



EC-TEL 2013

EIGHTH EUROPEAN CONFERENCE ON TECHNOLOGY ENHANCED LEARNING
SCALING UP LEARNING FOR SUSTAINED IMPACT

Paphos (Cyprus), 17 - 21 September 2013





Sir John Daniel
&
Stamenka Uvalić-Trumbić



Making Sense of MOOCs:

The Evolution of Online Learning in Higher Education

Sir John Daniel

&

Stamenka Uvalić-Trumbić

PLAN

- Evolution of methods
- Greater choice of materials
- Quality in online learning

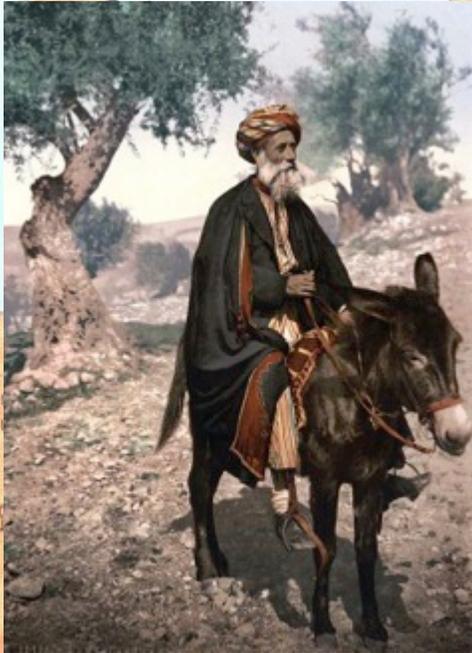
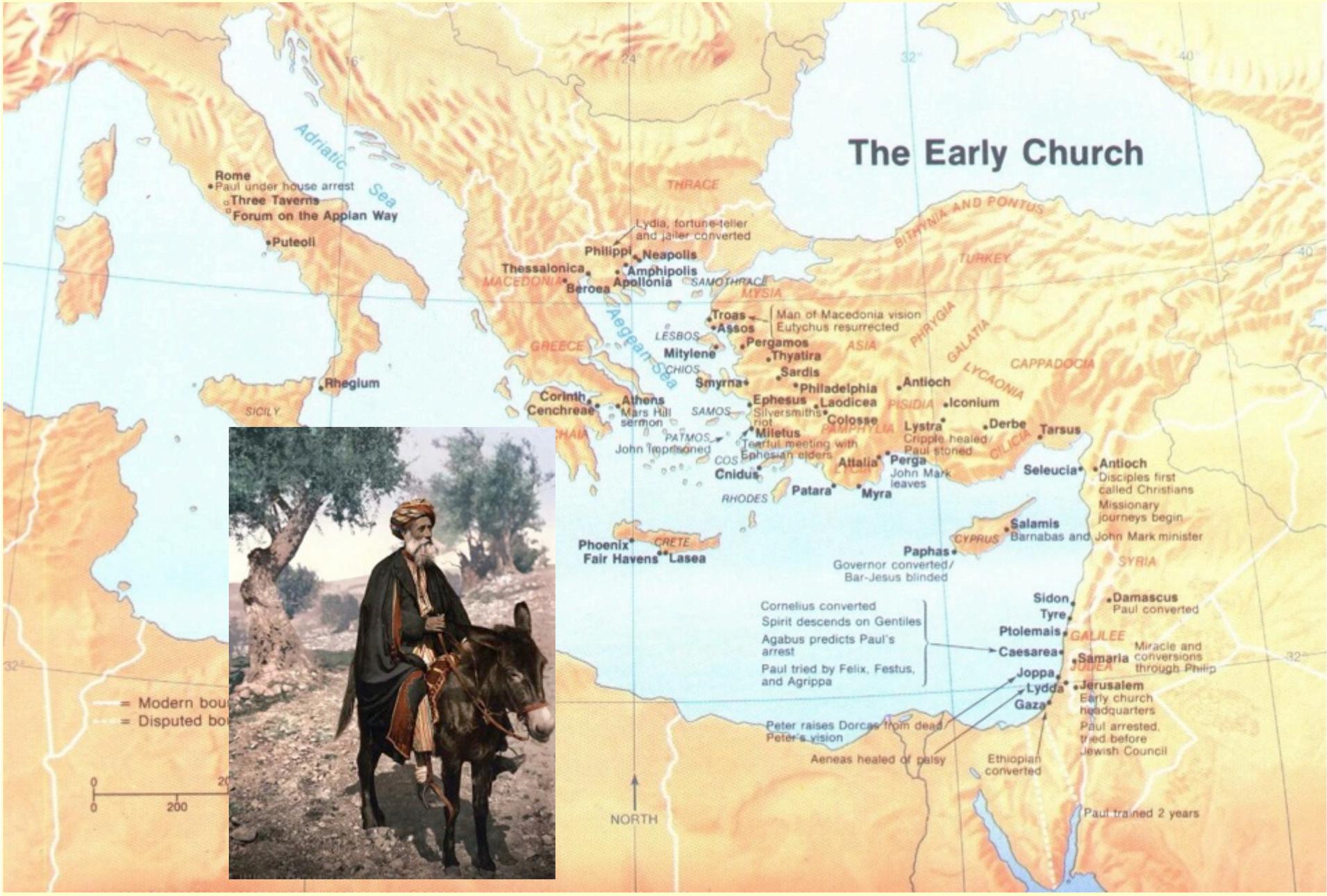


Saint Paul comes to Cyprus



St. Paul's letters to young churches

The Early Church





Church Antioch





St. Paul's Cathedral, London

**SCALING UP
LEARNING
FOR
SUSTAINED
IMPACT**



Peacock mosaic – Paphos
2nd century AD



St. Paul's letters to young churches



Am. Steiner sculp. 1687

IMPRESSIO LIBRORVM.

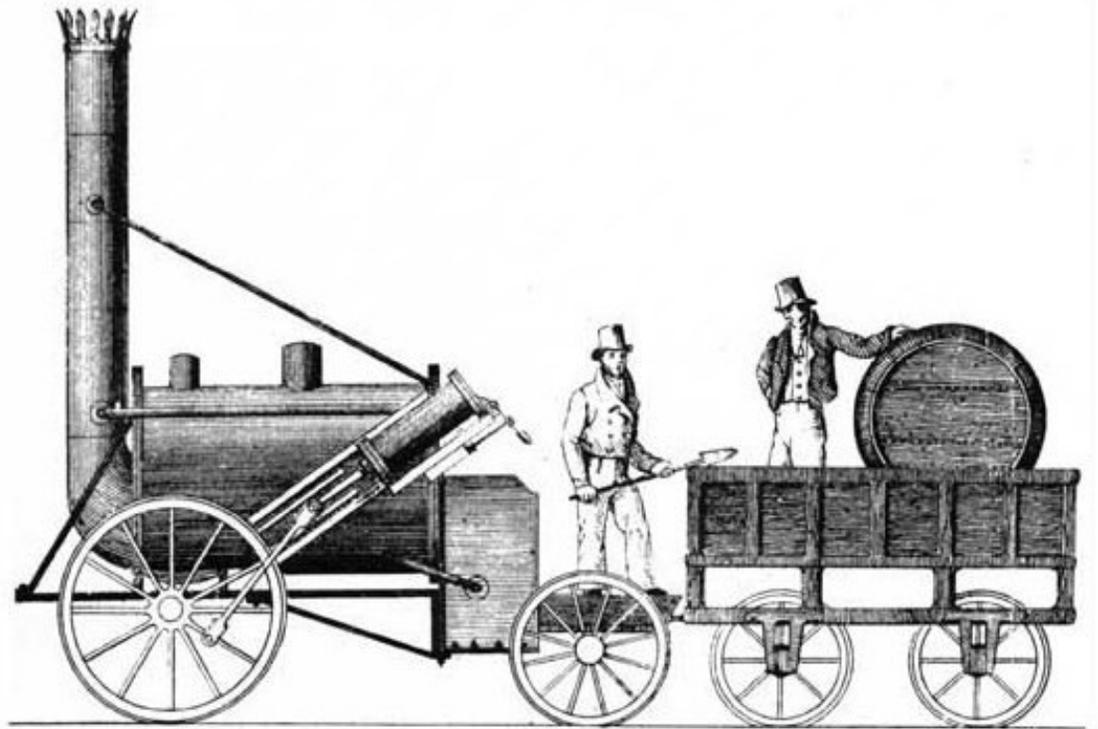
†. Potest ut una vox capi aure plurima: Limoni ita una scripta mille paginas.



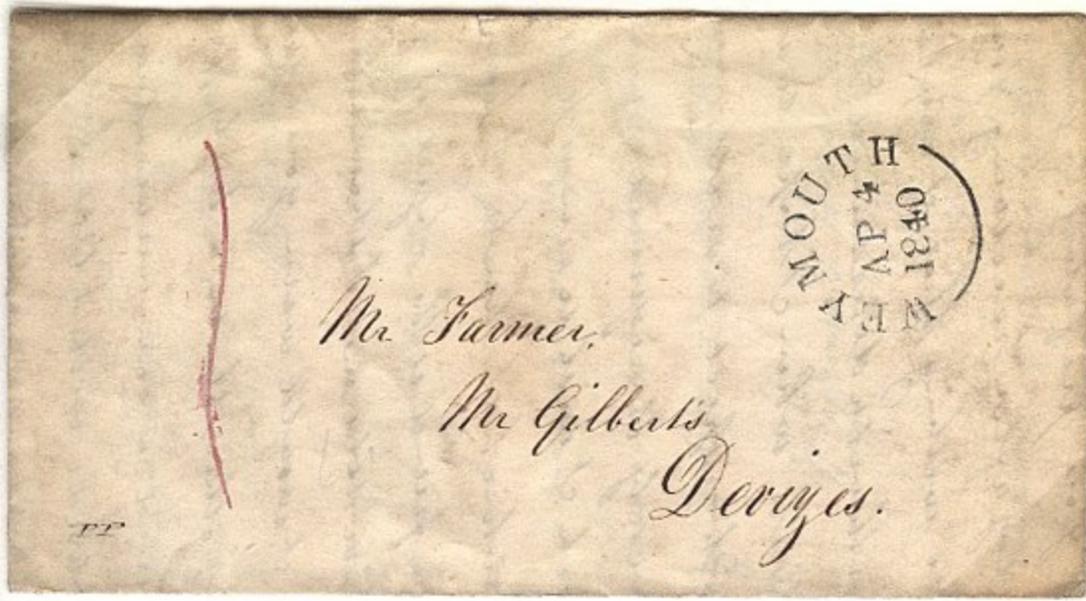
Marshall McLuhan



‘The medium is the message’



Railways



Postal systems

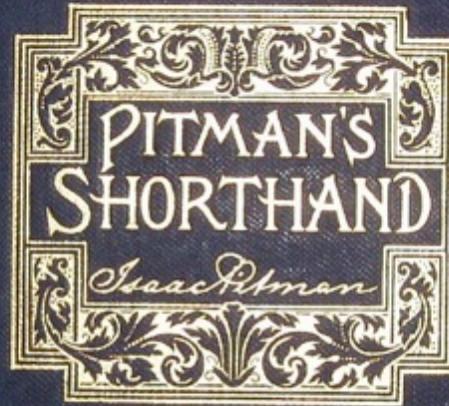




Printing & Post
=
Correspondence
education



SHORT COURSE



PITMAN'S
SHORTHAND

Isaac Pitman



Radio

Film



Television

Computer



The
MOTION PICTURE

is the
most revolutionary instrument
introduced into education since the
printing press

Hoban 1940

PROGRAMMED LEARNING

is the first
major technological innovation since
the
invention of printing

Woefle 1962

The impact of

COMPUTERS

on society, and hence on education,
has been compared to that of
moveable type and the printing press
since Gutenberg

Caffrey and Mossman 1967



Am. Steiner sculp. 1687

IMPRESSIO LIBRORVM.

†. Potest vt via vox capi aure plurima: Limoni ita via scripta mille paginas.

There is no magic
educational
medium

(and never will be)



Lord Geoffrey Crowther
Inauguration of the Open University
1969

“The world is caught in a communications revolution, the effects of which will go beyond those of the industrial revolution of two centuries ago.

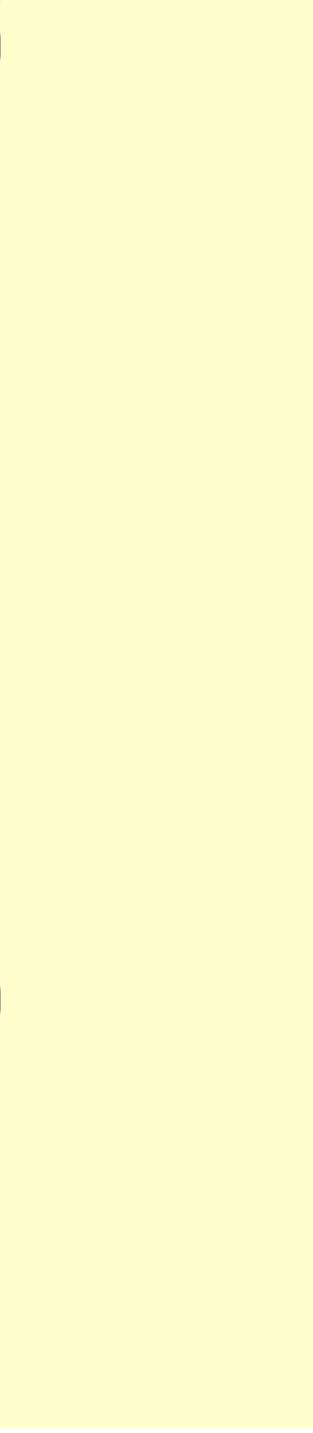
Then the great advance was the invention of machines to multiply the potency of men's muscles.

Now the great new advance is the invention of machines to multiply the potency of men's minds. As the steam engine was to the first revolution, so the computer is to the second.”

Lord Geoffrey Crowther, 1969



The Open University





The Open University

Open as to:

- People
- Places
- Methods
- Ideas



The Open University

- **250,000+ students**

BRITAIN' S TOP NINE UNIVERSITIES

Quality Rankings of Teaching

based on all subject assessments 1995-2004
(*Sunday Times University Guide 2004*)

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<u>THE OPEN UNIVERSITY</u>	87%
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
9	ESSEX	77%

...and OU top for student satisfaction

**SCALING UP
LEARNING
FOR
SUSTAINED
IMPACT**



OUR MISSION

1970s



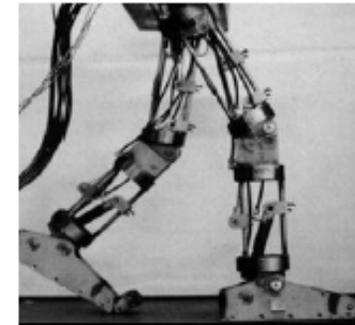
People



Places

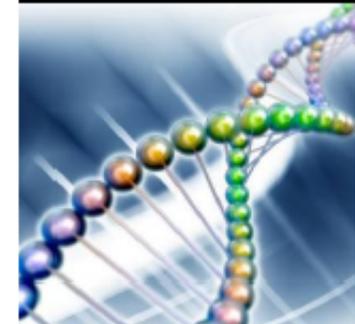


Methods



Ideas

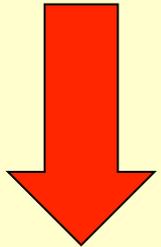
2010s





OUR MISSION

1970s



2010s



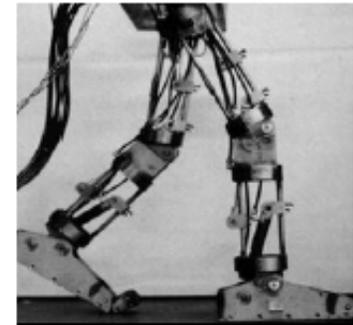
People



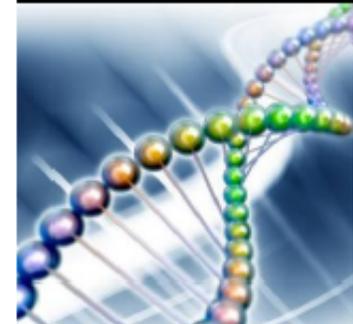
Places



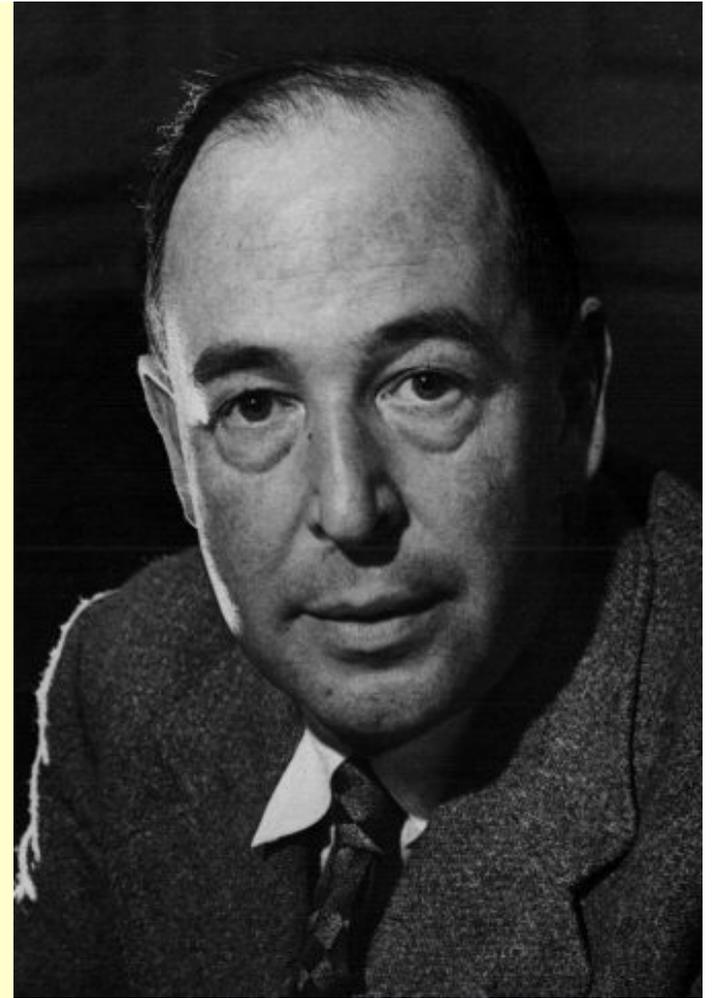
Methods



Ideas



“Humanity does not pass through phases as a train passes through stations: being alive, it has the privilege of always moving yet never leaving anything behind.”



C. S. Lewis

Top downloads



1

1. Creative Writing

The tracks on this album offer an invaluable insight into a wide range of techniques and practices surrounding Creative Writing. Writers as diverse as...



2

2. What do genes do? (eBook)

This unit explores how information contained in DNA is used, explaining the flow of information from DNA to RNA to protein. Also introduced are the co...



3

3. Cognitive Psychology

The consciousness of the human mind has long been a topic of fascination and curiosity amongst writers, artists and psychologists, from Carl Jung and ...



4. Portales: beginners' Spanish

This series of clips covers a variety of issues about Spanish culture and society. Material is taken from The Open University Course L194 Portales: b...



5. Addiction and neural ageing (eBook)

This unit looks at two topics that are of immense worldwide social, economic, ethical, and political importance – 'addiction' and neural ageing...



6. Fossil Detectives

This event took place on 21st October 2008 and was hosted by Hermione Cockburn, presenter of the brand-new OU/BBC series Fossil Detectives. Hermione, ...

Largest player on iTunesU

Easier access to content

- Student designed courses
- Open content
- MOOCs

Easier access to content

- Student designed courses



Ernest L. Boyer

Chancellor of SUNY 1970-77

US Commissioner of Education 1977-79

President of the Carnegie Foundation 1979-95

165 honorary degrees



EMPIRE STATE COLLEGE

STATE UNIVERSITY OF NEW YORK

‘My Degree – My Way’

Easier access to content

- Student designed courses
- Open content

THE TREND TOWARDS OPENNESS

- Open Source Software



- Open Access to Research



- Open Educational Resources



MIT OPEN COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

WE'RE

OPEN



UNESCO HQ Paris

2002 Forum on the Impact of Open CourseWare
for Higher Education in Developing Countries

OPEN EDUCATIONAL RESOURCES

OPEN EDUCATIONAL RESOURCES (OER)

**educational
materials that may
be freely accessed,
reused, modified and
shared**

Online version of
this document



PROGRAMME



United Nations
Educational, Scientific and
Cultural Organization



Open
Educational
Resources

**2012 World
Open Educational Resources
Congress** Paris
20-22 June
UNESCO Headquarters
Paris, France

Paris Declaration on OER

10. Encourage open licensing of educational material produced with public funds.



BRITISH
COLUMBIA

NEWSROOM

BC Government Online News Source

SECTORS

*View BC News Stories by
Sector*

REGIONS

*View BC News Stories by
Region*

MINISTRIES

*View BC News Stories by
Ministry*

**ADVANCED EDUCATION,
INNOVATION AND
TECHNOLOGY**

**B.C. to lead Canada in offering students free,
open textbooks**

VANCOUVER - British Columbia is set to become the first province in Canada to offer students free online, open textbooks for the 40 most popular post-secondary courses



Ernest L. Boyer

‘My Degree, My Way’



A partnership of like-minded institutions committed to creating pathways for OER learners to gain academic credit through the formal education system

Founding anchor partners

-  Athabasca University
-  BAOU [↗](#) (Gujarat's open university)
-  Empire State College (SUNY)
-  Nelson Marlborough Institute of Technology [↗](#)
-  NorthTec [↗](#)  Open Polytechnic [↗](#)
-  Otago Polytechnic  Southern New Hampshire University [↗](#)
-  Thompson Rivers University [↗](#)  University of Canterbury [↗](#)
-  University of South Africa [↗](#)
-  University of Southern Queensland
-  University of Wollongong [↗](#)
-  OER Foundation (non-teaching)
-  BCcampus (non-teaching)

Anchor partners

-  [Excelsior College](#)  [Kwantlen Polytechnic University](#)
-  [Open University of Catalonia](#)
-  [Thomas Edison State College](#)
-  [Unitec Institute of Technology](#)
-  [University of Glamorgan](#)
-  [University of the South Pacific](#)  [Wintec](#)
-  [Institute of Technology Sligo](#)
-  [S.N.D.T. Women's University](#)  [Ako Aotearoa](#)

Sponsors

-  [Commonwealth of Learning](#)
-  [UNESCO, Pacific States](#)

Easier access to content

- Student designed courses
- Open content
- MOOCs



“What’s a mook?”

(*Mean Streets* – Scorsese 1973)

What is a MOOC?

Massive **O**pen **O**nline **C**ourse

(Cours de masse ouverts et en ligne)



The herd instinct to Mooc!

Four Barriers That MOOCs Must Overcome To Build a Sustainable Model

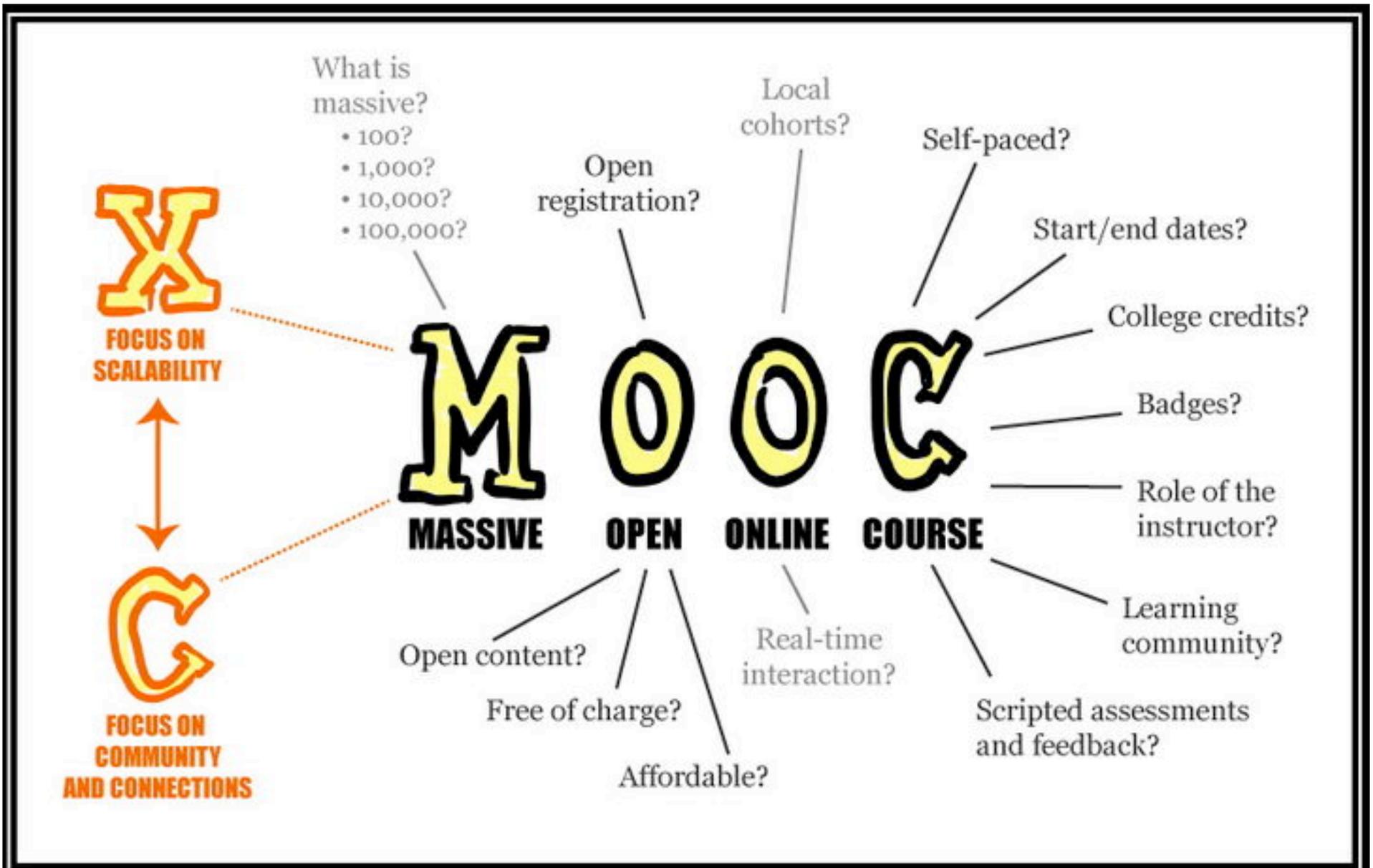
Coursea and MITx - sustaining or disruptive?

'There's Something Very Exciting Going On Here'



We Shouldn't Talk MOOCs as Meritocracies
September 1, 2012 by [Mike Caulfield](#)

MOOCs: a massive opportunity for higher education, or digital hype?



M O O C – Every letter is negotiable!



MOOCs began in Canada

University of
Manitoba



George Siemens



Stephen Downes



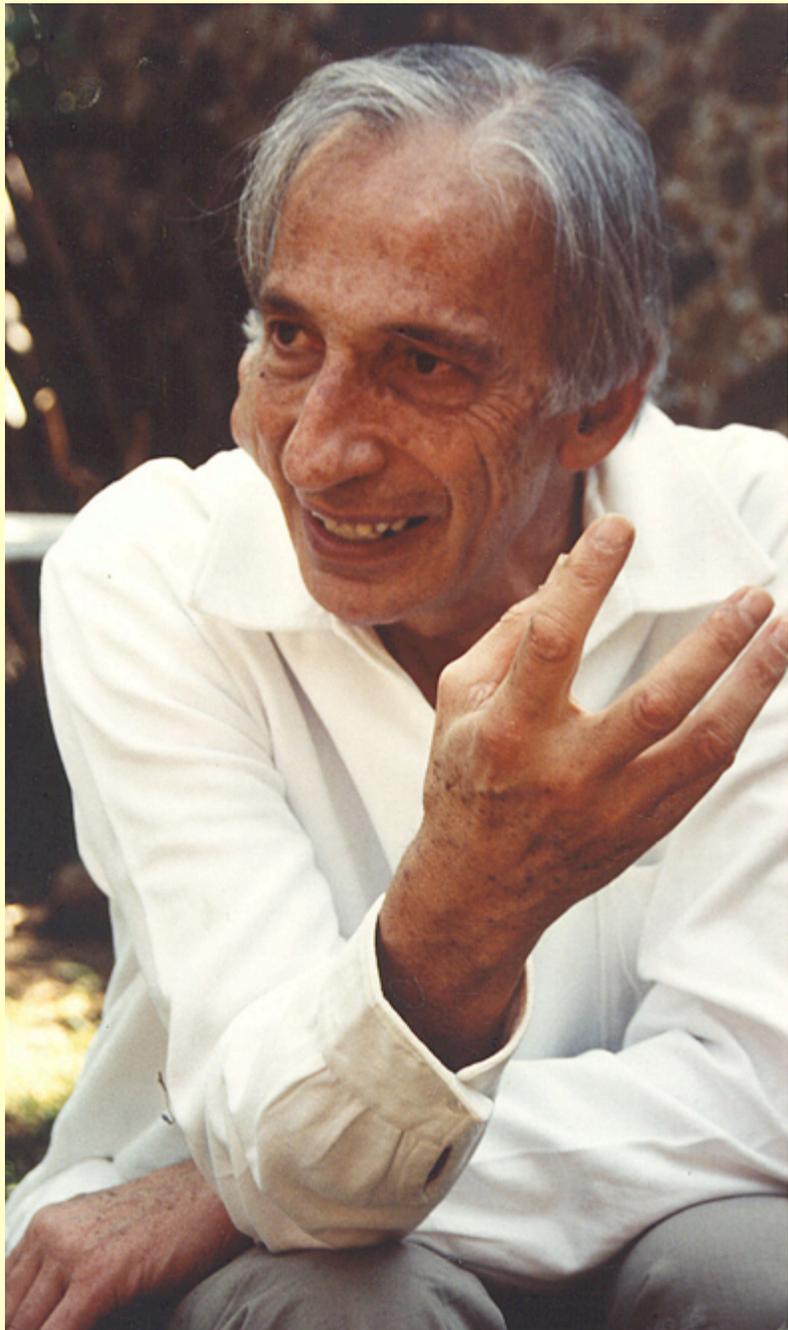
MOOCs began in Canada

University of
Manitoba



*Connectivism &
Connective Knowledge*

25 students on
campus
2,300 public - free

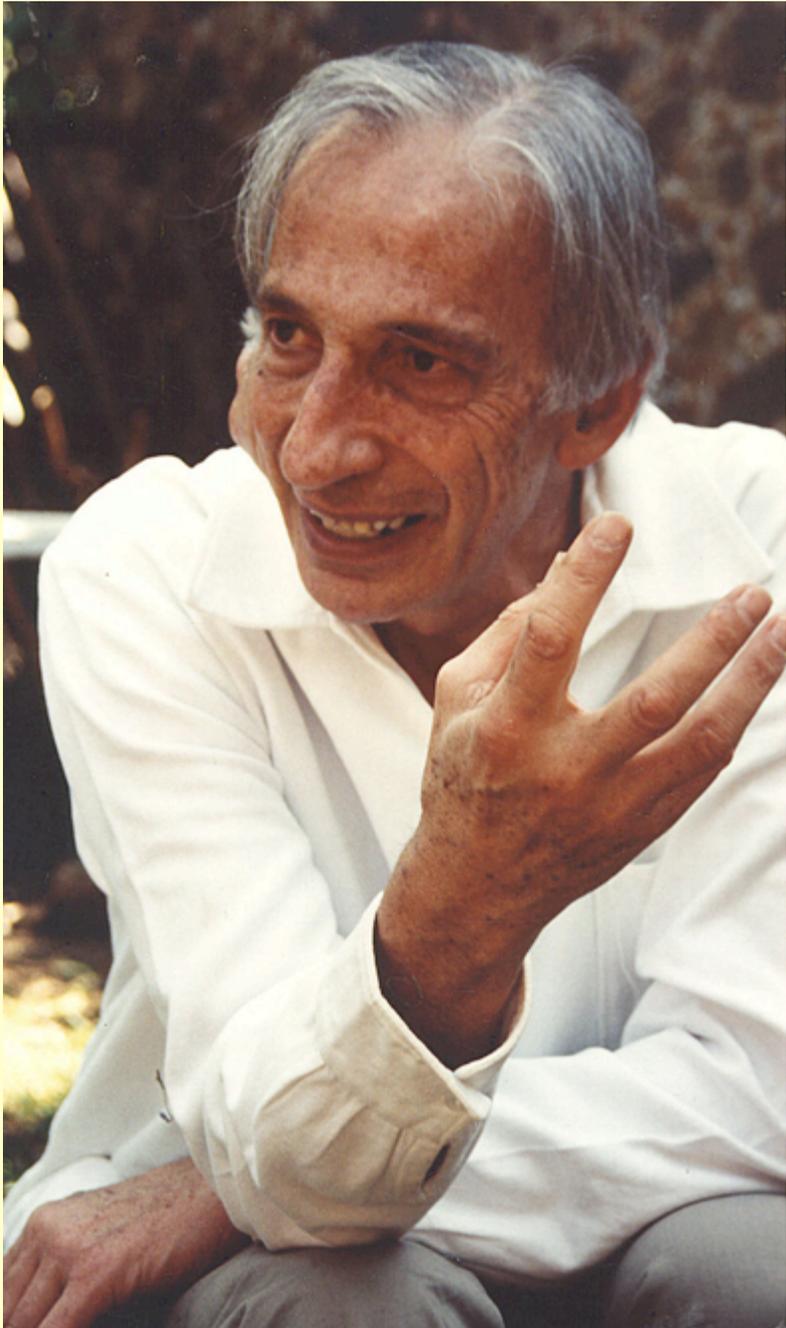


IVAN ILLICH

**Deschooling
Society**



'Good radical stuff' *Observer*



‘provide all who want to learn with access to available resources at any time in their lives; empower all who want to share what they know to find those who want to learn it from them; and, finally furnish all who want to present an issue to the public with the opportunity to make their challenge known’



MOOCs began in Canada

Connectivism & Connective Knowledge

‘all the course content was available through RSS feeds, and learners could participate with their choice of tools: threaded discussions in Moodle, blog posts, Second Life and synchronous online meetings’



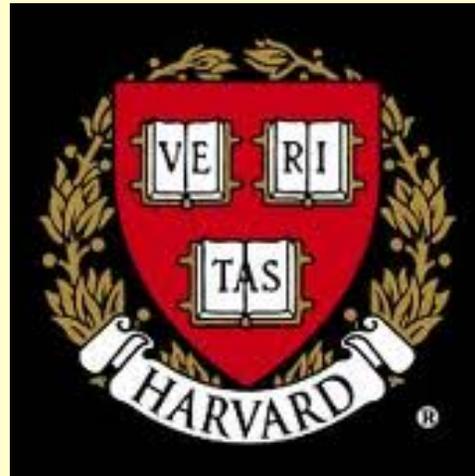
MOOCs began in Canada

University of
Manitoba

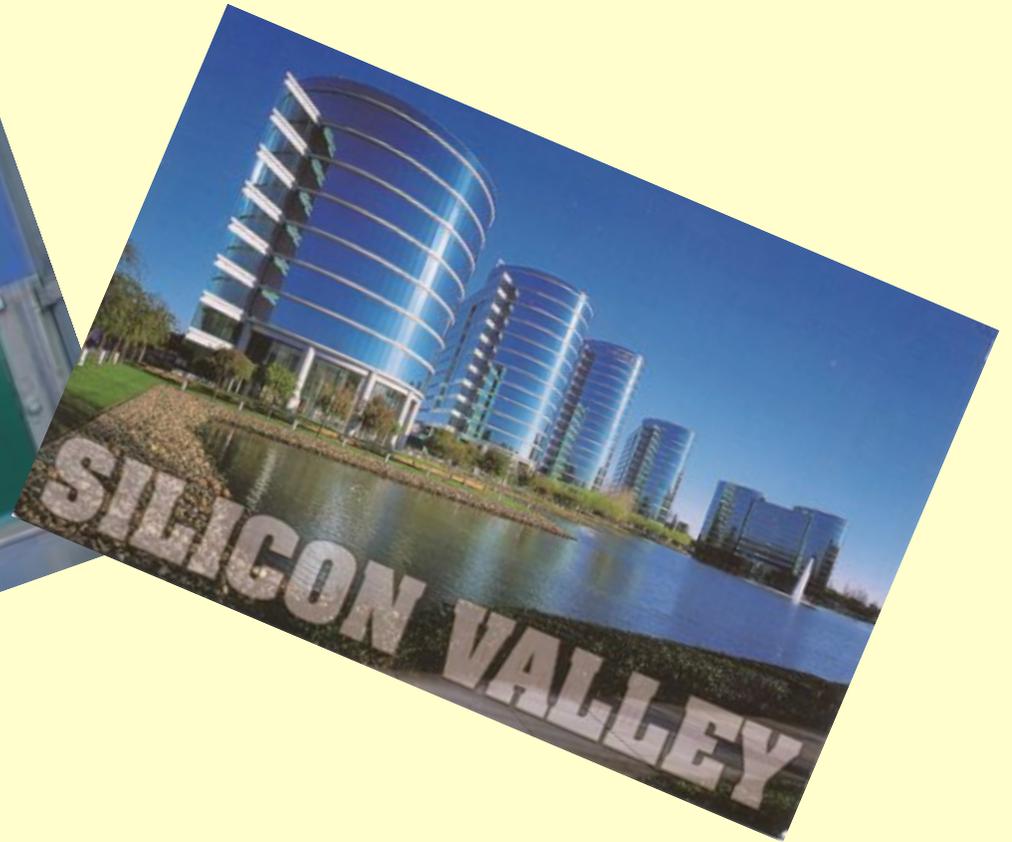


*Connectivism &
Connective Knowledge*

cMOOC



xMOOC



xMOOC

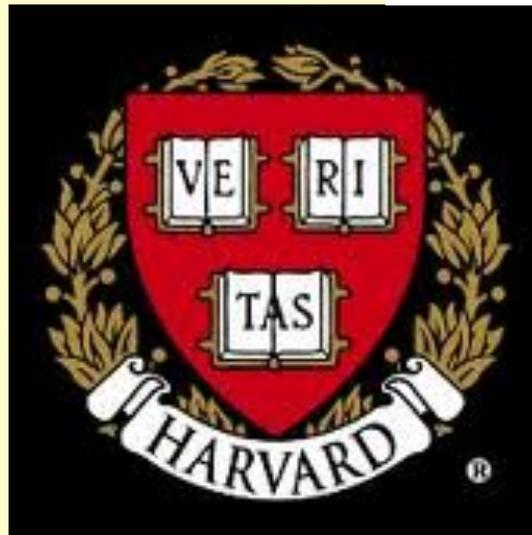


Korea National Open University



Making Sense of MOOCs:

Musings in a Maze of Myth, Paradox and Possibility





الجامعة العربية المفتوحة
Arab Open University



中央广播电视大学
THE OPEN UNIVERSITY OF CHINA



มหาวิทยาลัยสุโขทัยธรรมศาสตร์
Sukhothai Thammathirat Open University



ANADOLU ÜNİVERSİTESİ



AFRICAN VIRTUAL UNIVERSITY
UNIVERSITE VIRTUELLE AFRICAINE
UNIVERSIDADE VIRTUAL AFRICANA



The Open University

Allama Iqbal Open University



دانشگاه پیام نور



The Open University of Sri Lanka
LIFE LONG LEARNING THROUGH DISTANCE EDUCATION

Korea National Open University

IGNOU



Athabasca
University



“The real revolution of MOOCs is that universities with scarcity at the heart of their business model are suddenly embracing openness”



Course x6002 *Circuits and Electronics*

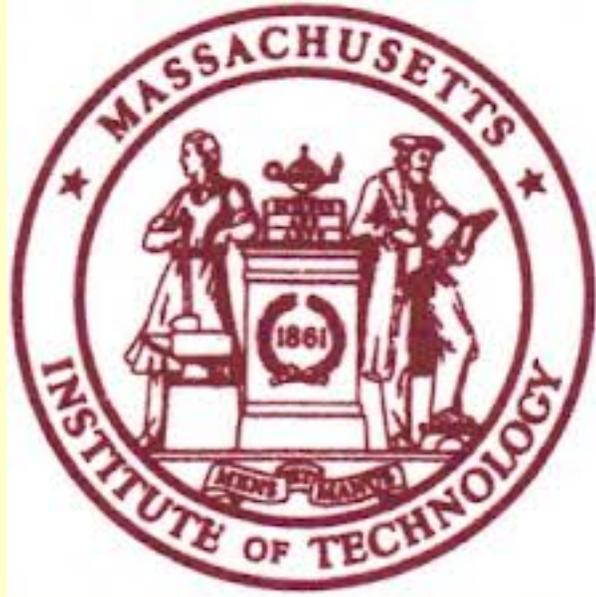
155,000 registrations

23,000 tried first test

9,000 passed mid-term

7157 passed = < 5%

**SCALING UP
HYPE
FOR
MINIMAL
LEARNING**



Anant Agrawal

Exam = 'very hard'
Attrition high but "if you look at the number
in absolute terms, it's as many as might
take the course in 40 years at MIT"



Course x6002 *Circuits and Electronics*

155,000 registrations

7157 passed = < 5%

340 had perfect score

(including a 15-year-old Mongolian)





Very high drop out rates in
all MOOCs

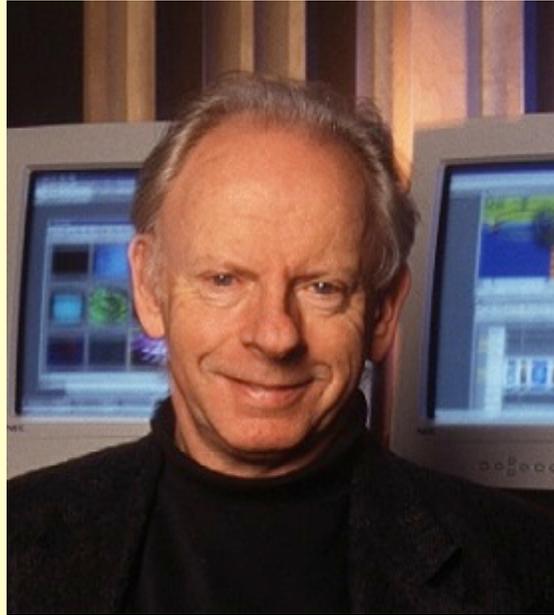
The Coursera logo is displayed in a bold, blue, sans-serif font. The letter 'C' is stylized with a circular cutout. The background behind the logo is a light blue gradient with a subtle pattern of small white dots.

‘it seems pretty obvious that no one who had any working knowledge of research in pedagogy was deeply involved in the creation of the course’



Massive Open Online Course

No business model for
universities offering them!



Tony Bates

‘

**‘A shake-out in MOOCs in 2014
as the evaluation results start to
come in’**

MOOCs



Where to ?



MOOCs

Good news:

- Greater public awareness of online
- Elite universities 'at a distance'
- Possible new pedagogy

Bad news:

- High drop out
- No credit
- No revenue

THE FUNDAMENTAL TENSION

open offerings



restrictive recruitment

MOOCs



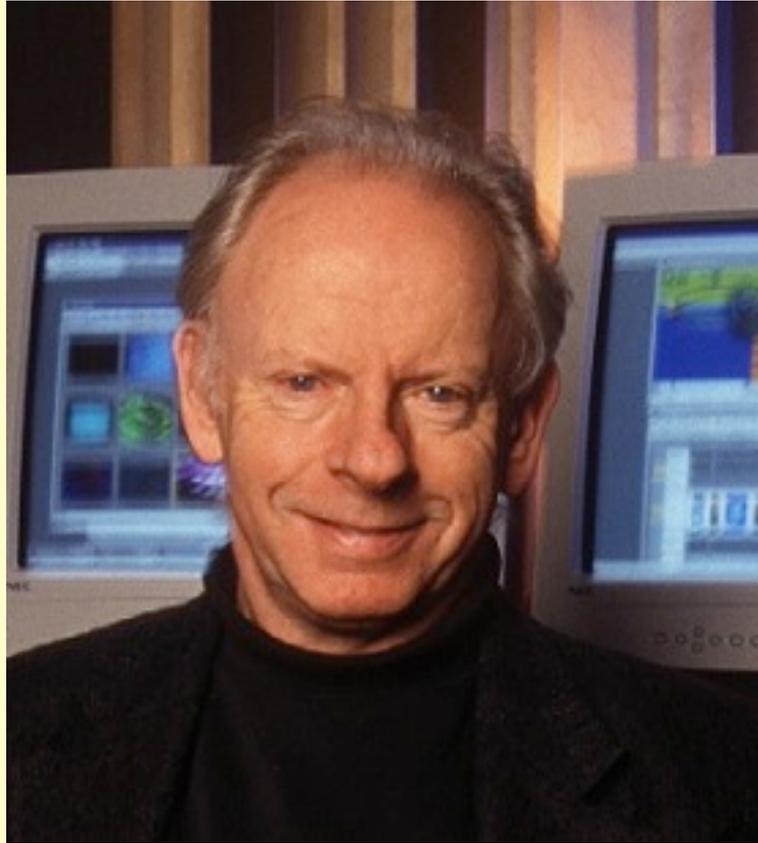
Where to ?



See

MOOCs

As a precursor to the offering of regular credit programmes online!



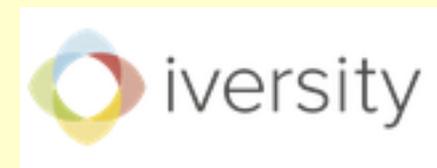
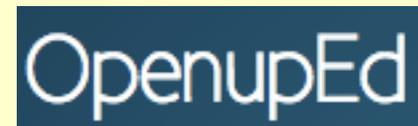
Professor Tony Bates
**“2012 Outlook for Online Learning and
Distance Education”**

(www.contactnorth.ca)



United States

‘over 80% of US students are expected to be taking courses online in 2014, up from 44% in 2009.’



NPTEL

E-LEARNING COURSES FROM THE IITs & IISc



MOOCs ventures outside North America

Q: How can the MOOCs experience stimulate the expansion of regular teaching online?

A: If institutions develop policies for online teaching and execute them determinedly.

The logo for edX, featuring the letters 'e', 'd', and 'x' in a stylized font. The 'e' is maroon, the 'd' is grey, and the 'x' is blue. The letters are overlapping and have a slight shadow effect.

edX

The logo for Coursera, featuring the word 'coursera' in a bold, blue, sans-serif font. The 'c' is stylized with a circular shape.

coursera

The logo for Future Learn, featuring a white graphic of three ascending steps on the left, followed by the words 'Future' and 'Learn' stacked vertically in a white, sans-serif font. The background is a gradient from light pink to maroon.

Future
Learn



ACADEMIC PARTNERSHIPS™

Academic Partnerships

We assist leading universities around the world in the development and marketing of their online degree programs





ACADEMIC
PARTNERSHIPS™

THE AIM

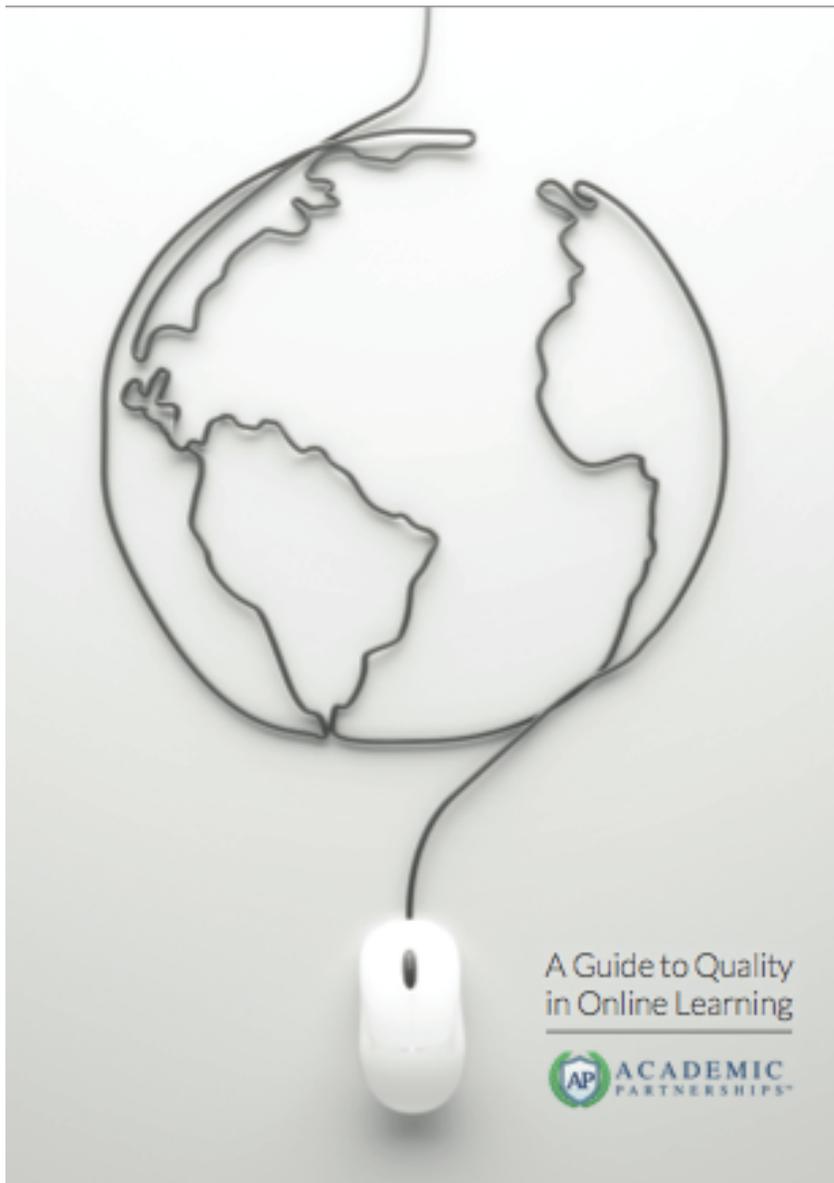
“to lead students into online award-bearing programmes and have them graduate at rates at least as good as those of their fellow students on campus”.



ACADEMIC
PARTNERSHIPS™

Focus on:

- Quality
- Viability



A Guide to Quality In Online Learning

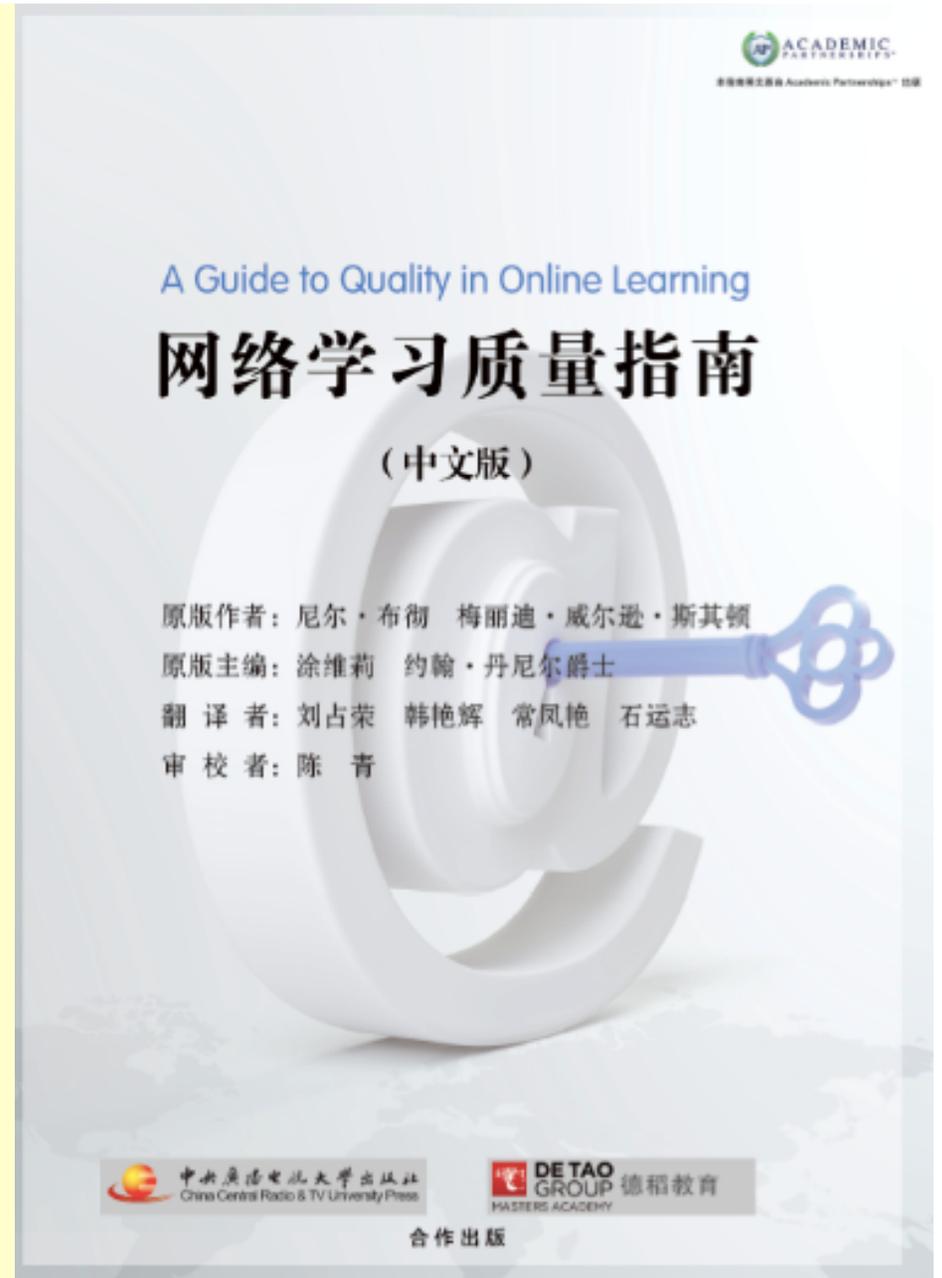
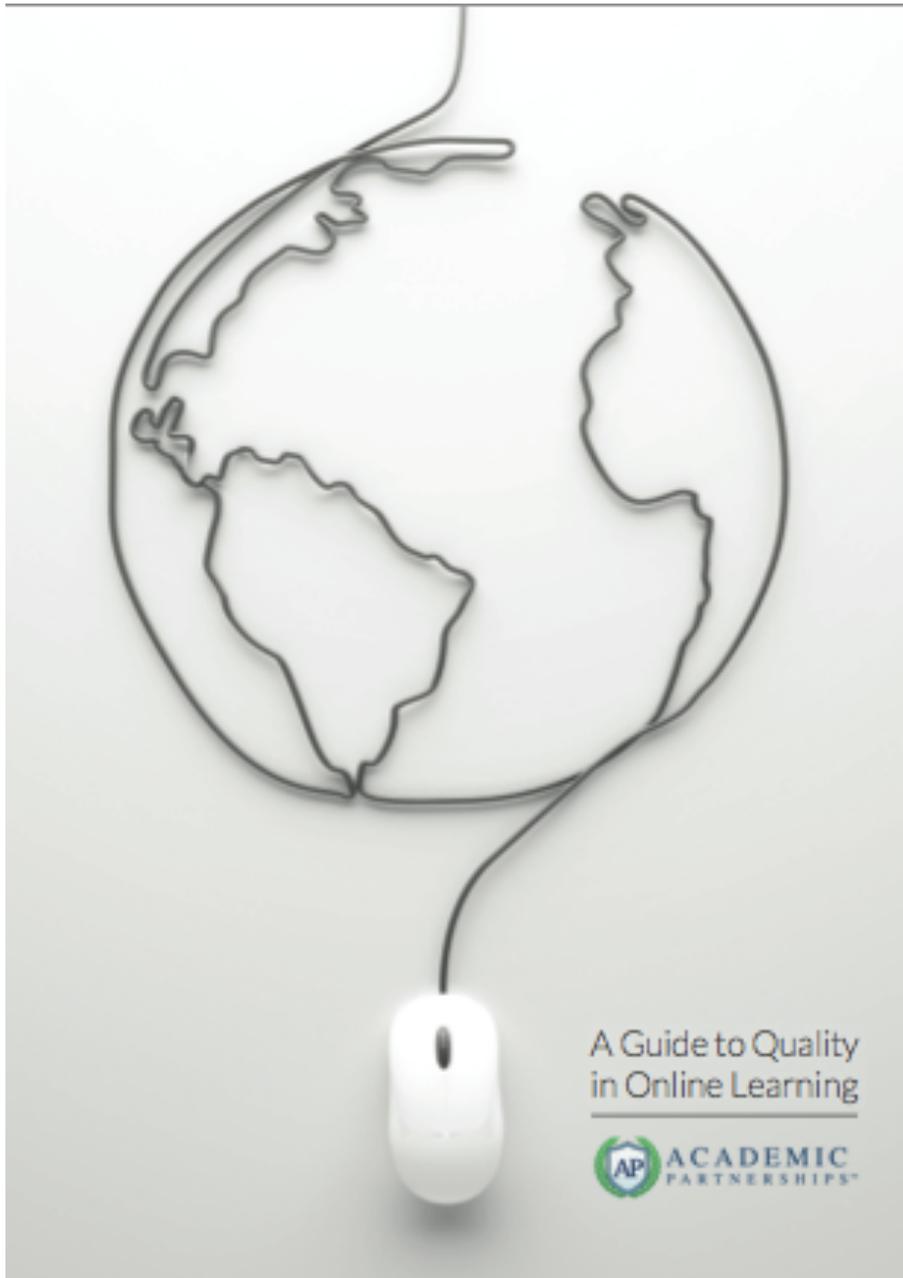
Authors:

Neil Butcher & Merridy Wilson-Strydom

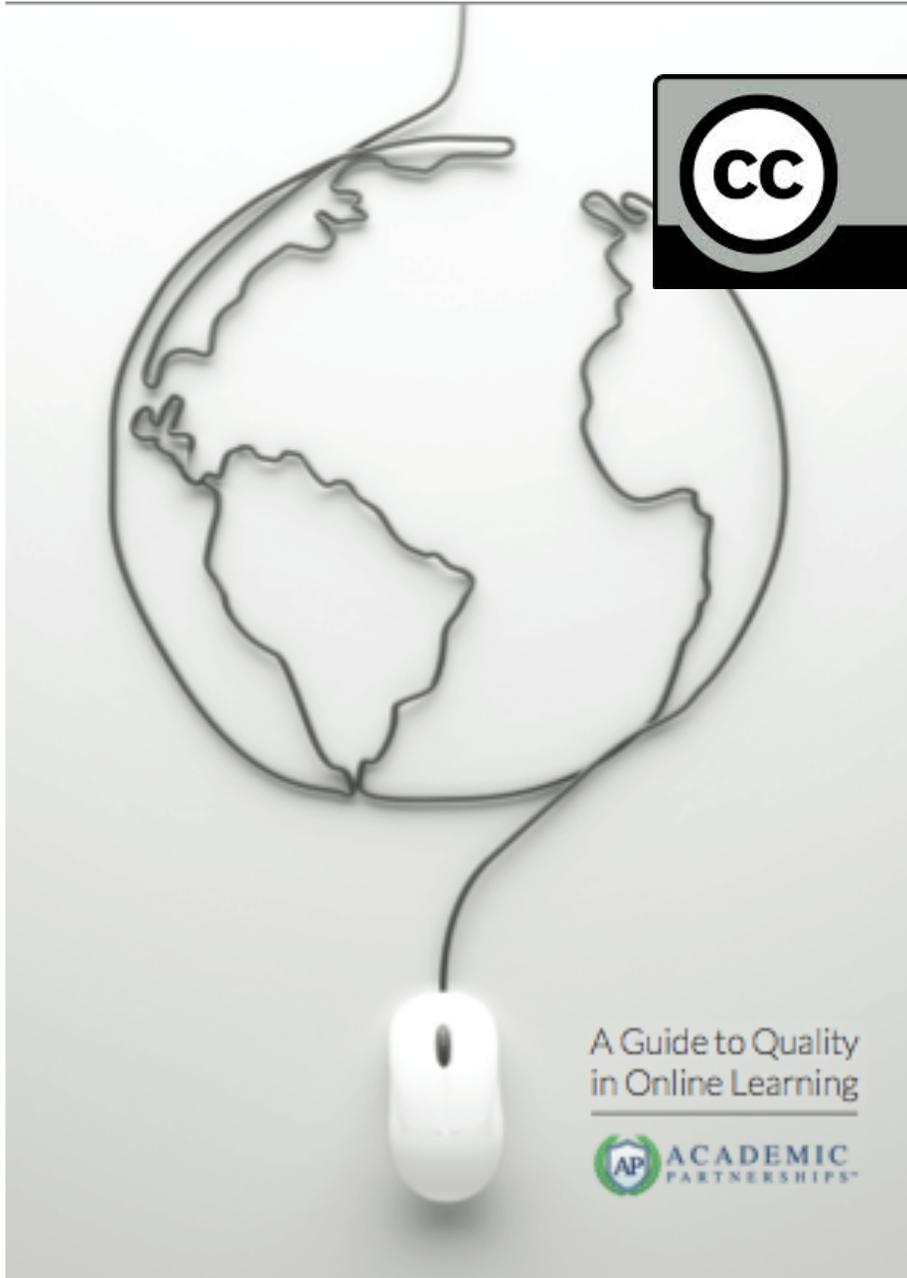
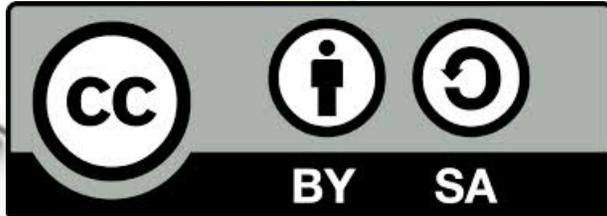


Editors:

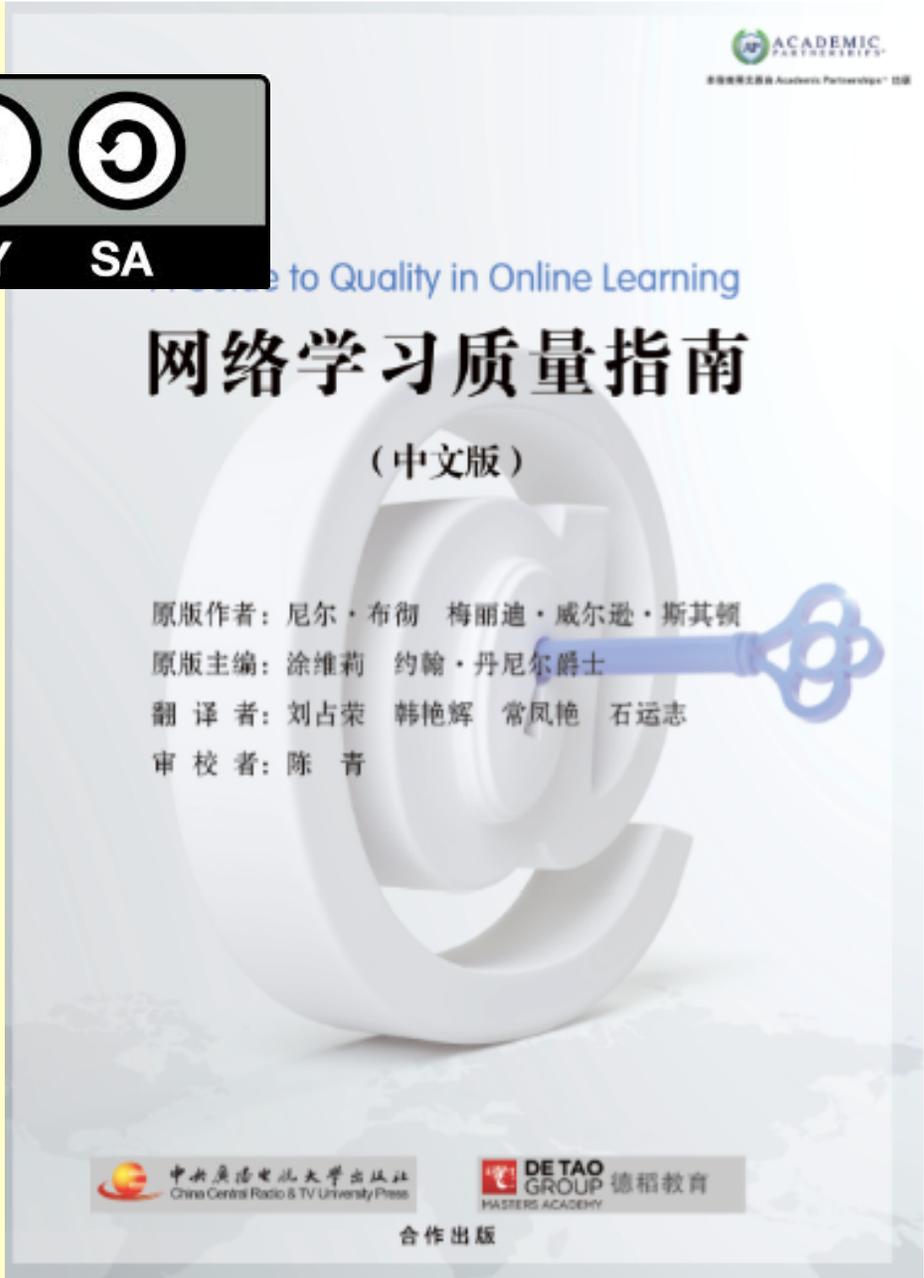
Stamenka Uvalić-Trumbić & Sir John Daniel



A Guide to Quality in Online Learning



A Guide to Quality
in Online Learning



A Guide to Quality in Online Learning

网络学习质量指南

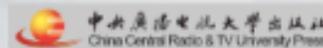
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合作出版

A Guide to Quality in Online Learning



THANK YOU

Stamenka Uvalić-Trumbić & Sir John Daniel

For text and slides:
www.sirjohn.ca