

## What is a Massive Open Online Course (MOOC)?: The Mass Movement Toward Open Education

Curtis J. Bonk,  
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<http://mypage.iu.edu/~cjbonk/>



## Audience Poll #1: Has learning technology ever transformed your life.



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/>



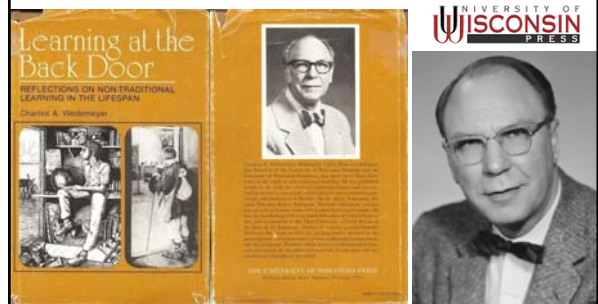
## Looking to the Past...



## 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)





## Fast Forward 25+ Years...

"Anyone can now learn anything from anyone at any time."



## February 20, 2013

### Star Trek-like holodeck may be closer to reality than you think

Matt Hartley, Financial Post, Canada

[http://business.financialpost.com/2013/02/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?\\_ga=504644584](http://business.financialpost.com/2013/02/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?_ga=504644584)

Star Trek-like holodeck may be closer to reality than you think



## Knowledge Navigator (1987)

Apple Computer

<http://www.youtube.com/watch?v=hhdh2FzwEoc>



## February 20, 2013

### UW-Madison to expand distance learning with Massive Open Online Courses, Kari Knutson, University of Wisconsin-Madison News

[http://www.news.wisc.edu/215207.htm\\_source=illw&utm\\_medium=email&utm\\_campaign=illw2013-02-21](http://www.news.wisc.edu/215207.htm_source=illw&utm_medium=email&utm_campaign=illw2013-02-21)



## The Next Generation is Here!




## 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>



**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>



**What did Jean-Luc Picard say?**



**Remember when many of you were at IU?**



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



**Learning is More Personal**  
**iPotty Aims To Entertain Toddlers During Toilet Training, Mashable, Kate Freeman (January 10, 2013)**  
<http://mashable.com/2013/01/10/ipotty/>




**Learning is More Collaborative**  
**Collaboration and Discussion in Google Hangouts or with iPad, Jan. 28, 2013**  
 (Carrie Gong from Beijing Normal University)



### Learning is More Mobile

Brown, Keynote talk, "Learning in Hand With Mobile Technology," Wisconsin Distance Teaching and Learning Conference, August 10, 2012

	Beijing 2008	London 2012
Smartphones	139.3 million	657 million
Facebook	90 million	901 million
Twitter	< 1 million	300 million
Tweets / day	1.1 million	140 million
Tablets	0	54.8 million
App store downloads	300+ million	25+ billion

Sources: Nielsen, eMarketer, Forrester, Apple

### Learning is More Video-Based

Adora Svitak, WFP Youth Representative - 2013  
ECOSOC Youth Forum, March 27, 2013

"Shaping tomorrow's innovators: Leveraging science, technology, innovation and culture for today's youth." Statement by the World Food Programme Youth Representative, Ms. Adora Svitak at the 2013 ECOSOC Youth Forum.

<http://webtv.un.org/mediapage/contents/press-releases/2013/03/27/2013-ecoso-youth-representative-statement-by-adora-svitak>

### Learning is More Open

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

THE TEXAS TRIBUNE  
An 80-Year-Old Graduate With an Online Marketing Degree Kept His Promise

### Learning is More Flipped

One Man, One Computer, 10 Million Students: How Khan Academy Is Reinventing Education, Forbes, November 19, 2013, Michael Noer

<http://www.forbes.com/sites/michaelnoer/2013/11/02/one-man-one-computer-10-million-students-how-khan-academy-is-reinventing-education/>

The One World Schoolhouse (Twelve, Oct. 2, 2012)

### Learning is More Social

Facebook reaches one billion users, CNN Money, Aaron Smith, October 4, 2012

### Learning is More Ubiquitous

Flexible displays bend what's possible for computers, Jon Swartz, USA Today (May 4, 2012)

## Learning is More Instantaneous April 9, 2013

Computer fashions face social test: Can wearable computers fit in? **Scott Martin, USA Today**

<http://www.usatoday.com/story/tech/2013/04/06/google-apple-health-glass-jawbone-lightrike-microsoft-samsung/1979419/>

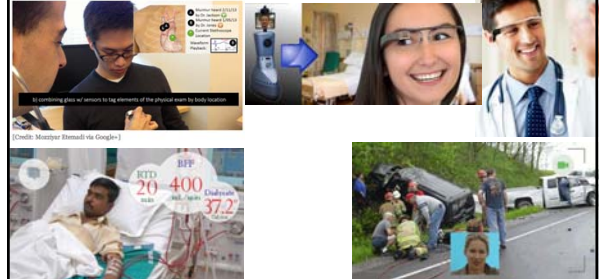


**March 13, 2013**

## Will Google Glass find a home in healthcare?

HER Intelligence, Jennifer Bresnick  
(i.e., magnify moles or injuries, see vital signs, live stream surgeries, access previous PT sessions, access research and drug info, etc.)

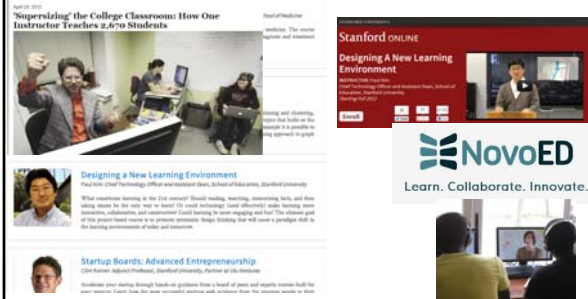
<http://www.fiercemobilehealthcare.com/story/google-glasses-could-have-strong-potential-healthcare-use/2013-03-18>



## Learning is More Massive April 16, 2013 (NovoEd)

New MOOC Provider Says It Fosters Peer Interaction  
**Chronicle of Higher Education, Jake New**

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



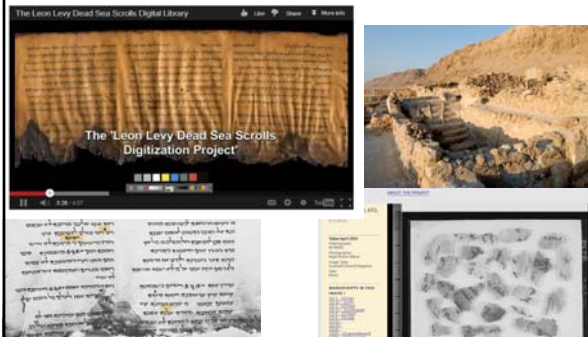
## Audience Polls #1 Continued:

- I. Who remembers what they were doing on the day that John D. Kennedy was shot?
- II. Who remembers what they were doing on 911?
- III. Who remembers what they were doing on 441?
- IV. Has this open educ. movement changed your life?



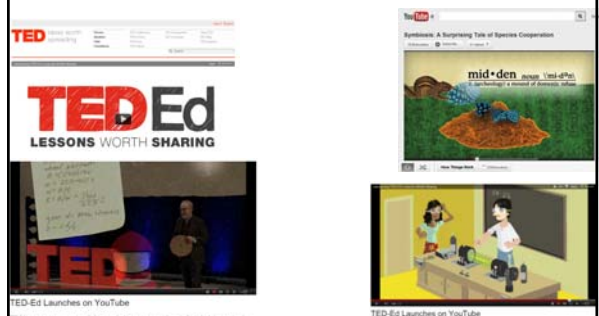
## Dead Sea Scrolls

<http://www.deadseascrolls.org/#explore-the-archive>  
<http://www.deadseascrolls.org/#explore-the-archive?search=site%20on%20Dunman%20Cave%204>  
<http://www.deadseascrolls.org/#home>



## Educational Videos: TED-Ed

<http://education.ted.com/>



## History for Music Lovers

The French Revolution ("Bad Romance" by Lady Gaga)  
 Trojan War ("Tainted Love" by Soft Cell)  
 Charlemagne ("Call Me" by Blondie)  
 The Vikings ("Personal Jesus" by Depeche Mode)  
 The Crusades ("Eyes Without a Face" by Billy Idol)  
 Constantine ("Come On, Eileen" by Dexy's Midnight Runners)  
<http://www.youtube.com/user/historyteachers>

## Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011

<http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline>

## Interactive Maps

### Mapping the Dead: Gun Deaths Since Sandy Hook, Huffington Post, March 22, 2013

<http://data.huffingtonpost.com/2013/03/gun-deaths>

## Interactive Map Timelines

(adults with college degrees by county, May 7, 2012)

<http://todaycampus.com/article/Keith-Hampson-Interview-Josh-Keller-on-Interactive-Graphics-for-Higher-Education>

## 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."

## MIT OpenCourseWare (OCW)

<http://ocw.mit.edu/index.htm>

## MIT OpenCourseWare (OCW)

<http://ocw.mit.edu/index.htm>

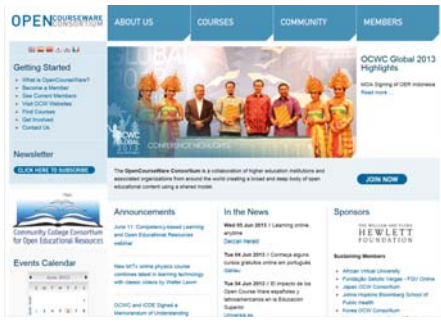


## MIT OpenCourseWare (OCW)

<http://ocw.mit.edu/index.htm>



## OpenCourseWare Consortium

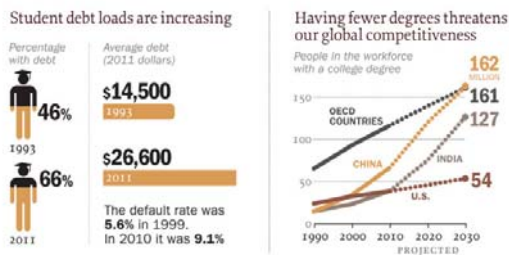


## Self-Directed Learners (SDL) (Abdullah, 2001)

- Tend to be highly curious & generally enjoy learning
- View problems as challenges
- Desire change, willing to try new things,
- Persistent, self-disciplined, goal oriented
- Independent, self-confident
- Make learning meaningful and relevant
- Self-monitor, evaluate, and regulate one's learning

## November, 2012 Degrees of Difficulty, Time

<http://nation.time.com/2012/10/18/degrees-of-difficulty/>



## October 11, 2012 MOOC and you're out of a job: uni business models in danger, Mark Gregory, The Conversation, Australia

<http://theconversation.edu.au/mooc-and-youre-out-of-a-job-uni-business-models-in-danger-9738>



Academics and universities might need to be careful of what they wish for with free online education.

**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/>



Krissa Swain, of Knoxville, Tenn., is taking "Operations Management" online to help develop her management skills.

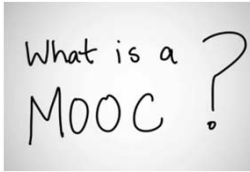
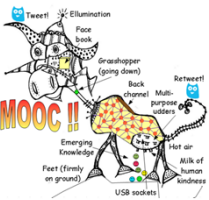
**October 1, 2012: MOOC Students**  
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**They Work, Ben Gose, Chronicle of HE**

<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.

**Mystery of MOOCs:**  
**Part I. A Funny Thing Happened...**



Gordon Lockhart, iBerry, <http://iberry.com/>  
<http://gb155.wordpress.com/2011/03/08/cck11-man-this-mooc-is-something-else/>

**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 2013**  
**Parthenon Perspectives:**  
**Finding Value in an Evolving Education**  
**Landscape (US) Parthenon Group**



**June 25, 2012**

**Massive Open Online Courses (MOOCs)**  
**A Conversation With Bill Gates About the Future of**  
**Higher Education, Chronicle of HE, Jeffrey R. Young**

[http://chronicle.com/article/A-Conversation-With-Bill-Gates/132917?cid=at&utm\\_source=at&utm\\_medium=em](http://chronicle.com/article/A-Conversation-With-Bill-Gates/132917?cid=at&utm_source=at&utm_medium=em)

**On the Meaning of MOOC's**

"Even though I only have a high school degree, I'm a professional student."





## 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>

Holy Apostles To Offer Massive Open Online Courses

By Mike Hohenbrink • 08/06/12

Holy Apostles College and Seminary will begin to offer massive open online courses (MOOC) programming through a partnership with Edvance300 and the Catholic Distance Learning Network involving two certification programs for the fall 2012 semester.



## 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).

## January 23, 2013 Academic Partnerships Launches MOOC2Degree Initiative Free, Open Online Courses As A First Step Toward A Degree

<http://www.mooc2degree.com/>

**Free, Open Online Courses As A First Step Toward A Degree**

MOOC2Degree can help you achieve your academic goals, giving you the opportunity to try online learning for free. Academic Partnerships is collaborating with many of its 40 public university partners to launch the MOOC2Degree initiative which provides you with free, open online courses that need no academic credit as a first step toward your degree.

The following universities are some of the early participants in Academic Partnerships' MOOC2Degree initiative. Students who successfully complete a MOOC2Degree course earn academic credits toward a degree, based upon criteria established by participating universities. Additional university partners are joining the initiative in the months ahead as they work through the processes of providing MOOCs. Specific MOOC course listings will be coming soon.

- Arizona State University**  
Arizona State University has reimagined a new model for the American Research University, creating an institution that is committed to excellence, access and impact. ASU's mission is to be a leader in research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.
- Cleveland State University**  
How can you succeed at university? Start off with free. How can you shape your future with CSU?

## February 20, 2013

To Fix Its Education System, India Should Look to MOOCs  
William H. Avery, Chronicle of Higher Education

<http://chronicle.com/blogs/worldwise/to-fix-its-education-system-india-should-look-to-moocs/31789>

To Fix Its Education System, India Should Look to MOOCs

February 20, 2013, 10:09 am

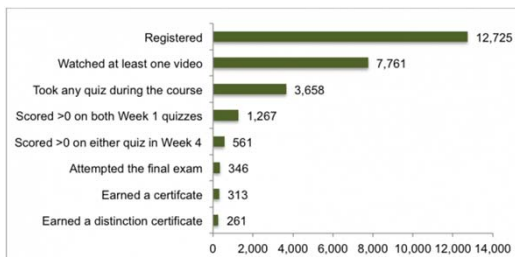
By Guest Writer

The following is a guest post by **William H. Avery**, author of *China's Nightmare, America's Dream: India as the Next Global Power*. The blog post is adapted from a commentary published in the *Economic Times of India* and continues themes raised in a recent *Chronicle* article on the challenges *Indian colleges face in India*.



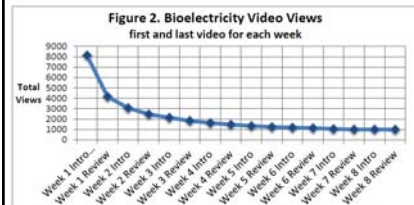
## February 24, 2013 Big (MOOC) Data, Inside Higher Education, Dayna Catropa

<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](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)



Bioelectricity: A Quantitative Approach

Roger Cook, Ben

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**October 9, 2012**

**MOOCs and exercise bikes – more in common than you'd think, Robert Nelson and Phillip Dawson, The Conversation, Australia**

<http://theconversation.edu.au/moocs-and-exercise-bikes-more-in-common-than-you-d-think-9726>

THE CONVERSATION

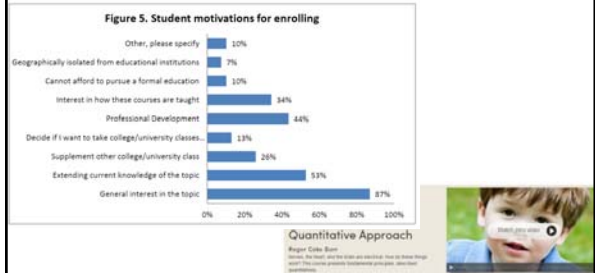


Are you motivated or do you need a social setting and role models to keep you driven?

**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](http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf)



**May 2013**

**MOOCs @ Edinburgh 2013– Report #1**

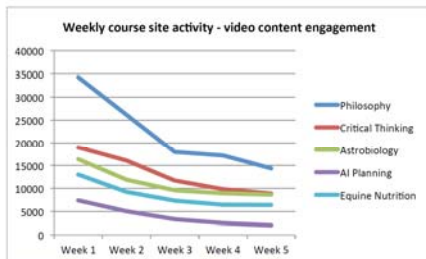


Figure 7 - Week-by-week activity tracking of the number of unique course participants engaging with video content – viewed and downloaded combined results – during the first 5 weeks (applicable to 5 courses in total)

**May 2013**

**MOOCs @ Edinburgh 2013– Report #1**

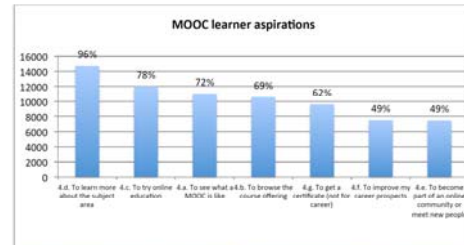


Figure 9 - Combined exit survey responses to Q4 "What did you hope to get out of the course and did it meet your expectations?" – calculated as a sum of exceeded expectations, met expectations, and fell below expectations responses – with percentage shown of total exit survey respondents

**February 27, 2013 (Inside HE)**  
**Grade My Course (i.e., Yelp for Ed)**

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

The screenshot shows a course profile for 'Introductory Organic Chemistry Part 1' by Jeff Moore. The course has an overall grade of **D+** and is rated as **Difficulty: HARD**. The workload is listed as **10 HRS**. The website interface includes a search bar, course details, and a 'Grade This Course' button.

**February 27, 2013 (Inside HE)**  
**CourseTalk**

<http://coursetalk.org/>

The screenshot shows a course recommendation page on CourseTalk. It features a list of courses such as 'Functional HTML5 & CSS3', 'Functional Programming Principles in Scala', and 'An Introduction to Interactive Programming in Python'. Each course has a star rating and a 'People interested' count. A review from Patricia De Jants is visible at the bottom.

**February 27, 2013 (Inside HE)**  
**StudyRoom and Open Study**  
<http://www.getstudyroom.com/>  
<http://openstudy.com/>

**January 8, 2013**  
**Changing Course: Ten Years of Tracking Online Education in the United States, Elaine Allen and Jeff Seaman, Sloan-C & Babson Survey Research Group**  
<http://www.sloan-c.org/publications/assets/downloads/sloanc-changing-course-survey.pdf>

**Plans for MOOCs - 2012**

**BABSON Survey Research Group**  
**PEARSON SLOAN-C**

**March 18, 2013**  
**The Minds Behind MOOCs: The Professors Who Make the MOOCs, Steve Kolowich, Chronicle of HE**  
[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905?cid=at&utm\\_source=at&utm\\_medium=en#id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905?cid=at&utm_source=at&utm_medium=en#id=overview)

**Paul Gries, of the U. of Toronto, has taught MOOCs on computer science.**

**March 18, 2013**  
**The Minds Behind MOOCs: The Professors Who Make the MOOCs, Steve Kolowich, Chronicle of HE**  
[http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905?cid=at&utm\\_source=at&utm\\_medium=en#id=overview](http://chronicle.com/article/The-Professors-Behind-the-MOOC/137905?cid=at&utm_source=at&utm_medium=en#id=overview)

**FROM THE SURVEY**

**Do you believe MOOCs could eventually reduce the cost of attaining a college degree at your institution?**

No, not at all      Yes, marginally      Yes, significantly

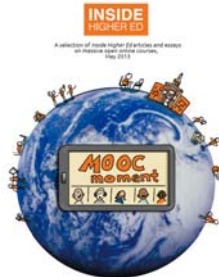
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**Do you believe your home institution will eventually grant formal credit to students who succeed in your MOOC?**

**Over all, do you believe MOOCs are worth the hype?**

**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/>

**May 10, 2013**  
**'The MOOC Moment': New Compilation of Articles, Inside Higher Ed**



**April 20, 2013**  
**Two Cheers for Web U!**  
**A. J. Jacobs, New York Times**



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



Michael Sander, a Harvard professor, taught an online course that San Jose State U. asked its philosophy professors to use in place of their own instruction. They said no.  
*By Steve Kolowich*

**May 10, 2013**  
**Debate Over MOOCs Reaches Harvard**  
**Chronicle of Higher Education, Dan Berrett**  
[http://chronicle.com/article/Debate-Over-MOOCs-Reaches/1391797?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/Debate-Over-MOOCs-Reaches/1391797?cid=at&utm_source=at&utm_medium=en)

May 10, 2013  
**Debate Over MOOCs Reaches Harvard**

*By Dan Berrett*  
 Cambridge, Mass.

Ambivalence about MOOCs, which has increasingly been voiced on campuses across the country, is also being heard among faculty members at Harvard University.

Comments (51)

May 9, 2013  
**As MOOC Debate Simmers at San Jose State, American U. Calls a Halt**

*By Steve Kolowich*

**EdX Rejected**  
 April 19, 2013 - 3:00am  
*By Steve Kolowich*

**May 28, 2013**  
**Outsourced Lectures Raise Concerns About Academic Freedom, Steve Kolowich**  
<http://chronicle.com/article/Outsourced-Lectures-Raise/139471/>



Khosrow Ghadiri taught an electrical-engineering course at San Jose State U. using material from an edX course. Students passed at a much higher rate than usual.

**June 3, 2013**  
**We're All to Blame for MOOCs, Patrick J. Deneen, Chronicle of Higher Education**  
[http://chronicle.com/article/Were-All-to-Blame-for-MOOCs/1395197?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/Were-All-to-Blame-for-MOOCs/1395197?cid=at&utm_source=at&utm_medium=en)



*By Patrick J. Deneen*

Innovation cheerleaders and flat worlders like Thomas Friedman and Clay Shirky are very excited, for they have seen the future of academe.

**Poll #2:**  
**Have you participated in a MOOC before?**

- A. Yes
- B. No



**Mystery of MOOCs:**  
**Part II. 15 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/>



**MOOC Leadership Principle #4:**  
**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>



**April 2, 2013**  
**Stanford to help build edX MOOC platform,**  
**Washington Post, Nick Anderson**

[http://www.washingtonpost.com/local/education/stanford-to-help-build-edx-mooc-platform/2013/04/02/9b53bb3e-98be-11e2-9a79-052586c1b343\\_story.html](http://www.washingtonpost.com/local/education/stanford-to-help-build-edx-mooc-platform/2013/04/02/9b53bb3e-98be-11e2-9a79-052586c1b343_story.html)



Jeff Martin for The Washington Post - Anant Agarwal, president of edX, at Washington Post Live's Education forum Dec. 10, 2012.

**June 6, 2013**  
**California Bill Allowing Credit for**  
**MOOCs Passes Senate**  
**Leila Meyer, Campus Technology**

<http://campustechnology.com/article/2013/06/06/california-bill-allowing-credit-for-moocs-passes-senate-20130606>



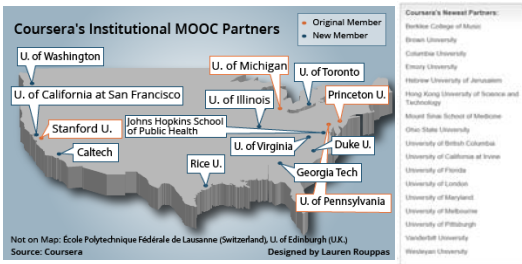
Distance Learning News  
**California Bill Allowing Credit for MOOCs Passes Senate**

• By Leila Meyer  
 • 06/06/13

California state senators voted unanimously last Thursday to pass Senate Bill 120 (SB 120), despite opposition from faculty at California Community Colleges, California State University, and University of California. The bill establishes incentive grant programs for the state's public universities and colleges to develop online courses on massive open online course (MOOC) platforms, such as *Udacity* and *Coursera*, as a way of reducing the backload for required gateway courses.

Senate President Pro Tempore Darrell Steinberg introduced the bill on February 21 with the goal of helping more students complete over-enrolled courses required for their programs. Many of the lower division gateway courses have long wait lists, causing students to take more time to complete their programs, register in unnecessary courses in order to maintain a full course load required for student aid, and consequently rack up larger student loans. SB 120 proposed to identify up to 5% of the most over-enrolled courses and allow students to complete equivalent courses through approved online course providers for credit.

**MOOC Leadership Principle #5:**  
**Form Symbiotic Partnerships**  
**April 18 and Sept 19, 2012: Coursera**  
<https://www.coursera.org/>



**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-behind28801>

**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-mooc-online-learning/2317441/>

**Universities bolster MOOCs for online learning**

University systems that will partner with Coursera to develop online courses:

- University of Colorado
- University of Georgia
- University of Houston
- State University of New York
- University of Tennessee
- Tennessee Board of Regents

Individual universities that will partner with Coursera:

- University of Kentucky
- University of Nebraska
- University of New Mexico
- West Virginia University

Source: Coursera

**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=fBNe8CuePTQ&feature=youtu.be>

**Empowering Learning Through Community**

Welcome to Instructional Ideas and Technology Tools for Online Success



What is an Open Course? Learning Your Way

Thank you very much for joining us for our first open course! We hope you will enjoy this MOOC and we hope you will find it a valuable learning experience. We will be posting new content every week starting from Monday, May 14th.

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

13 December 2012 Last updated at 21:40 ET

**UK universities in online launch to challenge US**  
 By Sean Coughlan  
 BBC News education correspondent

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


Coughlan is among the UK universities joining the digital revolution. A partnership of UK universities is launching an online project, challenging US universities that have dominated this emerging market. They will aim to give the public access to higher education courses via computer, tablet or smartphone.

**MOOC Leadership Principle #6:  
 Offer Incentives**  
**May 20, 2012**  
 Udemy: <http://www.udemy.com/>



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

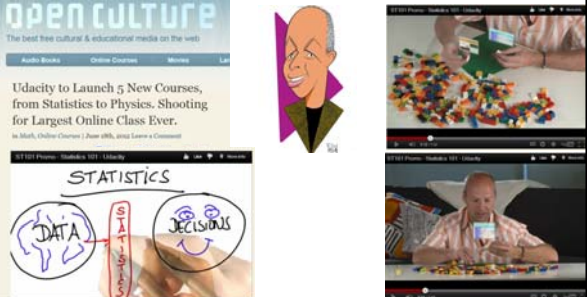
June 11, 2012  
**4 Professors Discuss Teaching Free Online Courses for Thousands of Students**  
 By Jeffrey A. Young



**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

**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](http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html)

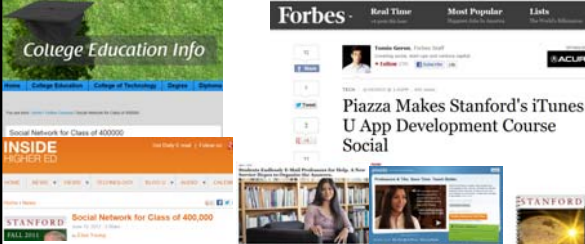


**Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever.**  
 In Math, Online Courses | June 18th, 2012 Laura C. Connors

STATISTICS

DATA → DECISIONS

**MOOC Leadership Principle #9:  
 Set Newsworthy Records**  
**June 19, 2012**  
**Piazza in Stanford Class of 400,000**

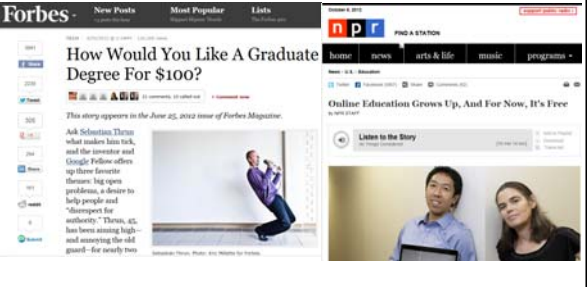


**Forbes** Real Time Most Popular Lists

**Piazza Makes Stanford's iTunes U App Development Course Social**

**Stanford** Social Network for Class of 400,000

**MOOC Leadership Principle #10:  
 Generate Media Attention**  
**June 25, 2012**  
<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>



**Forbes** New Posts Most Popular Lists

**How Would You Like A Graduate Degree For \$100?**

The story appears in the June 25, 2012 issue of Forbes Magazine.

Arif Sebastian Thrun, what makes him tick, and the inventor and Google Fellow solves up three favorite themes: big open problems, a desire to help people and "disrespect for authority." Thrun, 45, has been among high-and-manning the old guard—for nearly two

## MOOC Leadership Principle #11: 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>

## October 27, 2012 Chuck Severance (U Michigan/Coursera) in Barcelona

<http://www.youtube.com/watch?v=JzNHvmSv8TI>

## Fall 2012 (Paul Kim: Oct 15, 2012) Stanford Venture Lab (MOOCs)

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

## MOOC Leadership Principle #12: Do Not Make Rash Decisions

July 17, 2012

<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

## MOOC Leadership Principle #13: Be Proactive in Addressing Concerns

August 16 & September 6, 2012

<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697/>



**MOOC Leadership Principle #14:  
Give Something Away**  
September 12, 2012

[http://www.youtube.com/watch?feature=player\\_embedded&v=GAYSiCoVnA8](http://www.youtube.com/watch?feature=player_embedded&v=GAYSiCoVnA8)



**MOOC Leadership Principle #15:  
Ask Questions**  
Sept 3, Oct 1, & Dec 17, 2013  
Chronicle of Higher Education

<http://chronicle.com/article/Massive-Excitement-About134678/>



**December 11, 2012  
Sustainability of MOOCs in Higher  
Education, UMass Boston**



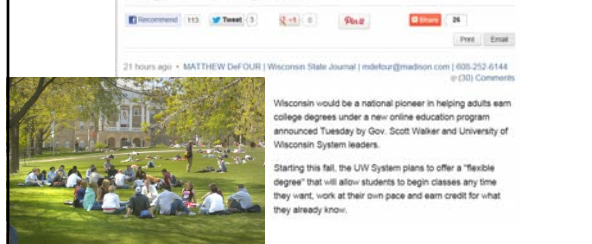
**March 7, 2013  
At South by Southwest Education Event, Tensions  
Divide Entrepreneurs and Educators, Jeffrey R.  
Young, Chronicle of HE,**

<http://chronicle.com/blogs/wiredcampus/at-south-by-southwest-education-event-tensions-divide-entrepreneurs-and-educators/42777>



**MOOC Leadership Principle #16:  
Create New Programs**  
June 19, 2012

**UW System to offer new 'flexible  
degree' program**



**Poll #3: Are MOOCs creating a  
revolution in education today?**

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



**99 Second Reflection on the MOOC news now...what new news did you learn?**



**Mystery of MOOCs:  
Part III. 15 Types of MOOCs**



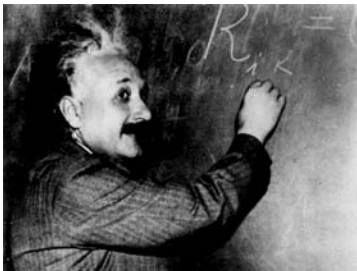
**MOOC Type #1.  
Alternative Admissions Systems  
or Hiring System MOOC**



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



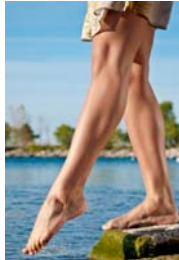
**MOOC Type #3.  
Theory- or Trend-Driven  
MOOC**



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



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

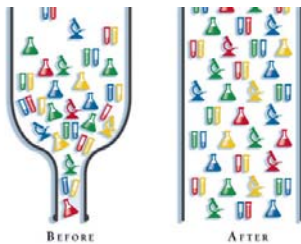


**Poll #3:**  
**Which is these MOOCs seem**  
**viable to you?**

- A. Alternative Admission and Hiring
- B. Just-in-Time Skills and Competencies
- C. Theory or Trend
- D. Professional Development
- E. Loss Leader



**MOOC Type #6.**  
**Degree or Program Qualifier**  
**or System Bottleneck MOOC**



**MOOC Type #7.**  
**Personality MOOC**



**MOOC Type #8.**  
**Name Branding MOOC**



**MOOC Type #9.**  
**Goodwill MOOC**



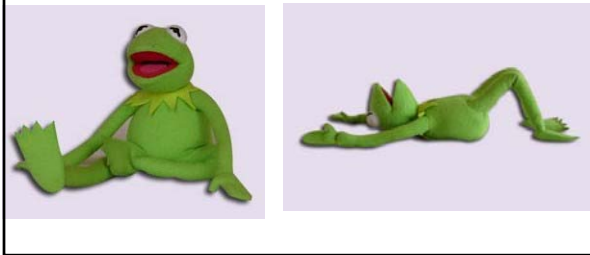
**MOOC Type #10.**  
Interdisciplinary MOOC



**MOOC Type #11.**  
Recruiting MOOC  
(companies pay for names and contact info of high performers)



**MOOC Type #12.**  
Conference MOOC  
(stretch a conference)



**MOOC Type #13.**  
Rotating, Repeatable,  
and Reusable MOOC



**MOOC Type #14.**  
Oral History MOOC

'History Harvest' Project May Spawn a New Kind of MOOC

December 21, 2012, 4:55 am  
By Marc Parry

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**ORAL HISTORY PROJECT**

massive open online courses, or MOOC's.

**MOOC Type #15.**  
Remedial Course MOOC

eCampus NEWS  
Involving knowledge, making it happen.

HOME | PUBLICATION | RESOURCES | EVENTS | FUNDING | SECURE

Engineering programs get a dose of reality  
Top higher-ed tech news: November/December 2012

November 15th, 2012 | Email | Tweet This | Like | 0

**Next step for MOOCs: Helping with remedial math**  
UW-La Crosse developing free online math course to boost students' proficiency

From wire service reports  
Read more by staff and wire services reports

## Mystery of MOOCs: Part IV. A Dozen 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 (same rate as other online courses)



**MOOC Business Model #6.**  
**Option for University Credit**  
**(full price)**



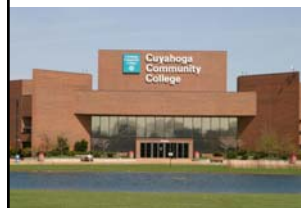
**MOOC Business Model #7.**  
**Company Sponsored**



**MOOC Business Model #8.**  
**Percent of First Year Salary**



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



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



**MOOC Business Model #11.**  
**Free Entryway Course**



**«Cornell Offers a MOOC That Steers Students to a Paid Follow-Up**  
 January 9, 2014 1:06 am  
 By Katherine Mangano

Cornell University's online spread is moving into MOOCs, with a free marketing course in its hospitality program starting on Tuesday. But the program will be designed to steer students toward a follow-up course for \$4,000 to get a professional certificate.

The free online course, "Marketing the Hospitality Brand Through New Media: Social, Mobile, and Search," is being offered by eCornell. It's geared toward people working in sales, marketing, and financial positions in the hospitality industry, and is being taught by Robert A. Sivertalk and William Carroll, faculty members at Cornell's School of Hotel Administration.

## MOOC Business Model #12. 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

## Mystery of MOOCs: Part V. 10 MOOC Instructor Guidelines

Teaching a MOOC on Coursera



## MOOC Instructor Guide #1. Plan and Prepare

THE CONVERSATION



## MOOC Guide #2. Designate Feedback Providers and Tasks



## MOOC Guide #3. Offer Ample Feedback in Week One



## MOOC Guide #3. Use Peer, Machine, Volunteer, and Self-Assessment





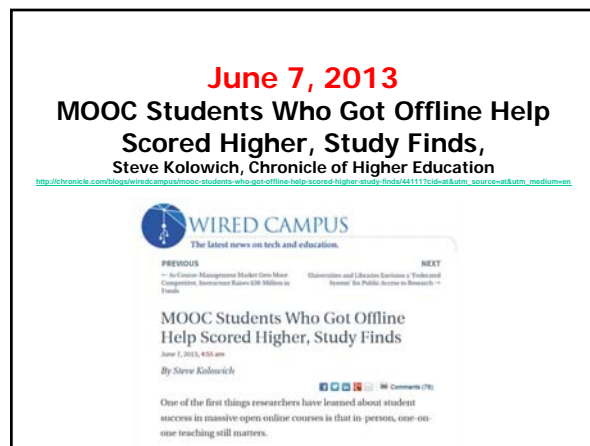
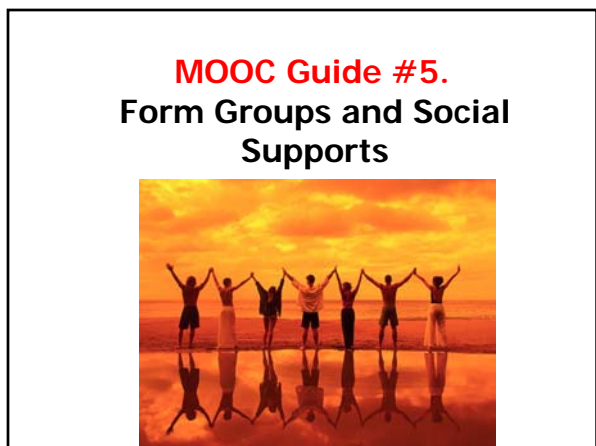
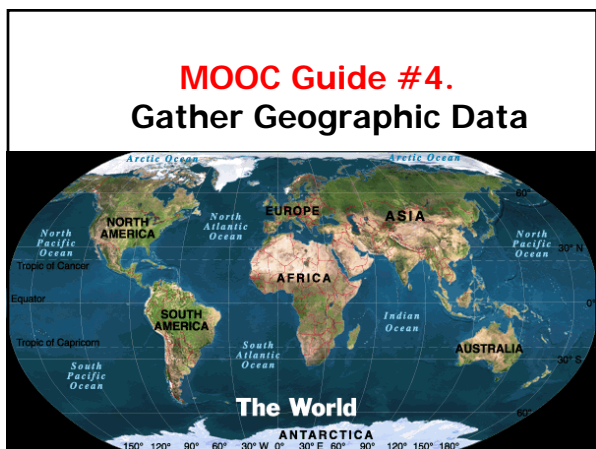
**STANFORD UNIVERSITY**

Submitted Evaluations

Thank you for submitting your evaluation. You can view your evaluation and compare it against other evaluations in this page.

A. Creativity and originality of the design  
 B. Educationally sound  
 C. Engagement and interactivity  
 D. Accessibility  
 E. Scalability and sustainability

	A	B	C	D	E	
You	5	4	5	5	5	
Review 2	5	4	5	5	5	
Review 3	5	5	5	5	5	
Review 4	5	5	5	5	5	
Review 5	5	5	5	5	5	
Review 6	5	5	5	5	5	
Review 7	5	5	5	5	5	
Review 8	5	5	5	5	5	
Review 9	5	4	4	5	5	
Review 10	5	5	5	5	5	





**MOOC Guide #6.**  
**Combine Sync and Async Instruction**

Different Time (asynchronous)

Same Time (synchronous)

Same Place (in person)

Different Place (online)

The diagram illustrates four learning modes in a 2x2 grid. The top row is labeled 'Different Time (asynchronous)' and the bottom row 'Same Time (synchronous)'. The left column is 'Same Place (in person)' and the right column is 'Different Place (online)'. The top-left cell shows two people with a laptop. The top-right cell shows a central person with arrows pointing to others. The bottom-left cell shows two people with speech bubbles. The bottom-right cell shows two people with speech bubbles and a play button icon. To the right is a screenshot of a video lecture titled 'Designing a New Learning Environment' by Guest Speaker Chris DeWitt.

**MOOC Guide #7.**  
**Arrive Early for Sync Session**

A 3D rendered blue parrot with a long, curved orange beak, standing on green grass against a blurred green background.

**MOOC Guide #8.**  
**Allocate Ample Q&A Time During Sync Session**

*Questions and Answers*

A 3D white figure sitting on a large red question mark. To the right is a globe with several colorful question marks (blue, yellow, purple) floating around it.

**MOOC Guide #9.**  
**Share Resources**

A row of colorful human figures (brown, orange, blue, red, purple) holding hands, standing over a faint world map background.

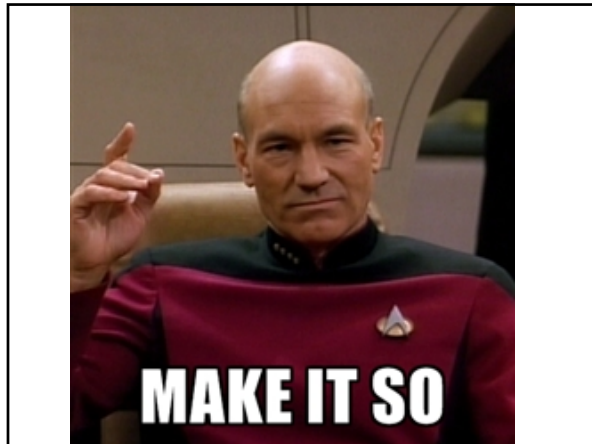
**MOOC Guide #10.**  
**Personalize Where Possible!**

PERSONALIZE IT

A group of colorful 3D human figures in various colors (blue, red, green, yellow, purple). To the left is a logo with the text 'PERSONALIZE IT' and a stylized orange shape.

**Jean-Luc Picard said what?**  
**That's right, Engage!**

Jean-Luc Picard in a Star Trek uniform, pointing upwards with a serious expression. The word 'Engage!' is written in white text across his chest.



**Stop and Share:**  
Three Words from this session!

3 3 3 3 3 3 3 3 3

**Any Questions?**

😊 Slides at: [TrainingShare.com](http://TrainingShare.com)  
😊 Papers: [PublicationShare.com](http://PublicationShare.com)  
😊 Book: <http://worldisopen.com/>  
😊 Email: [curt@worldisopen.com](mailto:curt@worldisopen.com)

**Questions?**

Website: [www.Extreme-Learning.com](http://www.Extreme-Learning.com)  
Slides at: [TrainingShare.com](http://TrainingShare.com)  
Book: <http://worldisopen.com/>  
Dr. Curt Bonk – [CJBonk@Indiana.edu](mailto:CJBonk@Indiana.edu)