

What is a Massive Open Online Course (MOOC)?: The Mass Movement Toward Open Education

Curtis J. Bonk,
Professor, Indiana University
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<http://mypage.iu.edu/~cjbonk/>



Audience Poll #1:
Has learning technology ever transformed your life.



May 10, 2013

10 ed-tech tools of the 70s, 80s, and 90s
eSchool News, Meris Stansbury

<http://www.eschoolnews.com/2013/05/10/10-ed-tech-tools-of-the-70s-80s-and-90s/print/>



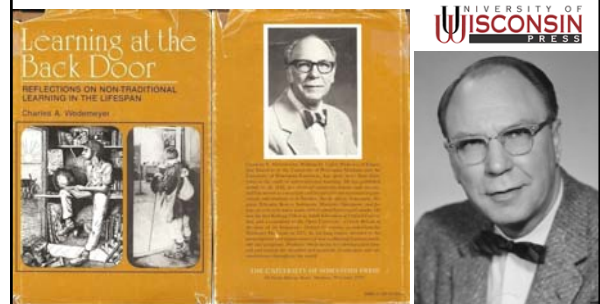
Looking to the Past...



Life as an accountant/CPA in a high tech company in the 1980s...



Took Correspondence & TV Courses
(thanks to Bob Clasen and Charles Wedemeyer, the University of Wisconsin)





Fast Forward 25+ Years...

"Anyone can now learn anything from anyone at any time."



February 20, 2013

Star Trek-like holodeck may be closer to reality than you think

Matt Hartley, Financial Post, Canada

http://business.financialpost.com/2013/02/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?_ga=50464584

Star Trek-like holodeck may be closer to reality than you think



Knowledge Navigator (1987)

Apple Computer

<http://www.youtube.com/watch?v=hhdh2FzwEoc>



February 20, 2013

UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News

http://www.news.wisc.edu/215207.htm_source=UW&utm_medium=email&utm_campaign=UW2013-02-21



The Next Generation is Here!



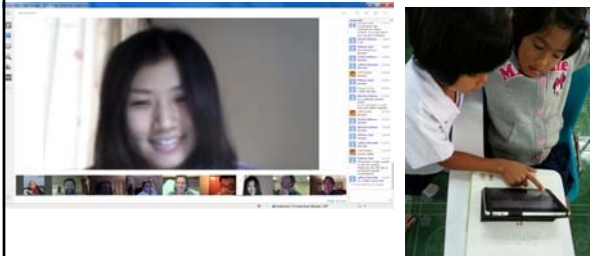
Learning is More Personal

iPotty Aims To Entertain Toddlers During Toilet Training, Mashable, Kate Freeman (January 10, 2013)

<http://mashable.com/2013/01/10/ipotty/>



Learning is More Collaborative
Collaboration and Discussion in Google Hangouts or with iPad, Jan. 28, 2013
 (Carrie Gong from Beijing Normal University)

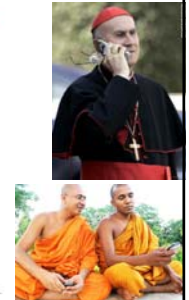


Learning is More Mobile

Brown, Keynote talk, "Learning in Hand With Mobile Technology," Wisconsin Distance Teaching and Learning Conference, August 10, 2012

	Beijing 2008	London 2012
Smartphones	139.3 million	657 million
Facebook	90 million	901 million
Twitter	<1 million	300 million
Tweets / day	1.1 million	140 million
Tablets	0	54.8 million
App store downloads	300+ million	25+ billion

Sources: Nielsen, eMarketer, Forrester, Apple



Learning is More Video-Based

Adora Svitak, WFP Youth Representative - 2013
 ECOSOC Youth Forum, March 27, 2013

"Shaping tomorrow's innovators. Leveraging science, technology, innovation and culture for today's youth". Statement by the World Food Programme Youth Representative, Ms. Adora Svitak at the 2013 ECOSOC Youth Forum.
http://webtv.un.org/meetings/content/recordand_archive/2013/03/27/20130327111102/one-man-one-computer-10-million-students-how-khan-academy-is-reinventing-education



Learning is More Open

(80-Year-Old WGU Texas Grad Keeps His Promise, November 30, 2012, Reeve Hamilton, Texas Tribune)



Learning is More Flipped

One Man, One Computer, 10 Million Students:
 How Khan Academy Is Reinventing Education,
 Forbes, November 19, 2013, Michael Noer
<http://www.forbes.com/sites/michaelnoer/2013/11/19/one-man-one-computer-10-million-students-how-khan-academy-is-reinventing-education/>
 The One World Schoolhouse (Twelve, Oct. 2, 2012)



Learning is More Social

Facebook reaches one billion users, CNN Money,
 Aaron Smith, October 4, 2012



Learning is More Ubiquitous

Flexible displays bend what's possible for computers,
Jon Swartz, USA Today (May 4, 2012)

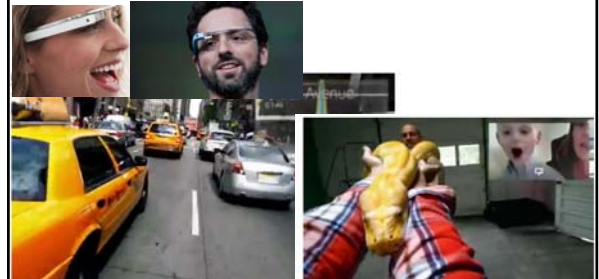


Learning is More Instantaneous

April 9, 2013

Computer fashions face social test: Can wearable computers fit in?
Scott Martin, USA Today

<http://www.usatoday.com/story/tech/2013/04/09/google-apple-watch-glass-jawbone-iphone-nike-microsoft-samsung/1979419/>

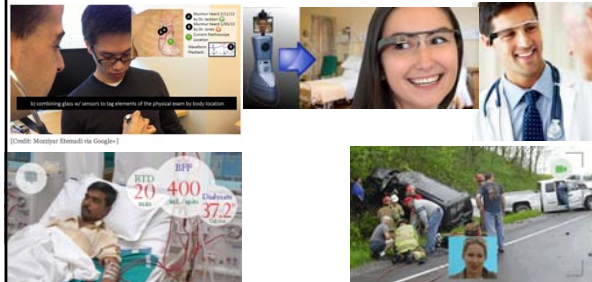


March 13, 2013

Will Google Glass find a home in healthcare?

HER Intelligence, Jennifer Bresnick
(i.e., magnify moles or injuries, see vital signs, live stream surgeries, access previous PT sessions, access research and drug info, etc.)

<http://www.fieremobilehealthcare.com/story/google-glasses-will-have-a-strong-potential-healthcare-use/2013-03-18>

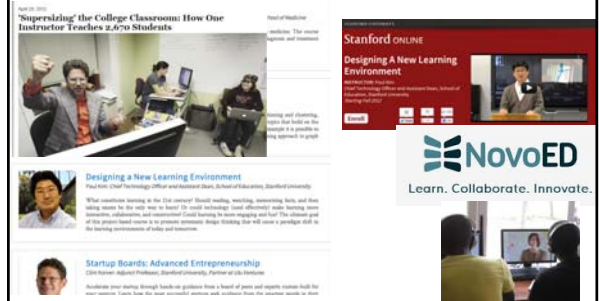


Learning is More Massive

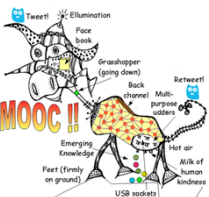
April 16, 2013 (NovoEd)

New MOOC Provider Says It Fosters Peer Interaction
Chronicle of Higher Education, Jake New

<http://noped.com/>



Mystery of MOOCs: Part I. A Funny Thing Happened...



Gordon Lockhart, iBerry, <http://iberry.com/>
<http://gb155.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/>

March 18, 2013

The Minds Behind MOOCs: The Professors Who Make the MOOCs, Steve Kolowich, Chronicle of HE

http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905?cid=at&utm_source=at&utm_medium=en#id=overview



Paul Gries, of the U. of Toronto,
has taught MOOCs on computer science.

February 20, 2013

To Fix Its Education System, India Should Look to MOOCs
 William H. Avery, Chronicle of Higher Education

<http://chronicle.com/blogs/worldwide/to-fix-its-education-system-india-should-look-to-moocs/31789>

To Fix Its Education System, India Should Look to MOOCs

February 20, 2013, 10:09 am
 By Guest Writer

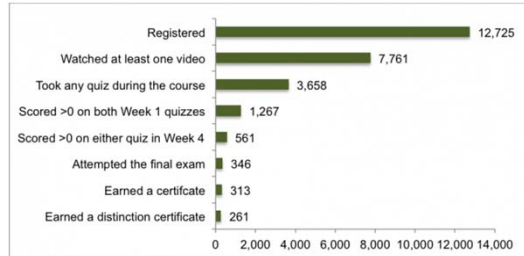
The following is a guest post by **William H. Avery**, author of *China's Nightmare, America's Dream: India as the Next Global Power*. The blog post is adapted from a commentary published in the *Economic Times of India* and continues themes raised in a recent Chronicle article on the challenges American colleges face in India.



February 24, 2013

Big (MOOC) Data, Inside Higher Education,
 Dayna Catropa

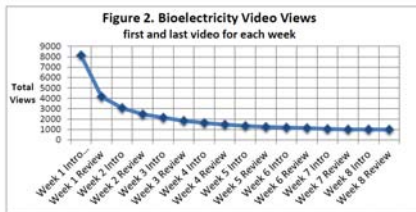
<http://www.insidehighered.com/blogs/strategy/big-mooc-data>



February 5, 2013

Bioelectricity: A Quantitative Approach,
 Duke University's First MOOC

http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf



Bioelectricity: A Quantitative Approach

Robert C. Beier

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October 9, 2012

MOOCs and exercise bikes – more in common than you'd think, Robert Nelson and Phillip Dawson, The Conversation, Australia

<http://theconversation.edu.au/moocs-and-exercise-bikes-more-in-common-than-you-d-think-9726>

THE CONVERSATION

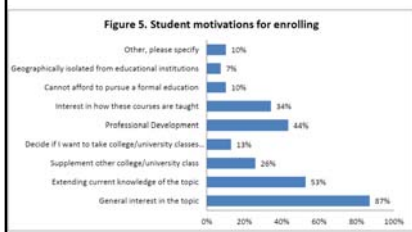


Are you motivated or do you need a social setting and role models to keep you driven?

February 5, 2013

Bioelectricity: A Quantitative Approach,
 Duke University's First MOOC

http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf



Quantitative Approach

Robert C. Beier

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May 2013

MOOCs @ Edinburgh 2013– Report #1

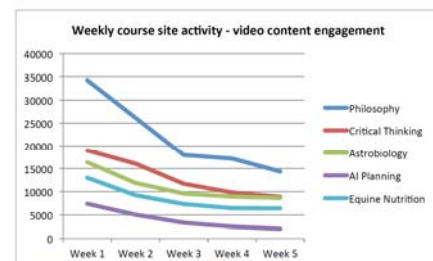
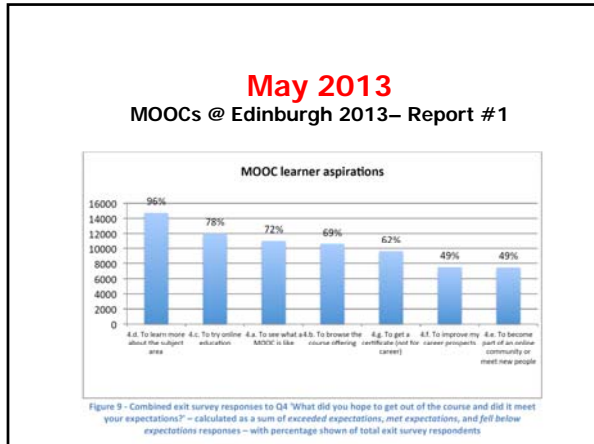


Figure 7 - Week-by-week activity tracking of the number of unique course participants engaging with video content – viewed and downloaded combined results – during the first 5 weeks (applicable to 5 courses in total)



February 27, 2013 (Inside HE) Grade My Course (i.e., Yelp for Ed)

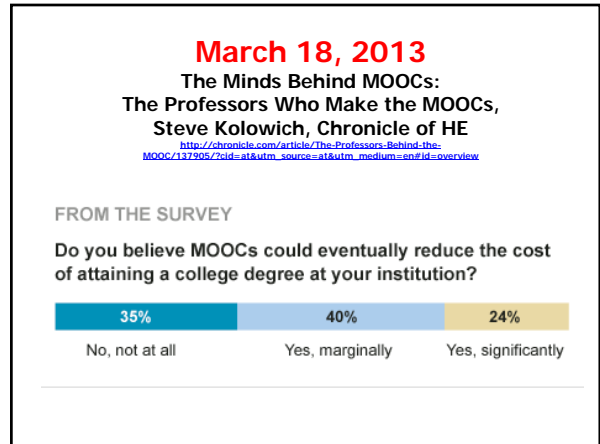
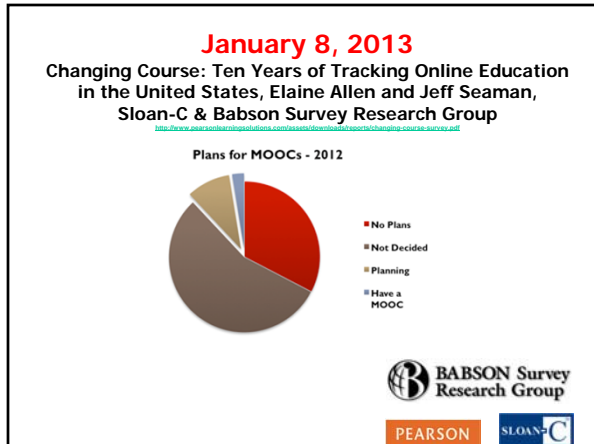
<http://www.grademycourse.com/>

February 27, 2013 (Inside HE) CourseTalk

<http://coursetalk.org/>

February 27, 2013 (Inside HE) StudyRoom and Open Study

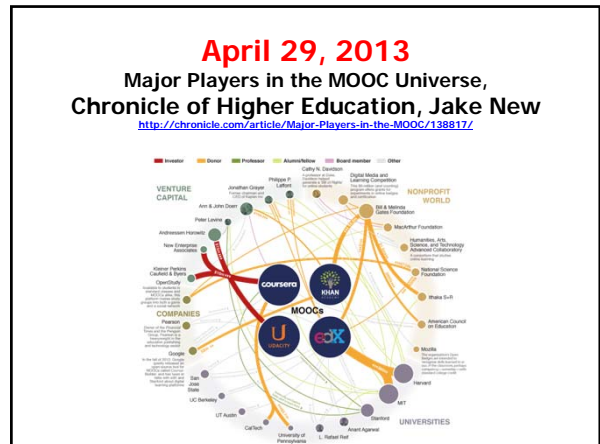
<http://www.getstudyroom.com/>
<http://openstudy.com/>



March 18, 2013
The Minds Behind MOOCs:
The Professors Who Make the MOOCs,
Steve Kolowich, Chronicle of HE
http://chronicle.com/article/The-Professors-Behind-the-MOOC/137965?cid=at&utm_source=at&utm_medium=en#id=overview

Do you believe your home institution will eventually grant formal credit to students who succeed in your MOOC?

Over all, do you believe MOOCs are worth the hype?



May 10, 2013
'The MOOC Moment': New Compilation
of Articles, Inside Higher Ed

April 20, 2013
Two Cheers for Web U!
A. J. Jacobs, New York Times
http://www.nytimes.com/2013/04/21/education/edlife/two-cheers-for-web-u.html?_r=1&mc_cid=14

May 6, 2013
Faculty Backlash Grows Against Online Partnerships
Chronicle of Higher Education, Steve Kolowich
<http://chronicle.com/article/Faculty-Backlash-Grows-Against/139049/>

May 6, 2013

Faculty Backlash Grows Against Online Partnerships

By Steve Kolowich

May 10, 2013
Debate Over MOOCs Reaches Harvard
Chronicle of Higher Education, Dan Berrett
<http://chronicle.com/article/Debate-Over-MOOCs-Reaches-Harvard/139049/>

May 10, 2013

Debate Over MOOCs Reaches Harvard

By Dan Berrett
 Cambridge, Mass.

Ambivalence about MOOCs, which has increasingly been voiced on campuses across the country, is also being heard among faculty members at Harvard University.

May 9, 2013

As MOOC Debate Simmers at San Jose State, American U. Calls a Halt

By Steve Kolowich

EdX Rejected
 April 19, 2013 - 3:00am
 by Ivy Edward

May 28, 2013

Outsourced Lectures Raise Concerns About Academic Freedom, Steve Kolowich

<http://chronicle.com/article/Outsourced-Lectures-Raise/139471/>



Khosrow Ghadiri taught an electrical-engineering course at San Jose State U. using material from an edX course. Students passed at a much higher rate than usual.

June 3, 2013

We're All to Blame for MOOCs, Patrick J. Deneen, Chronicle of Higher Education

http://chronicle.com/article/Were-All-to-Blame-for-MOOCs/1395197?cid=at&utm_source=at&utm_medium=en



By Patrick J. Deneen

Innovation cheerleaders and flat-woulders like Thomas Friedman and Clay Shirky are very excited, for they have seen the future of academe.

Poll #2:

Have you participated in a MOOC before?

- A. Yes
- B. No



**Mystery of MOOCs:
Part II. 15 MOOC Leadership Principles**



**MOOC Leadership Principle #1:
Be First!**

June 21, 2011 and 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/>)



U. of Illinois at Springfield Offers New 'Massive Open Online Course'



**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: Take Risks

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

The screenshot shows the Udacity website interface. At the top, it says "UDACITY" and "We believe university-level education can be both high quality and low cost. Using the resources of the Internet, we've recruited some of the greatest teachers to teach tens of thousands of students all over the world." Below this are two course cards: "CS 101: BUILDING A SEARCH ENGINE" and "CS 373: PROGRAMMING A ROBOTIC CAR". To the right is a video player showing a hand writing on a whiteboard with the word "SEPARATION" and a diagram.

MOOC Leadership Principle #4: 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>

The screenshot shows a Marketplace Tech Report article titled "Badges and other alternative certifications". It features a video player showing a woman and a man sitting on a green sofa. The article discusses MIT's Open Badges project and its implications for higher education.

April 2, 2013 Stanford to help build edX MOOC platform, Washington Post, Nick Anderson

<http://www.washingtonpost.com/local/education/stanford-to-help-build-edx-mooc-platform/2013/04/02/?hpid=hp-local-education:story&hpid=hp-local-education:story>

A photograph of Jeff Martin, president of edX, speaking at a Washington Post Live event. He is gesturing with his hands while speaking.

Jeff Martin for The Washington Post - Anant Agarwal, president of edX, at Washington Post Live's Education forum Dec. 10, 2012.

MOOC Leadership Principle #5: Form Symbiotic Partnerships

April 18 and Sept 19, 2012: Coursera
<https://www.coursera.org/>

A map of the United States showing the locations of Coursera's Institutional MOOC Partners. The map is color-coded by state, with red indicating an Original Member and blue indicating a New Member. Partners include the University of Washington, U. of California at San Francisco, Stanford U., Caltech, Johns Hopkins School of Public Health, Rice U., U. of Virginia, Georgia Tech, U. of Michigan, U. of Illinois, Princeton U., Duke U., and U. of Pennsylvania. A legend on the right lists Coursera's Network Partners, including Berkeley 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 Massachusetts, University of Pittsburgh, Vanderbilt University, and Wisconsin 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-behind/38801>

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).

The Coursera logo is prominently displayed at the bottom left. To its right is a small photograph of a student sitting at a desk with a computer monitor.

May 30, 2013 Universities bolster MOOCs for online learning, USA Today, Mary Beth Marklein

<http://www.usatoday.com/story/nation/2013/05/30/universities-coursera-mooc-online-learning/2317421/>

The screenshot shows a USA Today article titled "Universities bolster MOOCs for online learning". The article discusses how public universities and systems are investing in online learning. A sidebar on the right lists "NEW PARTNERS" who will partner with Coursera to develop online courses: University of Colorado, University of Georgia, University of Houston, State University of New York, University of Tennessee, and Tennessee Board of Regents. Below this, it lists "Individual universities that will partner with Coursera": University of Kentucky, University of Nebraska, University of New Mexico, and West Virginia University.

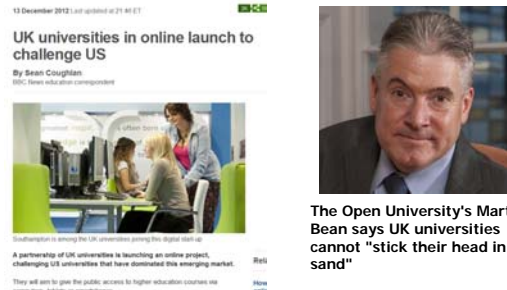
April 27, 2012

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=fBNe8CuePTO&feature=youtu.be>



December 13, 2012

UK universities in online launch to challenge US, BBC News, Sean Coughlan
<http://www.bbc.co.uk/news/education-20697392>



MOOC Leadership Principle #6: Offer Incentives

May 20, 2012

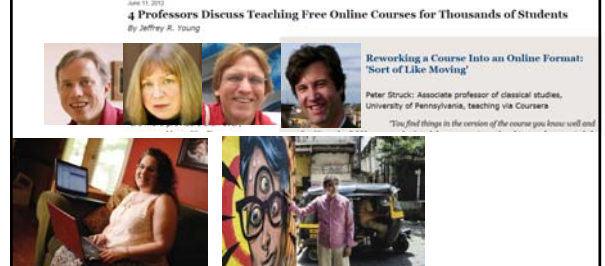
Udemy: <http://www.udemy.com/>



MOOC Leadership Principle #7: Collect Testimonials

June 11, 2012

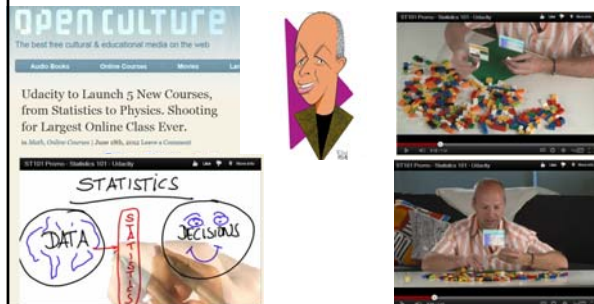
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>



MOOC Leadership Principle #8: Set Bold (i.e., Audacious) Goals

June 18, 2012

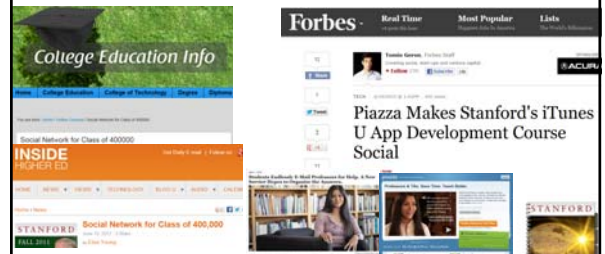
http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html



MOOC Leadership Principle #9: Set Newsworthy Records

June 19, 2012

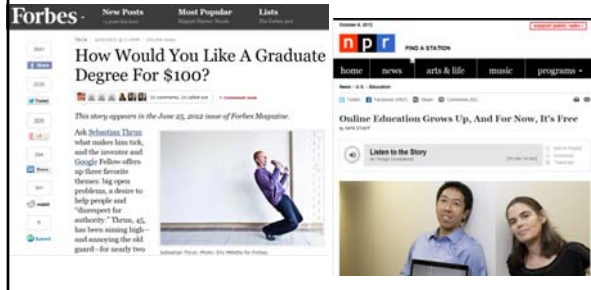
Piazza in Stanford Class of 400,000



MOOC Leadership Principle #10: Generate Media Attention

June 25, 2012

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



MOOC Leadership Principle #11: 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>



July 23, 2012 Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...

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



October 27, 2012 Chuck Severance (U Michigan/Coursera) in Barcelona

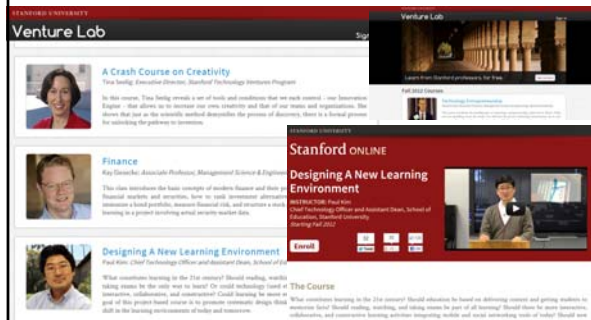
<http://www.youtube.com/watch?v=JzNHvmSv8TI>



Fall 2012 (Paul Kim: Oct 15, 2012) Stanford Venture Lab (MOOCs)

<http://venturelab.stanford.edu/>

<http://venture-lab.org/education>



MOOC Leadership Principle #12: Do Not Make Rash Decisions

July 17, 2012

<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>



**MOOC Leadership Principle #13:
Be Proactive in Addressing Concerns**
August 16 & September 6, 2012

<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

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.



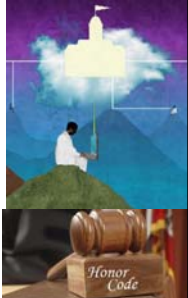
HOME NEWS VIEWS TECHNOLOGY BLOGS U AUDIO CALENDAR

Home > News

Related Articles **MOOCing On Site**

World Education
University looks to side the

September 7, 2012 3:05am
By Steven Kohnreich



**MOOC Leadership Principle #14:
Give Something Away**

September 12, 2012

http://www.youtube.com/watch?feature=player_embedded&v=GAYSiCoVnA8



**MOOC Leadership Principle #15:
Ask Questions**

Sept 3, Oct 1, & Dec 17, 2013
Chronicle of Higher Education

<http://chronicle.com/article/Massive-Excitement-About/134678/>

September 3, 2012

MOOC Mania

It's raising big questions about the future of higher education

By Catherine O'Neil



September 3, 2012

Before You Jump on the Bandwagon ...

By Adam Ripstein



For Whom Is College Being Rejuvenated?

Universities face the long but may post higher education out of reach for those students likely to benefit the most.



March 7, 2013

At South by Southwest Education Event, Tensions Divide Entrepreneurs and Educators, Jeffrey R. Young, Chronicle of HE,

<http://chronicle.com/blogs/wiredcampus/at-south-by-southwest-education-event-tensions-divide-entrepreneurs-and-educators/42777>



Poll #3: Are MOOCs creating a revolution in education today?

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



99 Second Reflection on the MOOC news now...what new news did you learn?



**Mystery of MOOCs:
Part III. 15 Types of MOOCs**



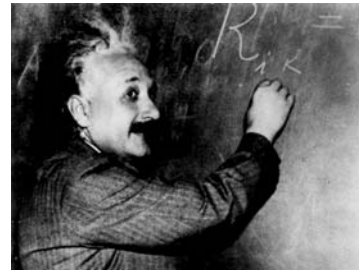
**MOOC Type #1.
Alternative Admissions Systems
or Hiring System MOOC**



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



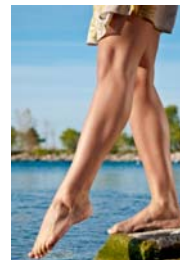
**MOOC Type #3.
Theory- or Trend-Driven
MOOC**



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



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

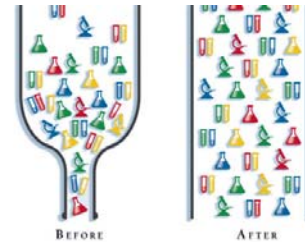


**Poll #3:
Which is these MOOCs seem viable to you?**

- 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.
Degree or Program Qualifier
or System Bottleneck MOOC**



**MOOC Type #7.
Personality MOOC**



**MOOC Type #8.
Name Branding MOOC**



**MOOC Type #9.
Goodwill MOOC**



**MOOC Type #10.
Interdisciplinary MOOC**



MOOC Type #11.
Recruiting MOOC
 (companies pay for names and
 contact info of high performers)



MOOC Type #12.
Conference MOOC
 (stretch a conference)



MOOC Type #13.
Rotating, Repeatable,
and Reusable MOOC



MOOC Type #14.
Oral History MOOC



ORAL HISTORY PROJECT

'History Harvest' Project May Spawn a New Kind of MOOC

December 21, 2012, 4:55 am
 By Marc Parry



...Works
 ...rs to
 ...States. The
 ...series of
 ...ame the
 ...tributing to
 ...place from
 ...G. Thomas
 ...braska at

...as possible
 ...uild a
 ...story." And
 ...iel for

MOOC Type #15.
Remedial Course MOOC



November 15th, 2012
Next step for MOOCs: Helping with remedial math
 UW-La Crosse developing free online math course to boost students' proficiency.
 From wire service reports.
 Read more by staff and wire service reports.



Mystery of MOOCs:
Part IV. A Dozen 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 (with sticker)

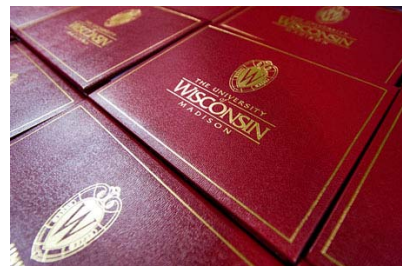
<https://twitter.com/drchuck/status/262423228717355009/photo/1>



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)**



**MOOC Business Model #11.
Free Entryway Course**



Cornell Offers a MOOC That Steers Students to a Paid Follow-Up
 January 8, 2013 11:00 am
 By Katherine Morgan
 Cornell University's online spinoff is moving into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$1,200 to get a professional certificate.
 The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert J. Kewertak and William Carroll, faculty members at Cornell's School of Hotel Administration.

**MOOC Business Model #12.
Charge Fee for Student Data**

December 4, 2012
Providers of Free MOOC's Now Charge Employers for Access to Student Data



By Jeffrey R. Young
 Providers of free online courses are officially in the headhunting business, bringing in revenue by selling to employers information about high-performing students who might be a good fit for open jobs.
 On Tuesday, Coursera, which works with high-profile colleges to provide massive open online courses, or MOOC's, announced its employment-matching service, called Coursera Career

Mystery of MOOCs: Part V. 10 MOOC Instructor Guidelines



MOOC Instructor Guide #1. Plan and Prepare



MOOC Guide #2. Designate Feedback Providers and Tasks



MOOC Guide #3. Offer Ample Feedback in Week One



MOOC Guide #3. Use Peer, Machine, Volunteer, and Self-Assessment



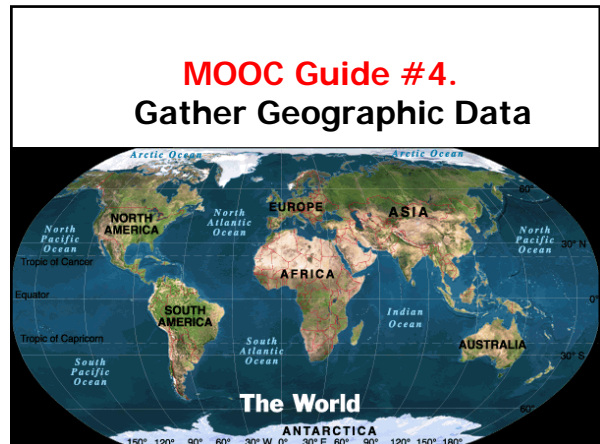
STANFORD UNIVERSITY

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Thank you for submitting your evaluation. You can view your evaluation and compare it against other evaluations in this page.

A. Creativity and originality of the design
 B. Educationally sound
 C. Engagement and interactivity
 D. Accessibility
 E. Scalability and sustainability

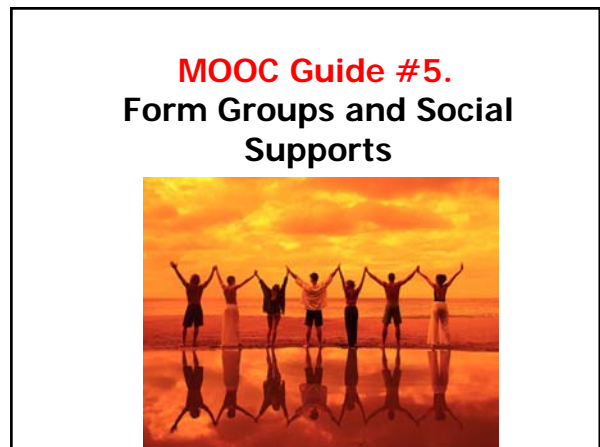
	A	B	C	D	E	#	?
You	5	5	5	5	5	5	
Review 2	5	5	5	5	5	5	
Review 3	5	5	5	5	5	5	
Review 4	5	5	5	5	5	5	
Review 5	5	5	5	5	5	5	
Review 6	5	5	5	5	5	5	
Review 7	5	5	5	5	5	5	
Review 8	5	5	5	5	5	5	
Review 9	5	5	5	5	5	5	
Review 10	5	5	5	5	5	5	



October 22, 2012

Chuck Severance in Seoul

<http://www.youtube.com/watch?v=nHaPvqU4MrM>



MOOC Guide #6. Combine Sync and Async Instruction

Different Time
(asynchronous)

Same Time
(synchronous)

Same Place
(in person)

Different Place
(online)



MOOC Guide #8.
Allocate Ample Q&A Time
During Sync Session



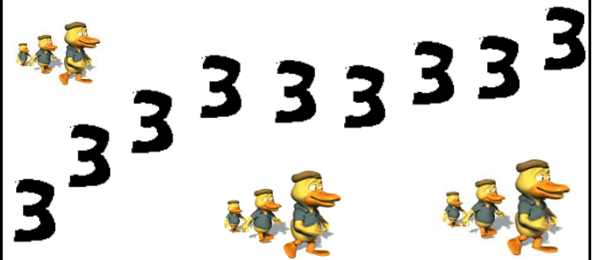
MOOC Guide #9.
Share Resources



MOOC Guide #10.
Personalize Where Possible!



Stop and Share:
Three Words from this session!



Any Questions?

- 😊 Slides at: TrainingShare.com
- 😊 Papers: PublicationShare.com
- 😊 Book: <http://worldisopen.com/>
- 😊 Email: curt@worldisopen.com

