

The 3Ts MOOCs Debate: Targets, Types, and Tensions

AERA Conference, DC, April 11, 2016

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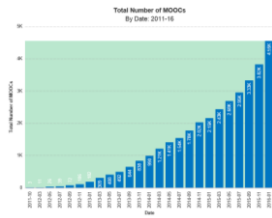
2016 State of the MOOC 2016: A Year of Massive Landscape Change For Massive Open Online Courses, Online Course Report



- DOCCs
 - Feminism and Technology
- SPOCs
 - The African American Experience
 - Indians in North America
- MOOCs
 - Principles of Macroeconomics
 - Principles of Microeconomics
 - Learning How to Learn
 - Machine Learning
 - R Programming
 - Introduction to Finance
 - The Data Scientist's Toolbox

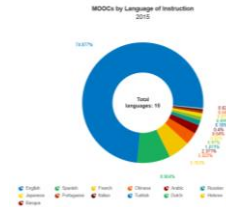
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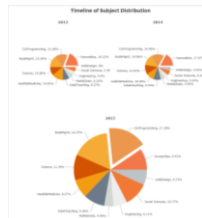
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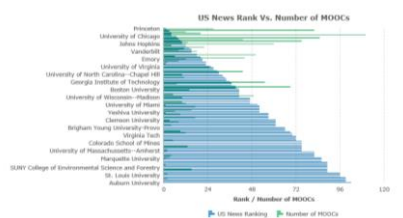
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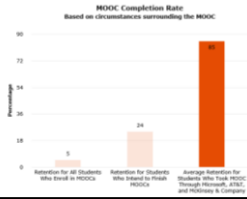
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Audience Poll

What does it cost to create a MOOC?

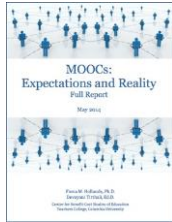
- A. \$0-\$10,000 USD
- B. \$10,000-25,000
- C. \$25,000-50,000
- D. \$50,000-100,000
- E. Over \$100,000

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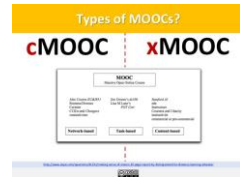
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	Low	High
Design and support team	\$70,000	\$125,000
Computer programming unit	\$0	\$15,000
Management (avg. across 3 MOOCs)	\$77,200	\$77,200
Faculty member	\$5,630	\$13,770
TA	\$0	\$13,029
Total personnel costs	\$ 152,830	\$244,000

These are just personnel costs!



Debate Question #1:
(1) Types of Delivery: cMOOCs vs. xMOOCs vs. pMOOCs vs pdMOOCs vs. ???



Bonk, C. J., Lee, M. M., Reeves, T. C., & Reynolds, T. H. (in press). The emergence and design of massive open online courses (MOOCs). In R. A. Reiser, & J. V. Demsey (Eds.), *Trends and issues in instructional design and technology* (4th Ed.), (pp.7). Boston, MA: Pearson Education. Available: [http://www.publicationsshare.com/3](http://www.publicationshare.com/3)

Type of MOOC	cMOOC	sMOOC	pMOOC
Learner Role	Active	Passive	Active
Instructor Role	Co-learner	Sage on video stage	Guide on the side
Learning Theory	Connectivism	Behaviorism	Constructivism
Primary Pedagogy	Knowledge integration	Knowledge duplication	Knowledge production
Metaphor	"We link movies"	"We watch movies"	"We make movies"
Development Approach	Learning design	Instructional design	Educational design research
Primary Type of Assessment	Self Assessment	External and/or Peer Assessment	Self and/or Client Assessment
Funding Source	Seat of the pants funding	Large external funding	Moderate client provided funding


Figure 1. Differences among three types of MOOCs (Reeves & Hedberg, 2014).

Debate Question #2:
(2) Target Audience: Casual and informal lifelong learning vs. High school and college students' supplements vs. Workplace skills gaps or other?





Employee to Employee Training
G2g (Googler to Googler) Training
 Seven Ways to Corporate MOOC, Udemy blog,
 December 23, 2013, Shannon Hughes
<https://www.udemy.com/organizations/blog/2013/12/23/seven-ways-to-corporate-mooc/>

Classes range from management and public speaking, to parenting and mountain climbing.



Debate Question #3:
(3) Tense Issues: Each panelist will select a currently trending, controversial, or tense issue or two and debate it as the most pressing issue(s) facing the field.

June 26, 2015
In China, Where Everything is a MOOC
(the "Zhongguancun MOOCs Times Building")
 Education Week, Justin Reich, HarvardX Research Fellow
<http://www.edweek.org/technology/2015/06/26/in-china-where-everything-is-a-mooc.html>

The most memorable line from my recent visit to China was this: "We have 12 million K-12 teachers in China who need to receive this particular in-service training, so we started with a group of about 200,000."



MOOCs and Open Education Around the World

Routledge: <http://routledge-ny.com/books/details/9781138807419/>
 Book Homepage: <http://moocsbook.com/>
 Slides at: <http://moocsbook.com/other.php>

