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/

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!

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, January 28, 2013
(Carrie Gong from Beijing Normal University)

Learning is More Mobile

Learning is More Video-Based
Adora Svitak, WFP Youth Representative - 2013 ECOSOC Youth Forum, March 27, 2013

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, October 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

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.fiercemobilehealthcare.com/story/google-glasses-could-have-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://novoed.com/

Mystery of MOOCs:
Part I. A Funny Thing Happened...
Gordon Lockhart, iBerry, http://iberry.com/
http://gbl55.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.
**January 2013**  
*MOOCs and the Collaboration Industry, Wainhouse Research Note, Analyst: Alan D. Greenberg*

2008  
2009 - 2010  
2011  
2012  
2013 - 2017

- First MOOC: MITx, edX
- MOOCs overwhelmingly take hold: E-Learning, D2L, University of the People, P2PU
- Stanford Intro to AI MOOC (180,000)
- Udacity, Coursera, edX (rebranded MIT program)
- Big Name U, trial and error, best practices, business “learning” mainstreaming

Figure 1: A Short Recent History -- and Prediction for the Future -- of the MOOC

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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*

On the Meaning of MOOC’s

“Not through any single channel, but through many, "a professional student."

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**August 8, 2012**  
*Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT*

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**November 2, 2012**  
*The Year of the MOOC, New York Times, Laura Pappano,*

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).

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**January 23, 2013**  
*Academic Partnerships Launches MOOC2Degree Initiative Free, Open Online Courses As A First Step Toward A Degree*  
[http://www.mooc2degree.com/](http://www.mooc2degree.com/)
To Fix Its Education System, India Should Look to MOOCs

February 20, 2013
William H. Avery, Chronicle of Higher Education

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

Bioelectricity: A Quantitative Approach, Duke University’s First MOOC
February 5, 2013

MOOCs and exercise bikes – more in common than you’d think, Robert Nelson and Phillip Dawson, The Conversation, Australia
May 2013

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

April 29, 2013
Major Players in the MOOC Universe, Chronicle of Higher Education, Jake New

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
http://chronicle.com/article/Faculty-Backlash-Grows-Against-Online-Partnerships/139049/

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

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/139519/?cid=at&utm_source=at&utm_medium=en

Poll #2:
Have you participated in a MOOC before?
A. Yes
B. No

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 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

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, Jeffrey R. Young, Chronicle of Higher Ed

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

Course numbers and students are calculated from anonymous course registration data, and are preliminary counts before grades are posted.
April 27, 2012
Introduction to Blackboard/ CourseSites MOOC, With Dr. Curt Bonk: “Instructional Ideas and Technology Tools for Online Success” (4,039 now enrolled)

December 13, 2012
UK universities in online launch to challenge US, BBC News, Sean Coughlan

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/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

Piazza Makes Stanford’s iTunes U App Development Course Social
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

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/

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

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 of 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.\nName 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

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!

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