Taking Leadership in Mystery of MOOCs and the Mass Movement toward Open Education

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Professor, Indiana University
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May 10, 2013
10 ed-tech tools of the 70s, 80s, and 90s
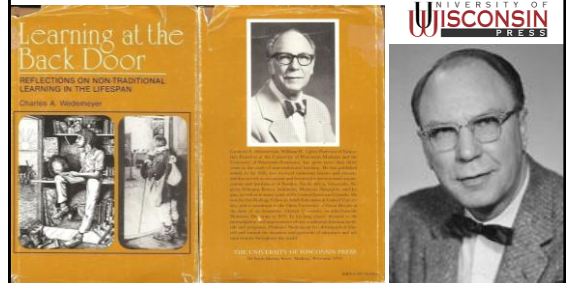eSchool News, Meris Stansbury
http://www.eschoolnews.com/2013/05/10/10-ed-tech-tools-of-the-70s-80s-and-90s/print/

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)

Learning is Changing
New Technologies = New Delivery Methods...

May 20, 2013
The New Greatest Generation: Why Millennials will Save Us All, Time, Joel Stein
http://www.time.com/time/magazine/article/0,9171,2143001,00.html

Learning is More Open
(80-Year-Old WGU Texas Grad Keeps His Promise, November 30, 2012, Reeve Hamilton, Texas Tribune)

Audience Polls #1:
I. Has this open educ. movement changed your life?
II. Who remembers what they were doing on 911?
III. Who remembers what they were doing on 411?

Charles Vest (April 4, 2001)
http://web.mit.edu/newsoffice/2001/ocw.html

"This is about something bigger than MIT. I hope other universities will see us as educational leaders in this arena, and we very much hope that OpenCourseWare will draw other universities to do the same. We would be delighted if -- over time -- we have a world wide web of knowledge that raises the quality of learning -- and ultimately, the quality of life -- around the globe."

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. Some MOOC news from the past year...

November 2, 2012
The Year of the MOOC,
New York Times, Laura Pappano,
http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html?pagewanted=all

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).

August 8, 2012
Holy Apostles To Offer Massive Open Online Courses, Cromwell, CT
http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx

September 16, 2013
A Catholic Case Against MOOCs
Chronicle of Higher Education, Jonathan Malesic
http://chronicle.com/article/A-Catholic-Case-Against-MOOCs/141611/

September 16, 2013
Rwandan Degree Program Aims for a 'University in a Box', Chronicle of Higher Education, Megan O'Neil
http://chronicle.com/article/Rwandan-Degree-Program-Aims/141631/

Students attend an orientation session at Kepler, a new hybrid program in Kigali, Rwanda, which will use MOOCs and classroom time to help students earn competency-based associate degrees.

January 2013
MOOCs and the Collaboration Industry, Wainhouse Research Note,
Analyst: Alan D. Greenberg

2008	2009 - 2010	2011	2012	2013 - 2017
First MOOC: Athabasca U & Canadian National Research Council (2,300+)	MOOCs slowly take hold: PLENK2010, DS106, University of the People, P2PU	Stanford Intro to AI MOOC (130,000)	Udacity, Coursera, edX (rebranded MIT program)	Big Name U, trial and error, best practices, business "remodeling," mainstreaming

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

January 23, 2013: The Bush MOOC Party?
Academic Partnerships Launches MOOC2Degree Initiative Free, Open Online Courses As A First Step Toward A Degree
http://www.mooc2degree.com/
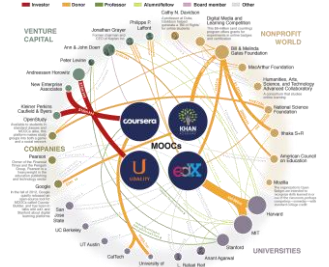
April 29, 2013
Major Players in the MOOC Universe,
Chronicle of Higher Education, Jake New
http://chronicle.com/article/Major-Players-in-the-MOOC/138817/

3

February 27, 2013 (Inside HE)
Grade My Course (i.e., Yelp for Ed)
http://www.grademycourse.com/

April 20, 2013
Two Cheers for Web U!
A. J. Jacobs, New York Times
http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html?pagewanted=1&_r=3&emc=eta1&

July 16, 2013
"Golden Era of Learning"
Bill Gates Discusses MOOCs at Microsoft Research's Faculty Summit
http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591/?cid=at&utm_source=at&utm_medium=en

June-July, 2013
Welcome to the MOOC Research Hub, Gates Foundation
http://www.moocresearch.com/

May 6, 2013
Faculty Backlash Grows Against Online Partnerships
Chronicle of Higher Education, Steve Kolowich
http://chronicle.com/article/Faculty-Backlash-Grows-Against/139049/

June 19, 2013
2013 is "The Year of the Anti-MOOC"
George Siemens, UW-Madison Summit
http://globalhighered.wordpress.com/european-moocs-in-global-context/

August 19, 2013
Feminist Anti-MOOC
Scott Jaschik, Inside Higher Ed
http://www.insidehighered.com/news/2013/08/19/feminist-professors-create-alternative-moocs

February 24, 2013
Big (MOOC) Data, Inside Higher Education, Dayna Catropa
http://www.insidehighered.com/blogs/strategy/big-mooc-data
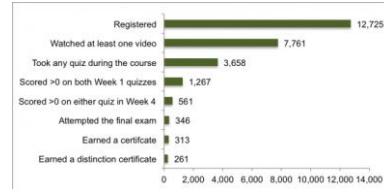
February 5, 2013
Bioelectricity: A Quantitative Approach, Duke University's First MOOC
http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf
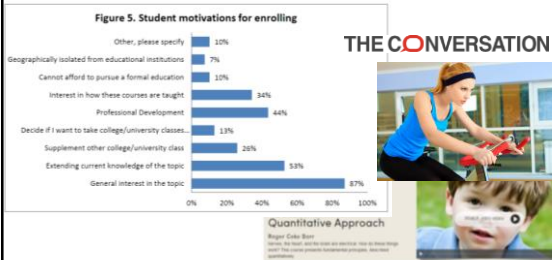
May 2013
MOOCs @ Edinburgh 2013– Report #1
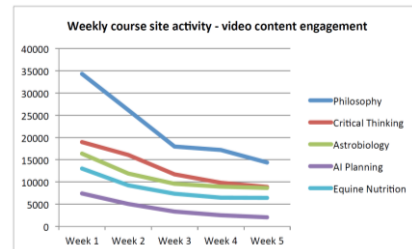
October 8, 2013
An Early Report Card on Massive Open Online Courses, Geoffrey A. Fowler, WSJ Online
http://online.wsj.com/article/SB10001424052702303759604579093400834738972.html#project%3DMOOCchtPRINT%26articleTabs%3Dinteractive
Video: http://online.wsj.com/article/SB10001424052702303759604579093400834738972.html#project%3DMOOCchtPRINT%26articleTabs%3Dvideo
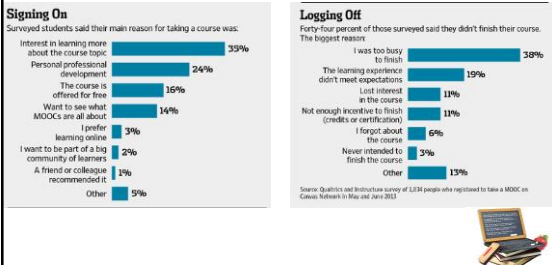
August 8, 2013
The MOOC 'Revolution' May Not Be as Disruptive as Some Had Imagined
Steve Kolowich, Chronicle of Higher Ed
http://chronicle.com/article/MOOCs-May-Not-Be-So-Disruptive/140965/?cid=at&utm_source=at&utm_medium=en

5

September 3, 2013
A Star MOOC Professor Defects—at Least for Now,
Mark Parry, Chronicle of Higher Education
http://chronicle.com/article/A-MOOC-Star-Defects-at-Least/141331/?cid=at&utm_source=at&utm_medium=en

Mystery of MOOCs:
Part II. 16 MOOC Leadership Principles

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/

August 18, 2013
Virtual U: Master's Degree Is New Frontier of Study Online
Tamar Lewin, The New York Times
http://www.nytimes.com/2013/08/18/education/masters-degree-is-new-frontier-of-study-online.html?_r=0

July 7, 2013
A University's Offer of Credit for a MOOC Gets No Takers,
Chronicle of Higher Education, Steve Kolowich,
http://chronicle.com/article/A-Universitys-Offer-of-Credit/140131/?cid=at&utm_source=at&utm_medium=en
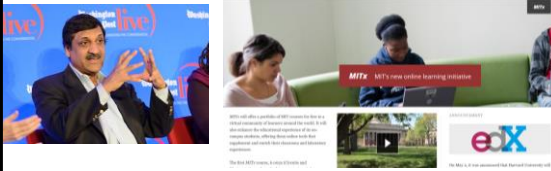
MOOC Leadership Principle #4:
Rethink Delivery, Assessment, Certification, Students, etc.
Guess what! You just got into MIT! (Feb 15, 2012)
http://www.marketplace.org/shows/marketplace-tech-report
Stanford to help build edX MOOC platform,
Washington Post, Nick Anderson (April 2, 2013)

September 18, 2013
MIT Will Offer MOOC Curricula, Not Just Single Courses, on edX, Steve Kolowich, Chronicle of HE
http://chronicle.com/blogs/wiredcampus/mit-will-offer-mooc-curricula-not-just-single-courses-on-edx/46715

MOOC Leadership Principle #5:
Form Strategic Relationships
April 18 and Sept 19, 2012: Coursera
(https://www.coursera.org/)

Google and edX Create a MOOC Site for the Rest of Us, Steve Kolowich, September 10, 2013
http://chronicle.com/blogs/wiredcampus/google-and-edx-create-a-mooc-site-for-the-rest-of-us/46413?cid=pm&utm_source=pm&utm_medium=en

Coursera List of Courses
National Taiwan University
https://www.coursera.org/taiwan

7

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-behind/38801

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).

May 30, 2013
Universities bolster MOOCs for online learning, USA Today, Mary Beth Marklein
http://www.usatoday.com/story/news/nation/2013/05/30/universities-coursera-moocs-online-learning/2371421/

December 13, 2012
UK universities in online launch to challenge US, BBC News, Sean Coughlan
http://www.bbc.co.uk/news/education-20697392

The Open University's Martin Bean says UK universities cannot "stick their head in the sand"

MOOC Leadership Principle #6:
Conduct Formative Evaluation
Inside a MOOC in Progress, Karen Head, Chronicle of Higher Education, June 21, 2013
http://chronicle.com/blogs/wiredcampus/inside-a-mooc-in-progress/44397?cid=at&utm_source=at&utm_medium=en

MOOC Leadership Principle #7:
Collect Testimonials
June 11, 2012
http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/

August 5, 2013
Free Online Higher Education: 5 Best MOOCs
By Kannan Sankaran, Epoch Times
http://www.theepochtimes.com/n3/229640-5-best-moocs-for-free-online-higher-education/

MOOC at UPenn; Recession Fuels Explosion of Online Learning
http://www.youtube.com/watch?v=52rFiM40l5w

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

September 9, 2013
Creativity MOOC Draw 120,000 Students (Penn State), Campus Technology, Leila Meyer
3 Student Profiles: Adventurers (committed); Tourists (pick and choose); and Explorers (in between)
http://campustechnology.com/articles/2013/09/09/creativity-mooc-draws-120000-students.aspx?=CTNU

Dr. Jack V. Matson, Dr. Darrell Velegol and Dr. Kathryn W. Jablokow, Penn State University, Coursera

MOOC Leadership Principle #9:
Generate Media Attention
June 25, 2012
http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/

MOOC Leadership Principle #10:
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

MOOC Course from Canvas
"The Walking Dead"
September 4, 2013
https://www.canvas.net/courses/the-walking-dead

July 23, 2012
Coursera course on Internet History, Technology, and Security, Chuck Severance
42,000+ sign up...
http://www.youtube.com/watch?v=JzNHvmSv8TI

MOOC Leadership Principle #11:
Do Not Make Rash Decisions
July 17, 2012
http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/

MOOC Leadership Principle #12:
Be Proactive in Addressing Concerns
August 16 & September 6, 2012
http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/

MOOC Leadership Principle #13:
Give Something Away
July 11, 2013, Blackboard Goes MOOC
Inside Higher Ed, Rv Rivard

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

MOOC Leadership Principle #14:
Ask Questions
Dec 11, 2012
UMass Boston
http://chronicle.com/article/Massive-Excitement-About/134678/

MOOC Leadership Principle #15:
Locate New Markets
Coursera Snags $43-Million in Venture Capital, Chronicle of Higher
Education, Steve Kolowich, July 10, 2013
http://chronicle.com/blogs/wiredcampus/mooc-company-snags-43-million-in-venture-capital/44667?cid=pm&utm_source=pm&utm_medium=en

MOOC Leadership Principle #16:
Find Your Element
UW-Madison to expand distance learning with Massive Open Online
Courses, Kari Knutson, University of Wisconsin-Madison News
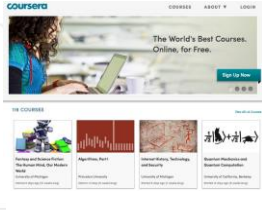http://www.news.wisc.edu/215207?utm_source=iUW&utm_medium=email&utm_campaign=iUW2013-02-21

Mystery of MOOCs:
Part III. 4 Types of MOOCs

MOOC Type #1.
Theory- or Trend-Driven
MOOC
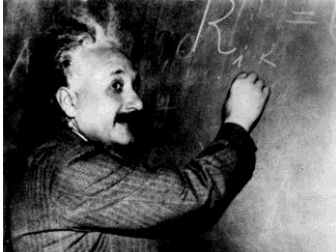
MOOC Type #2.
Remedial Course MOOC

MOOC Type #3.
Degree or Program Qualifier
or System Bottleneck MOOC
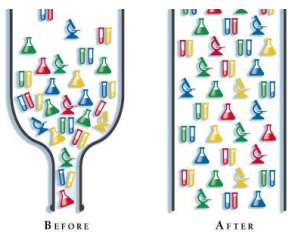
MOOC Type #4.
Professional Development (PD)
(practical) MOOC

August 19, 2013
Entrepreneurship Curriculum
NovoEd, Amin Saberi
https://novoed.com/courses/entrepreneurship

Mystery of MOOCs:
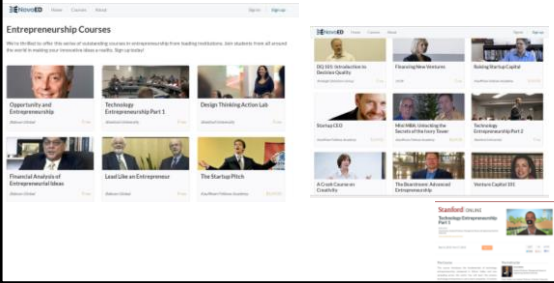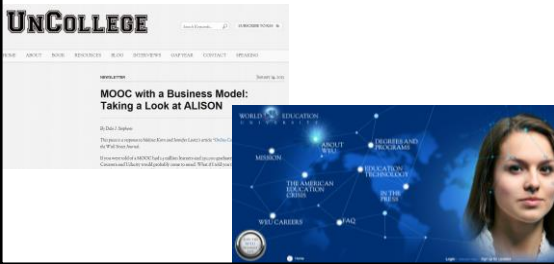**Part IV. Nine MOOC Business Plans and Models**

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 and Option for University Credit (full price)

MOOC Business Model #6.
Percent of First Year Salary
(companies pay for names and contact info of high performers)

MOOC Business Model #7.
Sell or Lease Courses
(e.g., to Community Colleges)

MOOC Business Model #8.
Free Entryway Course

eCornell Offers a MOOC That Steers Students to a Paid Follow-Up

MOOC Business Model #9.
Charge Fee for Student Data

December 4, 2012
Providers of Free MOOC's Now Charge Employers for Access to Student Data

By Jeffrey R. Young

Providers of free online courses are officially in the headhunting business, bringing in revenue by selling to employers information about high-performing students who might be a good fit for open jobs.

On Tuesday, Coursera, which works with high-profile colleges to provide massive open online courses, or MOOC's, announced its employee-matching service, called Coursera Career

Questions?
Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://worldisopen.com/
Email: curt@worldisopen.com