



Energy, the Environment,
and Our Future
Sep 16th 2013



Creativity, Innovation, and



Maps and the Geospatial
Revolution
Jul 17th 2013



Introduction to Art:
Concepts & Techniques
May 27th 2013



Epidemics - the Dynamics of
Infectious Diseases
Oct 15th 2013

MOOCs: The Good, the Bad, and the Potential

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Penn State University

+ Session learning objectives

- Differentiate among online learning models
- Explain the pros and cons of offering a MOOC
- Identify the resources needed to design, develop, and deliver a MOOC
- Apply lessons learned from distance education, and online learning, to MOOC design and delivery
- Identify strategies for ensuring quality



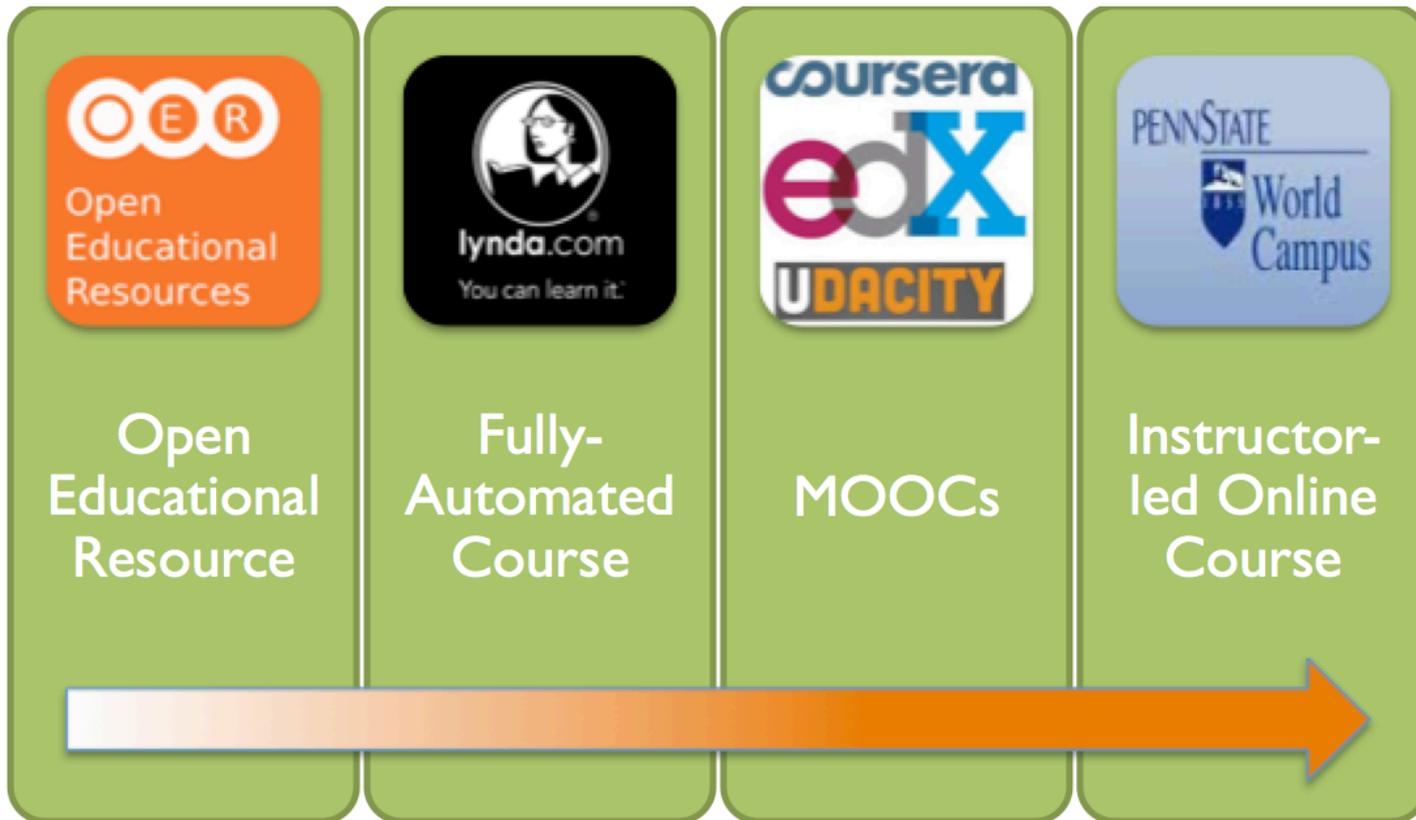
+ What is a MOOC?

- Massive Open Online Course
- Free or low cost
- Big players:
Coursera, EdX, Udacity
- “Typical” enrollments around 50,000
- Most have completion rates of <10%

The term MOOC originated in Canada. Dave Cormier and Bryan Alexander coined the acronym to describe an open online course at the University of Manitoba designed by George Siemens and Stephen Downes.

+ How do MOOCs compare?

Level of Instructor Involvement During an Online Course



+ What is the attraction?



- The market reach
- The scale
- The tools
- The cost for students
- The research

“...the real revolution is that universities with scarcity at the heart of their business models are embracing openness.”

(Making Sense of MOOCs: Musings in a Maze of Myth, Paradox and Possibility ~ Sir John Daniel)



What are some of the concerns?

- **Quality** → "...when they (moocs) are good, they are very, very good, when they're bad, they are very very bad."
(MOOC student comment posted on a NYT article on MOOCs)
- **Intellectual property**
- **Copyright**
- **Identification**
- **Credentialing**
- **Access for ALL** → "...examples of possible endemic disconnects span the world: from educators in Africa who prefer to create their own content rather than rely on exports from the United States to American Indians who, even within the United States, lack access to the reliable Internet connection necessary to enroll in online courses."
(“The World is Not Flat”)
- **Bandwidth limits**
- **Epic failure**

(“The World is Not Flat”)

+ Who is participating?

A thought bubble with a purple outline and a small tail pointing towards the bottom left. Inside the bubble, the text reads "It's better for me than TV!".

"It's better for me than TV!"

- Precocious youngsters
- College students wanting help with a subject
- Faculty wanting to see how others teach
- Employees looking for professional development
- Individuals looking personal enrichment
- Individuals looking for something interesting to do
- Lookie-loos

+ What does it get them?



- Personal enrichment
- Professional development
- “Certificate” (value?)
- Job placement recommendations (Udacity, Coursera)
- MOCCs - College credit?!



Why is Penn State MOOCing?

- Increase Penn State's visibility and global brand
- Showcase key academic strengths and outstanding faculty
- Test the Coursera course platform capability to engage large audiences of learners and apply our learning to all course designs
- Reinforce Penn State's leadership in online education
- Evaluate capability in providing access to high demand courses
- Extend Penn State content and expertise to internal and external audiences to address key societal issues
- Address Penn State student needs, such as college preparation or remediation
- Increase visibility of World Campus courses and programs, and drive enrollments to specific programs

What are we doing?



Pennsylvania State University

Founded in 1855 as Pennsylvania's only land-grant university, The Pennsylvania State University combines academic rigor with a vibrant campus life. A nationally recognized Research-I institution, Penn State teaches students to be leaders with a global perspective. Supporting not only the citizens of our Commonwealth, Penn State engages in collaborative activities with industrial, educational, and agricultural partners in the United States and abroad to generate, disseminate, integrate, and apply knowledge that is valuable to society.



Epidemics - the Dynamics of Infectious Diseases

Oct 15th 2013



Energy, the Environment, and Our Future

Jan 6th 2014



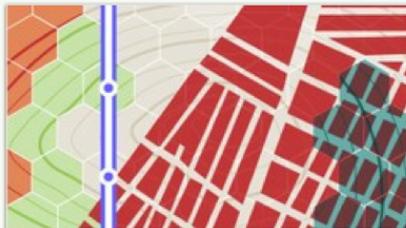
Introduction to Art: Concepts & Techniques

May 28th 2013



Change, Innovation, and Creativity

Sep 1st 2013



Maps and the Geospatial Revolution

Date to be announced.

+ What was needed?

- Willing, passionate faculty
- Learning designers
- Videographers
- Multimedia specialists
- Editors
- Teaching assistants
- Institutional “admin” team





How are we measuring up? Anthony's numbers



- 48,448 registered
- 36,384 active (logged in at least once)
- 170,489 lecture video streams
- 58,824 quizzes submitted
- 13,030 discussion threads
- 95,945 posts and comments
- 8,707 active students in final week (23.9%)



How are we measuring up? What the students tell us...

- 89% said the MOOC met their expectations, 83% met their personal goals
- CourseTalk reviews – 4.7 out of 5 stars
 - “Although I have taken about 8 Coursera courses so far, this one is among the best I've seen.”
 - “The course was taught with the right mix of faculty lectures, quizzes, reading, videos, mapping assignments and discussions.”
 - “This course really opened up a whole new world to me. The lecturer was engaging and videos were short and snappy, whilst being rich in useful information.”
- 86% increase in WC program web site traffic over last year
- MOOC participants showing up in our World Campus courses!

+ What have we learned?

- Help students assess readiness / appropriateness
- Use media when/where appropriate
- Make sure ALL course components scale
- Have a communications strategy...and get help!
- Make it as fool-proof as possible
- Provide avenues for remediation and help – utilize expert students
- Work with an instructional designer!



+ Where do we go next?

- 3 more MOOCs to go
- Analyze data!
- Establishing policies and guidelines
- Developing RFP process
- Experiment with MOCCs? SMOCs?
- New tuition models?
- Apply lessons learned to RI





What's the latest?

- **American Public U. to Offer For-Credit MOOCS**
(<http://www.insidehighered.com/quicktakes/2013/09/20/american-public-u-offer-credit-moocs#ixzz2ffshfkra>)
- **Mini-MOOC Minors from MIT**
http://chronicle.com/blogs/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46715?cid=wc&utm_source=wc&utm_medium=en
- **Google / EdX Partnership**
<http://www.insidehighered.com/news/2013/09/11/edx-and-google-develop-open-source-mooc-platform>
- **Blended MOOCs?**
<http://campustechnology.com/articles/2013/08/21/blended-moocs-the-best-of-both-worlds.aspx?CT21>

+ Questions? Thoughts?

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Thanks to *Cikgu Brian* for the “Cuppa MOOC” photo!
(<http://www.flickr.com/photos/47572798@N00/>)