



WORLDVIEWS 2013:

Global Trends in Media and Higher Education

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Toronto, Canada – June 19–21, 2013

MOOCs, Media and the Democratisation of Higher Education

Sir John Daniel

*(Senior Advisor, Academic Partnerships &
Education Master, Beijing DeTao Masters Academy)*

The Democratisation of Higher Education

The Democratisation of Higher Education

- Wider access

The Democratisation of Higher Education

- Wider access
 - higher proportion of the population
 - students self-select

Age Participation Rates (APR):

- From 10% to 50% in 50 years
- Notion of 'age cohort' outdated

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- 35% APR springboard for development

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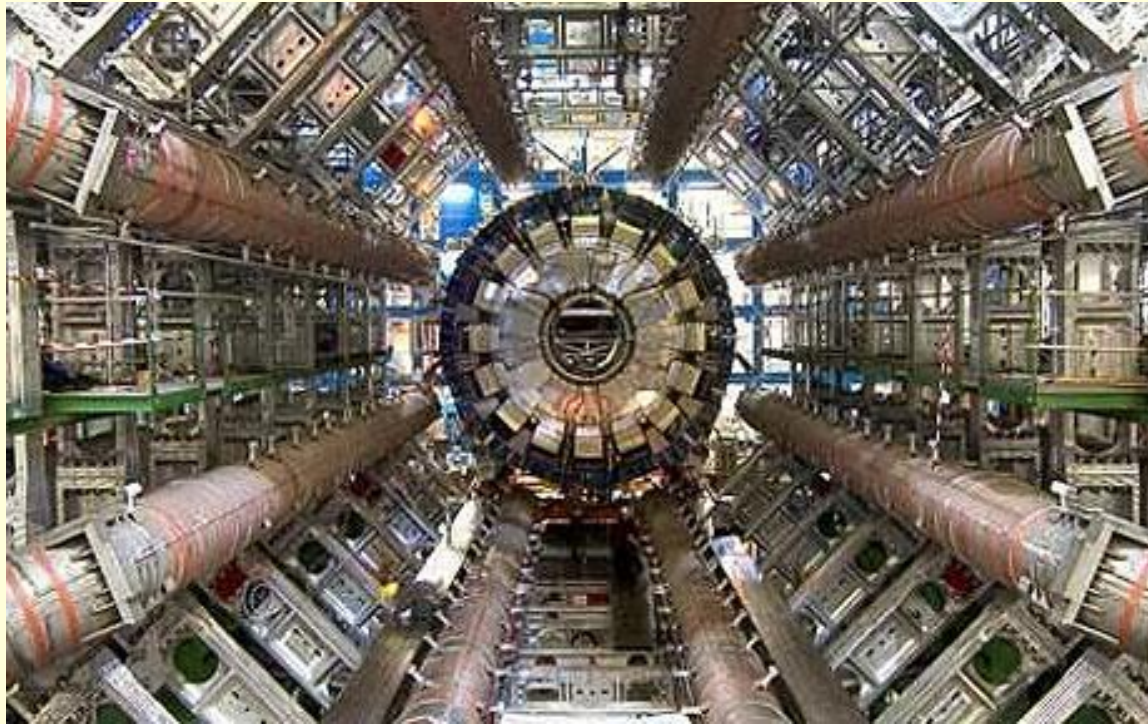
- From 10% to 50% in 50 years
- Notion of 'age cohort' outdated
- 35% APR springboard for development
- Graduate unemployment:
Different HE – not less!

The Democratisation of Higher Education

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 - DIY courses



Do the results from the Large Hadron Collider
prove the existence of the Higgs boson?

Let's ask the public to vote!

KNOWLEDGE IS NOT DEMOCRATIC



WIKIPEDIA
The Free Encyclopedia

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The Democratisation of Higher Education

- Wider access



St. Paul's letters to young churches

The Early Church





Church Antioch





St. Paul's Cathedral, London



Am. Brouwer sculp. 1615. J. de Witt del.

IMPRESSIO LIBRORVM.

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

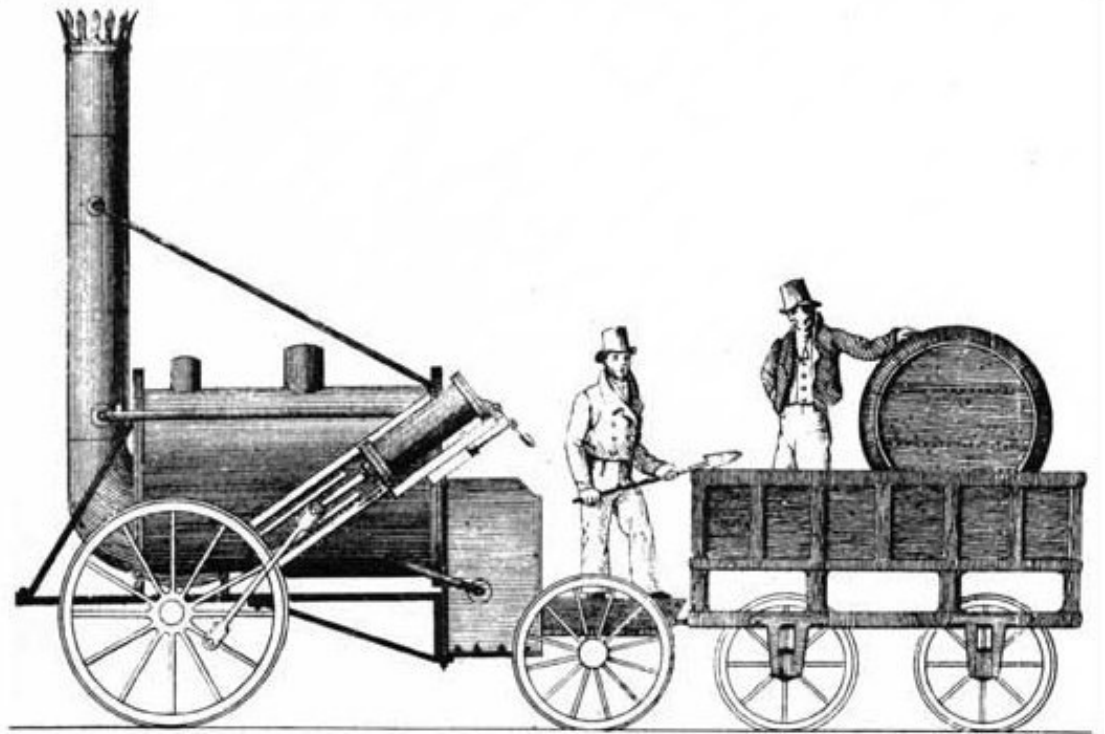




Marshall McLuhan



‘The medium is the message’



Railways



Postal systems

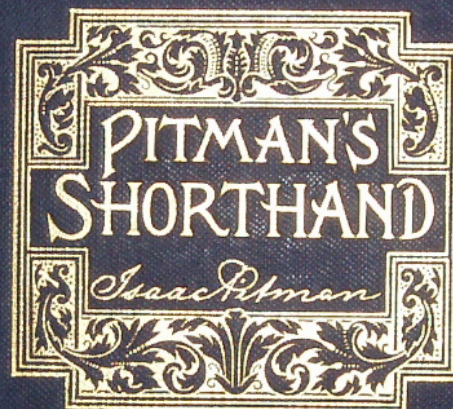




Printing & Post
 =
 Correspondence
 education



SHORT COURSE



PITMAN'S
SHORTHAND

Isaac Pitman



Scanned at the American
Institute of Physics

The Blackboard from 1850



Radio



Television



Film



Computer

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



Am. Brouwer sculp. 1645. J. de Witt del.

IMPRESSIO LIBRORVM.

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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



The Open University



The Open University

Open as to:

- People
- Places
- Methods
- Ideas



The Open University

- **250,000+ 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	<u>THE OPEN UNIVERSITY</u>	87%
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and OU top for student satisfaction



OUR MISSION

1970s



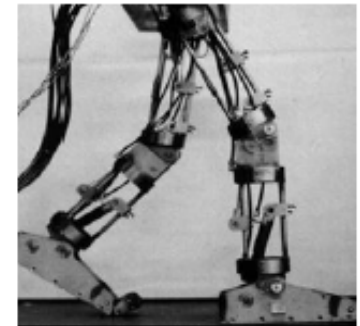
People



Places

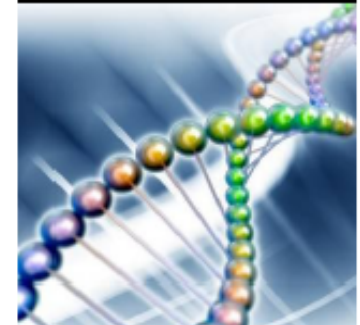


Methods



Ideas

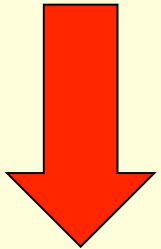
2010s





OUR MISSION

1970s



2010s



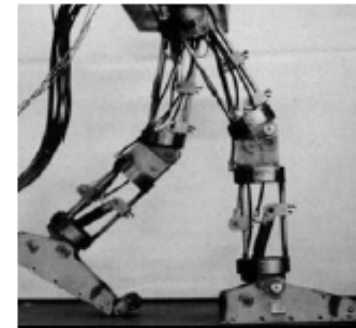
People



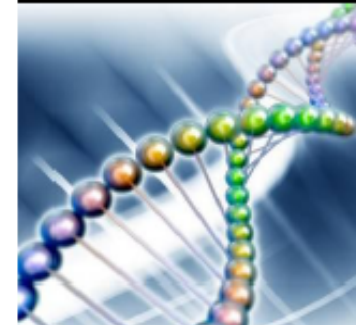
Places



Methods



Ideas



“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

“sooner or later, the present will become the past and the self-evident authority of those ideas will be eroded – unless that authority is grounded in the intrinsic excellence of those ideas rather than their mere chronological location”



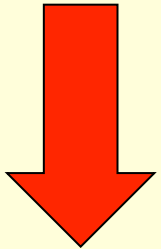
C. S. Lewis

‘Chronological snobbery’



OUR MISSION

1970s



2010s



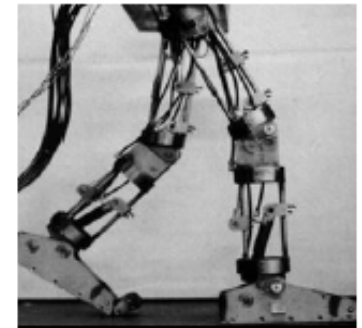
People



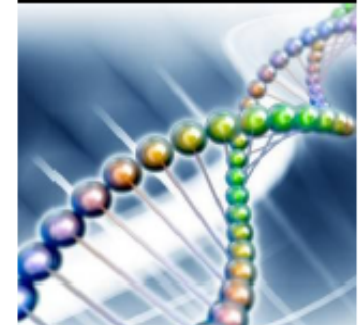
Places

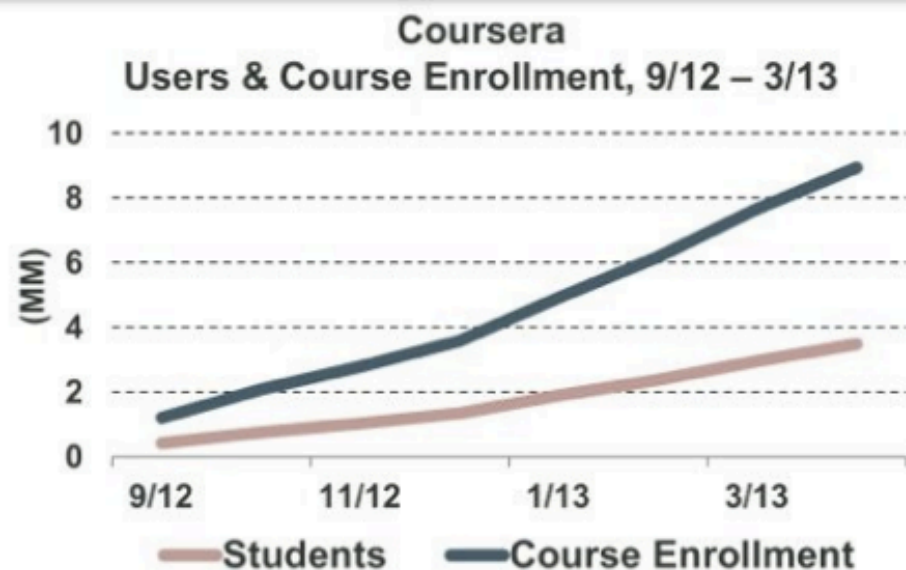
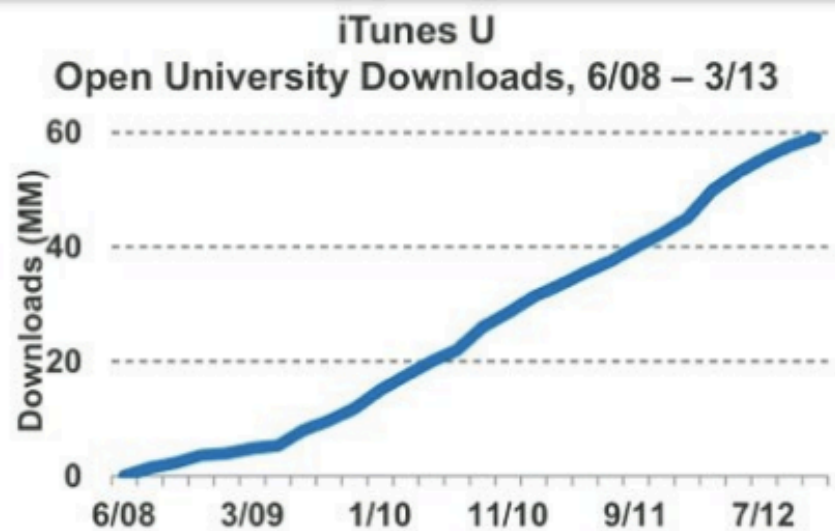


Methods

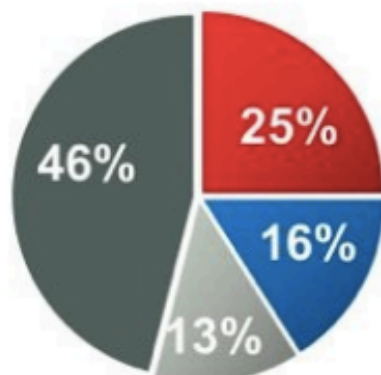


Ideas



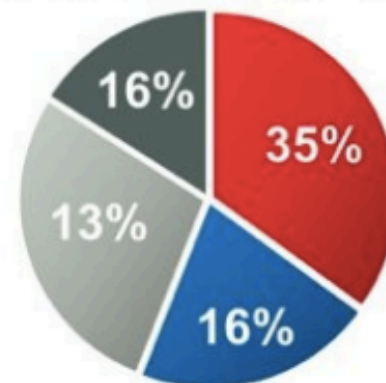


iTunes U Open University Downloads, by Region



■ United States ■ China ■ UK ■ Other

Coursera Users, by Region



■ North America ■ Asia ■ Europe ■ Other

Mary Meeker: State of the Web 2013 – Business Insider

The Democratisation of Higher Education

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 - DIY 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



EMPIRE STATE
COLLEGE

STATE UNIVERSITY OF NEW YORK

‘My Degree – My Way’

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.



United Nations
Educational, Scientific and
Cultural Organization



COMMONWEALTH of LEARNING

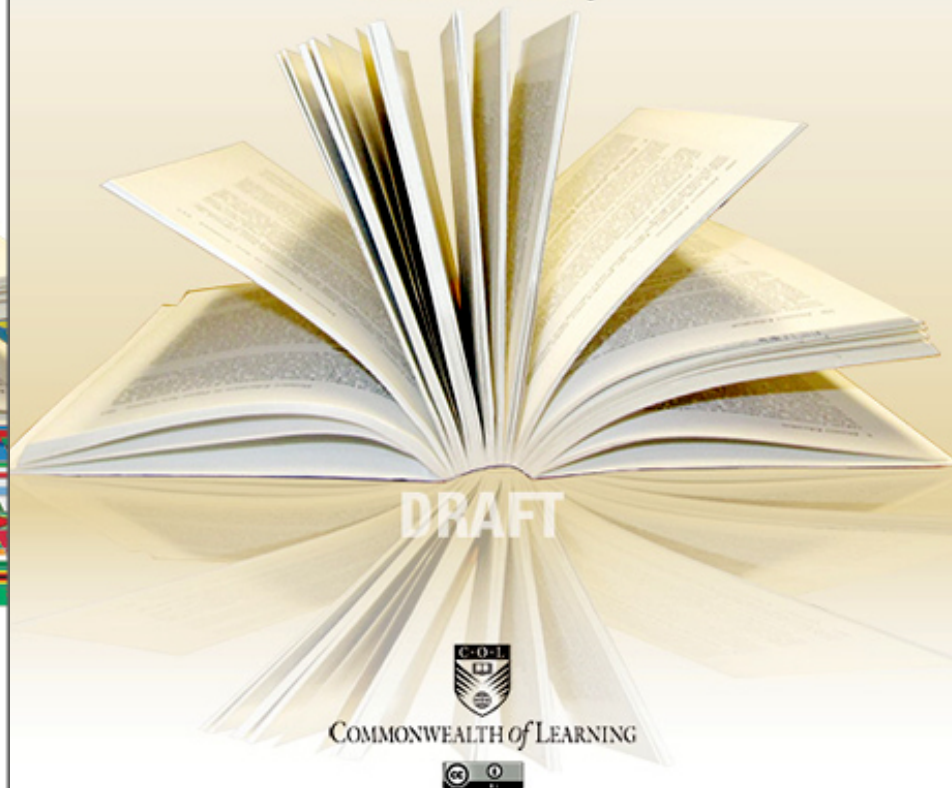
Survey on Governments' Open Educational Resources (OER) Policies



Prepared for the World OER Congress
June 2012

Exploring the Business Case for OER

Prepared by Neil Butcher and Sarah Hooten
for the Commonwealth of Learning




COMMONWEALTH of LEARNING




BRITISH
COLUMBIA

NEWSROOM

BC Government Online News Source

SECTORS

*View BC News Stories by
Sector*

REGIONS

*View BC News Stories by
Region*

MINISTRIES

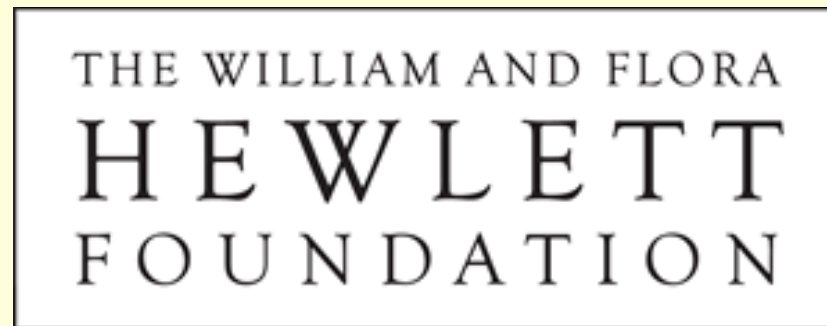
*View BC News Stories by
Ministry*

**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

Fostering Governmental Support for Open Educational Resources Internationally



What is a MOOC?

Massive Open Online Course

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'

The (Eventual) Downfall of MOOCs

Posted by [Justin](#) on September 12, 2012



Massive Open Online Courses

legitimate postsecondary

for

u

Mi

ban

process.

Participants in MC

tier one institutions

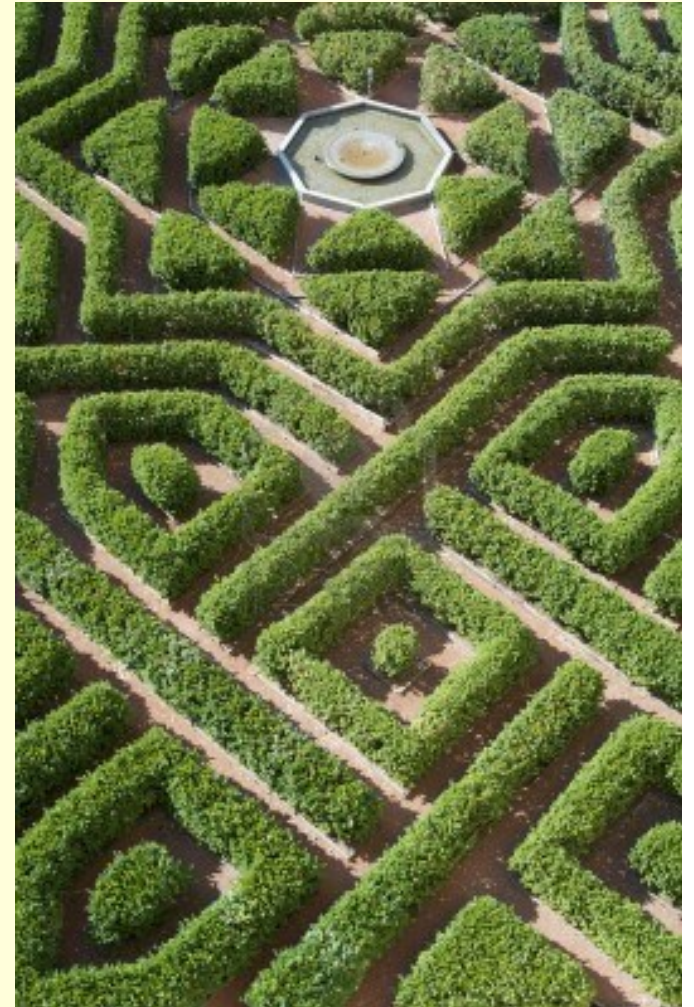
themselves into

Why We Shouldn't Talk MOOCs as Meritocracies
Posted on September 1, 2012 by [Mike Caulfield](#)

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

Making Sense of MOOCs:

Musings in a Maze
of
Myth,
Paradox
&
Possibility





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



xMOOC

“xMOOCs will return to aspects
of the cMOOCs philosophy and
approach...”



George Siemens



Stephen Downes



Introduction to Art: Concepts & Techniques

Pennsylvania State University, May 28th

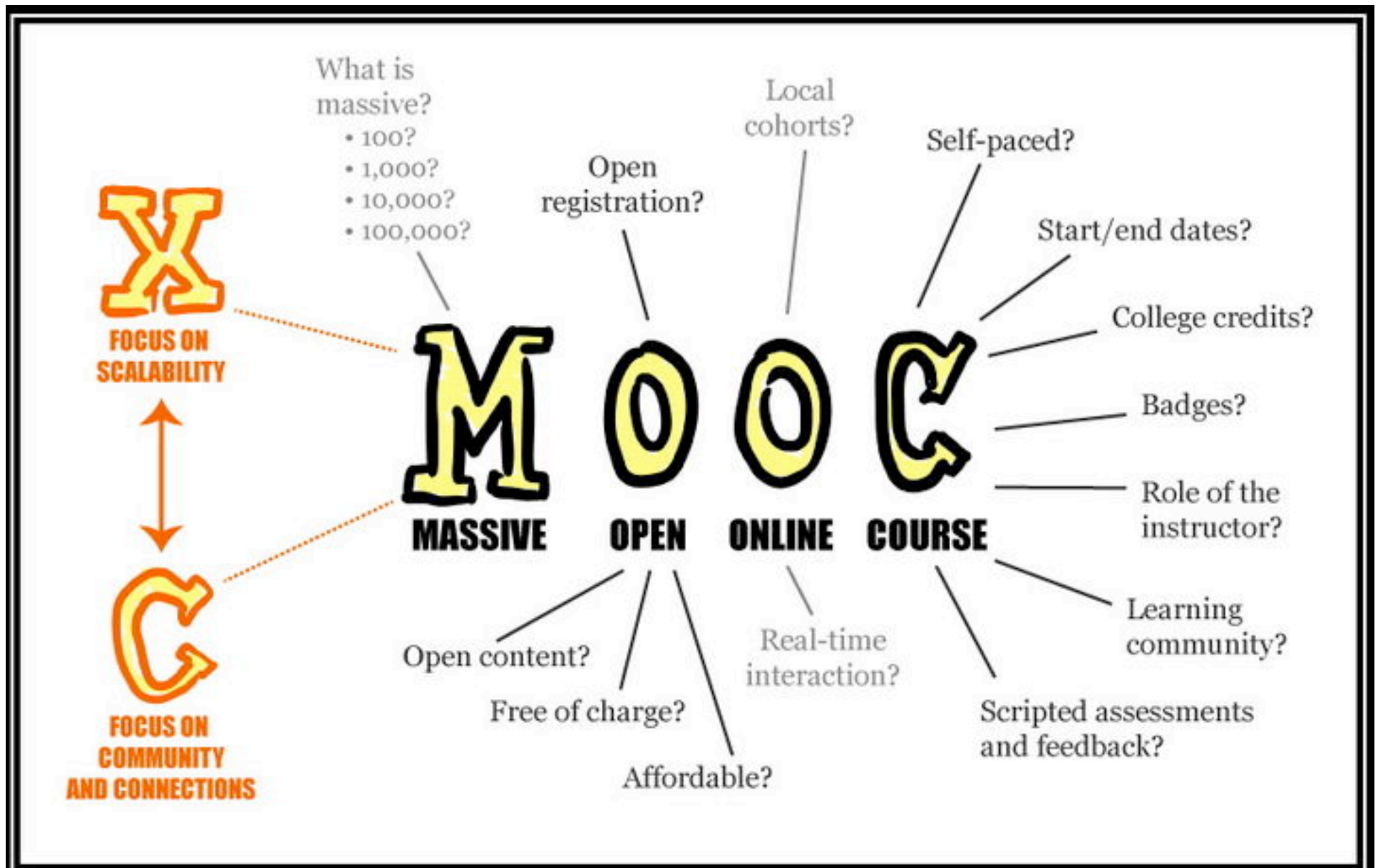
Penn State: cMOOC in style



University of Edinburgh

Coursera platform:

“conservative in terms of online pedagogical practice”



M O O C – Every letter is negotiable!

“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%



Very high drop out rates in
all MOOCs

Massive Open Online Course

(that does not lead to credit!)

“MOOCs...
...one further step
in the evolution of
Open Educational Resources”



The Open University



Martin Bean
Vice-Chancellor



George Siemens
Athabasca University

How MOOCs are derailing Open Education

ICDE Conference, Tianjin, China: 16-18 October, 2013



George Siemens
Athabasca University

‘The original MOOCs were “open” in two respects:

Open as in “open registration”

Open as in “open license”



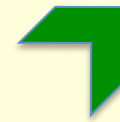
George Siemens
Athabasca University

‘The new cohort of MOOCs are distinct from the original MOOCs in that they are “open,” thus far, in only one respect: they are open enrollment. The new MOOCs have not yet openly licensed their courses.’

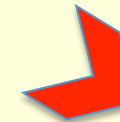
MOOCs >

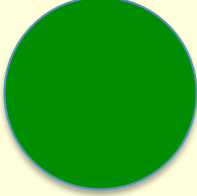


Access to
recognised
learning



Open
education
in reverse

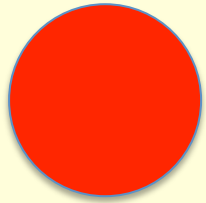




Greater awareness of Open, Distance and Online Learning



If Harvard and London are doing it
distance education it must be OK!



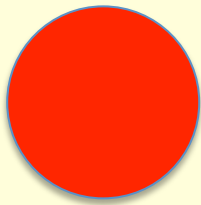
Greater awareness of Open, Distance and Online Learning

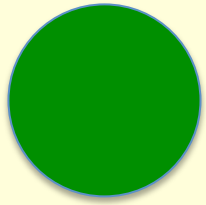


But not if few people complete MOOCs
successfully and even they do not get credit!



A new pedagogy

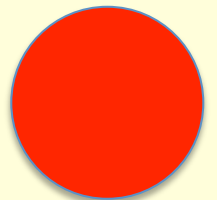




Improve
and
open

OR

Monetize
and
close

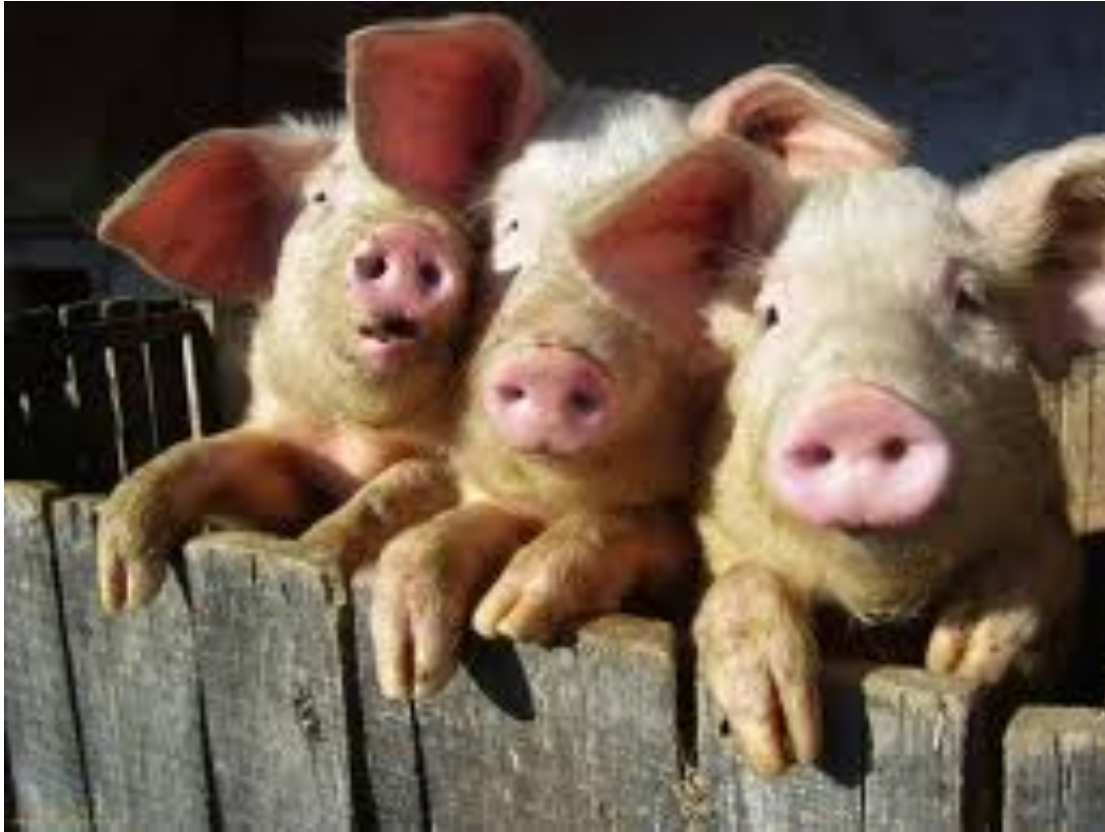


THE FUNDAMENTAL TENSION

open offerings



restrictive recruitment

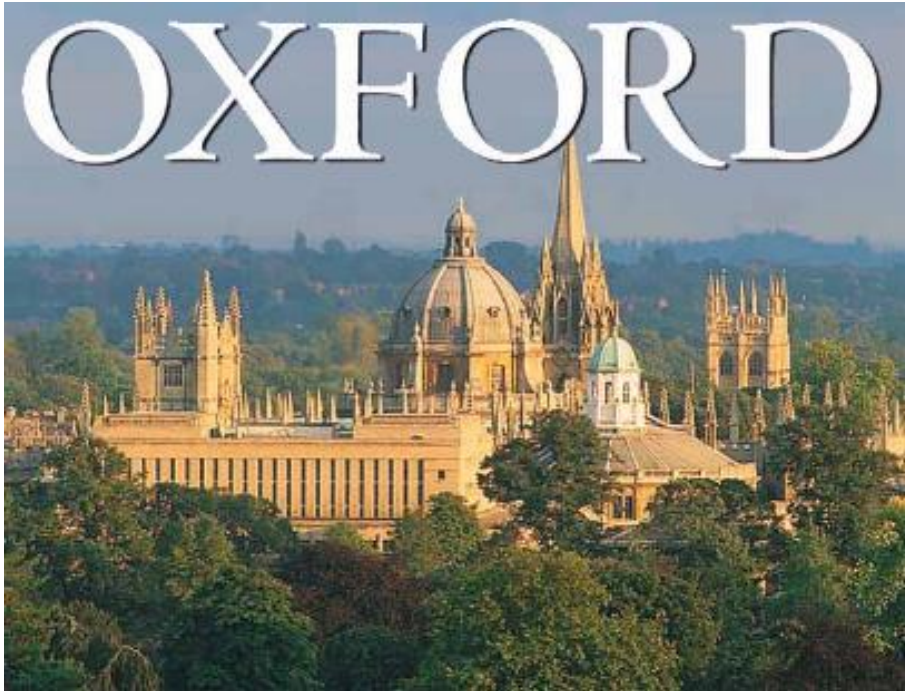


Good little piggies in
make good bacon out!

Dan Coldeway



OXFORD



PARIS



DIFFICULT IN, EASY OUT





The Open University

Open as to:

- People
- Places
- Methods
- Ideas

EASY IN, DIFFICULT OUT

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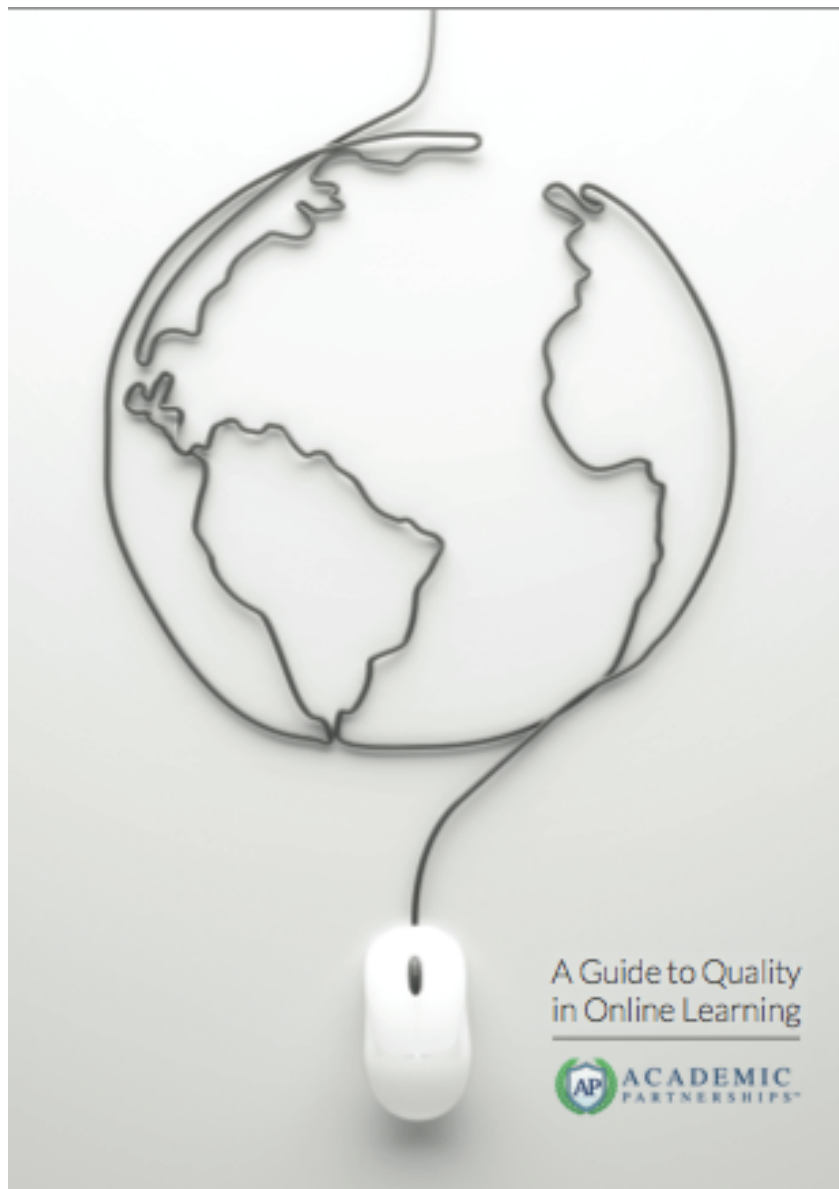
United States

2014

80% of students online

2009

44% of students online



A Guide to Quality In Online Learning

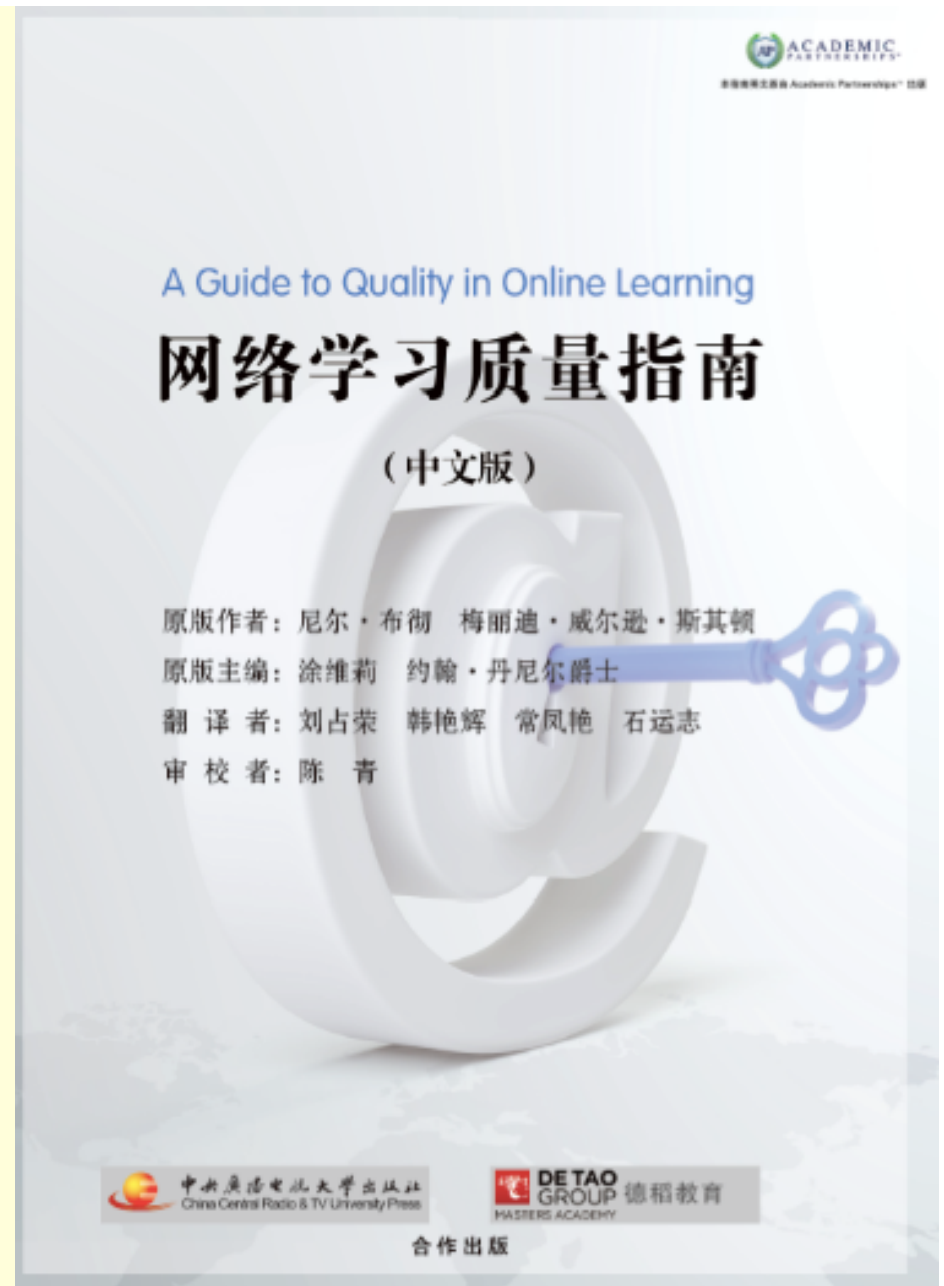
Authors:

Neil Butcher & Merridy Wilson-Strydom



Editors:

Stamenka Uvalić-Trumbić & Sir John Daniel



A Guide to Quality in Online Learning



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”.



A Guide to Quality in Online Learning

Contact North

Ontario's Distance Education &
Training Network

Contact Nord

Le réseau d'éducation et de
formation à distance de l'Ontario

<http://www.contactnorth.ca/tips-tools/guide-quality-online-learning>

The *Guide to Quality in Online Learning* has been posted on the Ontario Online Learning Portal for Faculty & Instructors and is featured in this week's issue of Contact North's Online Learning News, a weekly e-newsletter that goes out to more than 8,000 key stakeholders in the post-secondary sector around the world.

CONCLUSION

Use MOOCs to bring
online learning into the
mainstream of higher
education!



THANK YOU

For text and slides:
www.sirjohn.ca