


MOOCs, Motivation, and the Mass Movement toward Open Education
Part I. Past Year Recap of MOOC and MOOC Leadership

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<http://mypage.iu.edu/~cjbok/>



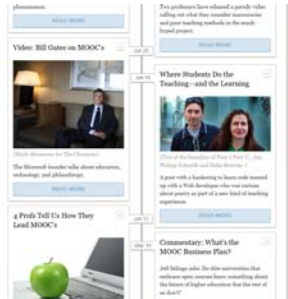
June 25, 2012
Massive Open Online Courses (MOOCs)
A Conversation With Bill Gates About the Future of Higher Education, Chronicle of HE, Jeffrey R. Young
http://chronicle.com/article/A-Conversation-With-Bill-Gates/1323917c0d-01&utm_source=stadium_medium=em

On the Meaning of MOOC's





Q. You have been interested in education for quite a while. I was looking back at your 1995 book, *The Road Ahead*, and you laid out a vision of education and how it could be transformed with technology. It seems like some of that vision is still only just emerging, so many years later. Did it take longer than you thought it would?

August 20, 2012
MOOC Timeline: What You Need to Know About MOOC's, Chronicle of Higher Education
http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/1334757f0d-01&utm_source=stadium_medium=em



August 31, 2012
Newt and the MOOC
Inside Higher Ed, Paul Fain
<http://www.insidehighered.com/news/2012/08/31/newt-runs-kaplan-platform-gop-convention>



September 23, 2012
MOOCs – The revolution has begun, says Moody's
<http://www.universityworldnews.com/article.php?story=20120920124146236>

University World News 

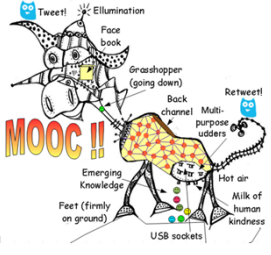
24 September 2012 Register to receive our free newsletter by email each week [SEARCH](#) [Advanced Search](#)

UNITED STATES
MOOCs – The revolution has begun, says Moody's
 Sarah King Head 23 September 2012 Issue No:240

A new report by Moody's Investors Service suggests that while MOOCs' exploitation of expanded collaborative networks and technological innovation will benefit higher education in the United States as a whole, their long-term effect on the for-profit sector and smaller not-for-profit institutions could be damaging.

MOOCs – massive open online courses – have garnered considerable attention since Stanford University's artificial

What is a MOOC?




What is a MOOC?

Gordon Lockhart, iBerry, <http://iberry.com/>
<http://go55.wordpress.com/2011/03/08/ask-11-what-is-mooc-coming-to-education/>


Poll #1:
Have you participated in a MOOC before?

A. Yes
B. No



MOOC Leadership Principle #1:
Be First!

June 21, 2011 (and February 16, 2012)
Ray Schroeder, U of Illinois at Springfield
<http://breeze.iu.edu/p94lec5su62/>




August 2, 2011
Stanford U. Offers Free Online Course in Artificial Intelligence (over 160,000 enroll, 23,000 complete, and 238 perfect scores; <http://www.ai-class.com/>)



MOOC Leadership Principle #2:
Offer Something Novel or Distinct

September 15, 2011, Stanford Engineering, Everywhere (SEE) <http://see.stanford.edu/>

View lecture videos, access reading lists & course handouts, take quizzes and tests, and communicate with other students.



MOOC Leadership Principle #3:
Define Brand

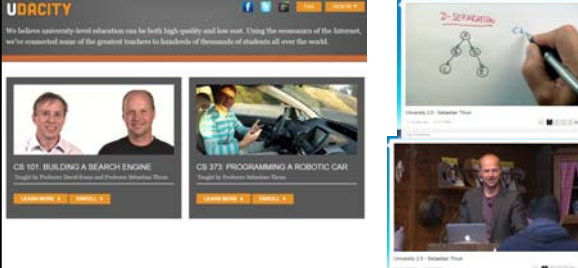
The Floating University
<http://www.floatinguniversity.com/>

What if the world's best thinkers all taught at the same school?



MOOC Leadership Principle #4:
Take Risks

January 23, 2012, Udacity- Sebastian Thrun
<http://www.udacity.com/>



September 6, 2012


MOOC Courses Accepted for Transfer, Chronicle of Higher Education

http://chronicle.com/article/A-First-for-Udacity-a-U.S.-University-Will-Accept-Transfer-Credit-for-One-of-Its-Courses/14192702-udacity-source&utm_medium=referral

September 6, 2012
A First for Udacity: a U.S. University Will Accept Transfer Credit for One of Its Courses
 By Katherine Mangan

A Colorado university is announcing on Thursday that it will give full transfer credit to students who complete a free introductory computer-science course offered by the online-education start-up company Udacity.

The announcement, by Colorado State University's Global Campus, is a milestone for the Stanford University spinoff.



MOOC Leadership Principle #5: Rethink Open Courses, Assessment, Certification, Students, etc.

February 15, 2012

Guess what! You just got into MIT!
<http://www.marketplace.org/shows/marketplace-tech-report>




February 16, 2012

Online Badges and Certifications from OER

<https://sites.google.com/site/opencontinuinged/>

Badges and other alternative certifications

Some sample badges:






How Will Mozilla's Open Badges Project Affect Higher Ed? by Audrey Watters. Hack [Higher] Education - Inside Higher Ed

The Open Badges Project is a recognition that "learning looks very different today than traditionally imagined. Legitimate and interest-driven learning occurs through a multitude of channels outside of formal education, and yet much of that learning does not "count" in today's world. There is to demonstrate that learning and transfer it across contexts or use it for real results," Mozilla's Erin Knight told me in an interview for *O'Reilly*.

MOOC Leadership Principle #6: Inspire Your Team

TED Talk: Salman Khan

Stanford Graduate School of Business, February 21, 2011
<http://www.youtube.com/watch?v=W-vj68HGa5w>
 Let's use video to reinvent education, TED, March 2011
http://www.ted.com/talks/salman_khan_let_s_use_video_to_reinvent_education.html




MOOC Leadership Principle #7: Form Symbiotic Partnerships

April 18, 2012: Coursera

<https://www.coursera.org/>



July 17, 2012 (Expanded Sept 19, 2012)

Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/iva-and-11-others-become-latest-plan-moocs#ixzz20uzDjXeW>

Coursera's Institutional MOOC Partners

- U. of Washington
- U. of Michigan
- U. of Toronto
- U. of California at San Francisco
- U. of Illinois
- Princeton U.
- Stanford U.
- Johns Hopkins School of Public Health
- U. of Virginia
- Duke U.
- Caltech
- Rice U.
- U. of Pennsylvania
- Georgia Tech

Not on Map: École Polytechnique Fédérale de Lausanne (Switzerland), U. of Edinburgh (UK.)
 Source: Coursera
 Designed by Lauren Rouppas

Coursera's Newest Partners:



- Dalhousie College of Music
- Brown University
- Columbia University
- Emory University
- Hebrew University of Jerusalem
- Hong Kong University of Science and Technology
- Mount Sinai School of Medicine
- Ohio State University
- University of British Columbia
- University of California at Irvine
- University of Florida
- University of London
- University of Maryland
- University of Melbourne
- University of Pittsburgh
- Yale University
- Wesleyan University

August 10, 2012

Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed
<http://chronicle.com/blogs/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind38801>

Coursera said that it had students registered in 196 countries. The highest proportions are in the United States (38 percent), Brazil (6 percent), India (5 percent), and China (4 percent).

The breakdown is similar at **Udacity**, which says it has students in 203 countries, with the greatest numbers hailing from the United States (42 percent), India (7 percent), Britain (5 percent), and Germany (4 percent).

April 25, 2012


MIT+K-12 Making Video to Make a Difference
<http://k12videos.mit.edu/>





April 27, 2012

Introduction to Blackboard/CourseSites MOOC, With Dr. Curt Bonk: "Instructional Ideas and Technology Tools for Online Success" (4,039 now enrolled)
<http://www.youtube.com/watch?v=RBNe8CUEPTQ&feature=youtu.be>




May 2, 2012

MIT and Harvard announce edX
<http://www.edxonline.org/about.html>
EdX: The Future of Online Education is Now
<http://www.youtube.com/watch?v=SA6ELdIRkRU>




July 24, 2012

UC Berkeley latest to join edx program, Charlie Osborne, ZDNet,
<http://chronicle.com/blogs/wiredcampus/uc-berkeley-latest-to-join-edx-program-70000146/>
<http://www.zdnet.com/uc-berkeley-latest-to-join-edx-program-70000146/>



MOOC Leadership Principle #8: Offer Incentives

May 20, 2012


Udemy: <http://www.udemy.com/>



MOOC Leadership Principle #9: Collect Testimonials

June 11, 2012
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

June 11, 2012
4 Professors Discuss Teaching Free Online Courses for Thousands of Students
 By Jeffrey A. Young



Reworking a Course Into an Online Format: 'Sort of Like Moving'
 Peter Struck: Associate professor of classical studies, University of Pennsylvania, teaching via Coursera
 "You find things in the version of the course you know well and"

July 26, 2012

An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young
<http://chronicle.com/article/Multimedia/Why-Do-Students/133162/>



Kimberly Spillman, 38, San Diego
 "I was socializing with students way more than I ever had. We'd hang out in the pub."
Charles Clark, 59, Washington, D.C.
 "I could have bought a book, but I think having a fixed deadline has a lot of value."
Yichuan Cao, 23, Mountain View, Calif.
 "I probably wouldn't put that on my resume, but I would say I know how to do it."
Amy Tam, 42, Sunnyvale, Calif.
 "What I am hoping for is, if there are questions, the local study group will help."

October 1, 2012: MOOC Student


4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



Joe Alfonso, a financial adviser from Oregon, is taking the online finance course as a "refresher."

October 1, 2012: MOOC Students

4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



Krissa Swain, of Knoxville, Tenn., is taking "Operations Management" online to help develop her management skills.

October 1, 2012: MOOC Students

4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



Rajeev Bajpai, an airline pilot based in Mumbai, took an online computer-science course to gain programming skills.

MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals

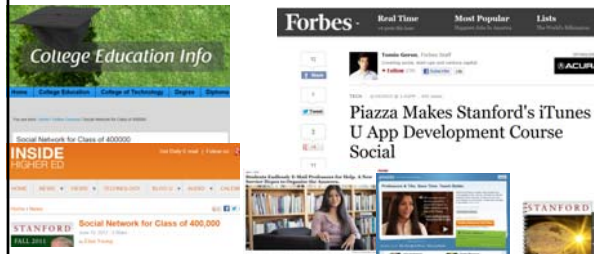
June 18, 2012
http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html



Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever.
 by Mark Orlitzky | June 18, 2012, 10:00 AM EDT

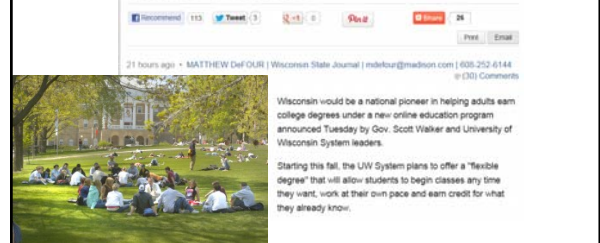
STATISTICS
 DATA DECISIONS

**MOOC Leadership Principle #11:
Use Free Resources**
June 19, 2012
Piazza in Stanford Class of 400,000



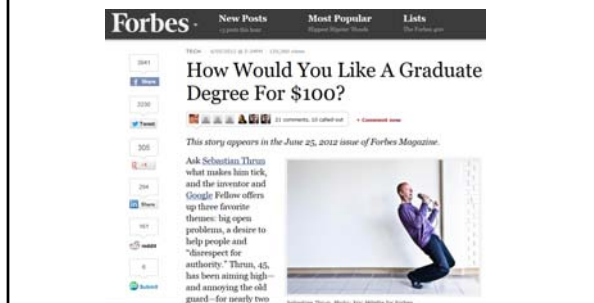
**MOOC Leadership Principle #12:
Create New Programs**
June 19, 2012

UW System to offer new 'flexible degree' program



**MOOC Leadership Principle #13:
Generate Media Attention**
June 25, 2012

<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



**Daphne Koller: What we're learning from online education, TED Talk, June 2012
(post August, 2012)**

http://www.ted.com/talks/daphne_koller_what_we_re_learning_from_online_education.html



July 29, 2012
An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young

http://chronicle.com/article/Coursera-Throws-a-Meaty-133227?cid=atium_source-atium_medium=em



Online Education Grows Up, And For Now, It's Free, NPR Staff, October 6, 2012

<http://www.npr.org/2012/09/30/162053227/online-education-grows-up-and-for-now-its-free>
<http://www.npr.org/player/62/mediaPlayer.html?action=1&t=1&list=1&file&id=162053227&m=162053877>



MOOC Leadership Principle #14: Build on Strengths and Niche Areas

July 2, 2012
<http://lifehacker.com/5922804/sign-up-for-googles-power-searching-online-course-to-boost-your-google-fu>

Power Searching with Google
...a short course on becoming a great internet searcher
Google Search makes it simple to find information. Come learn about the search advanced from an instructor in his own class for his own classroom.

Course Details
Power Searching with Google is a free online, community-based course showing search techniques and how to use them to solve real, everyday problems. It includes:
• 10 15-minute classes

Ready to get started?
• Registration is open from June 26, 2012 to July 16, 2012. We recommend that you register before the first class is released on July 16, 2012.
• New classes will become available Tuesday, Wednesday, and Thursday starting on July 16, 2012 and ending on July 19, 2012.

July 23, 2012

Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...

<https://www.coursera.org/#course/insidetheinternet>

Internet History, Technology, and Security
Charles Severance

What is the Internet? How was it created? How does it work?

Alan Turing and Bletchley Park

- The secret code breaking effort
- Turing's role in the post-war effort
- Turing's Personal Computer
- Turing's Personal Computer

Fall 2012 (Paul Kim: Oct 15, 2012)

Stanford Venture Lab (MOOCs)

<http://venturelab.stanford.edu/>
<http://venture-lab.org/education>

Venture Lab

A Crash Course on Creativity
This leading Executive Director, Stanford Technology Ventures Program

Finance
Key Director, Associate Professor, Management Science & Engineering

Designing A New Learning Environment
Paul Kim, Chief Technology Officer and Associate Dean, School of Engineering

Stanford ONLINE
Designing A New Learning Environment
Stanford University
Chief Technology Officer and Associate Dean, School of Engineering
Starting Fall 2012

MOOC Leadership Principle #15: Do Not Make Rash Decisions

July 17, 2012
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office

By Jack Stripling

Teresa A. Sullivan will resign as the University of Virginia's president after just two years in office, the university said. Ms. Sullivan announced on Sunday. While neither gave a specific reason, both alluded to significant disagreements between Ms. Sullivan and the Board of Visitors about how best to position the historic institution for success in the 21st century.

In a brief statement, Ms. Sullivan, who will resign effective August 12, cited an unresolvable "philosophical difference of opinions" with the board. While her listing as the university's first female president was greeted with much fanfare in 2010, the board expressed an impatience for institutional transformation that has, by its members' accounts, yet to occur.

MOOC Leadership Principle #16: Be Proactive in Addressing Concerns

August 16, 2012
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses

By Jeffrey R. Young

Students taking free online courses offered by the startup company Coursera have reported dozens of incidents of plagiarism, even though the courses bear no academic credit. This week a professor leading one of the so-called Massive Open Online Courses posted a plea to his 39,000 students to stop plagiarizing, and Coursera's leaders say they will review the issue and consider adding plagiarism-detection software in the future.

In recent weeks, students in at least three Coursera humanities courses have complained

Eric S. Rubin, a U. of Michigan professor who also teaches a free online class for Coursera. "An accusation of plagiarism is a deeply serious act and should be made only with concrete evidence behind it."

August 24, 2012,

Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism, Chronicle of Higher Education, Jeffrey R. Young

http://chronicle.com/article/What-You-Need-to-Know-About/134757?cid=astum_source=astum_medium

Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism

August 24, 2012, 2:31 pm
By Jeffrey R. Young

Leaders of Coursera, an upstart company offering free online courses by professors at well-known universities, this week added a feature designed to curb incidents of student plagiarism on homework assignments.

Honor Code

September 6, 2012

Pearson Offers 450 Testing Centers in 110 Countries
<http://chronicle.com/blogs/wiredcampus/edx-offers-proctored-exams-for-open-online-course/33656>
<http://www.insidehighered.com/news/2012/09/07/site-based-testing-deals-strengthen-case-granting-credit-mooc-students>

edX Offers Proctored Exams for Open Online Course
 September 6, 2012 3:11 pm
 By Marc Prensky

Students enrolled in a free open online course offered through edX will now have the option of getting their learning validated with a proctored final exam, under a new program announced today.



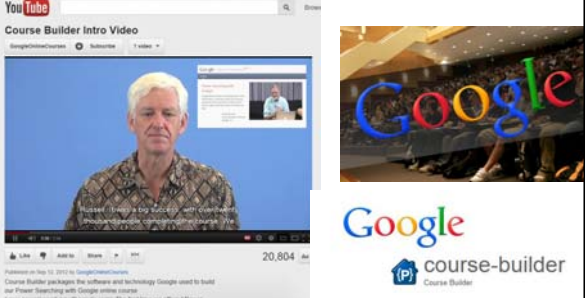
INSIDE HIGHER ED

HOME NEWS VIEWS TECHNOLOGY BLOGS U AUDIO CALENDAR

Home > News

Related Articles **MOOCing On Site**
 September 7, 2012 - 3:05am
 World Education
 University looks to side the


**MOOC Leadership Principle #17:
Give Something Away**
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAYSiCoVnA8



YouTube
 Course Builder Intro Video

Google
 course-builder

**MOOC Leadership Principle #18:
Look Way Ahead**
September 14, 2012
The Next 30 Years, USA Today: No Grades?
<http://www.usatoday.com/video/news/1839139560001>




Video

Sebastian Thrun
 Stanford University Professor, Google VP

The next 30 years

**MOOC Leadership Principle #19:
Expand Markets**
October 1, 2012
<http://chronicle.com/article/Open-Courses-From-America-Find-Eager-Audiences-in-China/134660/>

October 1, 2012
Open Courses From America Find Eager Audiences in China
 By Angela Chen




Shih Kagan, a philosopher at Tsinghua University, who teaches a popular course on death, says he enjoys the e-mails he receives from students who write about his online lecture.

MOOC is a Chinese postdoctoral fellow at the University of Michigan at Ann Arbor, wrote to a Yale University philosophy professor last year with a strange request. Mr. Li had never met the professor, Shihly Kagan, nor had he ever attended Yale.

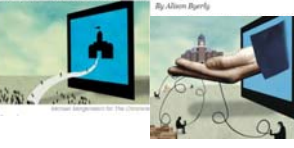
**MOOC Leadership Principle #20:
Ask Questions**
October 1, 2012, Chronicle of HE
<http://chronicle.com/article/Effective-Excitement-About134671/>

October 1, 2012
MOOC Mania
 It's raising big questions about the future of higher education
 By Katherine Mangione




Cathy Davidson, a professor at Duke University and director of the Center for the Study of the History of Ideas, is seen here in a meeting.

September 3, 2012
Before You Jump on the Bandwagon ...
 By Adam Ripstein




More MOOC Leadership Principles:
October 4, 2012, Campus Technology
In Online Learning, Vive L'Evolution
<http://campustechnology.com/articles/2012/10/04/in-online-learning-vive-l-evolution.aspx>

1. Draft Strategic Plan on How Educate
2. Design Institutional Learning and Teaching Model Focused on the Student
3. Create Authentic Assessments
4. Design the Learning Environment
5. Provide Faculty Resources



In Online Learning, Vive L'Evolution
 Despite the hype surrounding the launch of MOOCs and with similar initiatives and for credits have been steadily expanding online learning for years. Post-Secondary leaders in strategy for online courses

TEC-VARIETY and R2D2 Frameworks





Tone/Climate
Encouragement, Feedback
Curiosity


Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products

Poll #2: Are MOOCs creating a revolution in learning today?


A. Yes...
B. No...



Open Educational Resources:
Part II. 20 MOOC Instructor Guidelines
 +
5 Tips for MOOC Students




MOOC Instructor Guide #1.
Plan and Prepare



MOOC Guide #2.
Market the Course
(especially to friends)

MOOC Guide #3.
Offer Multiple Types of
Contact Info



MOOC Guide #4.
Get Help/Assistance



MOOC Guide #5.
Designate Feedback Providers and Tasks



MOOC Guide #6.
Offer Ample Feedback in Week One



MOOC Guide #7.
Use Peer, Machine, Volunteer, and Self-Assessment



MOOC Guide #8.
Gather Geographic Data



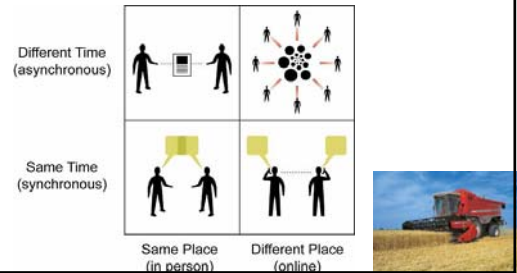
MOOC Guide #9.
Use a Warm and Friendly Tone



MOOC Guide #10.
Form Groups and Social Supports



MOOC Guide #11.
Combine Sync and Async Instruction



MOOC Guide #12.
Arrive Early for Sync Session



MOOC Guide #13.
Allocate Ample Q&A Time During Sync Session



MOOC Guide #14.
Share Resources



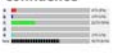

MOOC Guide #15.
Personalize Where Possible!



MOOC Guide #16. Use Polling Questions



Poll #1:
What is your biggest gain from this course?

- A. Online teaching strategies
- B. Online teaching models
- C. Useful resources and tools
- D. New friends and connections
- E. Self-confidence


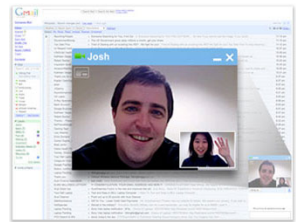



Poll #2:
What time is it there?


- A. Morning
- B. Lunch time
- C. Mid Afternoon
- D. Evening
- E. Late night or early morning

MOOC Guide #17. Check Chat Window for Comments and Questions

MOOC Guide #18. Reflect After Each Session (e.g., Top 3 Activity in Chat Window)




MOOC Guide #19. Offer Weekly Recaps and Updates

Let's
Recap

UPDATE





MOOC Guide #20. Be Willing to Change Midstream



MOOC Student Guidelines 5 Study Tips (from Udacity blog)

1. Do a little bit everyday (chip away)
2. Use supplemental materials
3. Take short notes (hints)
4. Be patient
5. Make friends





Open Educational Resources:
Part III. Type of MOOCs



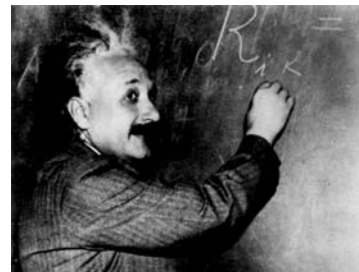
MOOC Type #1.
Alternative Admissions Systems
or Hiring System MOOC



MOOC Type #2.
Just-in-Time Skills and
Competencies MOOC



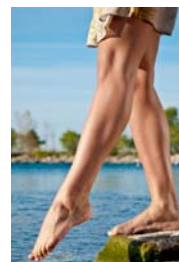
MOOC Type #3.
Theory- or Trend-Driven
MOOC



MOOC Type #4.
Professional Development (PD)
(practical) MOOC




MOOC Type #5.
Loss Leader
(dip toe in water) MOOC



Poll #3:
Which of these MOOCs seem viable to you?


- A. Alternative Admission and Hiring
- B. Just-in-Time Skills and Competencies
- C. Theory or Trend
- D. Professional Development
- E. Loss Leader



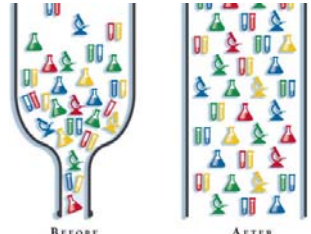
MOOC Type #6.
Bait and Switch MOOC




MOOC Type #7.
Experimental MOOC



MOOC Type #8.
Degree or Program Qualifier or System Bottleneck MOOC



MOOC Type #9.
Personality MOOC




MOOC Type #10.
Name Branding MOOC




**Poll #4:
Which is these MOOCs seem viable to you?**

- A. Bait and Switch
- B. Experimental
- C. Degree Qualifier & System Bottleneck
- D. Personality
- E. Name Branding



**MOOC Type #11.
Goodwill MOOC**



**MOOC Type #12.
Interdisciplinary MOOC**



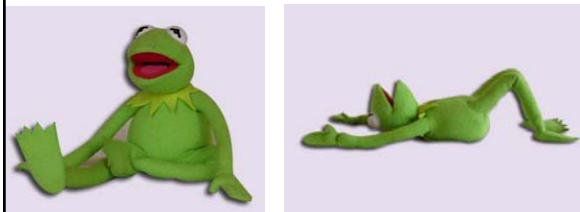
**MOOC Type #13.
Recruiting MOOC
(companies pay for names and contact info of high performers)**



**MOOC Type #14.
Marketing MOOC
(content provided in the MOOC that fosters product discussion)**



**MOOC Type #15.
Conference MOOC
(stretch a conference)**



**Poll #5:
Which of these MOOCs seem
viable to you?**

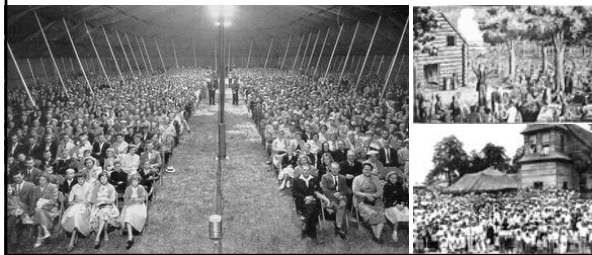
- A. Goodwill
- B. Interdisciplinary
- C. Recruiting
- D. Marketing
- E. Conference



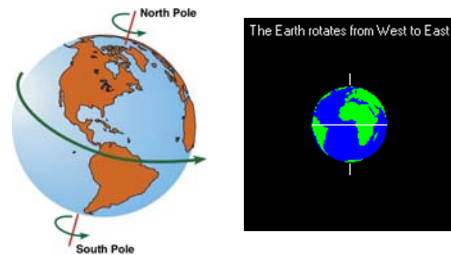
**MOOC Type #16.
Learning Room MOOC
(space to play with ideas)**



**MOOC Type #17.
Religious Revival MOOC**



**MOOC Type #18.
Rotating MOOC**



**MOOC Type #19.
Repeatable MOOC**



**MOOC Type #20.
Reusable MOOC**



**Open Educational Resources:
Part IV. Possible MOOC Business Plans
and Models**



**MOOC Business Model #1.
Advertisers Underwrite
Courses and Degrees**



**MOOC Business Model #2.
Small and Flexible Application
or Enrollment Fee**



**MOOC Business Model #3.
Course Assessment Fee**



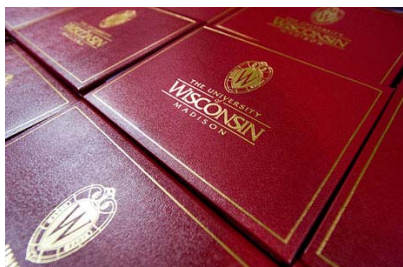
**MOOC Business Model #4.
Certificate Fee**



**MOOC Business Model #5.
Enhanced Course Fee
(same rate as other online courses)**



MOOC Business Model #6.
Option for University Credit
(full price)



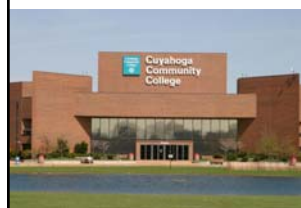
MOOC Business Model #7.
Company Sponsored



MOOC Business Model #8.
Percent of First Year Salary



MOOC Business Model #9.
Sell or Lease Courses
(e.g., to Community Colleges)



MOOC Business Model #10.
Share Revenues
(i.e., professors, university, companies)



The World is Open!

Write to me with questions and comment
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