



# EC-TEL 2013

EIGHTH EUROPEAN CONFERENCE ON TECHNOLOGY ENHANCED LEARNING

SCALING UP LEARNING FOR SUSTAINED IMPACT

Paphos (Cyprus), 17 - 21 September 2013





Sir John Daniel  
&  
Stamenka Uvalić-Trumbić



*Making Sense of MOOCs:*

*The Evolution of Online Learning in Higher Education*

Sir John Daniel  
&  
Stamenka Uvalić-Trumbić

# PLAN

- Evolution of methods
- Greater choice of materials
- Quality in online learning





Saint Paul comes to Cyprus



St. Paul's letters to young churches



**The Early Church**

Legend:  
 — Modern boundaries  
 - - - Disputed boundaries

Scale: 0 to 200 miles

North Arrow: NORTH

Key Locations and Events:

- Rome:** Paul under house arrest, Three Taverns, Forum on the Appian Way, Puteoli
- Thrace:** Lydia, fortune-teller and jailer converted
- Philippi:** Lydia, fortune-teller and jailer converted
- Neapolis:** Lydia, fortune-teller and jailer converted
- Thessalonica:** Lydia, fortune-teller and jailer converted
- Amphipolis:** Lydia, fortune-teller and jailer converted
- Beroea:** Lydia, fortune-teller and jailer converted
- Apollonia:** Lydia, fortune-teller and jailer converted
- Troas:** Man of Macedonia vision, Eutychus resurrected
- Assos:** Man of Macedonia vision, Eutychus resurrected
- Pergamos:** Man of Macedonia vision, Eutychus resurrected
- Thyatira:** Man of Macedonia vision, Eutychus resurrected
- Sardis:** Man of Macedonia vision, Eutychus resurrected
- Philadelphia:** Man of Macedonia vision, Eutychus resurrected
- Laodicea:** Man of Macedonia vision, Eutychus resurrected
- Colosse:** Man of Macedonia vision, Eutychus resurrected
- Ephesus:** Man of Macedonia vision, Eutychus resurrected
- Smyrna:** Man of Macedonia vision, Eutychus resurrected
- Miletus:** Man of Macedonia vision, Eutychus resurrected
- Patmos:** Man of Macedonia vision, Eutychus resurrected
- Cos:** Man of Macedonia vision, Eutychus resurrected
- Cnidus:** Man of Macedonia vision, Eutychus resurrected
- Patara:** Man of Macedonia vision, Eutychus resurrected
- Myra:** Man of Macedonia vision, Eutychus resurrected
- Attalia:** Man of Macedonia vision, Eutychus resurrected
- Perga:** Man of Macedonia vision, Eutychus resurrected
- Lystra:** Cripple healed, Paul stoned
- Derbe:** Cripple healed, Paul stoned
- Tarsus:** Cripple healed, Paul stoned
- Seleucia:** Cripple healed, Paul stoned
- Antioch:** Disciples first called Christians, Missionary journeys begin
- Salamis:** Barnabas and John Mark minister
- Paphos:** Governor converted, Bar-Jesus blinded
- Sidon:** Governor converted, Bar-Jesus blinded
- Tyre:** Governor converted, Bar-Jesus blinded
- Ptolemais:** Governor converted, Bar-Jesus blinded
- Caesarea:** Governor converted, Bar-Jesus blinded
- Joppa:** Governor converted, Bar-Jesus blinded
- Lydda:** Governor converted, Bar-Jesus blinded
- Gaza:** Governor converted, Bar-Jesus blinded
- Jerusalem:** Early church headquarters, Paul arrested, tried before Jewish Council, Paul trained 2 years
- Damascus:** Paul converted
- Samarita:** Miracle and conversions through Philip
- Galilee:** Miracle and conversions through Philip
- Caesarea:** Cornelius converted, Spirit descends on Gentiles, Agabus predicts Paul's arrest, Paul tried by Felix, Festus, and Agrippa
- Lydda:** Peter raises Dorcas from dead, Peter's vision
- Gaza:** Aeneas healed of palsy
- Ethiopian:** Ethiopian converted







Church Antioch









St. Paul's Cathedral, London





Peacock mosaic – Paphos  
2<sup>nd</sup> century AD



St. Paul's letters to young churches





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

IMPRESSIO LIBRORVM.

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

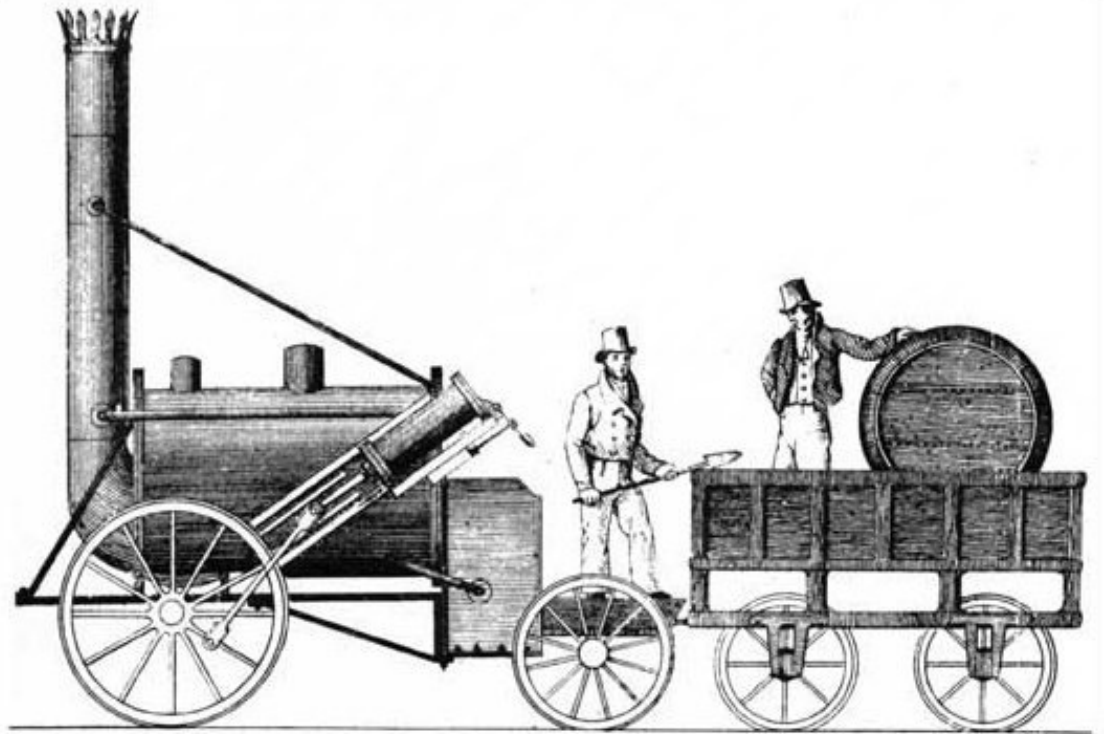




# Marshall McLuhan



‘The medium is the message’



Railways





# Postal systems



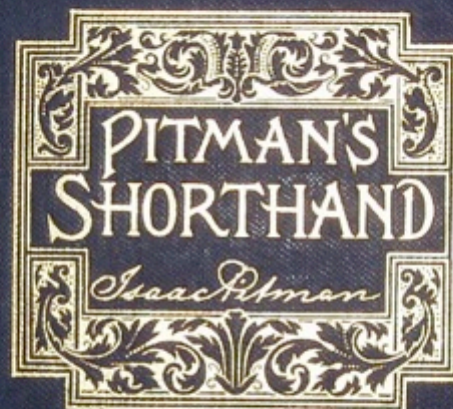


Printing & Post  
 =  
 Correspondence  
 education





# SHORT COURSE





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. Dordrecht. 1611. 1612. 1613.

IMPRESSIO LIBRORVM.

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



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



- **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	<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 OU top for student satisfaction**



The Open University

## OUR MISSION

1970s



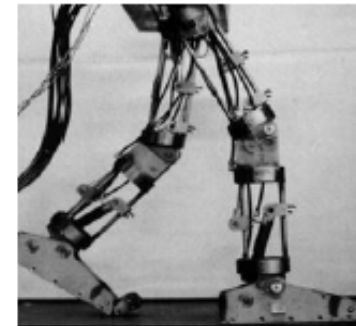
**People**



**Places**

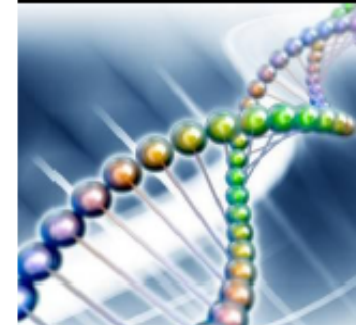


**Methods**



**Ideas**

2010s

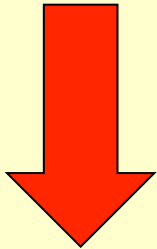






## OUR MISSION

1970s



2010s



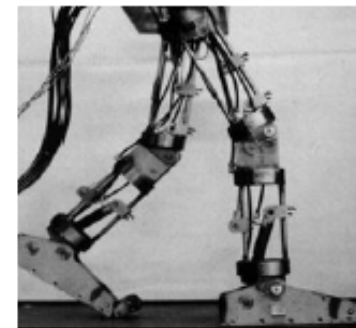
**People**



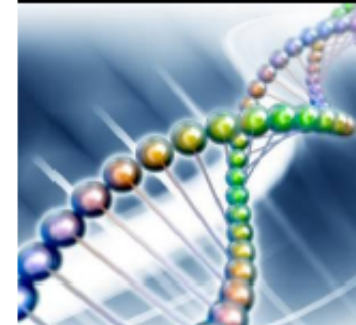
**Places**



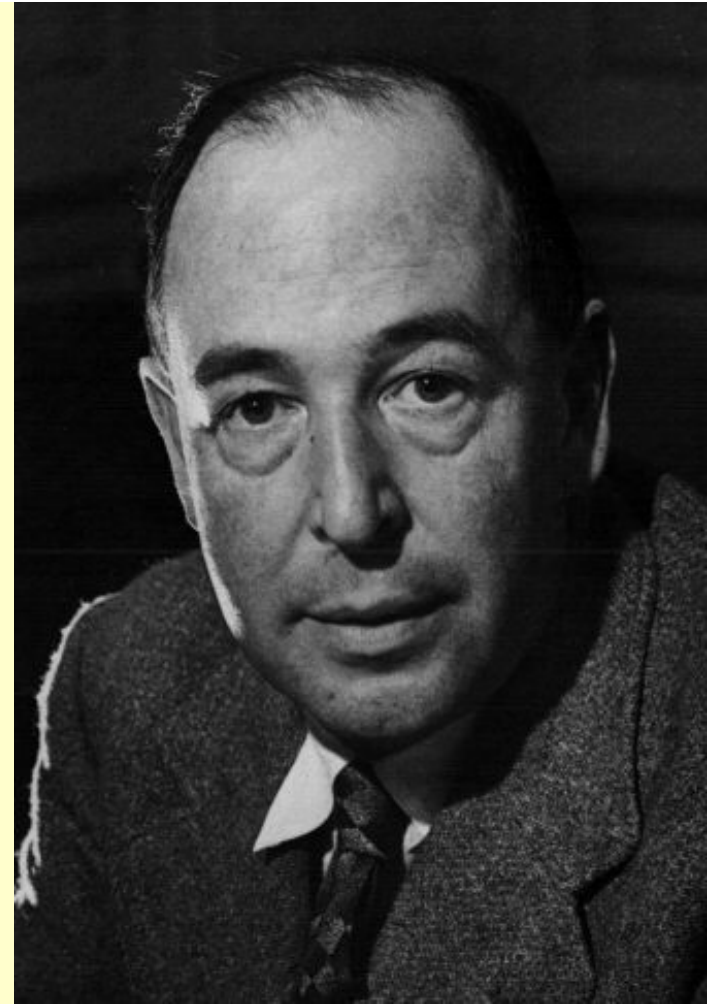
**Methods**



**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

# The Open University on iTunes U

[Home](#)[Getting started](#)[Top downloads](#) ↓[Subjects](#)[OU on iTunes U](#)

## Top downloads

**1**

### 1. Creative Writing

The tracks on this album offer an invaluable insight into a wide range of techniques and practices surrounding Creative Writing. Writers as diverse as...

**2**

### 2. What do genes do? (eBook)

This unit explores how information contained in DNA is used, explaining the flow of information from DNA to RNA to protein. Also introduced are the co...

**3**

### 3. Cognitive Psychology

The consciousness of the human mind has long been a topic of fascination and curiosity amongst writers, artists and psychologists, from Carl Jung and ...



### 4. Portales: beginners' Spanish

This series of clips covers a variety of issues about Spanish culture and society. Material is taken from The Open University Course L194 Portales: b...



### 5. Addiction and neural ageing (eBook)

This unit looks at two topics that are of immense worldwide social, economic, ethical, and political importance – 'addiction' and ...



### 6. Fossil Detectives

This event took place on 21st October 2008 and was hosted by Hermione Cockburn, presenter of the brand-new OU/BBC series Fossil Detectives. Hermione, ...

# Largest player on iTunesU



# Easier access to content

- Student designed courses
- Open content
- MOOCs

# Easier access to content

- Student designed 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’

# Easier access to content

- Student designed courses
- Open content

# THE TREND TOWARDS OPENNESS

- Open Source Software



- Open Access to Research



- Open Educational Resources





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

**WE'RE**

**OPEN**



## **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



Open  
Educational  
Resources

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

# 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












**Ernest L. Boyer**

**‘My Degree, My Way’**



A partnership of like-minded institutions committed to creating pathways for OER learners to gain academic credit through the formal education system

## Founding anchor partners

-  Athabasca University
-  BAOU [↗](#) (Gujarat's open university)
-  Empire State College (SUNY)
-  Nelson Marlborough Institute of Technology [↗](#)
-  NorthTec [↗](#)  Open Polytechnic [↗](#)
-  Otago Polytechnic  Southern New Hampshire University [↗](#)
-  Thompson Rivers University [↗](#)  University of Canterbury [↗](#)
-  University of South Africa [↗](#)
-  University of Southern Queensland
-  University of Wollongong [↗](#)
-  OER Foundation (non-teaching)
-  BCcampus (non-teaching)



## Anchor partners

-  [Excelsior College](#)  [Kwantlen Polytechnic University](#)
-  [Open University of Catalonia](#)
-  [Thomas Edison State College](#)
-  [Unitec Institute of Technology](#)
-  [University of Glamorgan](#)
-  [University of the South Pacific](#)  [Wintec](#)
-  [Institute of Technology Sligo](#)
-  [S.N.D.T. Women's University](#)  [Ako Aotearoa](#)

## Sponsors

-  [Commonwealth of Learning](#)
-  [UNESCO, Pacific States](#)

# Easier access to content

- Student designed courses
- Open content
- MOOCs



“What’s a mook?”  
(*Mean Streets* – Scorsese 1973)

# What is a MOOC?

Massive Open Online Course

(Cours de masse ouverts et en ligne)





The herd instinct to Mooc!

**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'**

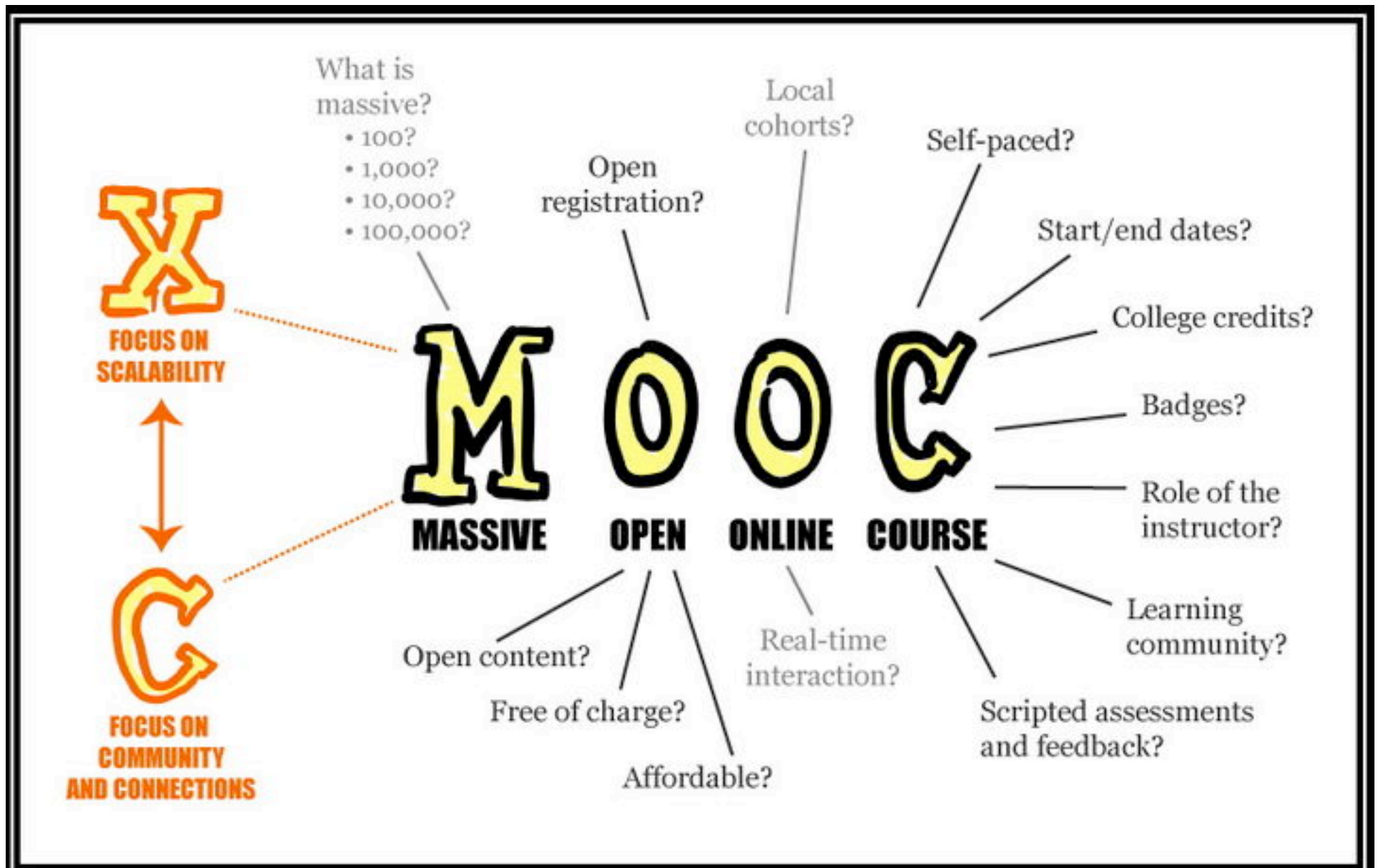


**We Shouldn't Talk MOOCs as Meritocracies**

September 1, 2012 by [Mike Caulfield](#)

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





M O O C – Every letter is negotiable!



# 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



Korea National Open University



# Making Sense of MOOCs:

## Musings in a Maze of Myth, Paradox and Possibility







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



“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 =  $< 5\%$





Anant Agrawal

Exam = 'very hard'  
Attrition high but "if you look at the number  
in absolute terms, it's as many as might  
take the course in 40 years at MIT"



Course x6002 *Circuits and Electronics*

155,000 registrations

7157 passed =  $< 5\%$

340 had perfect score

(including a 15-year-old Mongolian)





Very high drop out rates in  
all MOOCs



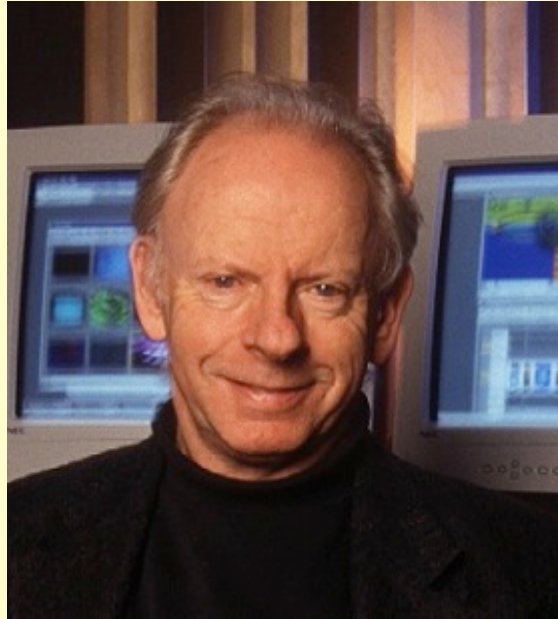
‘it seems pretty obvious that no one who had any working knowledge of research in pedagogy was deeply involved in the creation of the course’





# Massive Open Online Course

No business model for  
universities offering them!



# Tony Bates

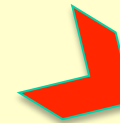
,

‘A shake-out in MOOCs in 2014  
as the evaluation results start to  
come in’

MOOCs



Where to ?





# MOOCs

## Good news:

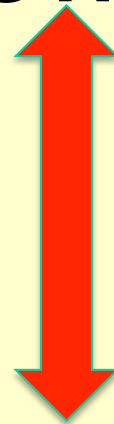
- Greater public awareness of online
- Elite universities 'at a distance'
- Possible new pedagogy

## Bad news:

- High drop out
- No credit
- No revenue

# THE FUNDAMENTAL TENSION

open offerings

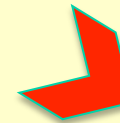


restrictive recruitment

MOOCs



Where to ?

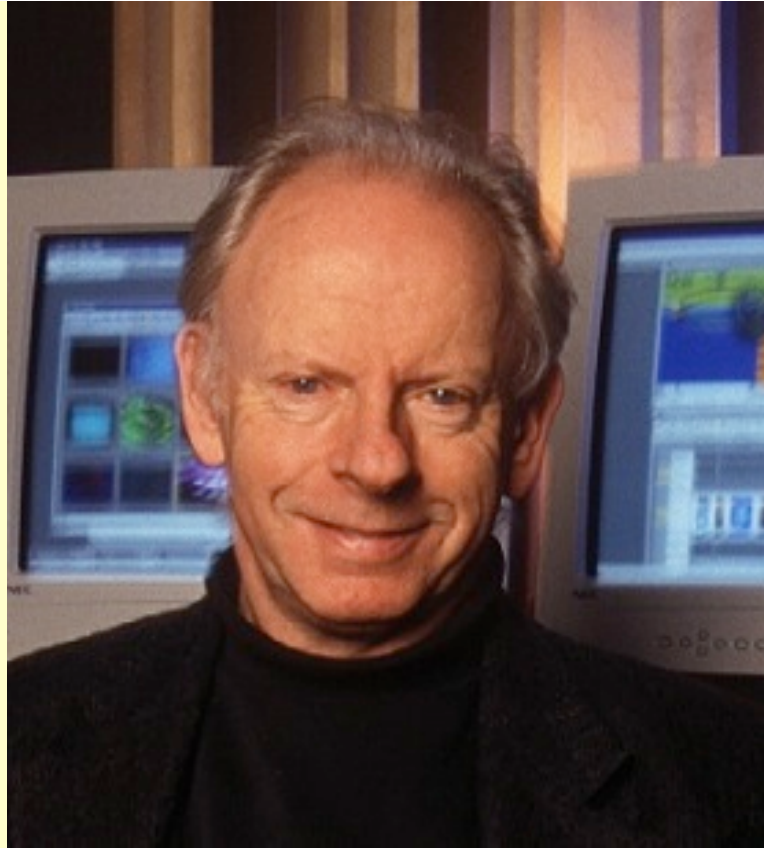


See

MOOCs

As a precursor to the  
offering of regular credit  
programmes online!





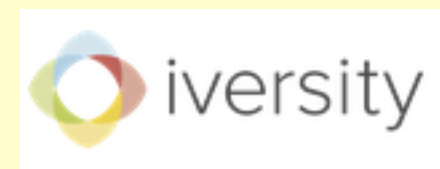
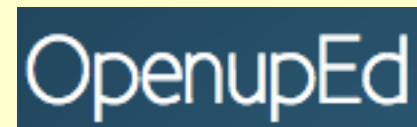
Professor Tony Bates  
"2012 Outlook for Online Learning and  
Distance Education"

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



# United States

‘over 80% of US students are expected to be taking courses online in 2014, up from 44% in 2009.’



NPTEL

E-LEARNING COURSES FROM THE IITS & IISC



MOOCs ventures outside North America

**Q:** How can the MOOCs experience stimulate the expansion of regular teaching online?

**A:** If institutions develop policies for online teaching and execute them determinedly.





**coursera**

 **Future  
Learn**

The Future Learn logo is set against a pink-to-red gradient rectangular background. It consists of a white icon on the left, which is a stylized staircase or a series of three connected 'L' shapes, followed by the words 'Future' and 'Learn' stacked vertically in a white sans-serif font.



# 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”.

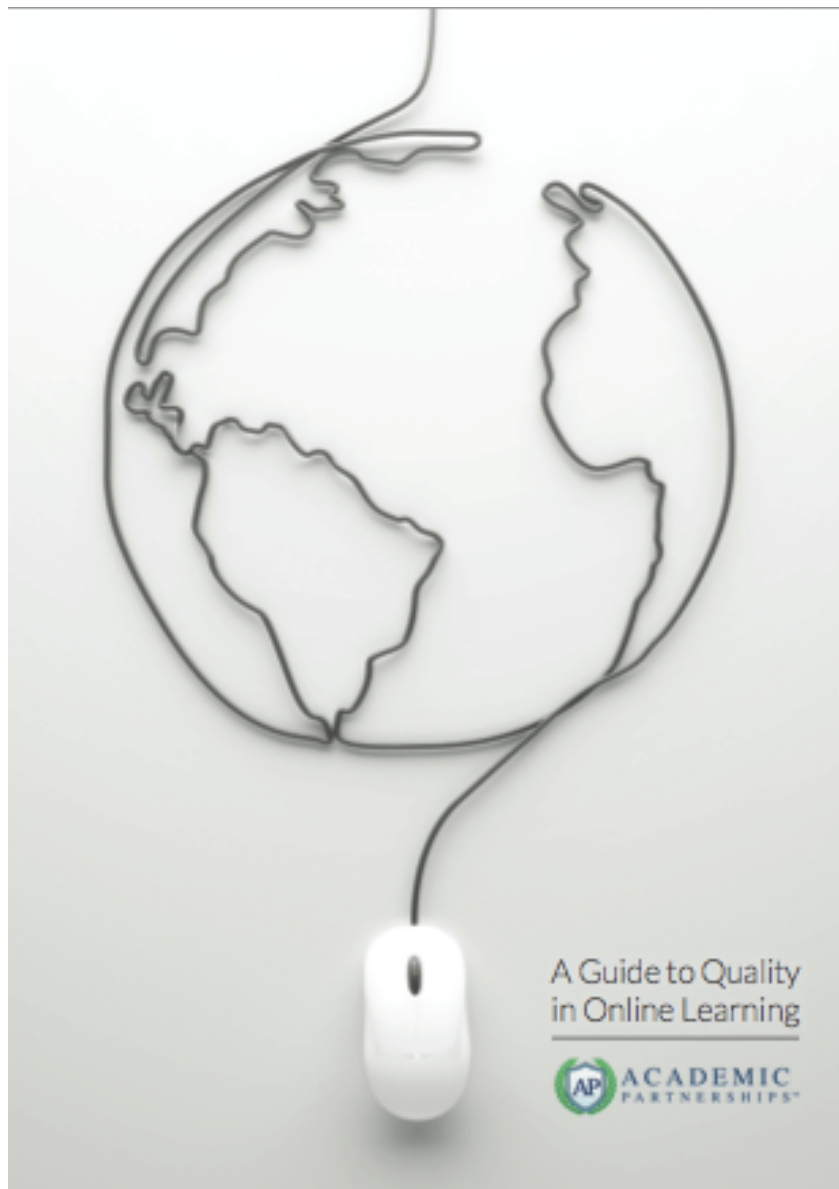


ACADEMIC  
PARTNERSHIPS™

Focus on:

- Quality
- Viability





# A Guide to Quality In Online Learning

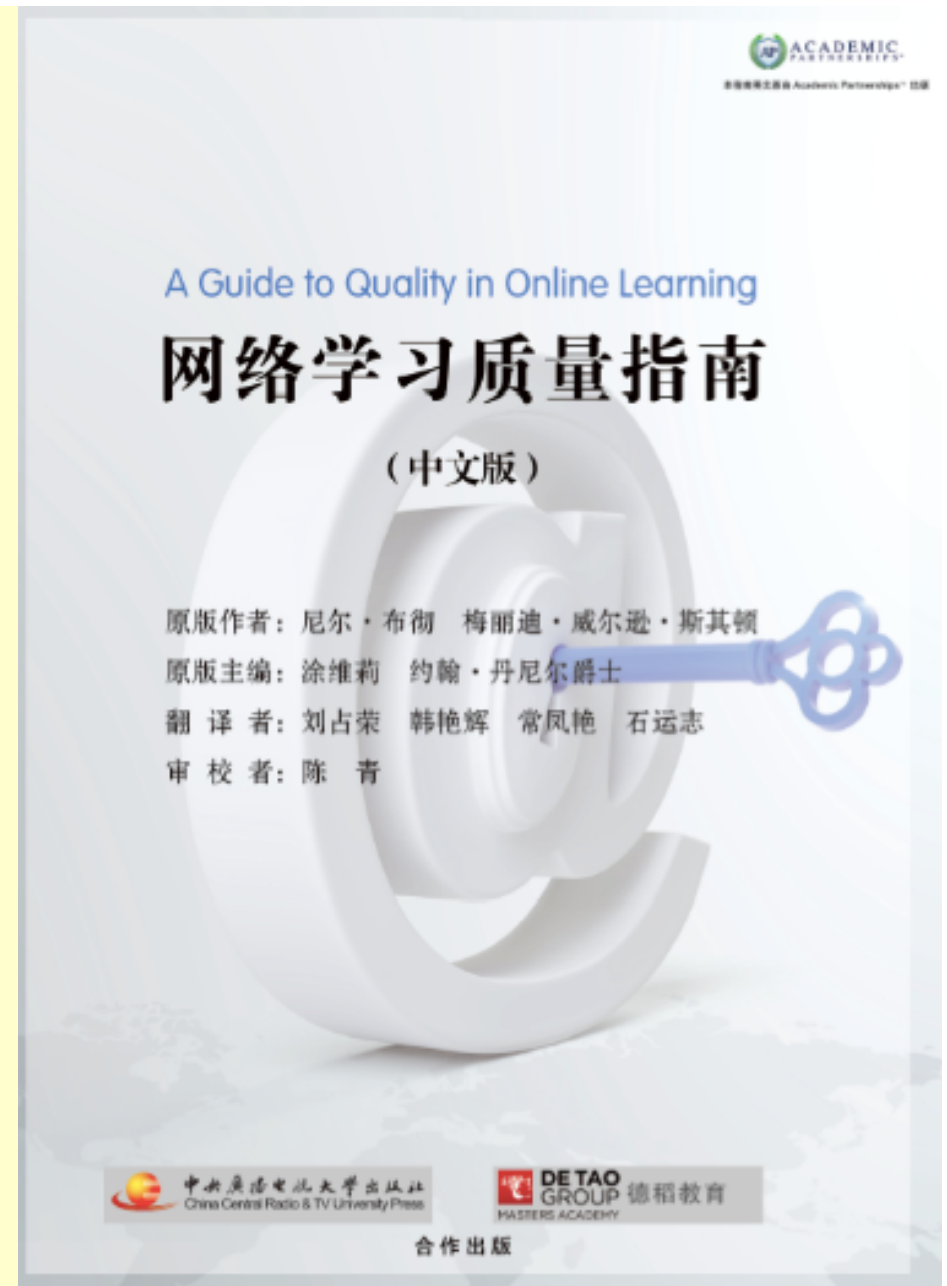
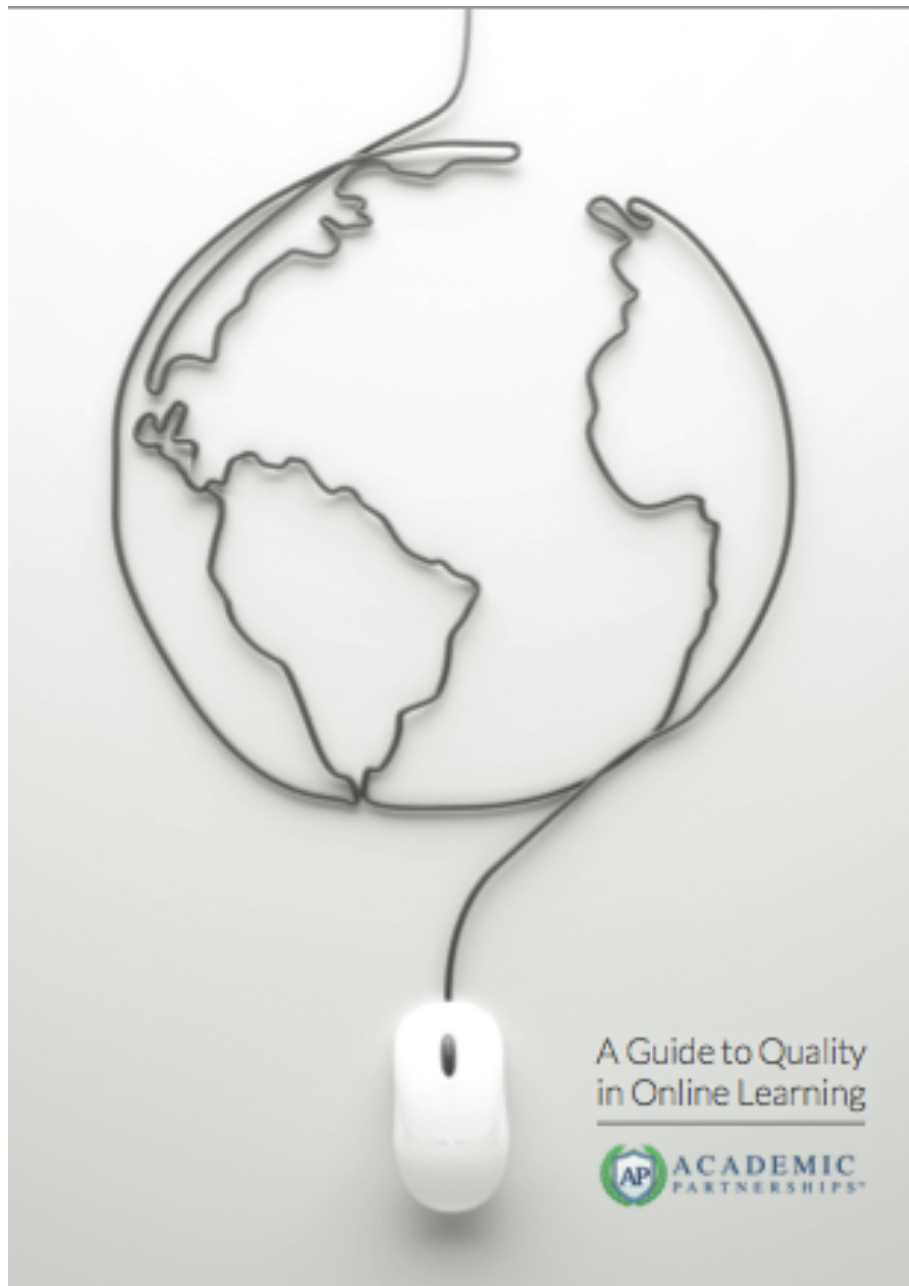
Authors:

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





# THANK YOU

Stamenka Uvalić-Trumbić & Sir John Daniel

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