
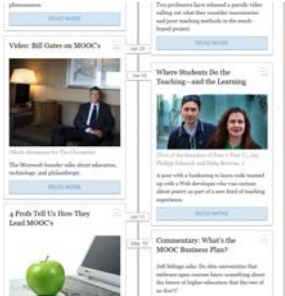


MOOCs, Motivation, and the Mass Movement toward Open Education
Part I. Past Year Recap of MOOC and MOOC Leadership

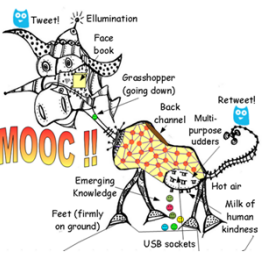
Curtis J. Bonk,
Professor, Indiana University
 cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbbonk/>



August 20, 2012
MOOC Timeline: What You Need to Know About MOOC's, Chronicle of Higher Education
http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm_source=at&utm_medium=en



What is a MOOC?




What is a MOOC?

Gordon Lockhart, iBerry, <http://iberry.com/>
<http://gbt55.wordpress.com/2011/03/08/lock11main:the-mooc-is-something-else/>

Poll #1:
Have you participated in a MOOC before?


A. Yes
B. No



MOOC Leadership Principle #1:
Be First!
June 21, 2011 and August 1
 Ray Schroeder, U of Illinois at Springfield
 Stanford to offer free AI course
 (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: Define Brand

The Floating University

<http://www.floatinguniversity.com/>

What if the world's best thinkers all taught at the same school?

\$39.99

Paul Bloom, Professor of Psychology, Yale University
What Compassion, Racism, and Sex Tell Us About Human Nature

MICHO KAKI, Professor of Physics, CUNY
The Universe in a Nutshell: The Physics of Everything.

MOOC Leadership Principle #4: Take Risks

January 23, 2012, Udacity- Sebastian Thrun
<http://www.udacity.com/>

UDACITY
We believe university-level education can be both high quality and low cost. Using the resources of the Internet, we've assembled some of the greatest teachers in hundreds of thousands of students all over the world.

CS 101: BUILDING A SEARCH ENGINE
Taught by Professor David Cox and Professor Shriram Srinivas

CS 373: PROGRAMMING A ROBOTIC CAR
Taught by Professor Sebastian Thrun

Udacity 22 - Sebastian Thrun

Udacity 23 - Sebastian Thrun

MOOC Leadership Principle #5: Rethink Open Courses, Assessment, Certification, Students, etc.

February 15, 2012
Guess what! You just got into MIT!
<http://www.marketplace.org/shows/marketplace-tech-report>

Marketplace

Guess what! You just got into MIT! Free ride! Kind of!

Badges and other alternative certifications

Some sample badges:

- Microsoft Certified
- Professional Search Engine Marketer
- Open Badges Project
- Open Badges Project

How MIT Models Open Badges Project Affair Higher Ed? by Audrey Waters, News [English] Education - Inside Higher Ed

MOOC Leadership Principle #6: Inspire Your Team

TED Talk: Salman Khan

Stanford Graduate School of Business, February 21, 2011
<http://www.youtube.com/watch?v=W-vj6BhCa5w>
Let's use video to reinvent education, TED, March 2011
http://www.ted.com/talks/salman_khan_let_s_use_video_to_reinvent_education.html

YouTube: Rethinking Learning with Salman Khan

TED Ideas worth spreading

TALKS
Salman Khan: Let's use video to reinvent education

1,641 views

MOOC Leadership Principle #7: Form Symbiotic Partnerships

April 18, 2012: Coursera
<https://www.coursera.org/>

Coursera

Learn. Anywhere. Anytime. Any device.

Watch Our Videos

Sign Up Now

PRINCETON UNIVERSITY STANFORD UNIVERSITY MICHIGAN STATE UNIVERSITY PENN STATE

Healthcare, Medicine, and Biology

July 17, 2012 (Expanded Sept 19, 2012)

Into the Fray, Steve Kolowich, Inside Higher Ed

<http://www.insidehighered.com/news/2012/07/17/uva-and-11-others-become-latest-plan-moocs#ixzz20uzDjXwU>

Coursera's Institutional MOOC Partners

- Original Member
- New Member

U. of Washington, U. of Michigan, U. of Toronto, U. of California at San Francisco, U. of Illinois, Princeton U., Stanford U., Johns Hopkins School of Public Health, U. of Virginia, Duke U., Caltech, Rice U., Georgia Tech, U. of Pennsylvania

Coursera's Newest Partners:
Boston College of Music, Brown University, Columbia University, Emory University, Hebrew University of Jerusalem, Hong Kong University of Science and Technology, Mount Sinai School of Medicine, Ohio State University, University of British Columbia, University of California at Irvine, University of Florida, University of London, University of Maryland, University of Melbourne, University of Pittsburgh, Vanderbilt University, Wesleyan University



Not on Map: École Polytechnique Fédérale de Lausanne (Switzerland), U. of Edinburgh (UK.)
Source: Coursera. Designed by Lauren Rouppas

August 10, 2012

Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed
<http://chronicle.com/blogs/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind38861>

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).

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>



May 2, 2012

MIT and Harvard announce edX
<http://www.edxonline.org/about.html>
EdX: The Future of Online Education is Now
<http://www.youtube.com/watch?v=SA6FLdIRkRU>




MOOC Leadership Principle #8: Offer Incentives

May 20, 2012


Udemy: <http://www.udemy.com/>



MOOC Leadership Principle #9: Collect Testimonials

June 11, 2012
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

April 11, 2012
4 Professors Discuss Teaching Free Online Courses for Thousands of Students
 By Jeffrey R. Young



Reworking a Course Into an Online Format: 'Sort of Like Moving'

Peter Struck: Associate professor of classical studies, University of Pennsylvania, teaching via Coursera

"You find things in the version of the course you know well and"

July 26, 2012

An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young
<http://chronicle.com/article/Multimedia/How-Do-Students-133162/>



Kimberly Spillman, 38, San Diego
 "I was socializing with students way more than I ever had. We'd hang out in the pub."

Charles Clark, 59, Washington, D.C.
 "I could have bought a book, but I think having a fixed deadline has a lot of value."

Yichuan Cao, 23, Mountain View, Calif.
 "I probably wouldn't put that on my resumé, but I would say I know how to do it."

Amy Tam, 42, Sunnyvale, Calif.
 "What I am hoping for is, if there are questions, the local study group will help."

October 1, 2012: MOOC Students 4 Massive Open Online Courses and How They Work, Ben Gose, Chronicle of HE

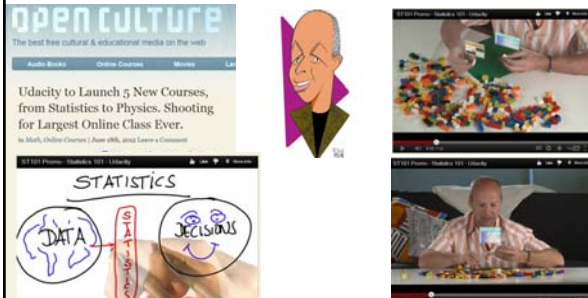
<http://chronicle.com/blogs/techtherapy/2012/10/03/episode-99-what-wearable-computers-could-mean-for-campuses/>



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

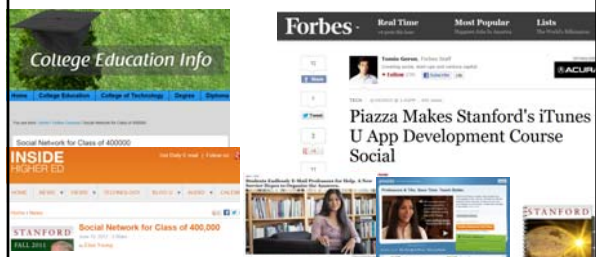
MOOC Leadership Principle #10: Set Bold (i.e., Audacious) Goals June 18, 2012

http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html



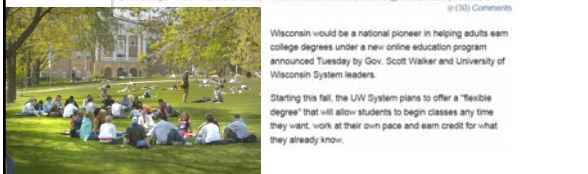
MOOC Leadership Principle #11: Use Free Resources June 19, 2012

Piazza in Stanford Class of 400,000



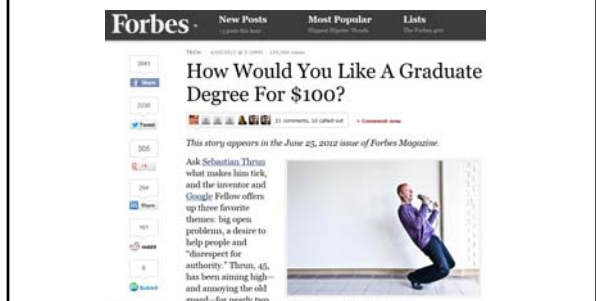
MOOC Leadership Principle #12: Create New Programs June 19, 2012

UW System to offer new 'flexible degree' program



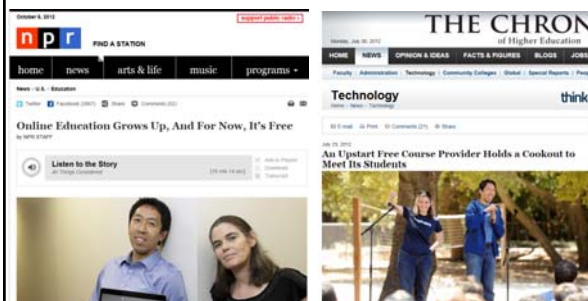
MOOC Leadership Principle #13: Generate Media Attention June 25, 2012

<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



Online Education Grows Up, And For Now, It's Free, NPR Staff, October 6, 2012

<http://www.npr.org/2012/09/30/16205322/online-education-grows-up-and-for-now-its-free>
<http://www.npr.org/player/22/mediaPlayer.html?action=1&t=1&unit=1&size=16205322&em=162053877>



MOOC Leadership Principle #14: 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>

Fall 2012 (Paul Kim: Oct 15, 2012)

Stanford Venture Lab (MOOCs)

<http://venturelab.stanford.edu/>
<http://venture-lab.org/education>

MOOC Leadership Principle #15: Do Not Make Rash Decisions

July 17, 2012
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

MOOC Leadership Principle #16: Be Proactive in Addressing Concerns



August 16, 2012
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>

MOOC Leadership Principle #17: Give Something Away

September 12, 2012
http://www.youtube.com/watch?v=feature=player_embedded&v=GAYSICoVnA8

MOOC Leadership Principle #18: Look Way Ahead

September 14, 2012
The Next 30 Years, USA Today: No Grades?
<http://www.usatoday.com/video/news/1839139560001>

MOOC Leadership Principle #19: Expand Markets

October 1, 2012
<http://chronicle.com/article/Open-Courses-From-America-Find/134660/>

Open Courses From America Find Eager Audiences in China

October 1, 2012
By Jessica Chen





Shelly Kagan, a professor at Yale, who teaches a popular course on death, says he expects the e-mails he receives from around the world about his online lectures.

Mr. Li, a Chinese postdoctoral fellow at the University of Michigan at Ann Arbor, wrote to a Yale University philosophy professor last year with a strange request. Mr. Li had never met the professor, Shelly Kagan, nor had he ever attended Yale.

MOOC Leadership Principle #20: Ask Questions

October 1, 2012, Chronicle of HE
<http://chronicle.com/article/Massive-Excitement-About/134670/>


MOOC Mania
It's raising big questions about the future of higher education
By Catherine O'Neil

Before You Jump on the Bandwagon ...
By Allen Roper

More MOOC Leadership Principles:


October 4, 2012, Campus Technology
In Online Learning, Vive L'Evolution
<http://campustechnology.com/articles/2012/10/04/in-online-learning-vive-l-evolution.aspx>

1. Draft Strategic Plan on How Educate
2. Design Institutional Learning and Teaching Model Focused on the Student
3. Create Authentic Assessments
4. Design the Learning Environment
5. Provide Faculty Resources




In Online Learning, Vive L'Evolution
Despite the hype surrounding the birth of MOOCs and OER, online institutions and for-profits have been slowly improving online learning for years. Their primary focus is on quality, not quantity.

TEC-VARIETY and R2D2 Frameworks




Tone/Climate
Encouragement, Feedback
Curiosity

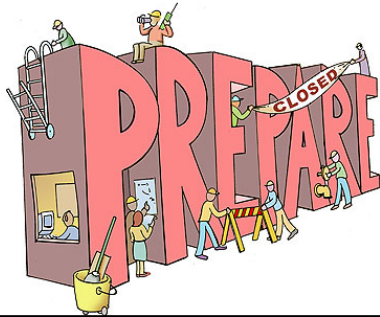
Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products



Open Educational Resources: Part II. 15 MOOC Instructor Guidelines + 5 Tips for MOOC Students



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 #4.
Use Peer, Machine, Volunteer, and Self-Assessment



MOOC Guide #5.
Gather Geographic Data



MOOC Guide #6.
Use a Warm and Friendly Tone



MOOC Guide #7.
Form Groups and Social Supports



MOOC Guide #8.
Arrive Early for Sync Session



MOOC Guide #9.
Allocate Ample Q&A Time During Sync Session



MOOC Guide #10.
Share Resources



MOOC Guide #11.
Personalize Where Possible!



MOOC Guide #12.
Use Polling Questions

Poll #1:
What is your biggest gain from this course?

- A. Online teaching strategies
- B. Online teaching models
- C. Useful resources and tools
- D. New friends and connections
- E. Self-confidence

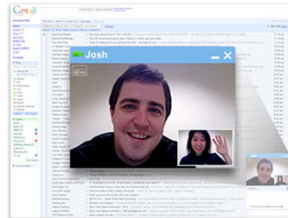


Poll #2:
What time is it there?

- A. Morning
- B. Lunch time
- C. Mid Afternoon
- D. Evening
- E. Late night or early morning



MOOC Guide #13.
**Check Chat Window for
 Comments and Questions**



MOOC Guide #14.
**Reflect After Each Session
 (e.g., Top 3 Activity in
 Chat Window)**



MOOC Guide #15.
**Offer Weekly Recaps and
 Updates**

Let's
 Recap



MOOC Student Guidelines
5 Study Tips (from Udacity blog)

1. Do a little bit everyday (chip away)
2. Use supplemental materials
3. Take short notes (hints)
4. Be patient
5. Make friends



Open Educational Resources:
Part III. Type of MOOCs



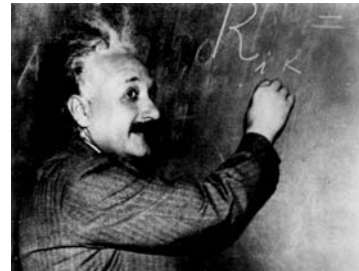
MOOC Type #1.
**Alternative Admissions Systems
 or Hiring System MOOC**



MOOC Type #2.
Just-in-Time Skills and
Competencies MOOC



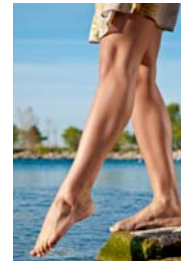
MOOC Type #3.
Theory- or Trend-Driven
MOOC



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



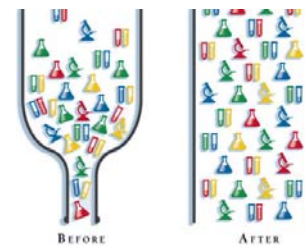
MOOC Type #5.
Loss Leader
(dip toe in water) MOOC



MOOC Type #6.
Experimental MOOC



MOOC Type #7.
Degree or Program Qualifier
or System Bottleneck MOOC



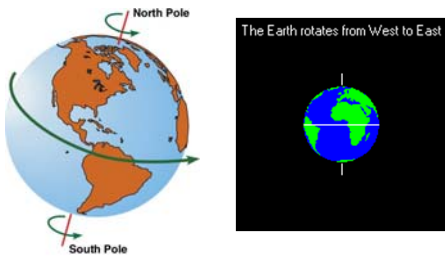
MOOC Type #8.
Personality MOOC



MOOC Type #9.
Name Branding MOOC



MOOC Type #10.
Rotating MOOC



MOOC Type #11.
Repeatable MOOC



MOOC Type #12.
Reusable MOOC



Open Educational Resources:
Part IV. Possible 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



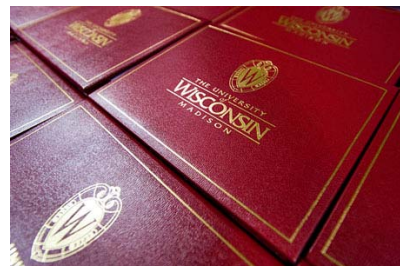
MOOC Business Model #4.
Certificate Fee



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
 (companies pay for names and contact info of high performers)



MOOC Business Model #9.
Sell or Lease Courses
 (e.g., to Community Colleges)



MOOC Business Model #10.
Share Revenues
 (i.e., professors, university, companies)



Poll #2: Are MOOCs creating a revolution in learning today?

- A. Yes...
- B. No...



The World is Open!

Write to me with questions and comment
cjbonk@indiana.edu
<http://mypage.iu.edu/~cjbonk/>

