

# XJTLU MOOCs Symposium

Wednesday, November 17<sup>th</sup>

11am – 12:30pm

CB 1113

# Definitions:

Massive

Open

Online

Course



# Definitions:

*'...a course of study made available over the Internet without charge to a very large number of people: anyone who decides to take a MOOC simply logs on to the website and signs up'*

Source: [Oxford Dictionaries Online](#)



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# Definitions:

*'A massive open online course (MOOC) is an online course that has open access and interactive participation by means of the Web. MOOCs provide participants with course materials that are normally used in a conventional education setting - such as examples, lectures, videos, study materials and problem sets. Apart from this, MOOCs offer interactive user forums, which are extremely useful in building a community for students, TAs, and professors. Generally, MOOCs do not charge tuition fees or provide academic credit.'*

Source: [Techopedia.com](http://Techopedia.com)



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# MOOCs Taxonomy:

xMOOC

*(Behaviourist, teacher/facilitator-driven)*



# MOOCs Taxonomy:

cMOOC

*(Constructivist, learner/participant-driven)*



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# MOOCs Taxonomy:

synchMOOC

*(Synchronous, fixed start/end dates, assessment deadlines)*



# MOOCs Taxonomy:

## asynchMOOC

*(Asynchronous, no fixed start/end dates, looser assessment deadlines)*



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# MOOCs Taxonomy:

## adaptiveMOOC

*(Personalised, non-linear, based on assessment and data gathered about the learner)*



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# MOOCs Taxonomy:

miniMOOC

*(Shorter, often skills-based)*



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# MOOCs Taxonomy:

xMOOC

connectivistMOOC

synchMOOC

transferMOOC

miniMOOC

madeMOOC

cMOOC

groupMOOC

asynchMOOC

adaptiveMOOC



# Providers:

**coursera**



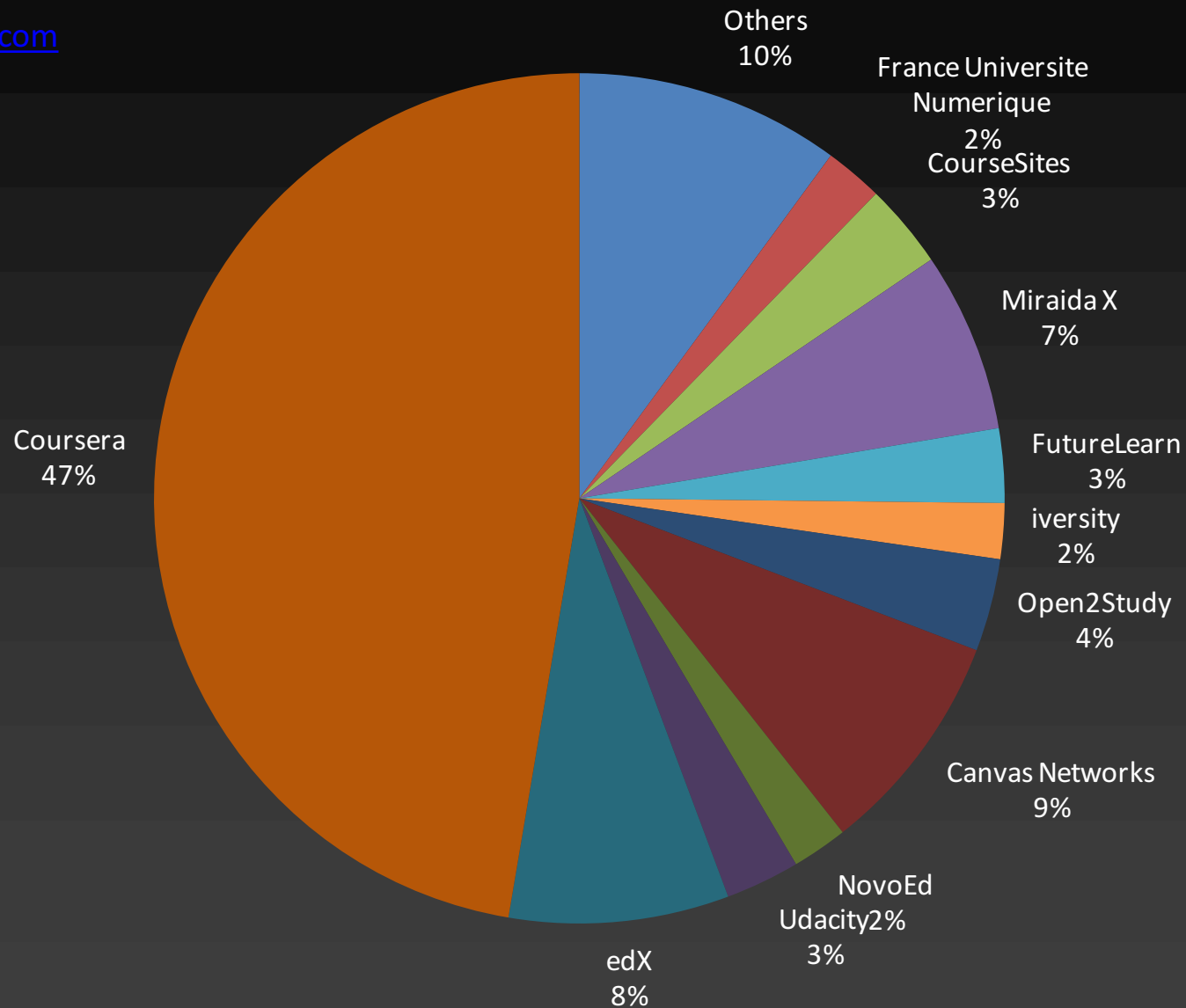
# Providers:

- Course hosting platform
- User management
- Generate analytics
- Certificate issuing
- Not free...



# Providers:

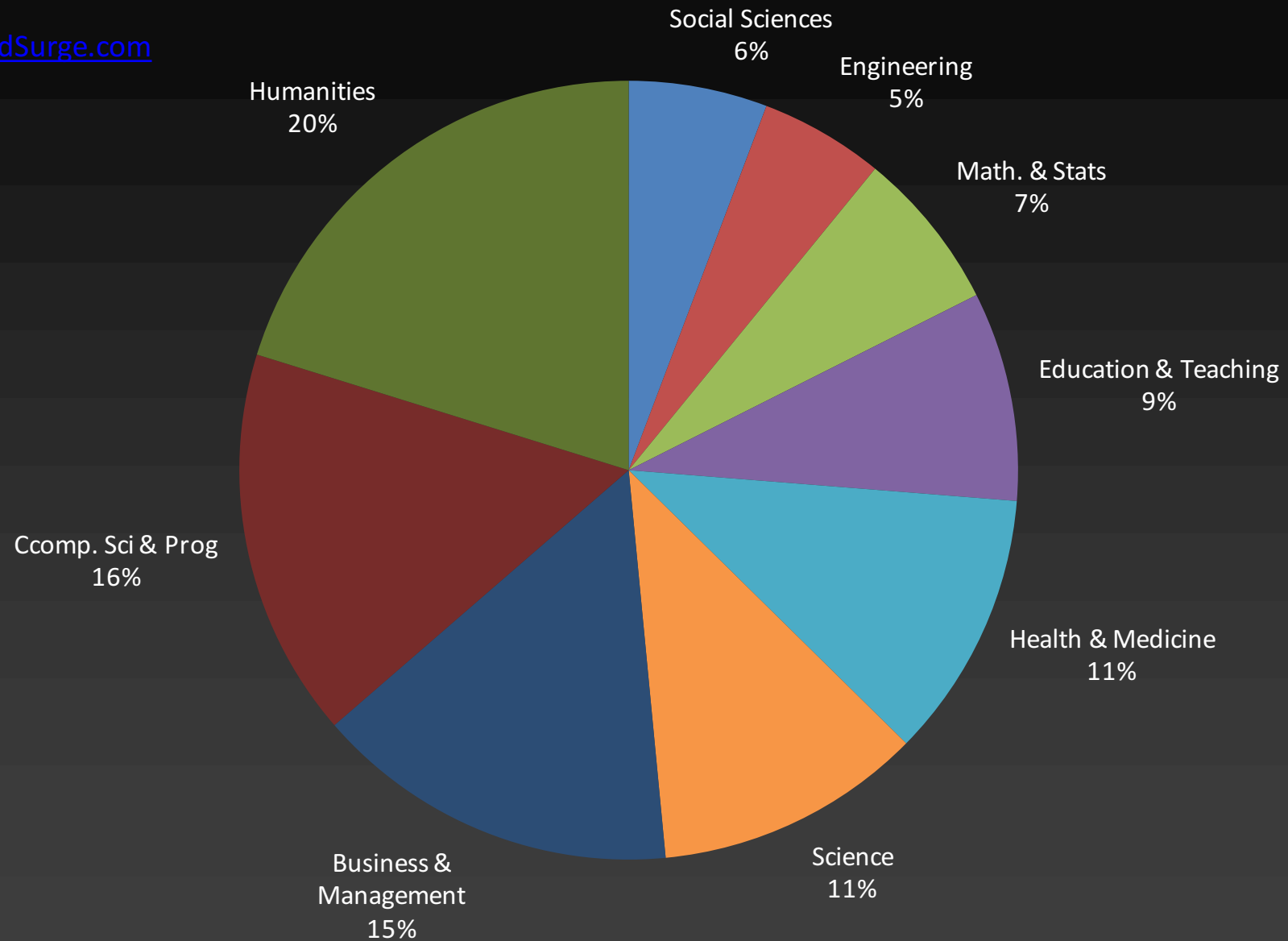
Source: [EdSurge.com](http://EdSurge.com)



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# Subject distribution:

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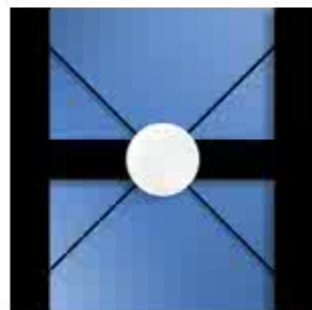


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# Why offer MOOCs?

- Humanitarian
- Explore new educational models
- Showcasing/marketing
  - Increase enrolments









# MOOC considerations:

\$40,000  \$325,000

Source: [eCampus News](#)



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# MOOC considerations:

- Teachers
- Content developers
- Production facilities/vendors





# MOOC considerations:

- Teachers
  - Incentives?
  - Time?
- Content developers
- Production facilities/vendors



# MOOC considerations:

- Participant incentives:
  - Certification – value?
  - Credit bearing?
- Why choose XJTLU MOOCs?



# MOOC considerations:

**coursera**

**edX**

**U**  
**UDACITY**

**NovoED**

**Future  
Learn**

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# MOOC considerations:

- How to measure success?
  - Completion? Between 5-10% on average
  - Satisfaction?
  - Additional enrolments?
- Long-term role and value?



# 12 Reasons Why MOOCs Will Change the World



Posted on July 25, 2013 at 7:00 am

As a learning consultancy, it's important for us to stay at the forefront of the education landscape. Our clients rely on us to bring solutions that are both proven and fresh – not an easy task by any means. While not yet proven, a new learning trend that has caught my eye is **MOOCs**, which stands for “massively open online courses.” As many of you already know, MOOCs are free online courses taught by entrepreneurial enterprises, and now by universities as well.



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Stanford Report, October 15, 2015

# MOOCs haven't lived up to the hopes and the hype, Stanford participants say

Massive online classes for virtually everyone were supposed to change the world of education, but it hasn't worked out that way yet, say three Stanford professors who have been involved since the beginning.

BY DAN STOBER

Three years after a groundswell of online learning swept through higher education, Stanford researchers who were at the forefront of the movement have concluded that online learning has not been the cure-all that many educators had hoped for. Nonetheless, the techniques developed for online learning may lead to great advances in how students learn, both online and in conventional classrooms.

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