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

August 20, 2012
MOOC Timeline: What You Need to Know About MOOC’s, Chronicle of Higher Education

August 31, 2012
Newt and the MOOC
Inside Higher Ed, Paul Fain

September 23, 2012
MOOCs – The revolution has begun, says Moody’s

What is a MOOC?
Gordon Lockhart, iBerry, http://iberry.com/
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/

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

A First for Udacity: a U.S. University Will Accept Transfer Credit for One of Its Courses
By Katherine Bergeron
September 5, 2012

By Colorado State University’s Global Campus, a subsidiary for the
Boulder University system.

MOOC Leadership Principle #5:
Rethink Open Courses, Certification, Students, etc.
February 15, 2012

Guess what! You just got into MIT!

MOOC Leadership Principle #6:
Inspire Your Team
TED Talk: Salman Khan
Stanford Graduate School of Business, February 21, 2011

Let’s use video to reinvent education, TED, March 2011

MOOC Leadership Principle #7:
Form Symbiotic Partnerships
April 18, 2012: Coursera

Into the Fray, Steve Kolowich, Inside Higher Ed
July 17, 2012
(Expanded Sept 19, 2012)
August 10, 2012
Coursera Hits 1 Million Students, With Udacity Close Behind,
Jeffrey R. Young, Chronicle of Higher Ed

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,

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/

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

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

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

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

July 26, 2012

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

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MOOC Leadership Principle #11: Use Free Resources
June 19, 2012
Piazza in Stanford Class of 400,000
http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/

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
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

Online Education Grows Up, And For Now, It’s Free, NPR Staff, October 6, 2012
http://www.npr.org/2012/09/30/162053927/online-education-grows-up-and-for-now-its-free
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

Coursera course on Internet History, Technology, and Security, Chuck Severance
42,000+ sign up...
https://www.coursera.org/#course/inside-the-internet

Fall 2012 (Paul Kim: Oct 15, 2012)
Stanford Venture Lab (MOOCs)
http://venturelab.stanford.edu/
http://venture-lab.org/education

MOOC Leadership Principle #15: Do Not Make Rash Decisions
July 17, 2012
http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/

MOOC Leadership Principle #16: Be Proactive in Addressing Concerns
August 16, 2012

August 24, 2012,
Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism, Chronicle of Higher Education, Jeffrey R. Young
September 6, 2012
Pearson Offers 450 Testing Centers in 110 Countries
http://chronicle.com/blogs/wiredcampus/edx-offers-proctored-exams-for-open-online-course/39656

MOOC Leadership Principle #17: Give Something Away
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAY5ICoVnA8

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

MOOC Leadership Principle #19: Expand Markets
October 1, 2012

MOOC Leadership Principle #20: Ask Questions
October 1, 2012, Chronicle of HE
http://chronicle.com/article/Massive-Excitement-About/134678/

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-levolution.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
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

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 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. 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 is 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
cjbonk@indiana.edu
http://mypage.iu.edu/~cjbonk/