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

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

Audience Poll #1:
Has learning technology has 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/?__lsa=054d-d58d

Knowledge Navigator (1987)
Apple Computer
http://www.youtube.com/watch?v=hb4AzF6wEoc

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/21520?utm_source=iUW&utm_medium=email&utm_campaign=iUW2013-02-21

The Next Generation is Here!

May 20, 2013
The New Greatest Generation: Why Millennials will Save Us All, Time, Joel Stein
http://www.time.com/time/magazine/article/0,9171,2143001,00.html
May 20, 2013
The New Greatest Generation: Why Millennials will Save Us All, Time, Joel Stein
http://www.time.com/time/magazine/article/0,9171,2143001,00.html

What did Jean-Luc Picard say?

Remember when many of you were at IU?

Learning is Changing
New Technologies = New Delivery Methods...

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

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.

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
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

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

Audience Polls #1 Continued:
I. Who remembers what they were doing on the day that John D. Kennedy was shot?
II. Who remembers what they were doing on 911?
III. Who remembers what they were doing on 441?
IV. Has this open educ. movement changed your life?

Dead Sea Scrolls
http://www.deadseascrolls.org.il/explore-the-archive
http://www.deadseascrolls.org.il/explore-the-archive/search#q=site_en:'Qumran,_Cave_4 '

Educational Videos: TED-Ed
http://education.ted.com/
History for Music Lovers

The French Revolution (“Bad Romance” by Lady Gaga)
Trojan War (“Tainted Love” by Soft Cell)
Charlemagne (“Call Me” by Blondie)
The Vikings (“Personal Jesus” by Depeche Mode)
The Crusades (“Eyes Without a Face” by Billy Idol)
Constantine (“Come On, Eileen” by Dexy’s Midnight Runners)

http://www.youtube.com/user/historyteachers

Interactive Maps

Mapping the Dead: Gun Deaths Since Sandy Hook, Huffington Post, March 22, 2013

Mapping the Dead: Gun Deaths Since Sandy Hook

Interactive Map Timelines

(adults with college degrees by county, May 7, 2012)

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.”

MIT OpenCourseWare (OCW)

http://ocw.mit.edu/index.htm
Self-Directed Learners (SDL) (Abdullah, 2001)

- Tend to be highly curious & generally enjoy learning
- View problems as challenges
- Desire change, willing to try new things,
- Persistent, self-disciplined, goal oriented
- Independent, self-confident
- Make learning meaningful and relevant
- Self-monitor, evaluate, and regulate one’s learning

MIT OpenCourseWare (OCW)

OpenCourseWare Consortium

November, 2012

Degrees of Difficulty, Time

MOOC and you’re out of a job: uni business models in danger, Mark Gregory, The Conversation, Australia

Student debt loads are increasing

Academics and universities might need to be careful of what they wish for with free online education.
October 1, 2012: MOOC Students
4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE


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

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

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

Gordon Luckhart, iBerry, http://iberry.com/
http://gbl55.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/

January 2013
MOOCs and the Collaboration Industry,
Wainhouse Research Note, Analyst: Alan D. Greenberg

Parthenon Perspectives:
Finding Value in an Evolving Education Landscape (US) Parthenon Group

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


On the Meaning of MOOC’s

Even though there are a lot of different terms, like professional student...
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
Holy Apostles College and Theology School in Cromwell, Connecticut, and the Catholic Church's Learning Network have launched six certification programs the next Monday.

November 2, 2012
The Year of the MOOC, New York Times, Laura Pappano,
http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.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).

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

February 20, 2013
To Fix Its Education System, India Should Look to MOOCs
William H. Avery, Chronicle of Higher Education

February 24, 2013
Big (MOOC) Data, Inside Higher Education, Dayna Catropa

February 5, 2013
Bioelectricity: A Quantitative Approach,
Duke University’s First MOOC
Figure 2. Bioelectricity Video Views
first and last video for each week
October 9, 2012
MOOCs and exercise bikes – more in common than you’d think, Robert Nelson and Phillip Dawson, The Conversation, Australia

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

May 2013
MOOCs @ Edinburgh 2013- Report #1

May 2013
MOOCs @ Edinburgh 2013- Report #1

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

February 27, 2013 (Inside HE)
CourseTalk


http://www.grademycourse.com/

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/137905/

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

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/

FROM THE SURVEY
Do you believe MOOCs could eventually reduce the cost of attaining a college degree at your institution?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not at all</td>
<td>35%</td>
</tr>
<tr>
<td>Yes, marginally</td>
<td>40%</td>
</tr>
<tr>
<td>Yes, significantly</td>
<td>24%</td>
</tr>
</tbody>
</table>

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/

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>34%</td>
</tr>
<tr>
<td>No</td>
<td>66%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>79%</td>
</tr>
<tr>
<td>No</td>
<td>21%</td>
</tr>
</tbody>
</table>
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

May 6, 2013
Faculty Backlash Grows Against Online Partnerships
Chronicle of Higher Education, Steve Kolowich

May 10, 2013
Debate Over MOOCs Reaches Harvard
Chronicle of Higher Education, Dan Berrett

May 28, 2013
Outsourced Lectures Raise Concerns About Academic Freedom, Steve Kolowich

June 3, 2013
We’re All to Blame for MOOCs, Patrick J. Deneen, Chronicle of Higher Education

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.
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/)

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

MOOC Leadership Principle #4: Rethink Open Courses, Assessment, Certification, Students, etc.
February 15, 2012
Guess what! You just got into MIT!
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/2013/04/02/5b53bb3e-9bbe-11e2-9a79-eb5280c81c63_story.html


June 6, 2013
California Bill Allowing Credit for MOOCs Passes Senate
Leila Meyer, Campus Technology

MOOC Leadership Principle #5:
Form Symbiotic Partnerships
April 18 and Sept 19, 2012: Coursera
(https://www.coursera.org/)

August 10, 2012
Coursera Hits 1 Million Students, With Udacity Close Behind, J effrey 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).

May 30, 2013
Universities bolster MOOCs for online learning, USA Today, Mary Beth Marklein
http://www.usatoday.com/story/news/nation/2013/05/30/universities-coursera-moocs-online-learning/2371421/

April 27, 2012
Introduction to Blackboard/ CourseSites MOOC, With Dr. Curt Bonk: “Instructional Ideas and Technology Tools for Online Success” (4,039 now enrolled)
https://www.youtube.com/watch?v=rBNe8CUePTQ&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

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

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/6-Professors-Discuss-Teaching/132129/

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+

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=JzNHvm5vM7I

MOOC Leadership Principle #12: Do Not Make Rash Decisions
July 17, 2012
http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/

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

MOOC Leadership Principle #13: Be Proactive in Addressing Concerns
August 16 & September 6, 2012
MOOC Leadership Principle #14:
Give Something Away
September 12, 2012
http://www.youtube.com/watch?feature=player_embedded&v=GAY5ICoVnA8

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/

December 11, 2012
Sustainability of MOOCs in Higher Education, UMass Boston

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

MOOC Leadership Principle #16:
Create New Programs
June 19, 2012

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

MOOC Type #15. 
Remedial Course MOOC
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
MOOC Business Model #12.
Charge Fee for Student Data

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
MOOC Guide #4.
Gather Geographic Data

October 22, 2012
Chuck Severance in Seoul
http://www.youtube.com/watch?v=nHaPvqU4MrM

MOOC Guide #5.
Form Groups and Social Supports

June 7, 2013
MOOC Students Who Got Offline Help Scored Higher, Study Finds,
Steve Kolowich, Chronicle of Higher Education

MOOC Guide #6. Combine Sync and Async Instruction

MOOC Guide #7. Arrive Early for Sync Session

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

MOOC Guide #9. Share Resources

MOOC Guide #10. Personalize Where Possible!

Jean-Luc Picard said what? That's right, Engage!
Stop and Share:
Three Words from this session!

Questions?
Website: www.Extreme-Learning.com
Slides at: TrainingShare.com
Book: http://worldisopen.com/
Dr. Curt Bonk - Curt@worldisopen.com

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