Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education

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Audience Polls #1:
I. Has this open educ. movement changed your life?
II. Who remembers what they were doing on 911?
III. Who remembers what they were doing on 411?

Charles Vest (April 4, 2001)

"This is about something bigger than MIT. I hope other universities will see us as educational leaders in this arena, and we very much hope that OpenCourseWare will draw other universities to do the same. We would be delighted if -- over time -- we have a world wide web of knowledge that raises the quality of learning -- and ultimately, the quality of life -- around the globe."

Learning is More Massive April 16, 2013 (NovoEd)
New MOOC Provider Says It Fosters Peer Interaction
Chronicle of Higher Education, Jake New

MOOCs and the Collaboration Industry, Wainhouse Research Note, Analyst: Alan D. Greenberg

January 2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2008</td>
<td>First MOOC: Akoka, Tsinghua, &amp; Canadian National Research Council (2,300)</td>
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<td>2009 - 2010</td>
<td>MOOCs slowly take hold: PLENK2010, OSIDE, University of the People, P2PU</td>
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<tr>
<td>2011</td>
<td>Stanford intro to Al MOOC ($30,000)</td>
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<td>2012</td>
<td>Udacity, Coursera, edX (rebranded MIT program)</td>
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<td>2013 - 2017</td>
<td>Big Name U, trial and error, best practices, business &quot;remodeling,&quot; mainstreaming</td>
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Figure 1: A Short Recent History -- and Prediction for the Future -- of the MOOC

Mystery of MOOCs: Part I. Some MOOC news from the past year...
November 2, 2012
The Year of the MOOC,
New York Times, Laura Pappano,
https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying.html?
pagewanted=all

Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).

August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx

September 16, 2013
A Catholic Case Against MOOCs
Chronicle of Higher Education, Jonathan Malesic
http://chronicle.com/article/A-Catholic-Case-Against-MOOCs/141611/

Commentary
A Catholic Case Against MOOCs

By Jonathan Malesic:

An odd fact of MOOCs reminds us that it has barely

moored us prominent

sectors and higher education: the

nearly 250 Roman Catholic

colleges and universities in the

United States. So far, only

Goverment University has

forgotten a partnership with one of the three major companies offering platforms for massive open online courses—Coursera, edX, and Udacity.

September 16, 2013
Rwandan Degree Program Aims for a ‘University in a Box’, Chronicle of Higher Education, Megan O’Neil
http://chronicle.com/article/Rwandan-Degree-Program-Aims/141631/

Students attend an orientation session at Kepler, a new hybrid program in Kigali, Rwanda, which will use MOOCs and classroom time to help students earn competency-based associate degrees.

January 23, 2013: The Bush MOOC Party?
Academic Partnerships Launches MOOC2Degree Initiative
Free, Open Online Courses As A First Step Toward A Degree
http://www.mooc2degree.com/

February 27, 2013 (Inside HE)
Grade My Course (i.e., Yelp for Ed)
http://www.grademycourse.com/
April 20, 2013
Two Cheers for Web U!
A. J. Jacobs, New York Times

July 16, 2013
"Golden Era of Learning"
Bill Gates Discusses MOOCs at Microsoft Research’s Faculty Summit

June-July, 2013
Welcome to the MOOC Research Hub, Gates Foundation
http://www.moocresearch.com

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

June 19, 2013
2013 is “The Year of the Anti-MOOC”
George Siemens, UW-Madison Summit

February 24, 2013
Big (MOOC) Data, Inside Higher Education, Dayna Catropa
February 5, 2013
Bioelectricity: A Quantitative Approach, Duke University’s First MOOC

October 8, 2013
An Early Report Card on Massive Open Online Courses, Geoffrey A. Fowler, WSJ Online
http://online.wsj.com/article/SB10001424052702303759604579093400834738972.html#project%3DMOOCchrtPRINT%26articleTabs%3Dinteractive

August 8, 2013
The MOOC ‘Revolution’ May Not Be as Disruptive as Some Had Imagined
Steve Kolowich, Chronicle of Higher Ed

September 3, 2013
A Star MOOC Professor Defects—at Least for Now, Mark Parry, Chronicle of Higher Education

May 2013
MOOCs @ Edinburgh 2013– Report #1

Mystery of MOOCs:
Part II. 16 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/)

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/

MOOC Leadership Principle #4: Rethink Delivery, Assessment, Certification, Students, etc.

August 18, 2013
Virtual U: Master’s Degree Is New Frontier of Study Online
Tamar Lewin, The New York Times
http://www.nytimes.com/2013/08/18/education/master-degree-is-new-frontier-of-study-online.html?_r=0

September 18, 2013
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE
### MOOC Leadership Principle #5: Form Strategic Relationships

April 18 and Sept 19, 2012: Coursera

[https://www.coursera.org/](https://www.coursera.org/)

Coursera's Institutional MOOC Partners

- U. of Washington
- U. of California at San Francisco
- U. of Michigan
- U. of Illinois
- Stanford U.
- Georgia Tech
- U. of Virginia
- Duke U.
- U. of Pennsylvania

Not on Map:
- Tokyo Tech
- Tsinghua University
- Switzerland
- University of Saskatchewan
- University of California
- U. of California at San Francisco
- U. of Michigan
- Stanford
- Georgia Tech
- U. of Pennsylvania

MOOC Leadership Principle #6: Conduct Formative Evaluation


Inside a MOOC in Progress

By Karen Head

The Open University’s Martin Bean says UK universities cannot “stick their head in the sand”

Coursera List of Courses

National Taiwan University

[https://www.coursera.org/taiwan](https://www.coursera.org/taiwan)

May 30, 2013

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

[https://www.usatoday.com/story/news/nation/2013/05/30/universities-coursera-moocs-online-learning/2371421/](https://www.usatoday.com/story/news/nation/2013/05/30/universities-coursera-moocs-online-learning/2371421/)

December 13, 2012

UK universities in online launch to challenge US, BBC News, Sean Coughlan

[https://www.bbc.co.uk/news/education-20697392](https://www.bbc.co.uk/news/education-20697392)

UK universities in online launch to challenge US

By Sean Coughlan

The Open University’s Martin Bean says UK universities cannot “stick their head in the sand”

Google and edX Create a MOOC Site for the Rest of Us, Steve Kolowich, September 10, 2013


Google and edX Create a MOOC Site for the Rest of Us

By Steve Kolowich

Until now, massive open online courses have usually residuated existing homework in higher education. MOOC providers have created elite institutions and offered them and their professors the opportunity to broadcast their courses to the world.

But now edX, a nonprofit provider founded by Harvard University and the Massachusetts Institute of Technology, is joining forces with Google to create a grand Web site where ordinary folks — and professors at colleges that have not been invited to join high-profile MOOC consortiums — can not only sign up for a MOOC but also build new institutions.
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: Generate Media Attention
June 25, 2012
http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/

MOOC Leadership Principle #10: 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-is

August 5, 2013
Free Online Higher Education: 5 Best MOOCs
By Kannan Sankaran, Epoch Times
http://www.theepochtimes.com/n3/5-best-moocs-for-free-online-higher-education/

MOOC at UPenn: Recession Fuels Explosion of Online Learning
http://www.youtube.com/watch?v=52d7M440r5w

September 9, 2013
Creativity MOOC Draw 120,000 Students (Penn State), Campus Technology, Leila Meyer
3 Student Profiles: Adventurers (committed); Tourists (pick and choose); and Explorers (in between)
Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablokow, Penn State University, Coursera
MOOC Course from Canvas
“The Walking Dead”
September 4, 2013
https://www.canvas.net/courses/the-walking-dead

MOOC Leadership Principle #11:
Do Not Make Rash Decisions
July 17, 2012
http://chronicle.com/article/After-Leadership-Crisis-Fueled-
132917/

MOOC Leadership Principle #12:
Be Proactive in Addressing Concerns
August 16 & September 6, 2012
http://chronicle.com/article/Dozens-Plagiarism-Incidents-
133697/

MOOC Leadership Principle #13:
Give Something Away
July 11, 2013, Blackboard Goes MOOC
Inside Higher Ed, Rv Rivard

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
MOOC Leadership Principle #14: Ask Questions
Dec 11, 2012
UMass Boston

http://chronicle.com/article/Massive-Excitement/134678/

MOOC Leadership Principle #15: Locate New Markets

MOOC Leadership Principle #16: Find Your Element
UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News
http://www.news.wisc.edu/21520?utm_source=iUW&utm_medium=email&utm_campaign=iUW2013-02-21

Mystery of MOOCs: Part III. 4 Types of MOOCs

MOOC Type #1. Theory- or Trend-Driven MOOC

MOOC Type #2. Remedial Course MOOC
MOOC Type #3.
Degree or Program Qualifier or System Bottleneck MOOC

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

August 19, 2013
Entrepreneurship Curriculum
NovoEd, Amin Saberi

Mystery of MOOCs:
Part IV. Nine 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 and 
Option for University Credit (full price)

MOOC Business Model #6. 
Percent of First Year Salary 
(companies pay for names and contact info of high performers)

MOOC Business Model #7. 
Sell or Lease Courses 
(e.g., to Community Colleges)

MOOC Business Model #8. 
Free Entryway Course
MOOC Business Model #9.
Charge Fee for Student Data

Mystery of MOOCs:
Part V. 15 MOOC Instructor Guidelines

Audience Poll #2:
Have you taught a MOOC before?
Have you ever taken a MOOC as a student?
Have you ever browsed a MOOC?

A. Yes
B. No

MOOC Instructor Guide #1.
Plan and Prepare

MOOC Guide #2.
Designate Feedback Providers and Tasks (especially in Week One)
MOOC Guide #3.
Use Peer, Machine, Volunteer, and Self-Assessment

MOOC Guide #4.
Address Participants by Geographic Region

October 27, 2012
Chuck Severance (U Michigan/Coursera) in Barcelona, Seoul, Manila, Melbourne, etc.
http://www.youtube.com/watch?v=JzNHm5vY8TI

MOOC Guide #5.
Personalize Where Possible!

Certificate Fee (with sticker)
https://twitter.com/drchuck/status/262423232873575009/photo/1

MOOC Guide #6.
Use a Warm and Friendly Tone
MOOC Guide #7. Form Groups and Social Supports

MOOC Guide #8. Combine Sync and Async Instruction

MOOC Guide #9. Arrive Early for Sync Session

MOOC Guide #10. Allocate Ample Q&A Time During Sync Session

MOOC Guide #11. Check Chat Window for Comments and Questions

MOOC Guide #12. Reflect Near End of Each Sync Session (e.g., Top 3 Activity in Chat Window)
**MOOC Guide #13.**
Share Resources

**MOOC Guide #14.**
Offer Weekly Recaps and Updates

**MOOC Guide #15.**
Involve the Participants
(e.g., use Polling Questions)

**March 7, 2013**
At South by Southwest Education Event, Tensions Divide Entrepreneurs and Educators, Jeffrey R. Young, Chronicle of HE,

Poll #3: Would you like to teach or take a MOOC now?
A. Yes…
B. No…

Questions?
Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://worldisopen.com/
Email: curt@worldisopen.com