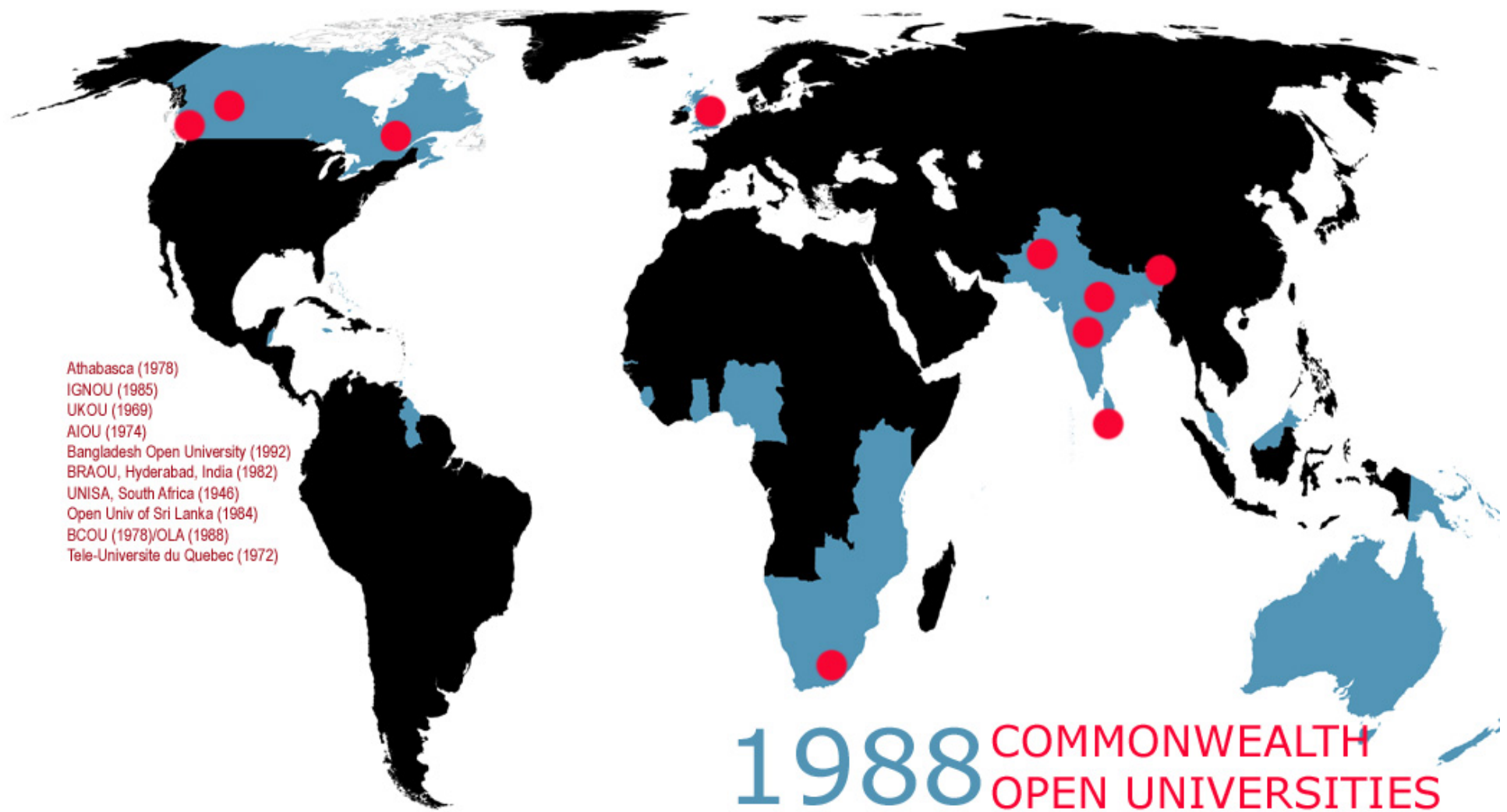
1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<b><u>THE OPEN UNIVERSITY</u></b>	<b><u>87%</u></b>
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and top for student satisfaction



- 200,000+ students
- **Costs 60 - 80% of conventional**







# **The Indira Gandhi National Open University**

## **INDIA**



# **The Allama Iqbal Open University**

## **PAKISTAN**





“the success of the mega-universities is that they have applied the central principles of technology to the offering of higher education.”

# The Technology Revolution

- ACCESS (wider)
- QUALITY (higher)
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# Four Sections:

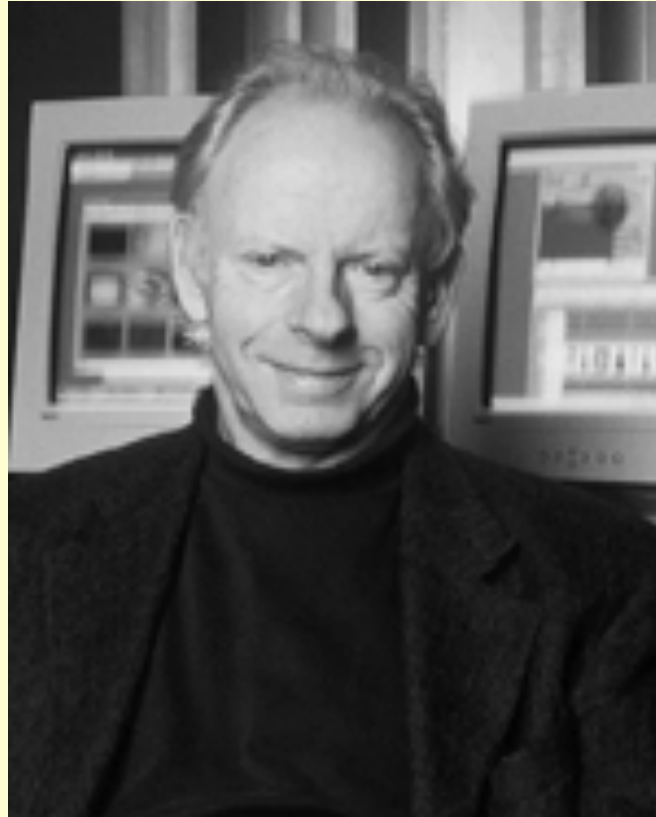
- Why mega-universities = revolution
- Conventional universities & ODL

# **Why are conventional universities going online?**

- Students will like it because ‘modern’;
- Expand numbers with students far from campus;
- Cut cost of instruction;
- No change in faculty’s teaching habits;
- ODL’s benefits will grow in future.

# CAVEAT!

Online teaching and  
learning is still in its  
infancy!



**Professor Tony Bates**  
**"2011 Outlook for Online Learning and  
Distance Education"**

**([www.contactnorth.ca](http://www.contactnorth.ca))**



# United States

Enrolments in eLearning  
courses increased by 21%  
between  
2009 and 2010  
compared to  
2% for campus enrolments.

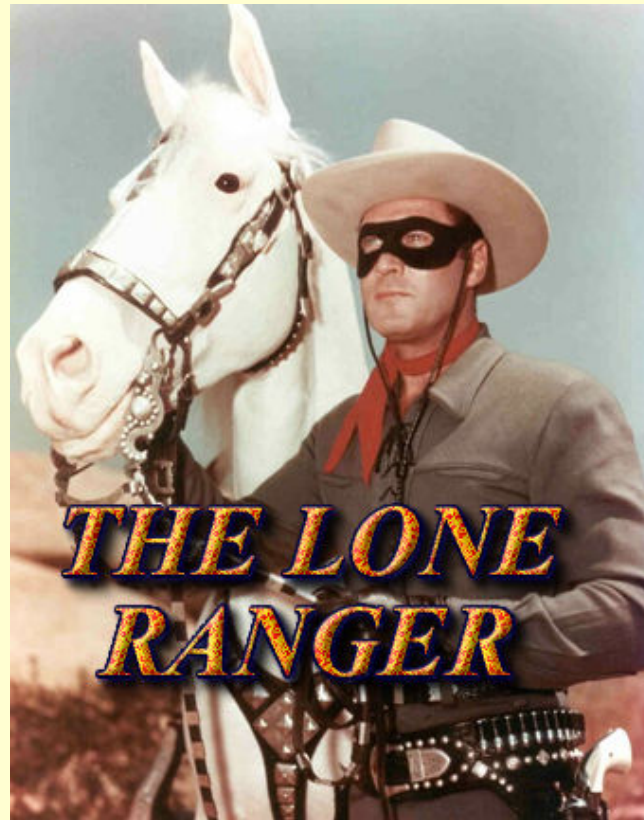
# BUT...

- goals for eLearning are unambitious
- costs are rising
- no evidence of better learning outcomes
- failure to meet quality standards



# United States

the for-profit sector has a much higher proportion of the total online market (32%) compared to its share of the overall higher education market (7%).



Better to work in  
teams!





# United States

2014

80% of students online

2009

44% of students online

# Public-Private Partnerships

UK: *Collaborate to Compete: Seizing the opportunity of online learning for UK higher education*, (HEFCE, 2011)

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between state universities and Best Associates (a merchant bank) to offer high demand programmes online.

# Public-Private Partnerships

UK: *Collaborate to Compete: Seizing the opportunity of online learning for UK higher education*, (HEFCE, 2011)

USA: *Academic Partnerships*  
between state universities and Best Associates (a merchant bank) to offer high demand programmes online.

KOREA???



Tony Bates

"If public institutions do not step up to the plate, then the corporate for-profit sector will".

Digital  
Technology  
=  
Generation Gap

Digital  
Technologies

**WRONG**

Generation Gap



## Sample

7,000  
students aged  
between  
21 and 100

Ages	Number of Students	Response rate
20-29	1,000	31% (46% online)
30-39	1,000	
40-49	1,000	(average for all groups 58%)
50-59	1,000	
60-69	2,000	
70 and over	1,000	81% (60+% online)





The Open University

“no evidence of a clear  
break between two  
separate populations”



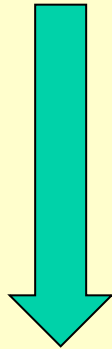
“Those students who had more positive attitudes to technology were more likely to adopt a deep approach to studying, more likely to adopt a strategic approach to studying and less likely to adopt a surface approach to studying.”

Students who  
combine work  
and study learn  
better

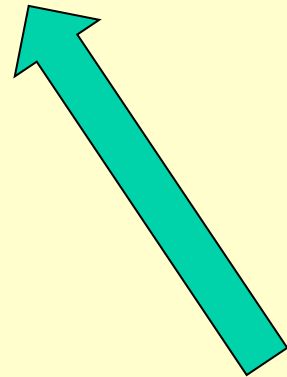
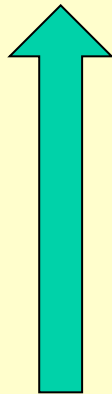
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- Mega-universities strength = open

Conventional universities



**Open Distance Learning**



Mega-universities



UNIVERSITY OF LONDON  
External System

150 YEARS OF INTERNATIONAL  
ACADEMIC EXCELLENCE AND INNOVATION



THE PEOPLE'S UNIVERSITY 1858-2008



University of London  
External System

The  
People's  
University



260,000 students  
of which  
>60,000 ex UK

Open as to:

- People
- Places
- Methods
- Ideas



The Open University

## OUR MISSION



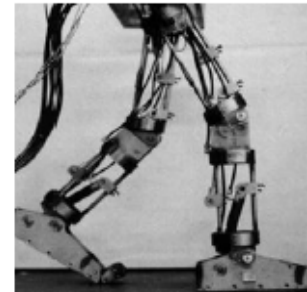
**People**



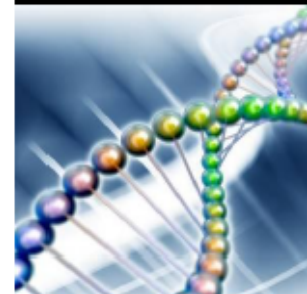
**Places**



**Methods**



**Ideas**







EMPIRE STATE  
COLLEGE

STATE UNIVERSITY OF NEW YORK

‘My Degree – My Way’

'essential reading for all involved in higher education'  
TIMES HIGHER EDUCATION SUPPLEMENT

# Mega- Universities & Knowledge Media

Technology Strategies  
for Higher Education

John S Daniel

# UNLOCKING THE GATES

*How and Why Leading Universities Are  
Opening Up Access to Their Courses*



TAYLOR WALSH



MITOPENCOURSEWARE  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

# Open Educational Resources

‘educational resources that are freely available for use by educators and learners, without an accompanying need to pay royalties or license fees’





Athabasca University   
Canada's  Open University™



‘The University Open’

Paul Stacey – BC Campus





The logo for OpenGov west BC, featuring a stylized mountain range in blue and green above the text "OpenGov" in blue and "west BC" in green.

**OGW British Columbia**

November 10th, 2010 at 7:30 AM

**University of Victoria**

University of Victoria - Student  
Union Building - Michele Pujol  
Room - Victoria, British  
Columbia V8P 5C2 - Canada

[Register Now!](#)

[Tweet This Event](#)



# Four Sections:

- Why mega-universities = revolution
- Conventional universities & ODL
- Mega-universities strength = open
- Future trends: e.g. OER

# The Open Educational Resource University





James  
Taylor



Students  
awarded  
credible degree or  
credential



Participating  
institutions grant  
credit for  
courses



Open assessment  
from participating  
institutions



Open student  
support via  
"Academic Volunteers  
International"



Learners  
access courses  
based solely  
on OER



The OER university concept. Adapted from Taylor (2007)



The Open University

# OpenLearn

Making educational resources freely available

The Virtual  
University  
for  
Small States  
of the  
Commonwealth





The Open University

# OpenLearn

Making educational resources freely available

**28 million users**

**Interactive eBooks**





The Open University

# World class learning, anywhere

Warning! Content may transform your life

## OU Learn

Arts and Humanities  
Childhood and Youth  
Computing and ICT  
Engineering and Technology  
Environment  
Languages  
Law  
Maths  
Science  
Social Science  
OU Life

## OU Links

The Open University  
Study at the OU  
About the OU  
Research at the OU  
Contact the OU

## Featured Content



Living in a Globalised World

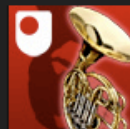


The Vice Chancellor on the Open U...



Lord David Puttnam on New Media ...

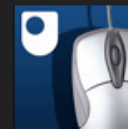
## Subjects at the OU



Arts and Humanities



Childhood and Youth




Computing and ICT

## OU Power Search

Search The Open University

## TOP DOWNLOADS

-   
What iTunes means for the OU  
The Open University
2. Positive political influences on t...  
The Open University
3. Population registration tests  
The Open University
4. Britains Imperial role  
The Open University
5. Save Britain's Heritage  
The Open University

## Links

450,000 downloads of the UKOU's materials per week account for 10% of all iTunesU traffic



The Open University



250 million viewers worldwide in 2010

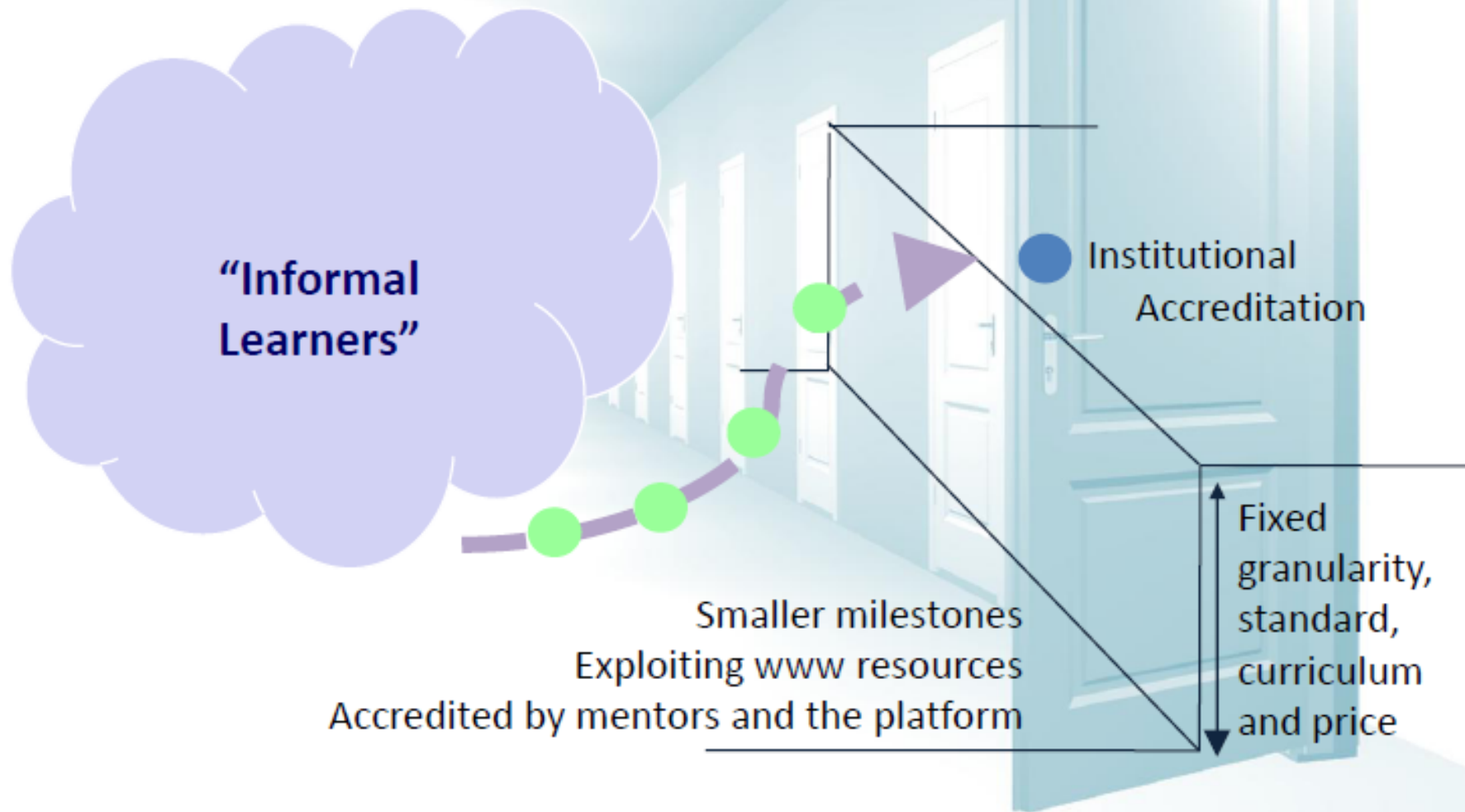




Martin Bean  
Vice-Chancellor  
Open University

“the task of  
universities today is  
to provide paths  
from their informal  
cloud of learning  
towards formal study  
for those who wish  
to take them”

# GENTLER, MORE OPEN SLOPES





Martin Bean  
Vice-Chancellor  
Open University

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Students  
awarded  
credible degree or  
credential



Participating  
institutions grant  
credit for  
courses



Open assessment  
from participating  
institutions



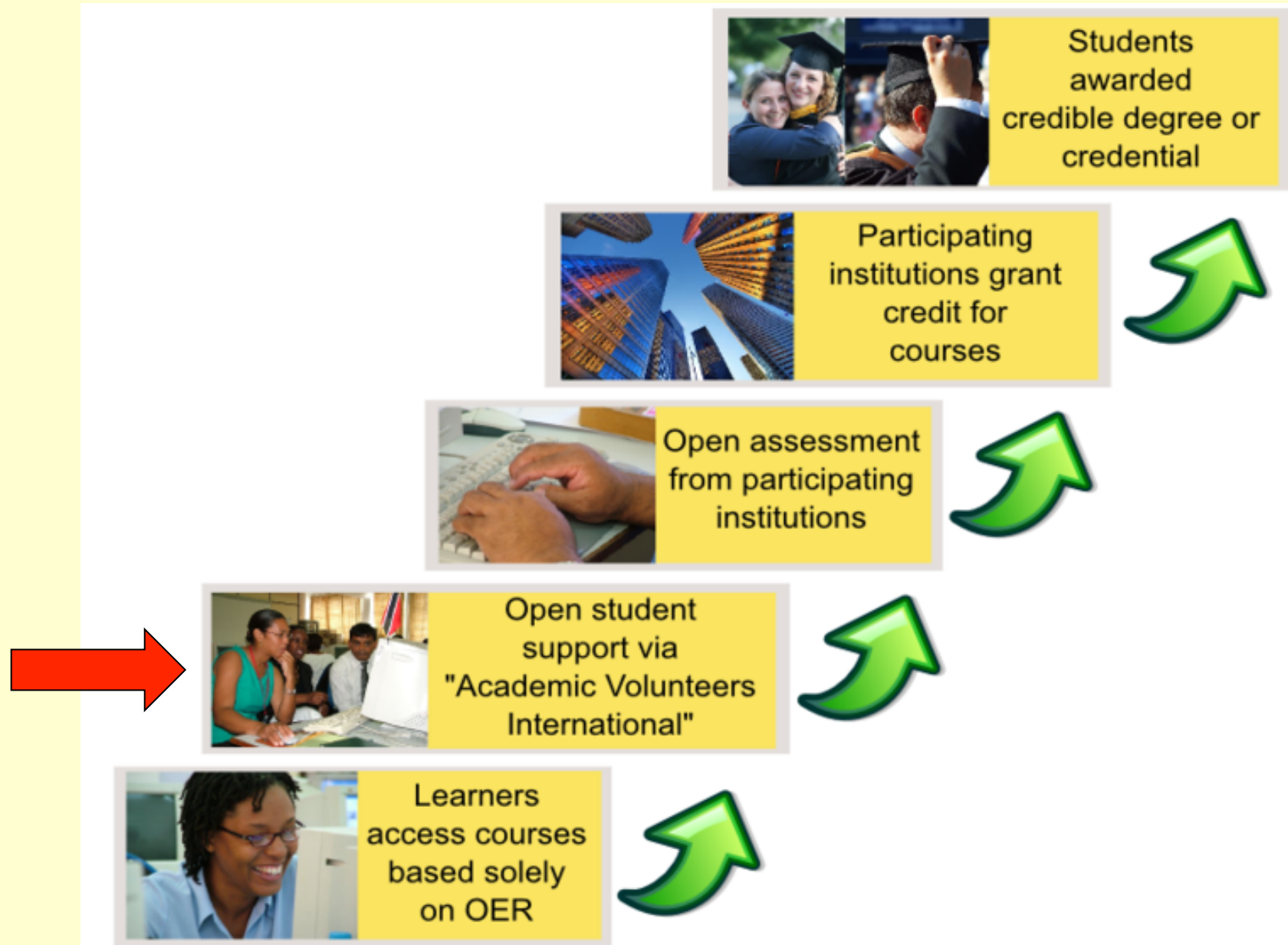
Open student  
support via  
"Academic Volunteers  
International"



Learners  
access courses  
based solely  
on OER

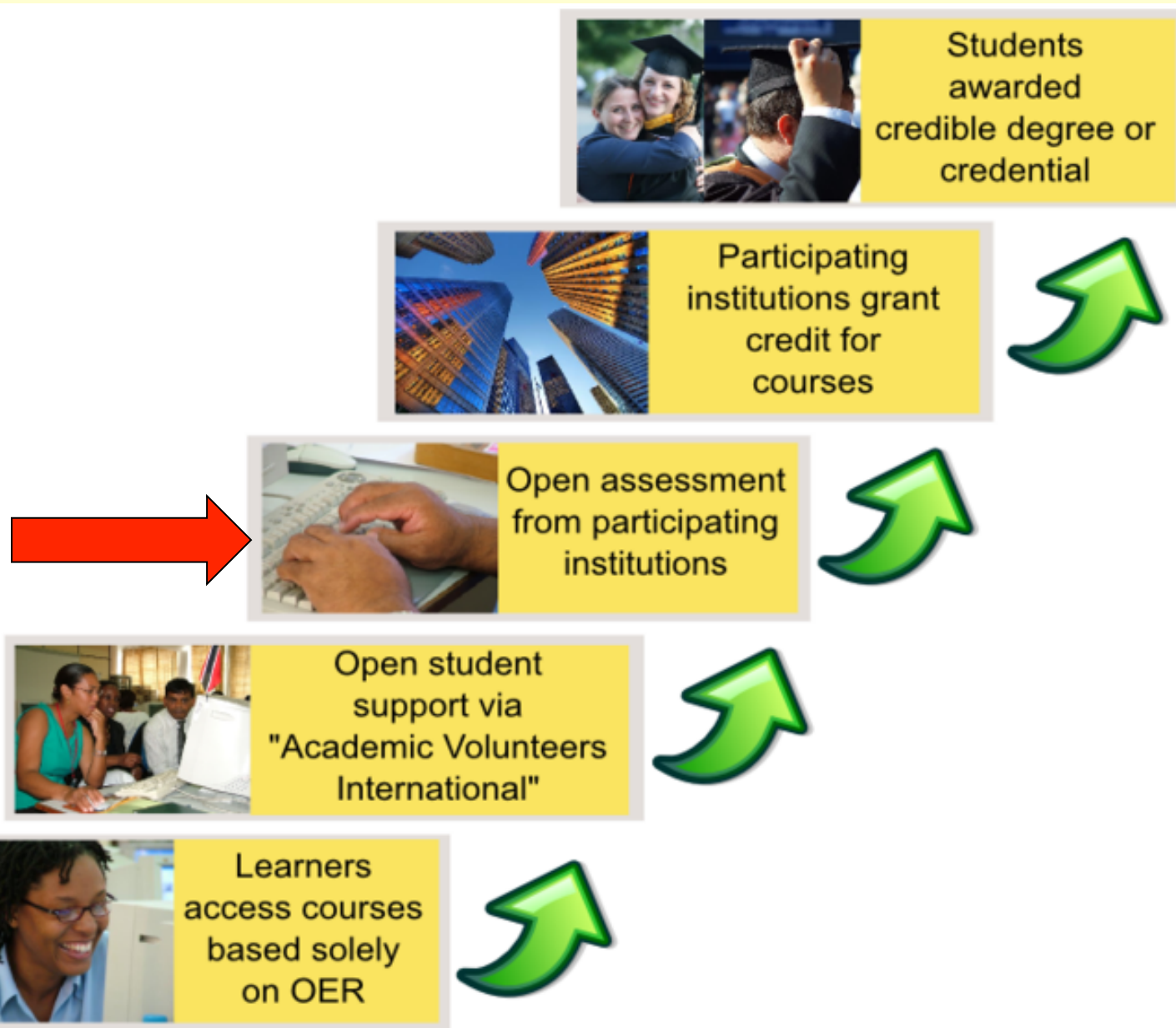


The OER university concept. Adapted from Taylor (2007)



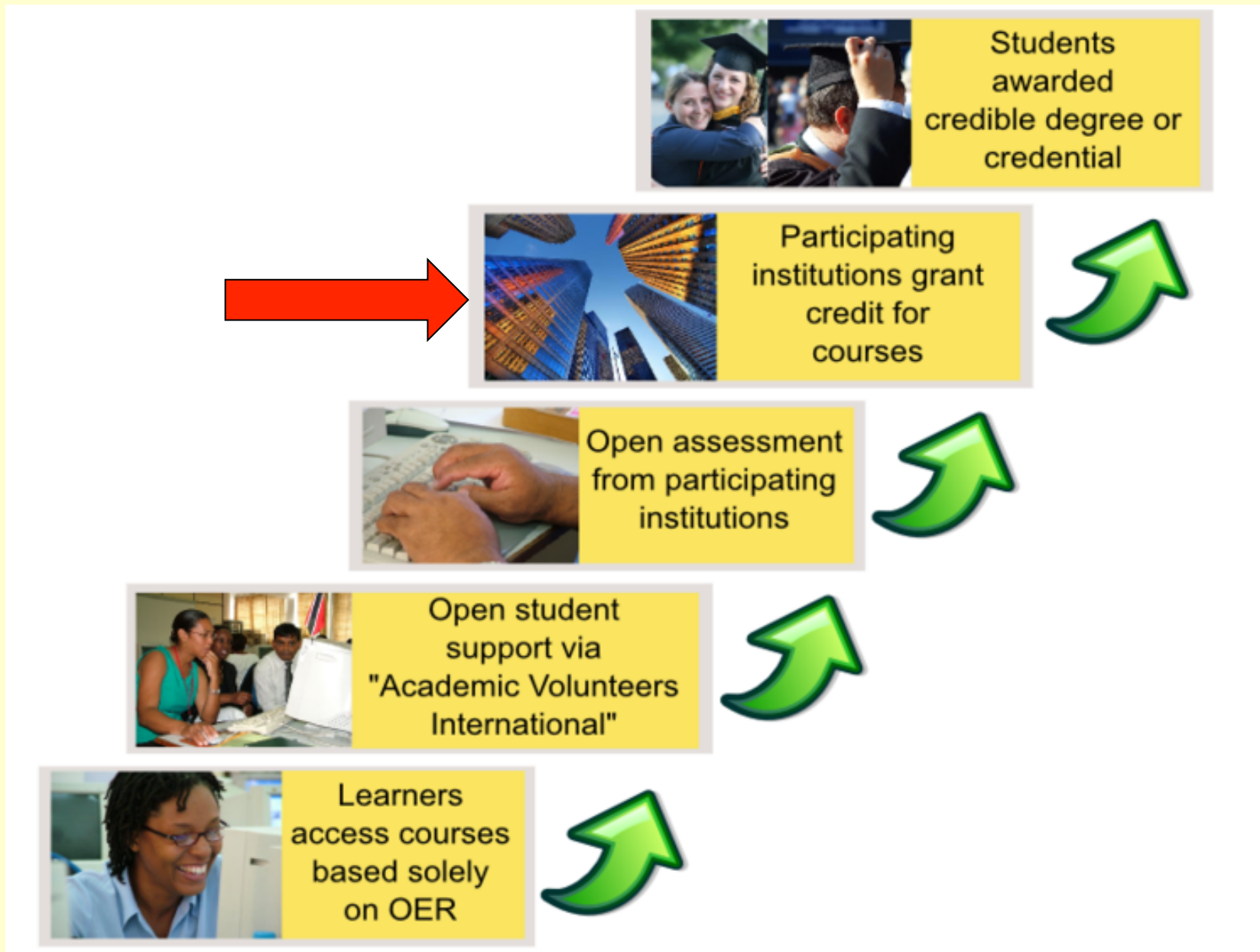
The OER university concept. Adapted from Taylor (2007)

“Social software is greatly enriching the possibilities for student support and interaction.”



The OER university concept. Adapted from Taylor (2007)





The OER university concept. Adapted from Taylor (2007)





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# The Open Educational Resource University

Open Education Resource Foundation

OER is a sustainable and renewable resource



# Synchronous interactive video

# Synchronous interactive video

KNOU = World Leader

Asynchronous  
interactivity of online  
learning has encouraged  
conventional universities  
to get into ODL

# Principles of Technology

- Division of labour **NO**
- Specialisation **NO**
- Economies of scale **NO**
- Machines and ICTs



Adam Smith  
1723-1790



Better to work in  
teams!

# Synchronous interactive video

HOW DO YOU GET  
ECONOMIES OF SCALE?



That is the question I  
want to answer during  
my Fellowship at  
KNOU so that I can  
promote your work!



THANK YOU