

PENNSSTATE

---



PENNSTATE



World Campus

PENNSTATE





Gary  
Miller

Michael  
Moore





# MOOCs

## (Massive Open Online Courses)





Turbulent times in Higher Education



## Introduction to Art: Concepts & Techniques

Pennsylvania State University, May 28th

# Penn State is MOOCing!



# MOOCs (Massive Open Online Courses)





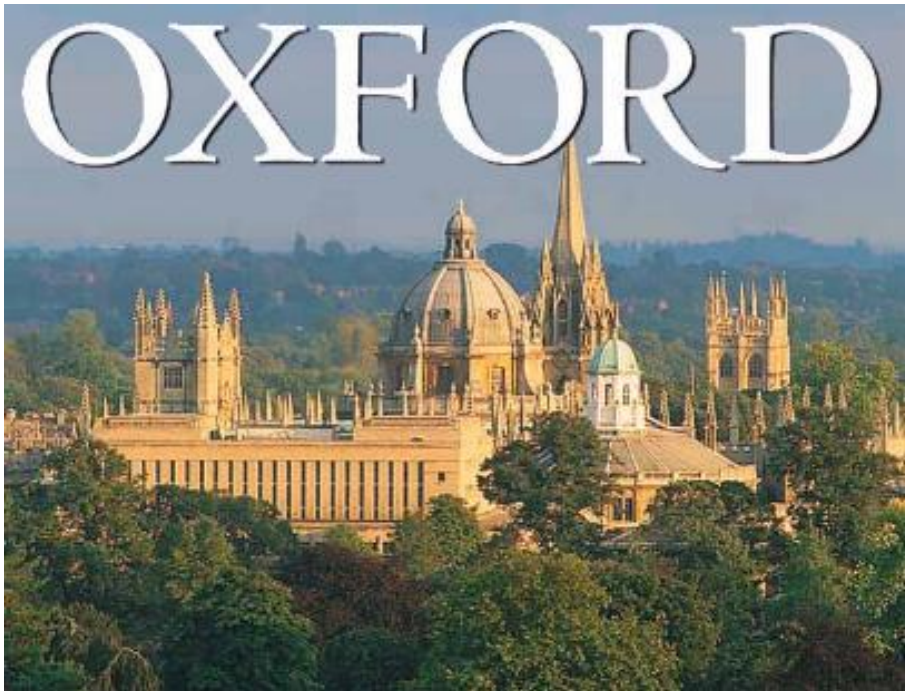
Where are  
MOOCs  
taking Higher Education?



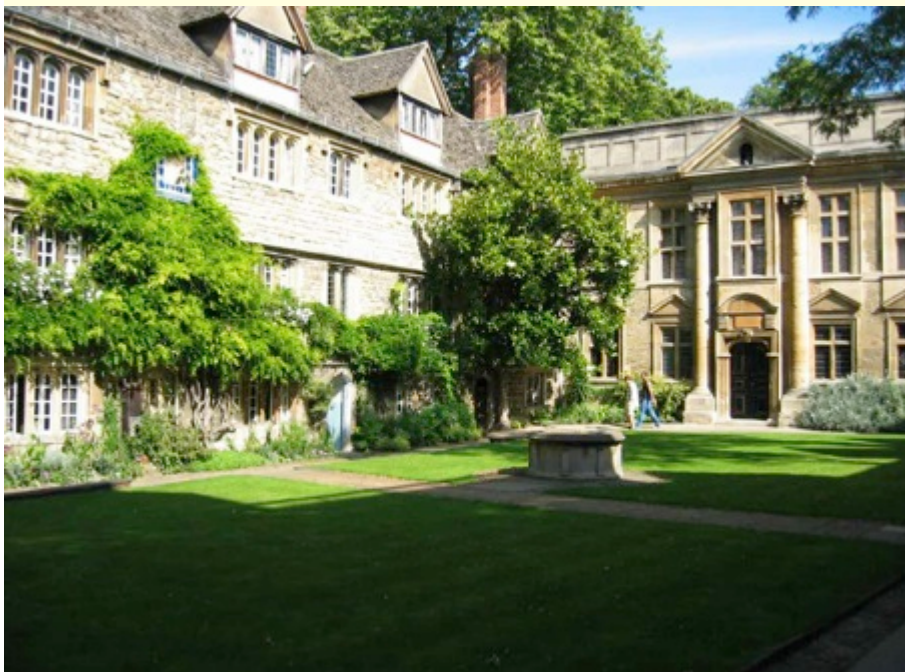


The Open  
University

# OXFORD



Undergraduate

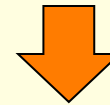
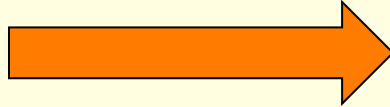


# PARIS



Doctorate





By 1965 dimes (10c) and quarters (25c) were worth more than their face value when melted down.

Change to a copper-cupronickel sandwich that had the same electrical properties for slot machines





Doctor of Science

University of Paris

1969



## Moon Landing – 20 July 1969

“That’s one small step for a man;  
one giant leap for mankind”

Neil Armstrong

## Open University – 23 July 1969

“Open as to people  
- Open as to places  
- Open as to methods  
- Open as to ideas”



Geoffrey Crowther

# Université de Montréal



Photo by: G. Bukacek



Concordia  
UNIVERSITY

MA in Educational Technology

3-month internship 1972



The Open University – United Kingdom



 **Université  
du  
Québec**

**TÉLUQ**  
*L'université. Aujourd'hui.*





Concordia  
UNIVERSITY

MA in Educational Technology (25 years)

Vice-Chancellor 1990-2001



The Open University – Walton Hall



KOGAN PAGE

# Mega - Universities

and Knowledge

Media

Technology Strategies  
for Higher Education

John S Daniel



Assistant Director-General for Education 2001-04

# **Commonwealth of Learning**



**Vancouver**  
**(Headquarters)**



**New Delhi**  
**(CEMCA)**

JOHN S. DANIEL

open &  
flexible  
learning  
series

# MEGA-SCHOOLS, TECHNOLOGY AND TEACHERS

ACHIEVING EDUCATION FOR ALL

ROUTLEDGE

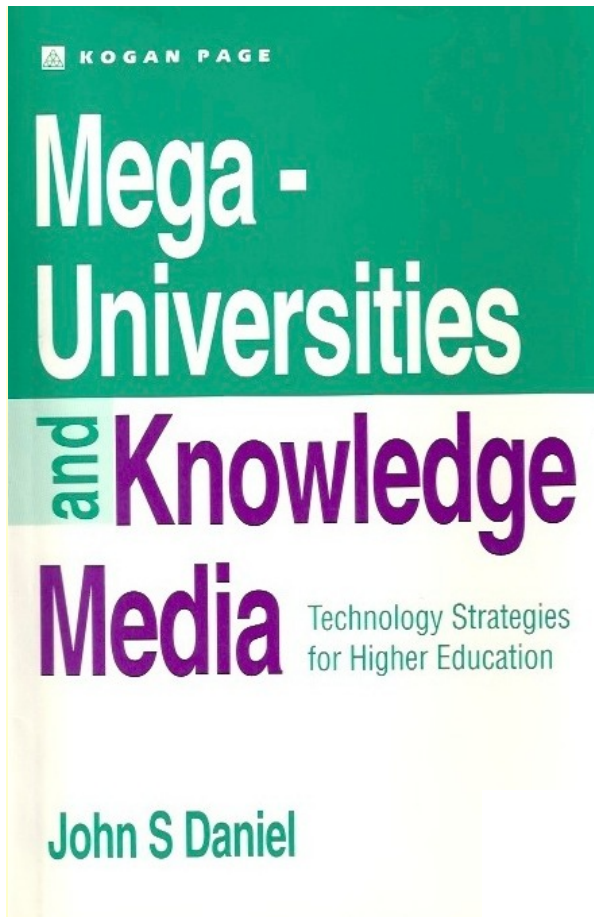
# **Making Sense of MOOCs: Musings in a Maze of Myth, Paradox & Possibility**

Myth



Paradox

Possibility

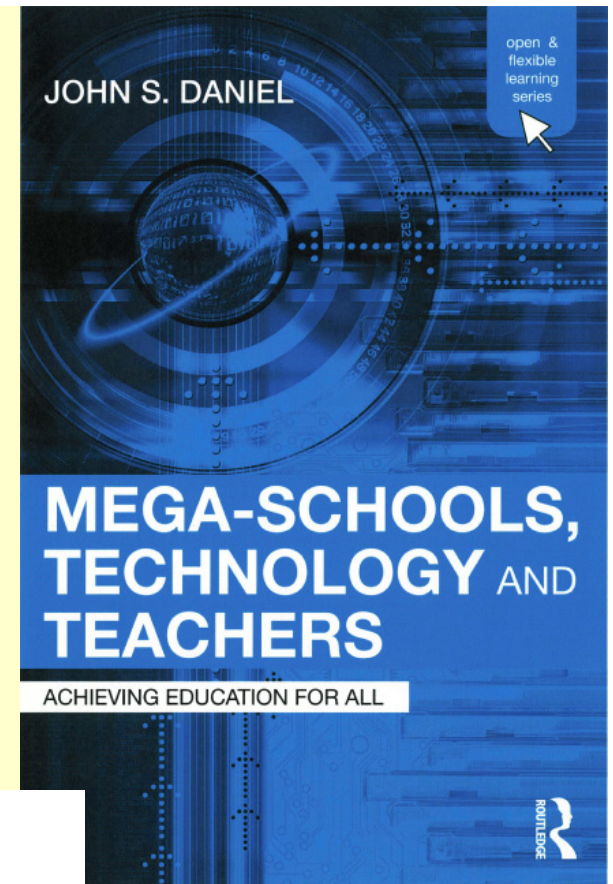


# BIG IS GOOD!

## 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



ACCESS

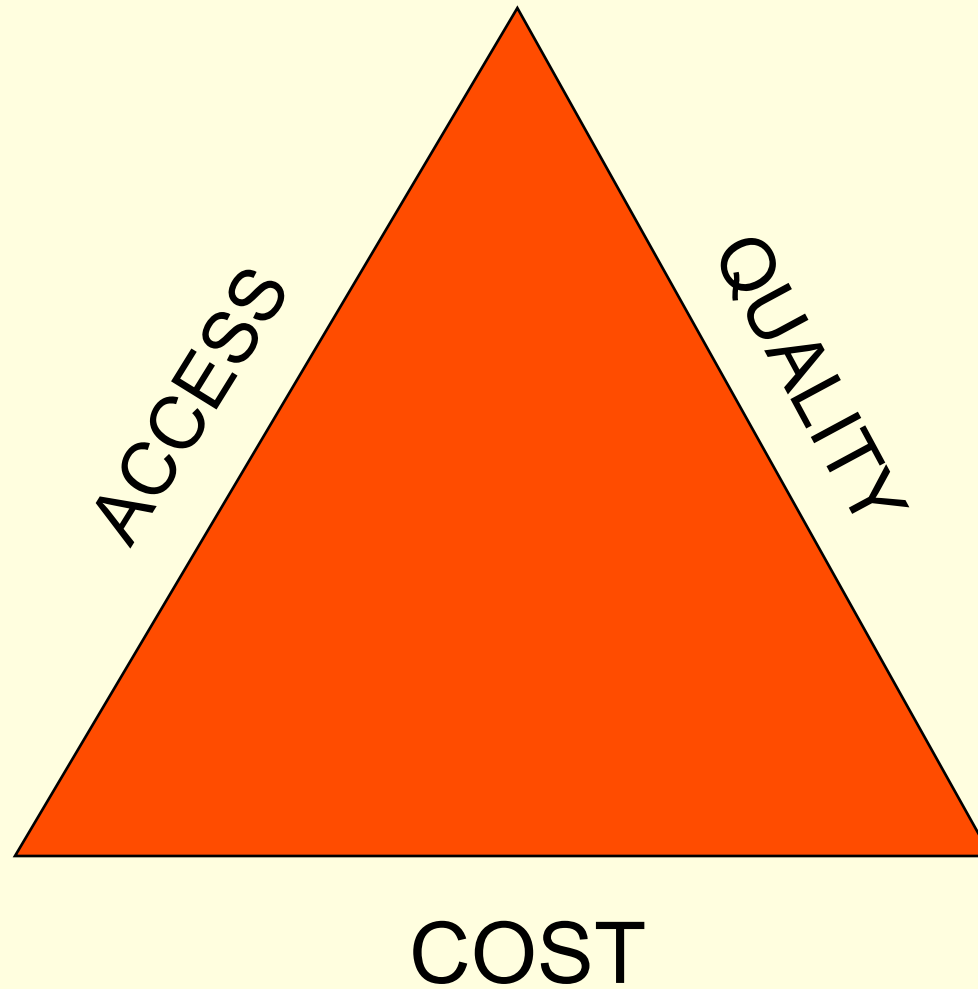
to

SUCCESS



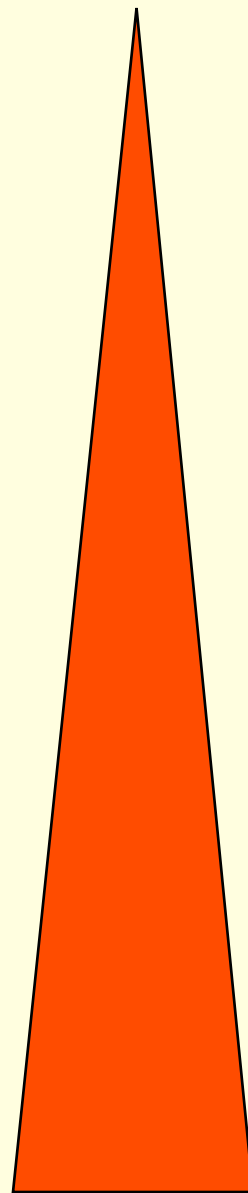
Leading learners up the garden path?

# The Iron Triangle



**ACCESS**

**QUALITY**



**COST**



Darrell Velegol

“Sometimes the constraints of a traditional classroom structure can limit what we can accomplish and how many students we can educate. MOOCs bring in a whole new group of students that have as much ability to re-create this world as anyone, and we’re thrilled to be part of that.”

# **Making Sense of MOOCs: Musings in a Maze of Myth, Paradox & Possibility**

Myth

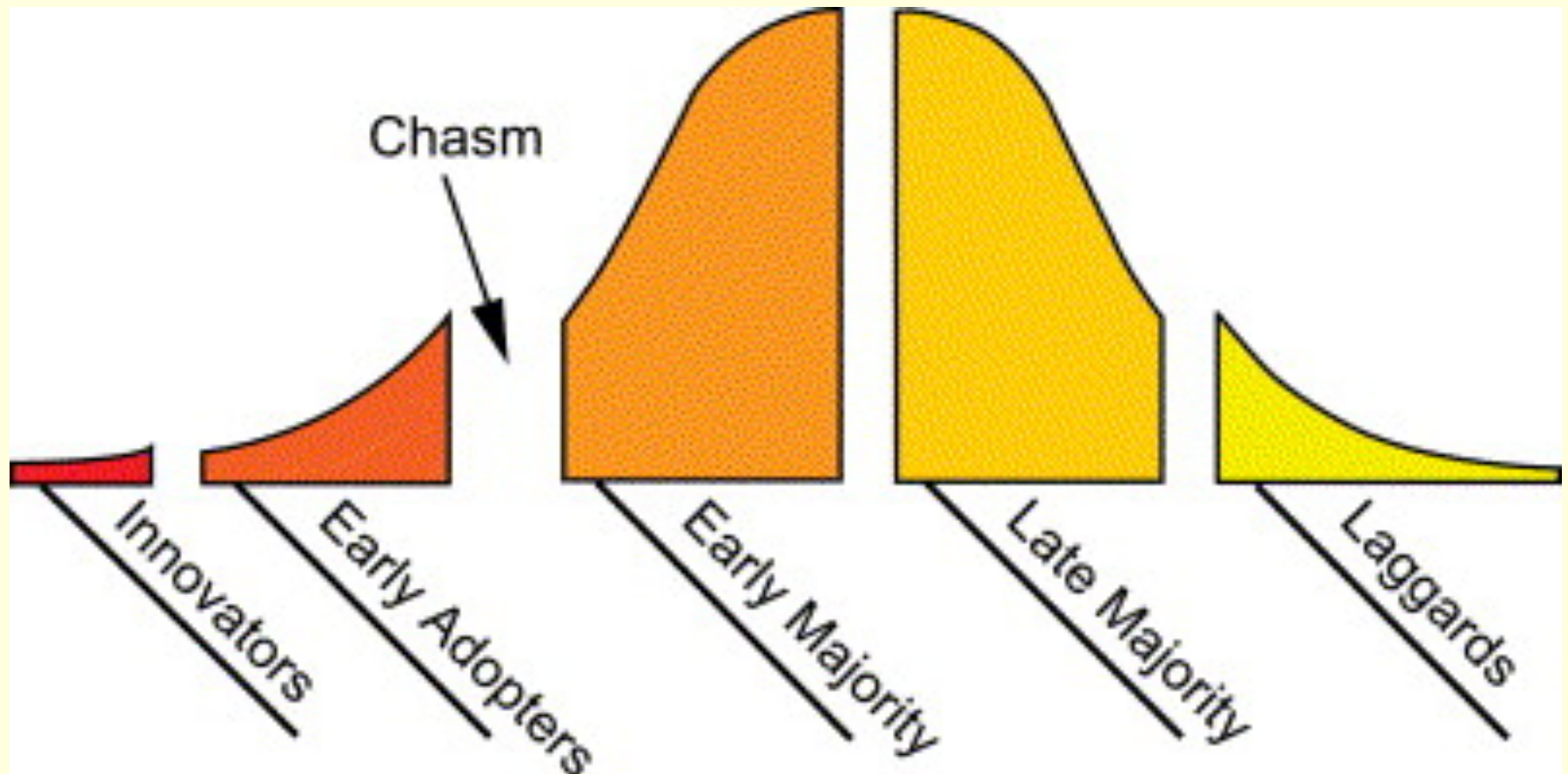


Paradox

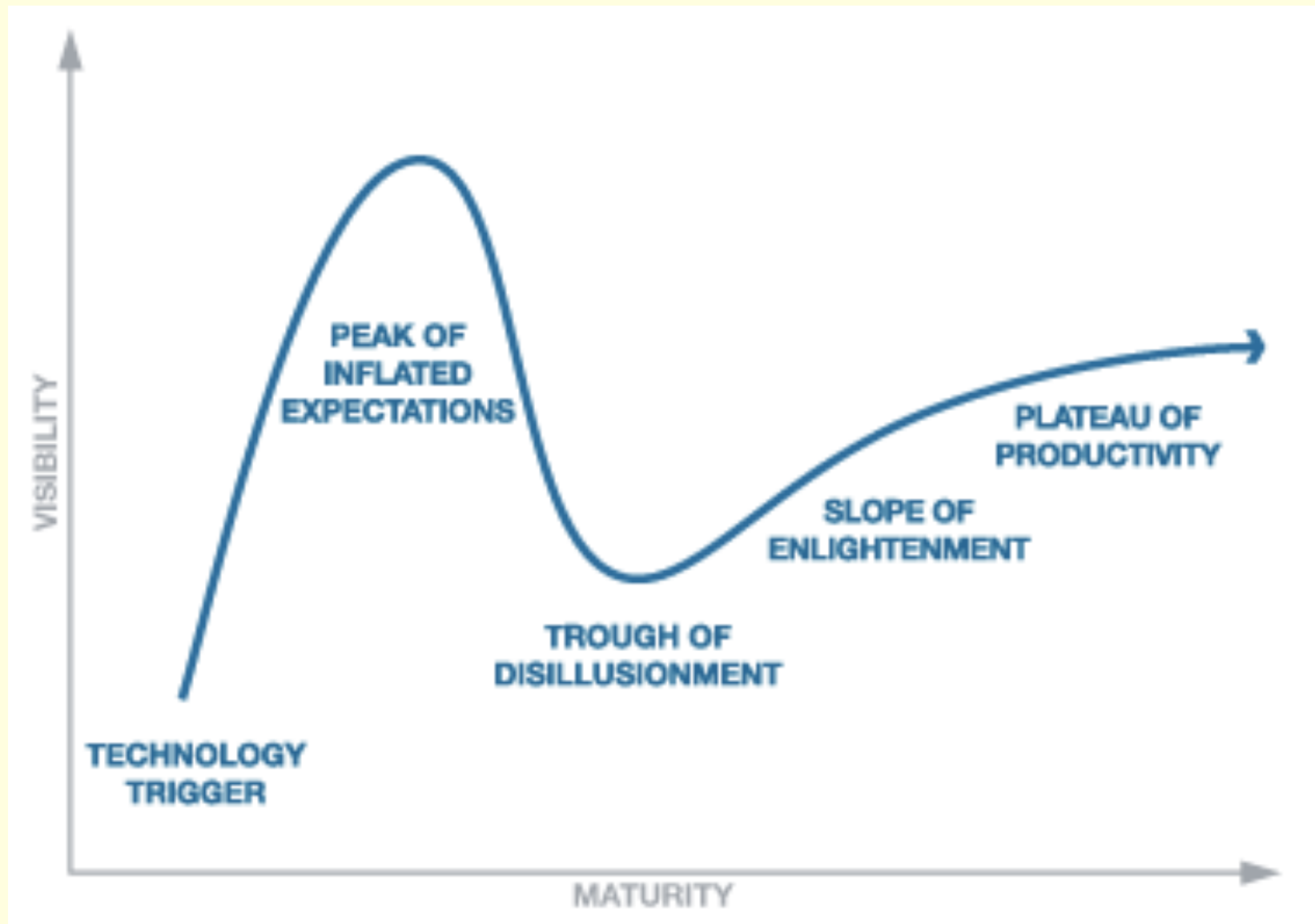
Possibility

# Plan

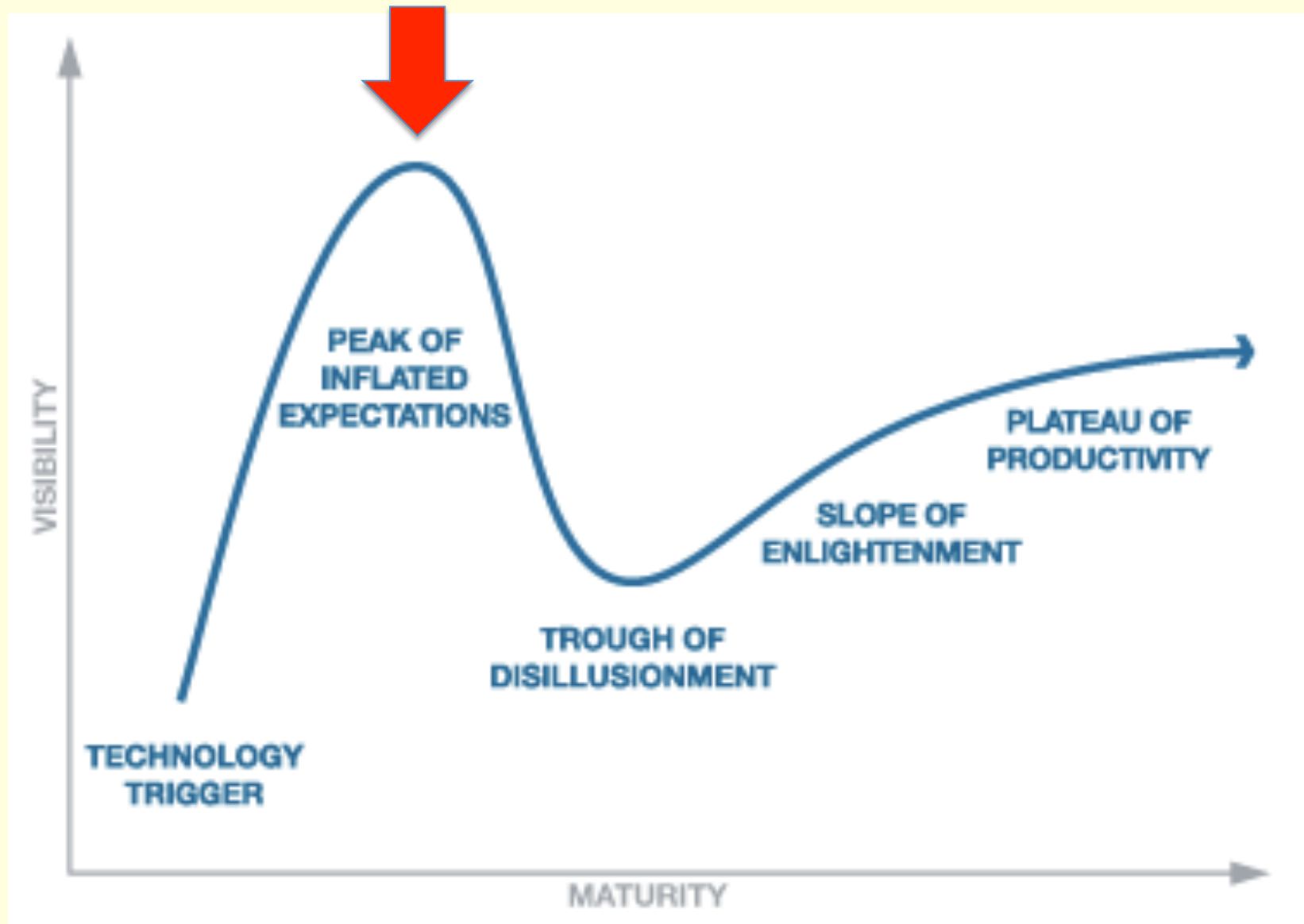
- Technology cycles
- The MOOCs boom
- Myths, paradoxes, revisited



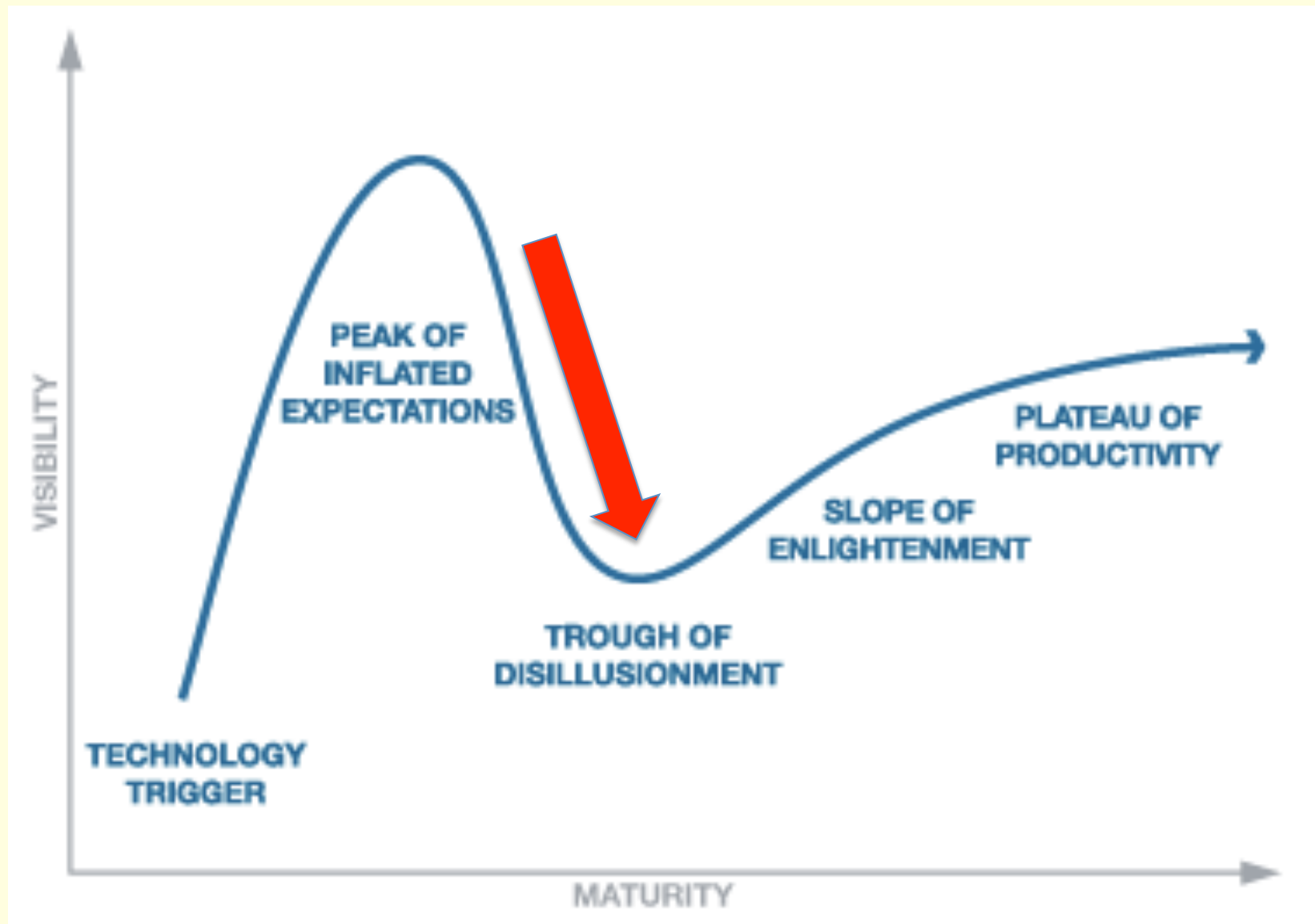
Moore's Technology Adoption Life Cycle



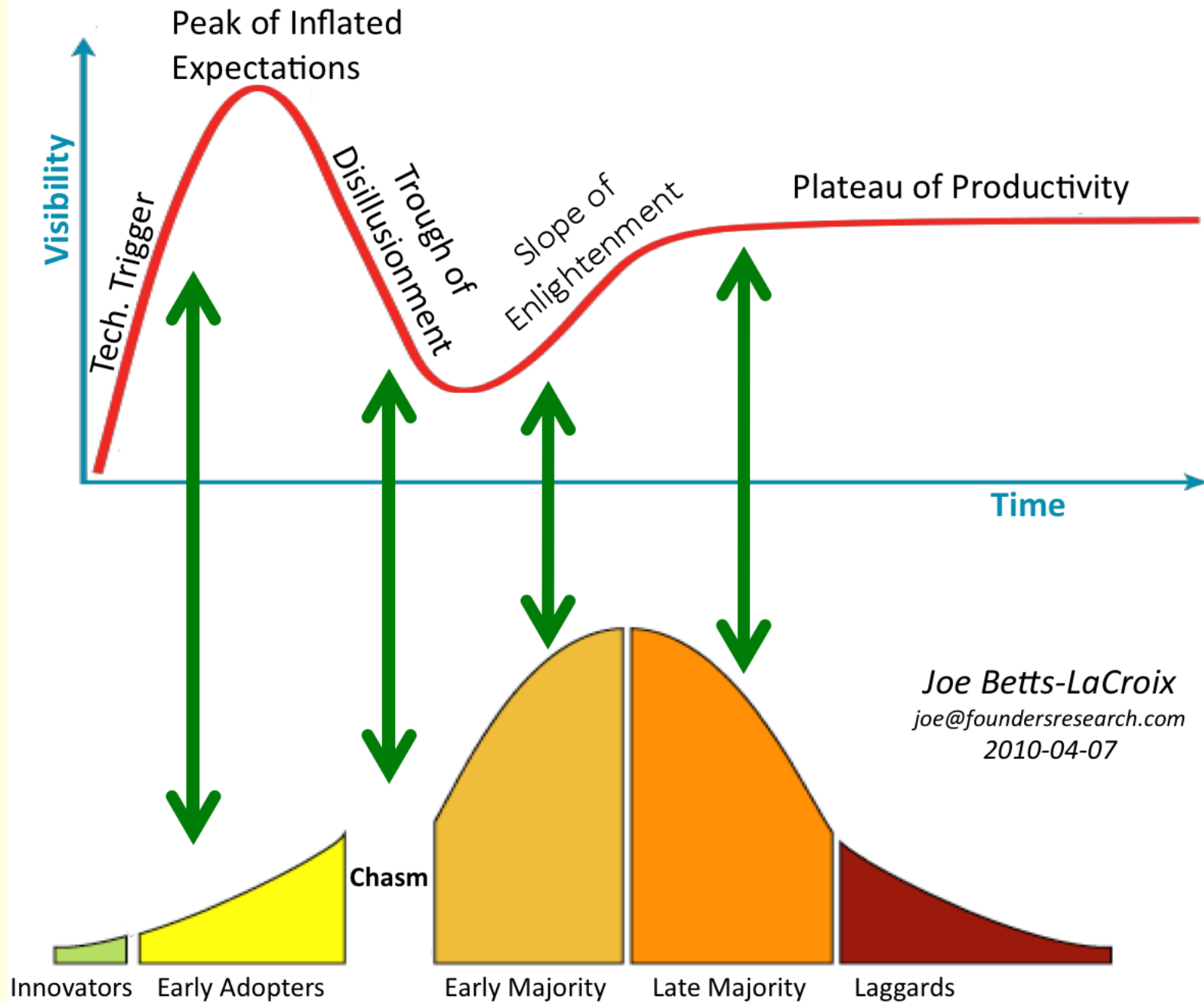
The Gartner Technology Hype Cycle



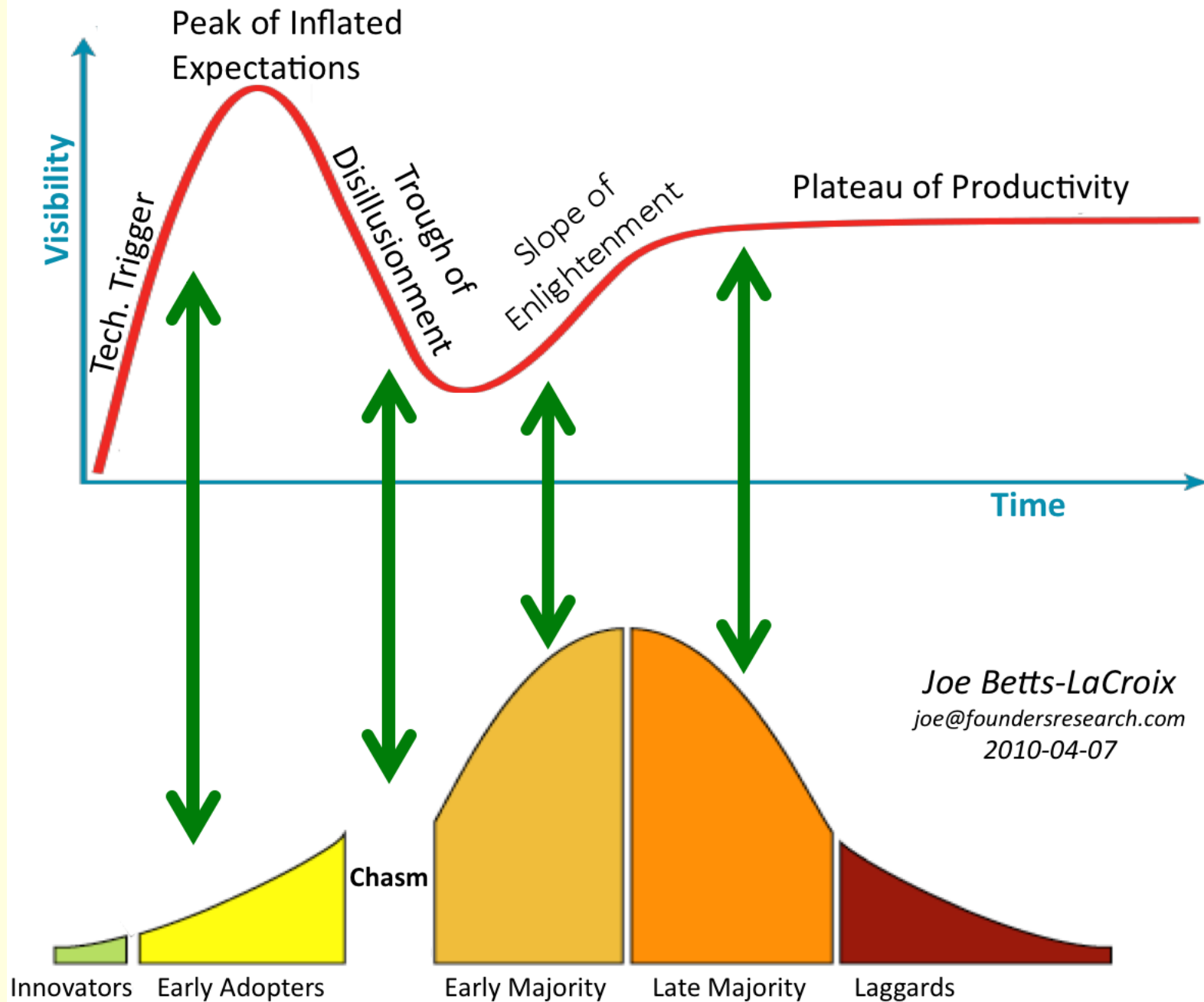
The Gartner Technology Hype Cycle

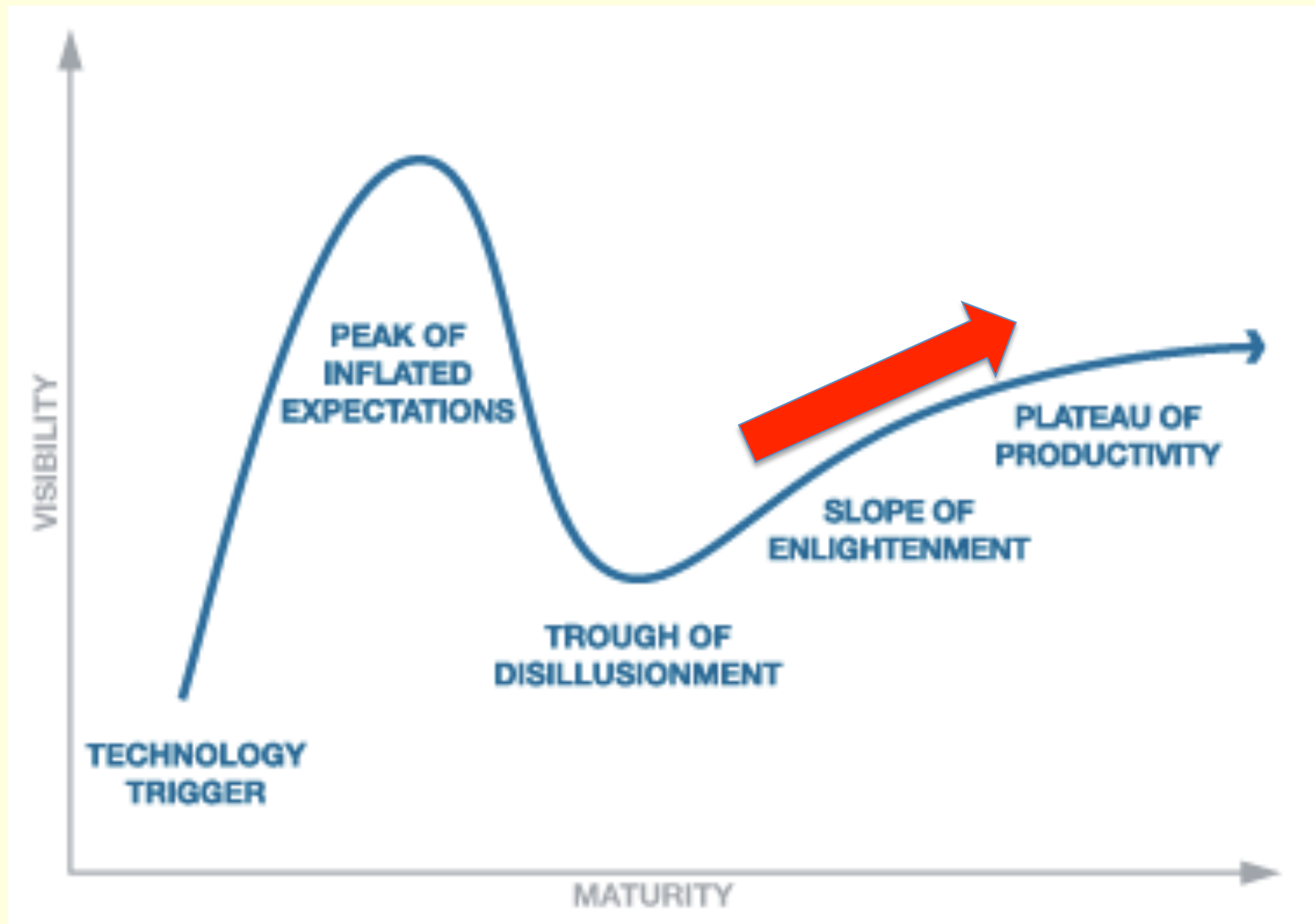


The Gartner Technology Hype Cycle





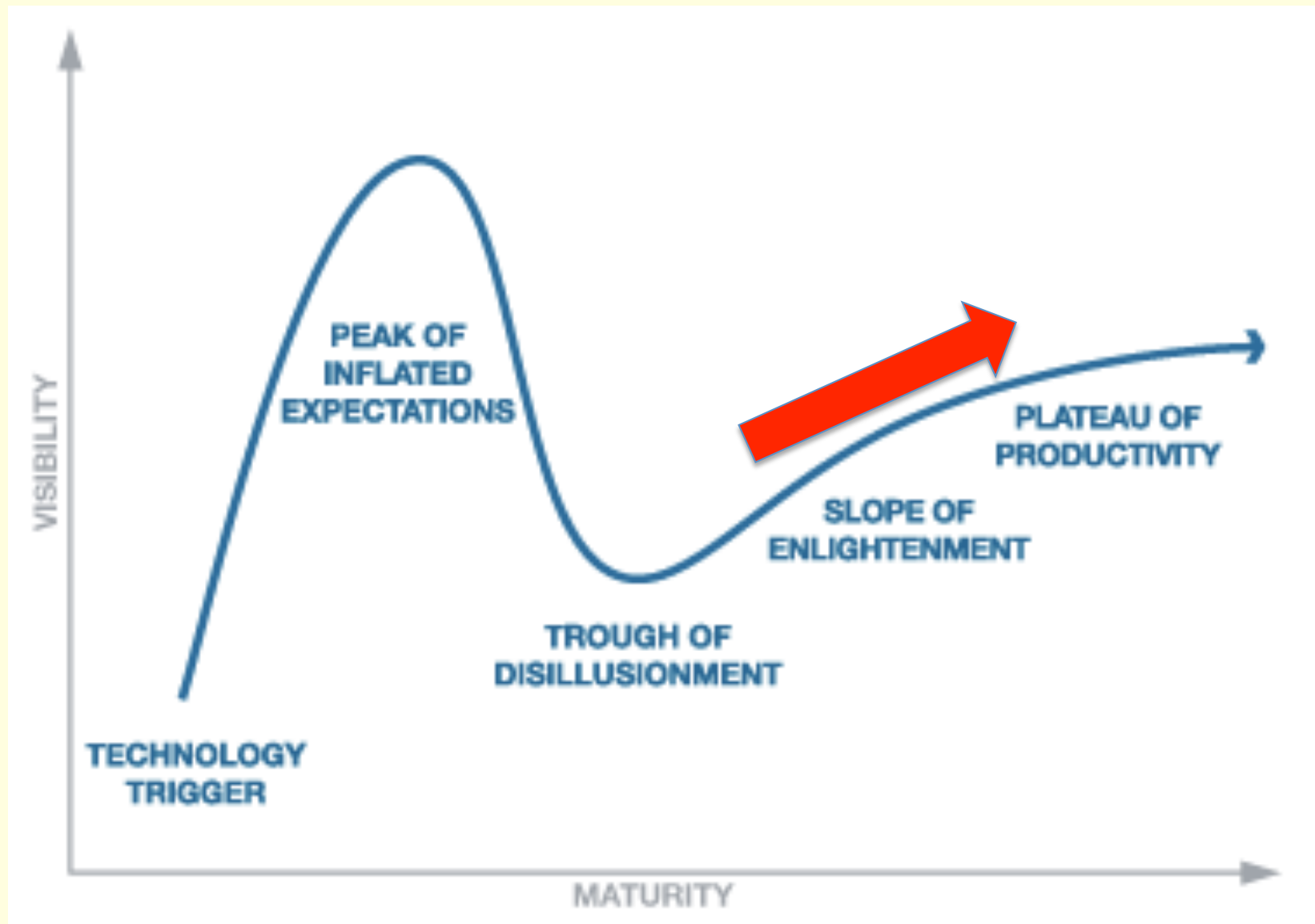




The Gartner Technology Hype Cycle

# **The Plateau of Productivity**

“a hybrid model that combines significant online learning with opportunities for face-to-face teaching and support”



Will offering MOOCs help the climb?



# Plan

- Technology cycles
- **The MOOCs boom**
- Myths, paradoxes, revisited



# 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

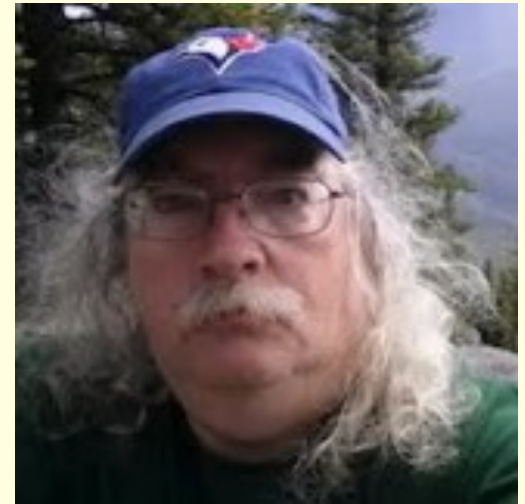


xMOOC

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



George Siemens



Stephen Downes



# Anna Divinsky



Introduction to Art: Concepts &  
Techniques

Pennsylvania State University, May 28th

“Unlike a traditional class setting, the students will have to be self-directed and learn to rely on each other for feedback instead of continual guidance from an instructor.

They will have the opportunity to share their creative process and receive suggestions from others. The discussion will demonstrate all the unique and diverse perspectives of the people enrolled.”



Anna  
Divinsky



Introduction to Art: Concepts &  
Techniques

Pennsylvania State University, May 28th

*“I am a big proponent of free and open education. Even though I won't be able to personally appraise each student's work, as I might in a typical class, I'm thrilled so many students can be exposed to art and share their creative energy on a global level.”*

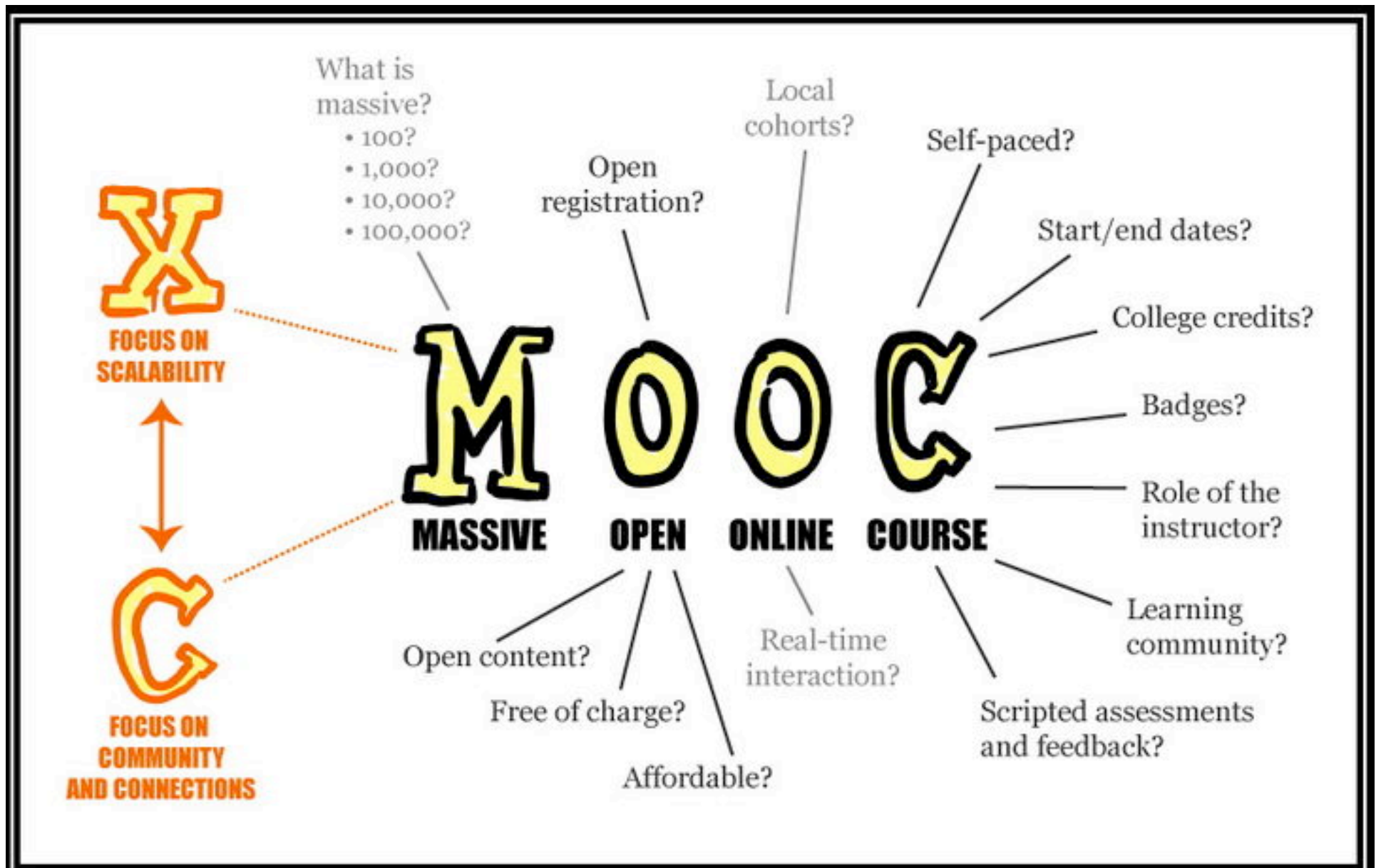
“The real revolution of MOOCs is that universities with scarcity at the heart of their business model are suddenly embracing openness”



## University of Edinburgh

Coursera platform:

“conservative in terms of online pedagogical practice”

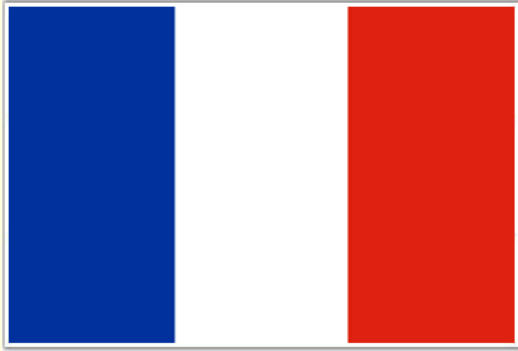


M O O C – Every letter is negotiable!

# MOOC Initiatives

- Futurelearn (UK)
- IITs (India)
- OpenupEd (Europe)

**Enseignement à distance: l'incroyable fiasco du CNED**



**Le Cned ou le scandale de l'enseignement à distance en France**

La Cour des comptes dresse un bilan absolument accablant du Cned, et envisage sa suppression.

**Avis sur «La Cour des comptes juge le Cned inadapté à la formation en ligne»**

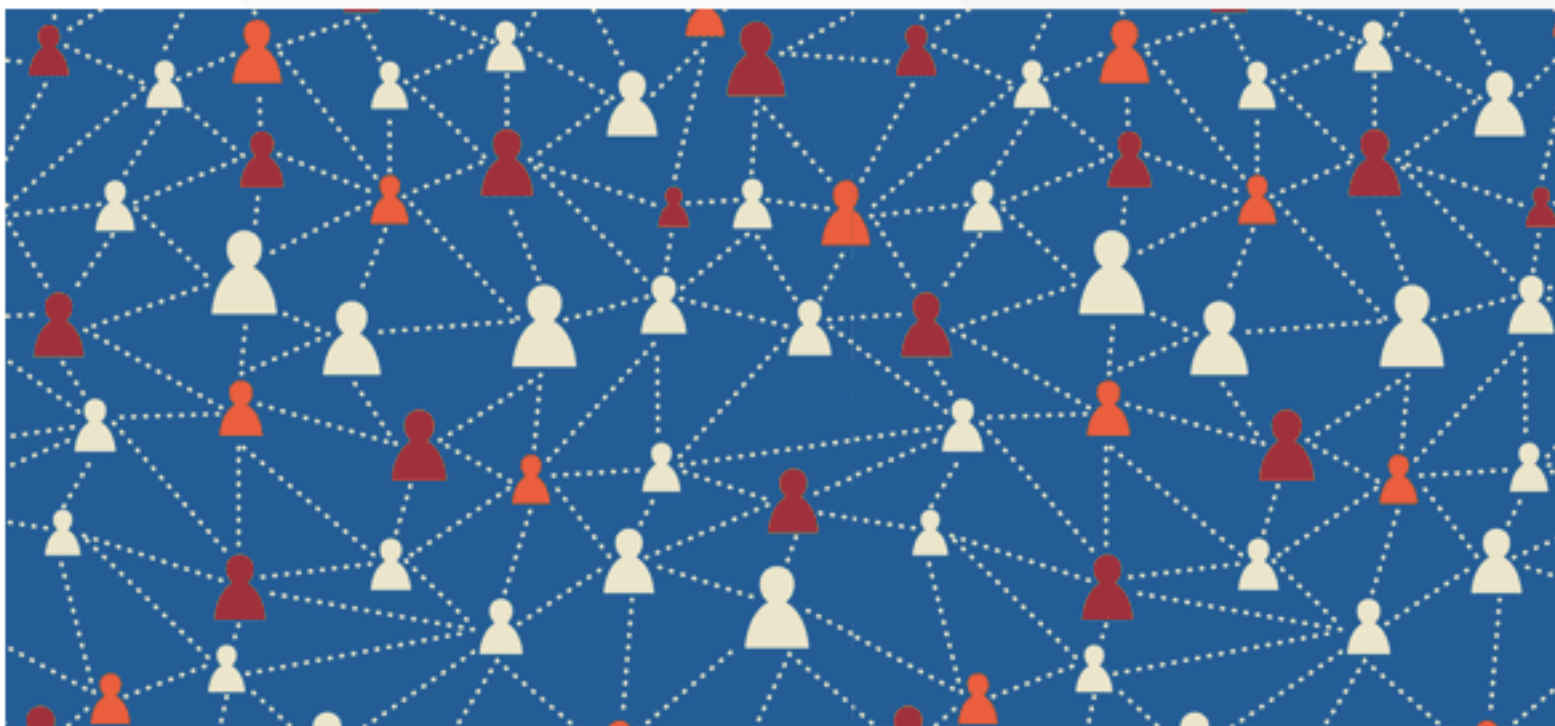


**The early bird might get  
the worm, but the second  
mouse gets the cheese.**



**FUTURELEARN**

**MOOCS EXPLAINED**



**Futurelearn will bring together a range of free, open, online courses from leading universities, in the same place and under the same brand.**

**Status:**

Independent company, UK Open University sole shareholder

**Partners:**

BBC, British Library, British Council, British Museum and ~16 'top' universities

**Launch of courses:**

September 2013



**Simon Nelson CEO**  
Formerly 14 years  
with the BBC and a  
key architect of BBC  
Online



**Martin Bean, Chairman**  
Vice-Chancellor UKOU  
Formerly General  
Manager, Worldwide  
Education Products,  
Microsoft



**Simon Nelson CEO**  
Formerly 14 years  
with the BBC and a  
key architect of BBC  
Online

“The role that entertainment plays in learning is often overlooked. Take a glance at massive open online courses (MOOCs). They’re often very conventional, based on lectures broadcast “at” students, rather than engaging with them. The language can be rarefied and niche [ask most people the meaning of “MOOC” or “pedagogy” and they wouldn’t have a clue]. Perhaps this partly explains the enormous drop-out rates and why many of those completing MOOCs are practicing academics who are familiar with the culture and semantics.”



## **Key statements (Nelson):**

“Our product will be designed 100% for students”

“Drawing on 40 years’ Open University expertise in teaching and learning at a distance, we have an opportunity to offer something very different”

“We have access to vast amounts of data gathered through the University’s own OpenLearn platform and iTunesU. We’ll use this information to engineer-in features that will make the experience of studying (and staying) with Futurelearn highly rewarding and yes, entertaining”



## **Key statements (Bean):**

“I can sum it up in three words: quality, not quantity. Futurelearn might not be the biggest but I’m determined that it will always be the best”

“Many think there is only value in formal qualifications and that informal learning is a waste of time. The experience of the OU shows that there is a vast amount of traffic between informal and formal learning tracks. For example, 100k OU-registered students also study with OpenLearn, which is free and open to all”

ACCESS

to

SUCCESS



We're going to offer a best-in-class educational experience that will delight students, and instead of measuring drop outs, we'll be rewarding success.

**Futurelearn will celebrate everyone's achievements, no matter where or how far their learning journey takes them**



Martin Bean



## Key statements (Bean):

“I can sum it up in three words: quality, not quantity. Futurelearn might not be the biggest but I’m determined that it will always be the best”

“Many think there is only value in formal qualifications and that informal learning is a waste of time. **The experience of the OU shows that there is a vast amount of traffic between informal and formal learning tracks. For example, 100,000 OU-registered students also study with OpenLearn, which is free and open to all**”

# MOOC Initiatives

- Futurelearn (UK)
- **IITs (India)**
- OpenupEd (Europe)



**NEW** India's Ayurvedic Inheritance by  
Prof. M. S. Valiathan

**NEW** NPTEL Course on  
Mathematics in India

**NEW** Speech to Text Transcription of  
NPTEL Video Lectures

**NEW** Aeronautical Society of  
India-AmAeSI Examination



E-Book: Demystifying the Brain

[FAQ](#) | [Contact us](#) | [Sakshat](#) | [Institutes using NPTEL](#)

[About NPTEL](#)

## Live Online Courses beginning Jan 2013

NPTEL provides E-learning through online Web and Video courses in Engineering, Science and humanities streams. The mission of NPTEL is to enhance the quality of Engineering education in the country by providing **free online courseware**.

### Give Feedback on NPTEL Courses



IIT BOMBAY



IIT DELHI



IIT GUWAHATI



IIT KANPUR



IIT KHARAGPUR



IIT MADRAS



IIT ROORKEE



IISC BANGALORE

A Joint Initiative of the IITs and IISc

## New Courses

Services Operations Management - Web (14 May 2013)  
Contemporary Issues in Philosophy of Mind & Cognition - Web (13 May 2013)  
Introduction to Film Studies - Video (10 May 2013)  
Radiation Heat Transfer - Video (08 May 2013)  
Complex Analysis - Video (06 May 2013)  
Coastal Engineering - Video (03 May 2013)  
Discrete Mathematics - Web (02 May 2013)  
Experimental Gas/Aerodynamics - Web (01 May 2013)  
Advanced Engineering Mathematics - Video (30 Apr 2013)

## Accessing NPTEL : Institutions, Individuals



## Live Online Courses beginning Jan 2013

NPTEL provides E-learning through online Web and Video courses in Engineering, Science and humanities streams. The mission of NPTEL is to enhance the quality of Engineering education in the country by providing free online courseware.

**Give Feedback on NPTEL Courses**



IIT BOMBAY



IIT DELHI



IIT GUWAHATI



IIT KANPUR



IIT KHARAGPUR



IIT MADRAS



IIT ROORKEE



IISC BANGALORE

A Joint Initiative of the IITs and IISc

## Accessing NPTEL : Institutions, Individuals



## MOOCs Model

- Free course material
- \$10 fee for certification  
(exams offered nationwide on weekends)
- Google Course Builder
- Use of NPTEL OERs
- Industry mentors
- Technology-based proctoring/authentication
- Job recruitment opportunities

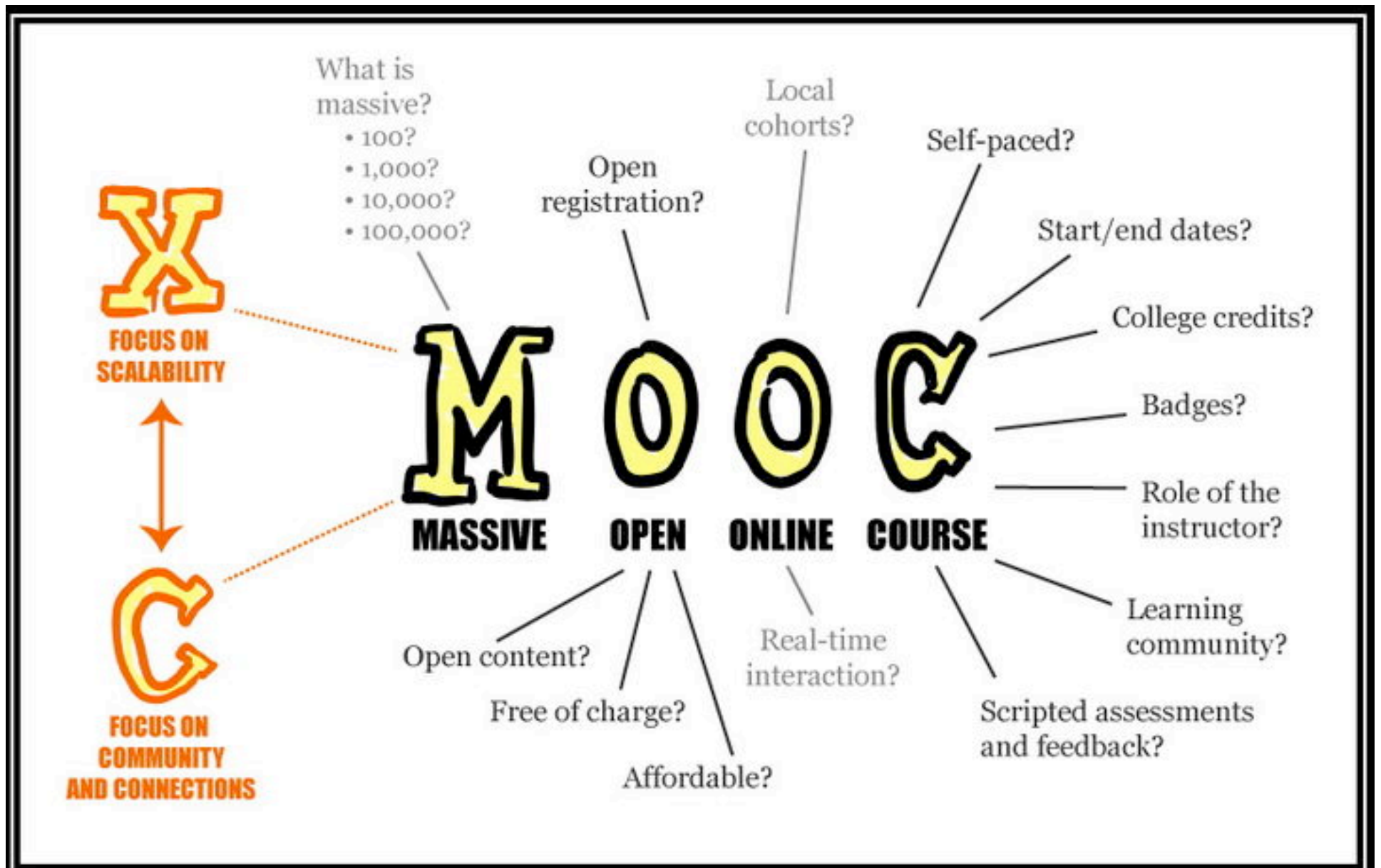
# MOOC Initiatives

- Futurelearn (UK)
- IITs (India)
- **OpenupEd (Europe)**

# Welcome



- Partners in 11 countries from the UK to Israel and Turkey
- Some 60 courses in 12 languages (including Gaelic)



M O O C – Every letter is negotiable!

# Plan

- Technology cycles
- The MOOCs boom
- **Myths, paradoxes, revisited**

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



# MOOCs Myths

- **University brand is a surrogate for teaching quality**

# MOOCs Myths

- University brand is a surrogate for teaching quality
- **A 'quality' course can have 95% drop-out**

# MOOCs Myths

- University brand is a surrogate for teaching quality
- A 'quality' course can have 95% drop-out
- **This is a new pedagogy**



Tony Bates

‘a very old and outdated behaviorist pedagogy, relying primarily on information transmission, computer-marked assignments and peer assessment’

# MOOCs Myths

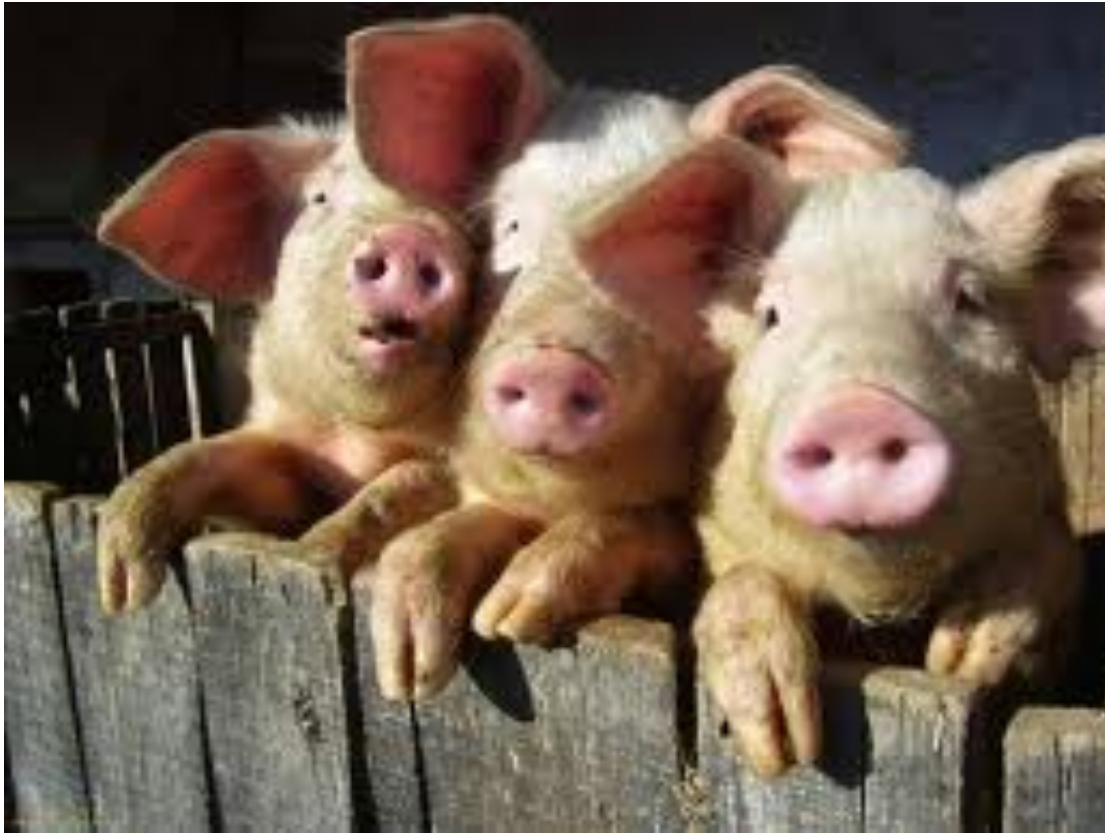
- University brand is a surrogate for teaching quality
- A 'quality' course can have 95% drop-out
- This is a new pedagogy
- **This is the answer to HE expansion in developing countries**



Stampede at the University of  
Johannesburg

# MOOCs Paradoxes

- Passing the same course gets you credit on campus and a certificate off campus.
- The admissions process, not performance, determines whether you can get a degree



Good little piggies in  
make good bacon out!

Dan Coldeway



# MOOCs Possibilities

- A new emphasis on teaching quality in universities where it was not a priority
- Transparency is healthy – what was closed is now open
- Institutions may clarify their missions
- Cut the outsize costs of higher education!

Possibility

Myth



Paradox

The MOOC Maze



# A Guide to Quality In Online Learning

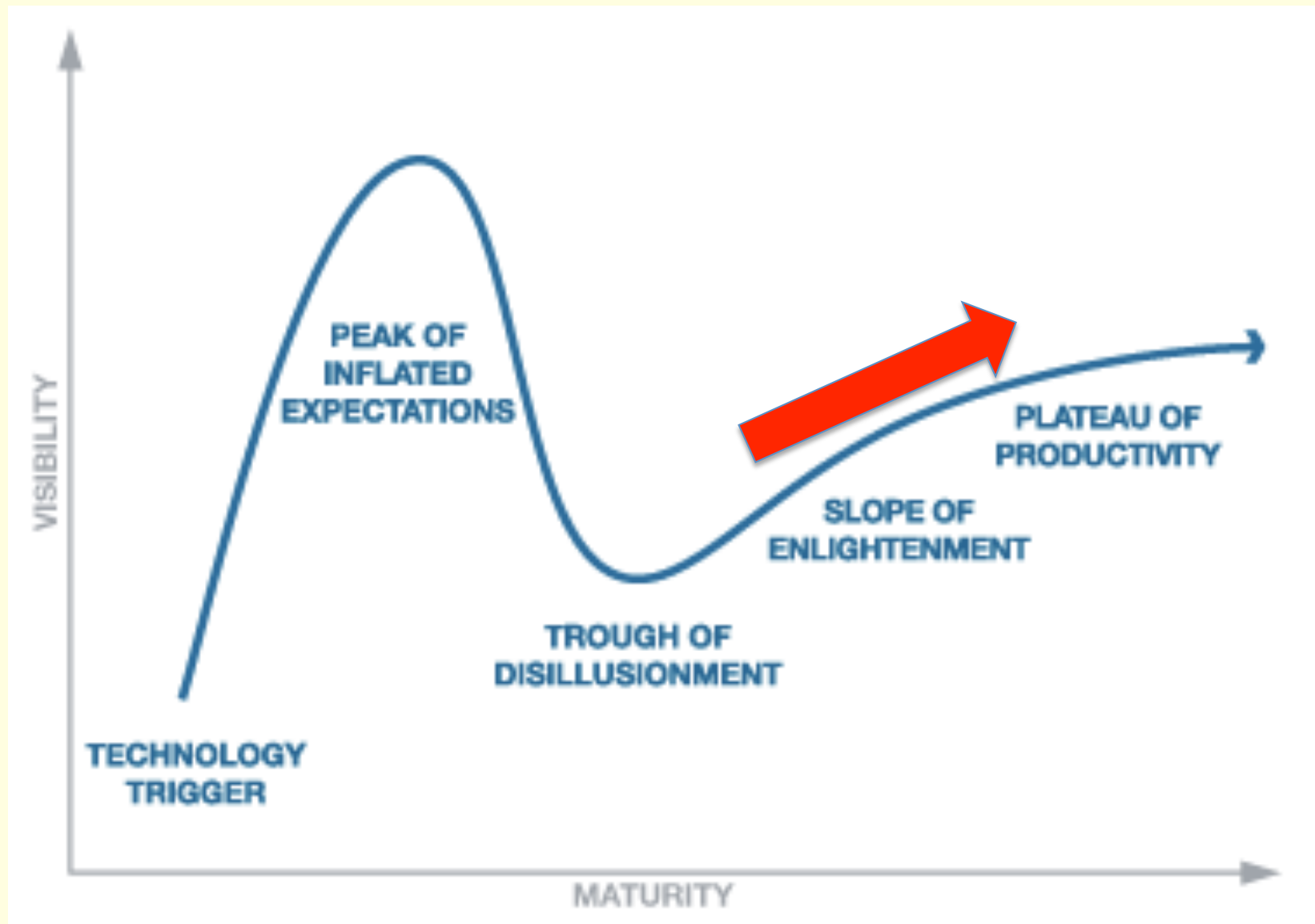
Authors:

Neil Butcher & Merridy Wilson-Strydom



Editors:

Stamenka Uvalić-Trumbić & Sir John Daniel



You will likely need a partner!



# ACADEMIC PARTNERSHIPS™

## Academic Partnerships

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



# Randy Best

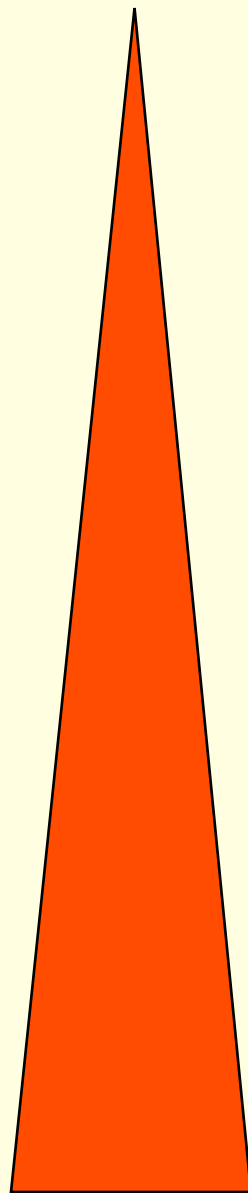


- Access
- Quality
- Scale
- Lower cost to students
- Good success rates
- Low dropout rates

**ACCESS**

**QUALITY**

**COST**





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™

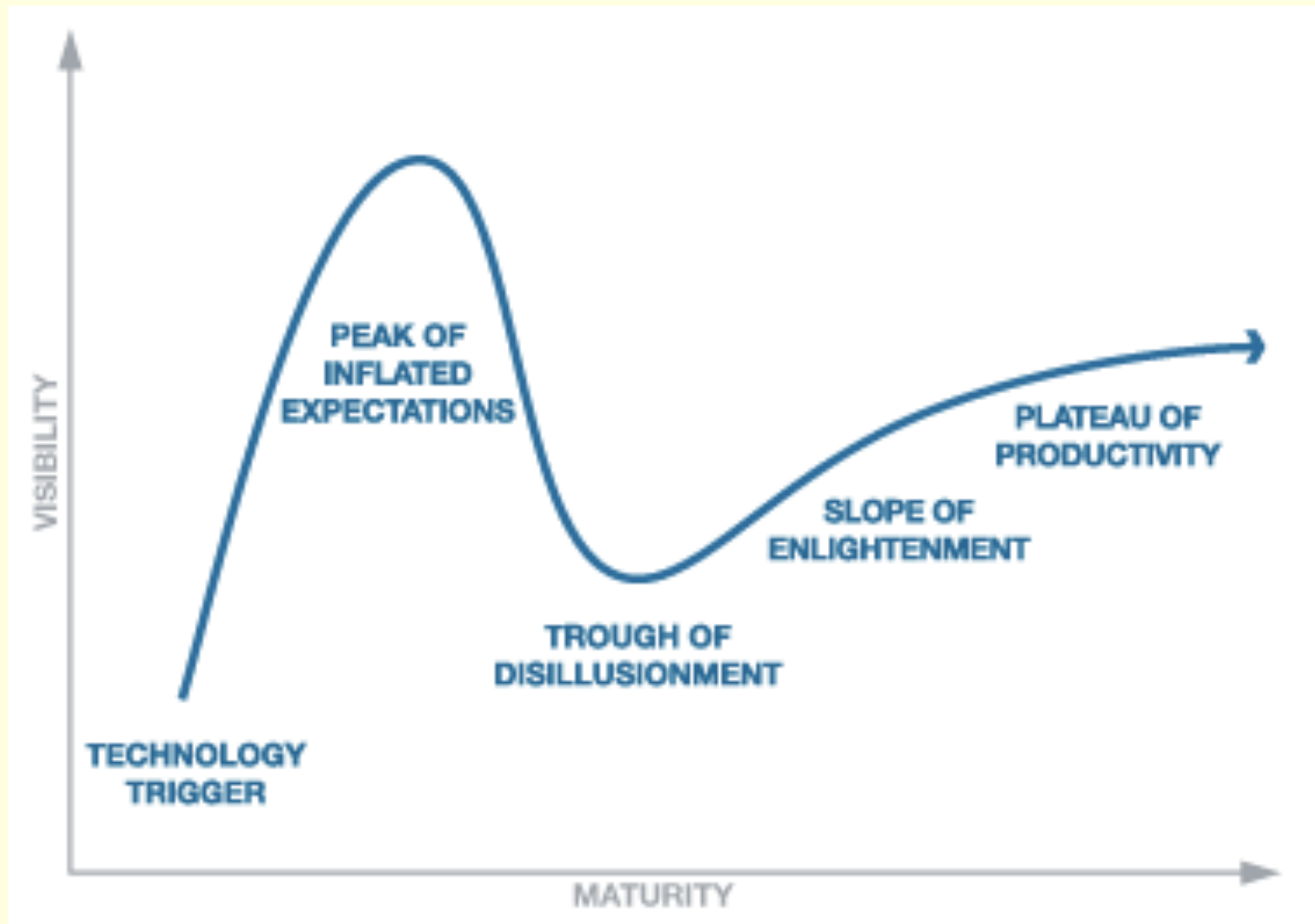
## Possible Services

- Course conversion
- Technology platform
- Student recruitment
- Organisation of student support



Where are  
MOOCs  
taking Higher Education?





The Gartner Technology Hype Cycle



THANK YOU

For text and slides:  
[www.sirjohn.ca](http://www.sirjohn.ca)