MOOCs:
The Situation
as of December 2013

Jörn Loviscach

FH Bielefeld
University of
Applied Sciences

- **MOOC providers**
- **Participants**
- **Costs**
- **Course credits**
- **Business and usage models**
- **Quizzes**
- **A fundamental contradiction**

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Coursera Secures $43M in Series B Funding, Pla...
in Size

+$20M

coursera

Today, we're extremely excited to announce that we've closed $43M in Series B funding from GSV Capital, International Finance Corporation (IFC), the investment arm of the World Bank, Laureate Education Inc., Learn Capital and Yuri Milner, as well as Kleiner Perkins Caufield & Byers and New Enterprise Associates, who participated in our Series A round of funding and are furthering their investment in this round as well.

Since we launched in April 2012, we've grown to offer around 400 courses from 83 educational institutions, and we recently hit the 4 million student mark! These investors, spanning the sectors of Internet technology, education technology, and emerging world markets, closely align with our efforts to continue building the technologies and ...al communities necessary to allow students around the world to learn without limits.

...cial entrepreneurship company, we're committed to offering free courses to benefit its global ...tile also acknowledging the important role traditional institutions play in the future of ...ering courses on Coursera receive a share of any revenue generated by Coursera's ...ified certificates through Signature Track, course adoption by institutions and ...ns.

...features, partner with more inst... ...e areas of focus:

http://blog.coursera.org/post/55080731561/coursera-secures-43m

CLASS CENTRAL

Courses ▾   Providers ▾   Subj...

Recently started or starting soon (58)
Just Announced (89)
Courses in Progress (256)
Future courses (415)
Self Paced (45)
Finished courses (837)

Finished courses ▾

Future courses (415)

INTRO	COURSE NAME	INSTRUCTOR(S)	SUBJECT	START DATE
			Health & Medicine	1st Dec, 2013
		彭 崇胜		
[YouTube]	中医药与中华传统文化 Traditional Chinese Medicine and Chinese Culture *Shanghai Jiao Tong University*			
			Mathematics and Statistics	1st Dec, 2013
		王 维克		
[YouTube]	数学之旅 The Journey of Mathematics *Shanghai Jiao Tong University*			
			Computer Science	2nd D 2013
		Lawrence Angrave		
[YouTube]	Creative, Serious and Playful Science of Android Apps *University of Illinois at Urbana-Champaign*			
			Health & Medicine	2n 20
		Mike Sharland		
	...ing your image: dental			

http://www.class-central.com/

Open edX

Welcome to edX's open source initiative – **Open e...**
working to create a next-generation online lea...
students around t...

EdX is a not-for-profit enterprise composed of 29 leadi...
Since our founding in May 2012, edX has been committed...
pursuing non-profit, open-source opportunities for expan...
campus.

Open edX is already receiving code contributions from around...
recognize **Stanford University, Google, MIT, The University of...**
niversity, UC Berkeley, and **Harvard University** for their signific...
ort, and overall passion for the Open edX initiative. Together, we are...
of learning.

http://code.edx.org

mooc.org

mooc.org is an edX destination. We're working to help educational
institutions, businesses and teachers easily build and host courses for
the world to take.

mooc.org goes live in the first half of 2014. Are you interested in creating or hosting c...
Complete one of the three forms below and let us know how mooc.org fits into your...
as we get closer to launch.

Businesses and Non Profits

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Democratization?

Coursera Blog

8th Grade Twins take Astrobiology and Einstein Courses

Editor's note: Muhammad and Khadija Niazi are twins living in Pakistan. They are turning 13 this year each completed over 6 courses already. They, along with their mom, will be guest blogging to share thei on MOOCs for young students and families in the coming months. We're excited to have them share th with the community!

...TAN, COURSERA COMMUNITY!

...re fraternal twins (Muhammad, the brother ...rning 13 years old, and have j

http://blog.coursera.org/post/54132976778/8th-grade-twins-take-astrobiology

U of Edinburgh, 2013

„so many of our learners appeared to be very well educated despite the undergraduate entry-level"

https://www.era.lib.ed.ac.uk/
handle/1842/6683

U of Edinburgh, 2013

Registered

Active in 1st week

At least one forum posting

Passed final exam

Very independent?

0 Participants — 150 000 Participants — 300 000 Participants
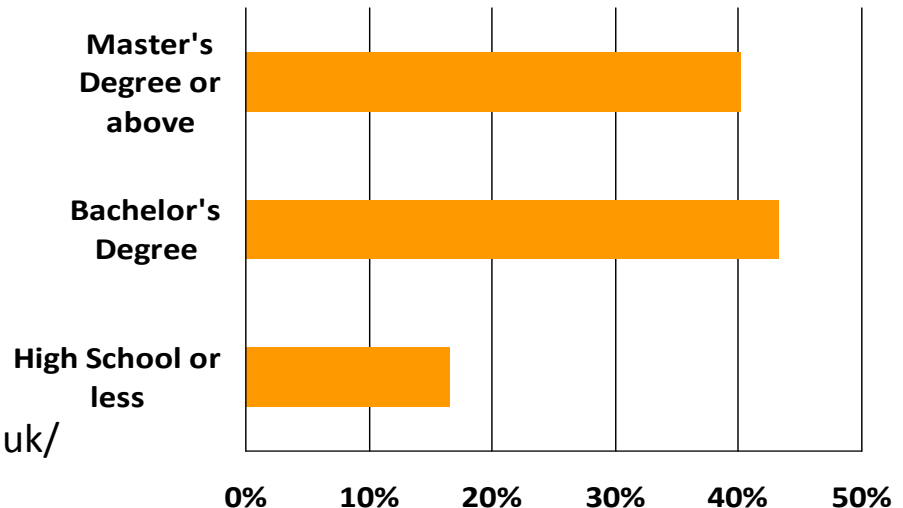
https://www.era.lib.ed.ac.uk/
handle/1842/6683
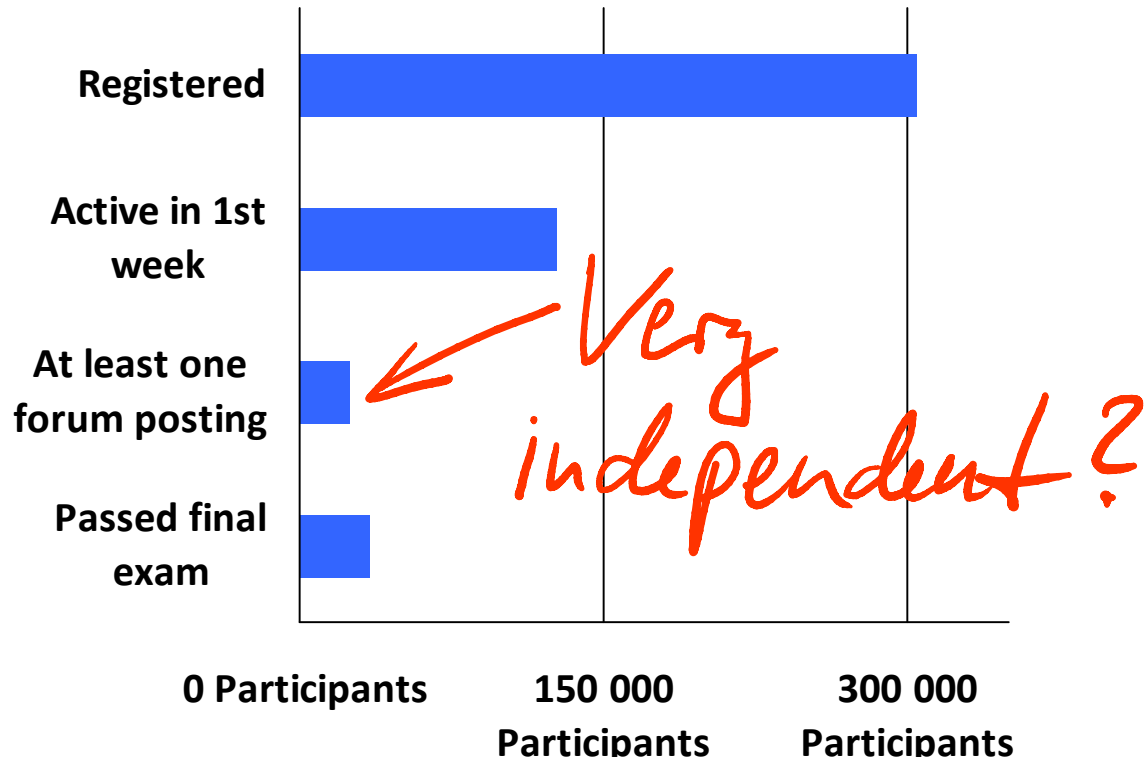
Did Students Take Notice?
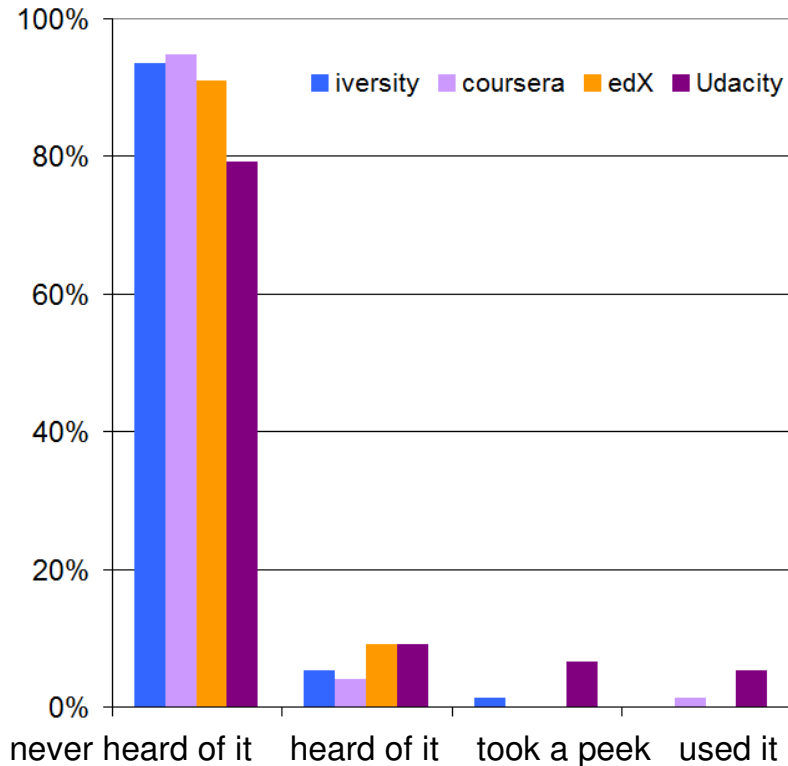
Survey among local students (bachelor's and master's programs), N = 77

University of Pennsylvania

The main users, especially in BRICS and developing countries tend to be young, well-educated males who are trying to advance in their jobs. [...T]he individuals the MOOC revolution is supposed to help the most [...] are conspicuously underrepresented [...].

http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2350964

Sebastian Thrun, Udacity

*We were on the front pages
of newspapers and magazines,
and at the same time, I was realizing,
we don't educate people
as others wished, or as I wished.
We have a lousy product.*

http://www.fastcompany.com/3021473/udacity-sebastian-thrun-uphill-climb

MOOCs to Lure High Potentials?

coursera

Coursera Blog

Introducing Coursera Learning Hubs: Global Participation
Local Access and Support!

At Coursera, we envision a future where everyone has access to a world-class education. We strive to cre

deliver experiences that break down daily barriers that stand in the way of successful learning. Today, in

our goals, we're delighted to announce a new initiative- Coursera Learning Hubs - that will offer people

world physical spaces where they can access the Internet to take a Coursera course, while learning alo

an interactive, facilitated setting. All for free.

Coursera Learning Hubs Initiative Partners

TILDÉ
TAPtheTECH

New Target Groups?

- Continuing education
- Professional development

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EUR 25,000?

http://https://moocfellowship.org/

Udacity and Georgia Tech

Per Course:

- "Faculty stipend": US$ 20,000 once

- Lecturer: US$ 10,000 per run

- Production: US$ 111,000 once

- "Course assistants": US$ 33,000 per run (200 participants)

http://www.documentcloud.org/documents/703593

edX Fees

- "University self-service": edX keeps first US$ 50,000 of revenue

- "edX-supported model": US$ 250,000 for production, US$ 50,000 for every additional run

http://chronicle.com/article/How-EdX-Plans-to-Earn-and/137433/

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San José State University is partnering with the online education company Udacity to offer five affordable online courses this summer. Courses are available to current SJSU and non-SJSU students as well.

Registration for summer courses (see below) closes on May 24 and courses begin June 3. These classes--each rich with interactive opportunities--are open to SJSU students, veterans and high school and community college students.

Students who successfully complete the College Algebra, Elementary Statistics, General Psychology, and Intro to Programming courses will earn credits transferable to most colleges and universities nationwide.

Technical requirements include a computer with Internet service and a web camera.

SJSU Plus Summer 2013 Courses

Course	Course Description	Class Number	Credits/Cost
MATH 6L Entry-Level Mathematics	(Non-baccalaureate credit) A review of topics from elementary and intermediate algebra. Completion of this course with a credit grade indicates satisfaction of the prerequisite for college level math courses. Student MUST register for the seminar AND lab.	Sem: 30767 Lab: 30768	5 credits/$150
MATH 8 College Algebra	Review of basic algebra including complex numbers, functions, graphs, polynomials, inverse functions, and exponential and logarithmic functions. General Education: B4	30762	3 credits/$150
	Organization and classification of data		

http://www.sjsu.edu/plus/

http://blog.coursera.org/post/63203718248

coursera

Search the blog

Coursera Blog

Earn a College Credit Recommendation from ACE CREDIT with Pre-Calculus from University of California Irvine

We have great news for current or future college students! You can earn a College Credit Recommendation for 3.0 credits in mathematics for Precalculus, all for less than $45 per credit! Pre-Calculus begins October 7th.

SIGNING UP IS EASY:

1. First, check with your school to see if they accept ACE CREDIT College Credit Recommendations (Over 2,000 schools will consider them!)
2. Then, enroll in Pre-Calculus.
3. Next, be sure to register for Signature Track by the end of the third week of the course
4. Finally, at the end of the course, schedule your online proctored Credit Recommendation exam.

You can visit the College Credit Recommendation Guidebook for a complete overview.

ABOUT C

Coursera is a
that partner
and organiz
courses onl
free.

TOPIC

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Tips

FEA

Udacity, Georgia Tech, and AT&T Partnership

Online Master of Science in Computer Science

We're incredibly excited to offer the first fully accredited, massive Online Master of Science in Computer Science from Georgia Tech in collaboration with AT&T. Beginning in January 2014, this degree will be offered at an affordable price, and later next Spring individual courses will also be available for students to take for free or for individual certification. Our mission with each single course is to help students advance their knowledge and careers. **Cost of the degree: $6,600**

To learn more about our program, sign up to hear the latest updates!

Name

ECTS Credits for MOOCs?

- Transfer of U.S. credits?
- No ECTS credits
  without formal enrollment?
- Loopholes?
- Lisbon: reversal of evidence

Written Exam
for my Math Videos?
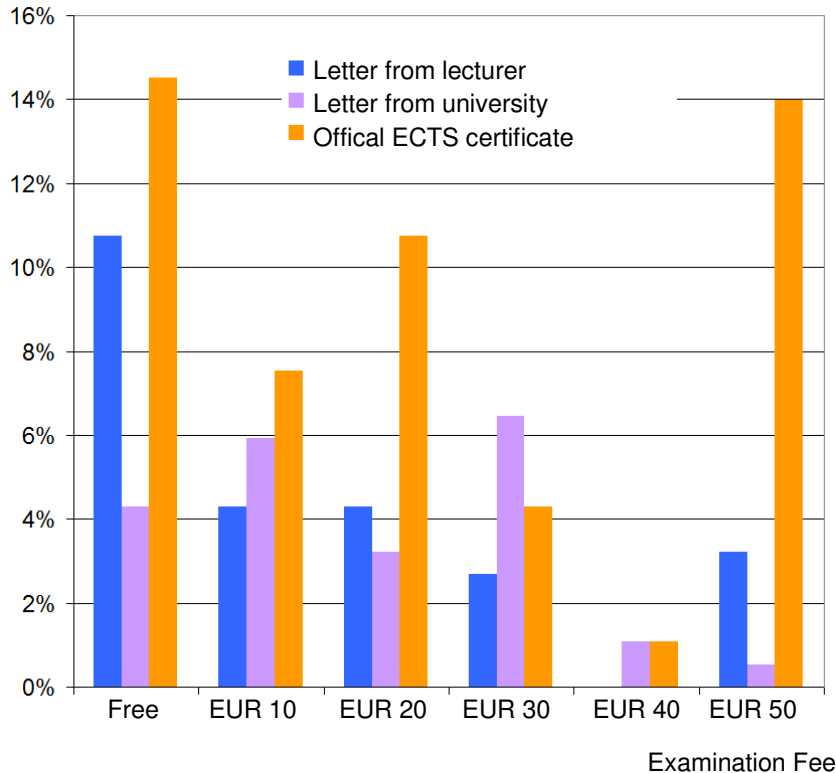
Survey on Facebook and Google+; 186 participants

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Paid Tutoring

- Udacity and SJSU:

  25% pass rate instead of 65%,

  73% with general audience

  http://blog.udacity.com/2013/08/sebastian-thrun-update-on-our-sjsu-plus.html

- Udacity: „Courses"

- Udacity & Georgia Tech: Master

Freelance Online Tutoring

MOOC as Textbook 2.0

FIRST BLENDED MOOC COURSE SLATED FOR BUNK
COLLEGE (BHCC) AND MASSBAY COMMUNITY COL

CAMBRIDGE, Mass. – November 19, 2012 – edX, the world's
leading online-learning initiative founded by Harvard University and
the Massachusetts Institute of Technology (MIT), today announced an
innovative blended massive open online course (MOOC) offering at
Bunker Hill and MassBay Community Colleges, the first community
to work with edX to bring a new teaching model to the
this public/private initiative, community college
connecting students with leading
world.

eaching methods have the potent
college students learn, both in a
t Agarwal, president of edX. "Ou
sBay will enable us to work with
the country to provide excellent
an ever-tightening budget."

San Jose State University and edX Announce Course Expansion to 11 California State University Campuses

SJSU will open a Center for Excellence in Adaptive and Blended Learning. The expanded collaboration follows a promising pilot where edX blended model correlated with higher pass rates

April 10, 2013 01:00 PM Eastern Daylight Time

SAN JOSE, Calif.--(BUSINESS WIRE)--Thousands more California State University students will benefit from a
major expansion to the collaboration between San Jose State University and edX, the not-for-profit onli
enterprise founded by Harvard University and the Massachusetts Institute of Te
etailed this announcement at a news conference April 1

http://www.businesswire.com/news/home/20130410006022/en/
https://www.edx.org/press/gates-foundation-announcement

Flipped Classroom: Dual Use

- One's own videos etc.:
  better education
  (EPFL: groups of students working
  with videos, flipped classroom)

- Somebody else's MOOC:
  cost reduction (really?)

MOOCs by Manufacturers

http://www.opencourseworld.de/pages/
coursedescription.jsf?courseId=487693

https://open.sap.com/courses

Education Without Universities

- Udacity Open Education Alliance

- Badges, Endorsements, …

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Not So Much About Technology

Inside Quizzes

- ## Types of Quizzes
  Dead man's switch, skill & drill,
  worked example, transfer, self-explanation, …

- ## Roles of Quizzes
  Busywork, checkpoint,
  learning device, motivator, …

- ## Types of Feedback
  Correct answer vs. diagnostics, text vs. video,
  immediate vs. delayed, …

Easy Learning?

- „Desirable Difficulties"

  Bjork/Dunlosky/Kornell. Self-Regulated Learning: Beliefs, Techniques, and Illusions. Annu. Rev. Psychol 64, 417-444 (2013).

- „Amount of Invested Mental Effort"

  Salomon. Television is "easy" and print is "tough".
  J. Ed. Psychology 76(4), 647-658 (1984).

Integrated Quizzes
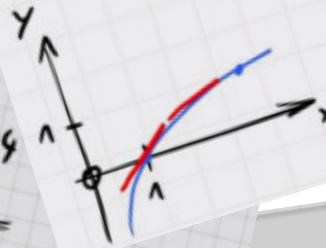
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A Fundamental Contradiction

- What we do: spoonfeeding

- Who we reach: autonomous learners

- How to do higher education?

www.j3L7h.de

Rolf Schulmeister (Hrsg.)

MOOCs
—
**MASSIVE
OPEN
ONLINE
COURSES**

Offene Bildung oder
Geschäftsmodell?

Jürgen Handke, Natalie Kiesler,
Leonie Wiemeyer (Hrsg.)

The Inverted Classroom
Model

The 2nd German ICM-Conference –
Conference Volume
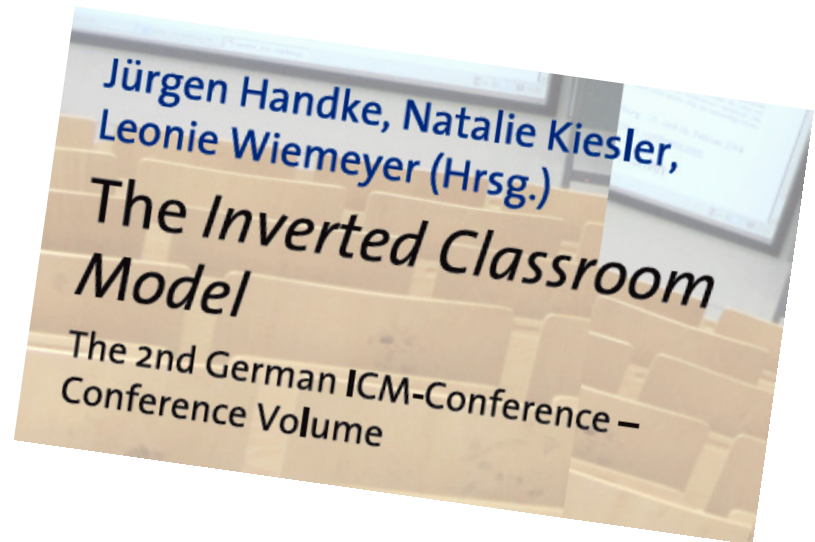
http://www.waxmann.com/fileadmin/
media/zusatztexte/2960Volltext.pdf