



LINC 2013 Conference



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**Realizing the Dream:** Education Becoming Available to All. Will the World Take Advantage?

The Sixth Conference of MIT's Learning International Networks Consortium (LINC)

June 16th - 19th, 2013 - MIT, Cambridge, Massachusetts, USA.

# Plenary Session

## Four Perspectives on MOOCs

Making Sense of MOOCs:

Musings in a Maze  
of  
Myth,  
Paradox  
&  
Possibility



**MIT****OPEN****COURSEWARE**  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

**WE'RE**

**OPEN**









The herd instinct to Mooc!



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# MOOCs:

## What lies beyond the trough of disillusionment?



# PLAN

- History

# PLAN

- History

*Those who cannot remember the past are  
condemned to repeat it*

George Santayana

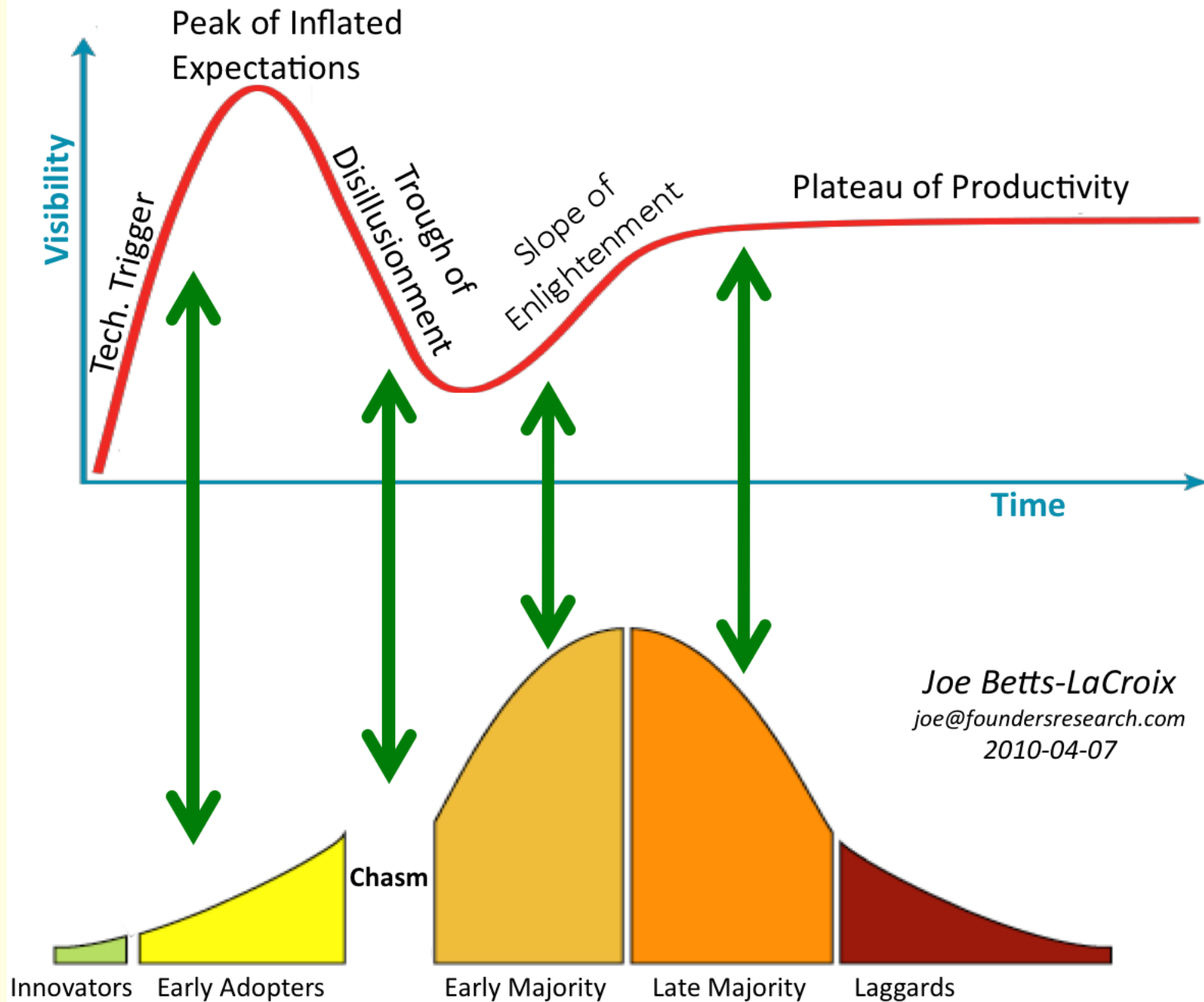


# PLAN

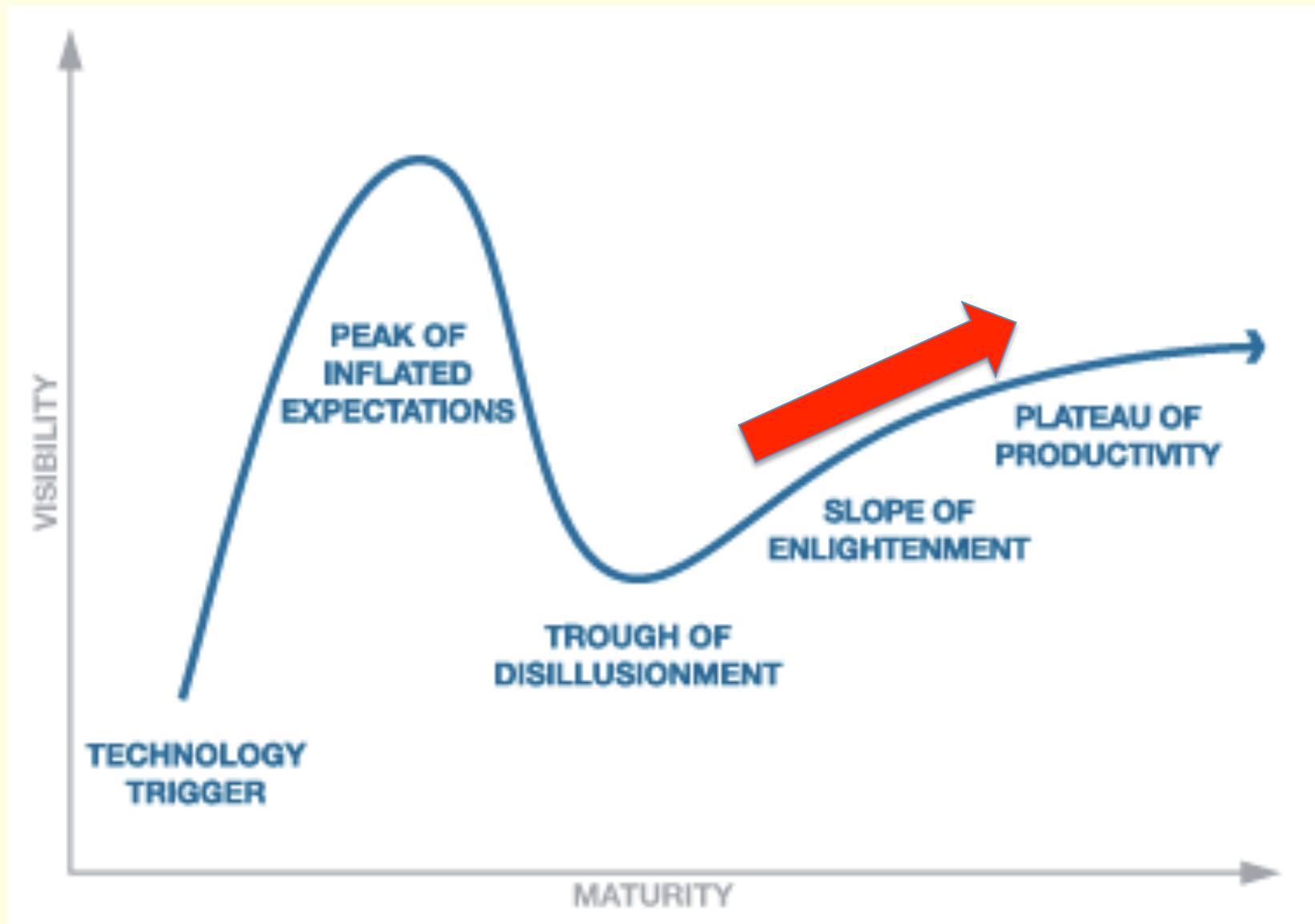
- History

*What is new is not true and  
what is true is not new*

Hans Eysenck on Freudianism

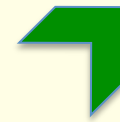




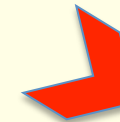


How will universities use online learning?

MOOCs



online  
learning  
routine



open &  
distance  
regresses

# PLAN

- History
- Technology adoption & hype cycles
- What future for online teaching?
- Which way out of the MOOCs maze?



## Moon Landing – 20 July 1969

“That’s one small step for a man;  
one giant leap for mankind”

Neil Armstrong



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“That’s one small step for a man;  
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Neil Armstrong

## Open University – 23 July 1969

“Open as to people  
- Open as to places  
- Open as to methods  
- Open as to ideas”



Lord Geoffrey Crowther





الجامعة العربية المفتوحة  
Arab Open University



中央广播电视大学  
THE OPEN UNIVERSITY OF CHINA



มหาวิทยาลัยสุโขทัยธรรมมาธิราช  
Sukhothai Thammathirat Open University



ANADOLU ÜNİVERSİTESİ



The Open University

Allama Iqbal Open University



AFRICAN VIRTUAL UNIVERSITY  
UNIVERSITE VIRTUELLE AFRICAINE  
UNIVERSIDADE VIRTUAL AFRICANA



Korea National Open University



The **Open** University of Sri Lanka  
LIFE LONG LEARNING THROUGH DISTANCE EDUCATION



Athabasca  
University





الجامعة العربية المفتوحة  
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Allama Iqbal Open University

AFRICAN VIRTUAL UNIVERSITY  
UNIVERSITE VIRTUELLE AFRICAINE  
UNIVERSIDADE VIRTUAL AFRICANA



Open University



دانشگاه پیام نور



Korea National Open University



University of Sri Lanka

LEARNING THROUGH DISTANCE EDUCATION



Athabasca University





KOGAN PAGE

# Mega - Universities

and Knowledge

Media

Technology Strategies  
for Higher Education

John S Daniel

# So What?

(or is history bunk?)

- Scaling up higher education is not new





**The Open University**

- **250,000+ students**



# BRITAIN' S TOP NINE UNIVERSITIES

## Quality Rankings of Teaching

based on all subject assessments 1995-2004  
(*Sunday Times University Guide 2004*)

1	CAMBRIDGE	96%
2	LOUGHBOROUGH	95%
3=	LONDON SCHOOL OF ECONOMICS	88%
3=	YORK	88%
5	<b><u>THE OPEN UNIVERSITY</u></b>	<b>87%</b>
6	OXFORD	86%
7	IMPERIAL COLLEGE	82%
8	UNIVERSITY COLLEGE LONDON	77%
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**...and OU top for student satisfaction**

# So What?

(or is history bunk?)

- Scaling up higher education is not new
- MOOCs are becoming less open



MOOCs began in Canada  
(2008)

University of  
Manitoba



George Siemens

*Connectivism &  
Connective Knowledge*

25 students on campus  
2,300 public - free

**MIT****OPEN****COURSEWARE**  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

**WE'RE**

**OPEN**





## **UNESCO HQ Paris**

2002 Forum on the Impact of Open CourseWare  
for Higher Education in Developing Countries

**OPEN EDUCATIONAL RESOURCES**

## **OPEN EDUCATIONAL RESOURCES (OER)**

**educational  
materials that may  
be freely accessed,  
reused, modified and  
shared**

Online version of  
this document:



# PROGRAMME



United Nations  
Educational, Scientific and  
Cultural Organization



Open  
Educational  
Resources

**2012 World  
Open Educational Resources  
Congress** Paris  
20-22 June  
UNESCO Headquarters  
Paris, France

World Congress on  
**Open Educational Resources**  
Paris – June 20-22 – 2012



The Paris Declaration



# Paris Declaration on OER

**10. Encourage open licensing of educational material produced with public funds.**



United Nations  
Educational, Scientific and  
Cultural Organization



COMMONWEALTH of LEARNING

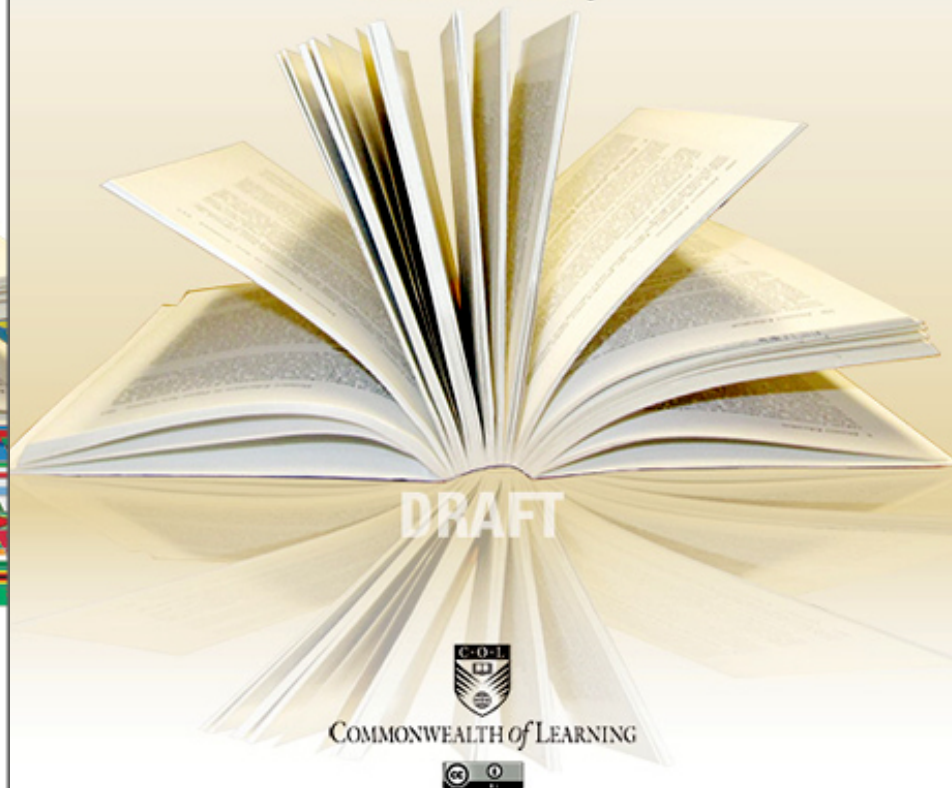
# Survey on Governments' Open Educational Resources (OER) Policies



Prepared for the World OER Congress  
June 2012

# Exploring the Business Case for OER

Prepared by Neil Butcher and Sarah Hooten  
for the Commonwealth of Learning



  
COMMONWEALTH of LEARNING  




BRITISH  
COLUMBIA

## NEWSROOM

*BC Government Online News Source*

### SECTORS

*View BC News Stories by  
Sector*

### REGIONS

*View BC News Stories by  
Region*

### MINISTRIES

*View BC News Stories by  
Ministry*

**ADVANCED EDUCATION,  
INNOVATION AND  
TECHNOLOGY**

**B.C. to lead Canada in offering students free,  
open textbooks**

---

**VANCOUVER** - British Columbia is set to become the first province in Canada to offer students free online, open textbooks for the 40 most popular post-secondary courses

“MOOCs...  
...one further step  
in the evolution of  
Open Educational Resources”



Martin Bean  
Vice-Chancellor



George Siemens  
Athabasca University

## How MOOCs are derailing Open Education

ICDE Conference, Tianjin, China: 16-18 October, 2013





George Siemens  
Athabasca University

‘The original MOOCs were “open” in two respects:

Open as in “open registration”

Open as in “open license”

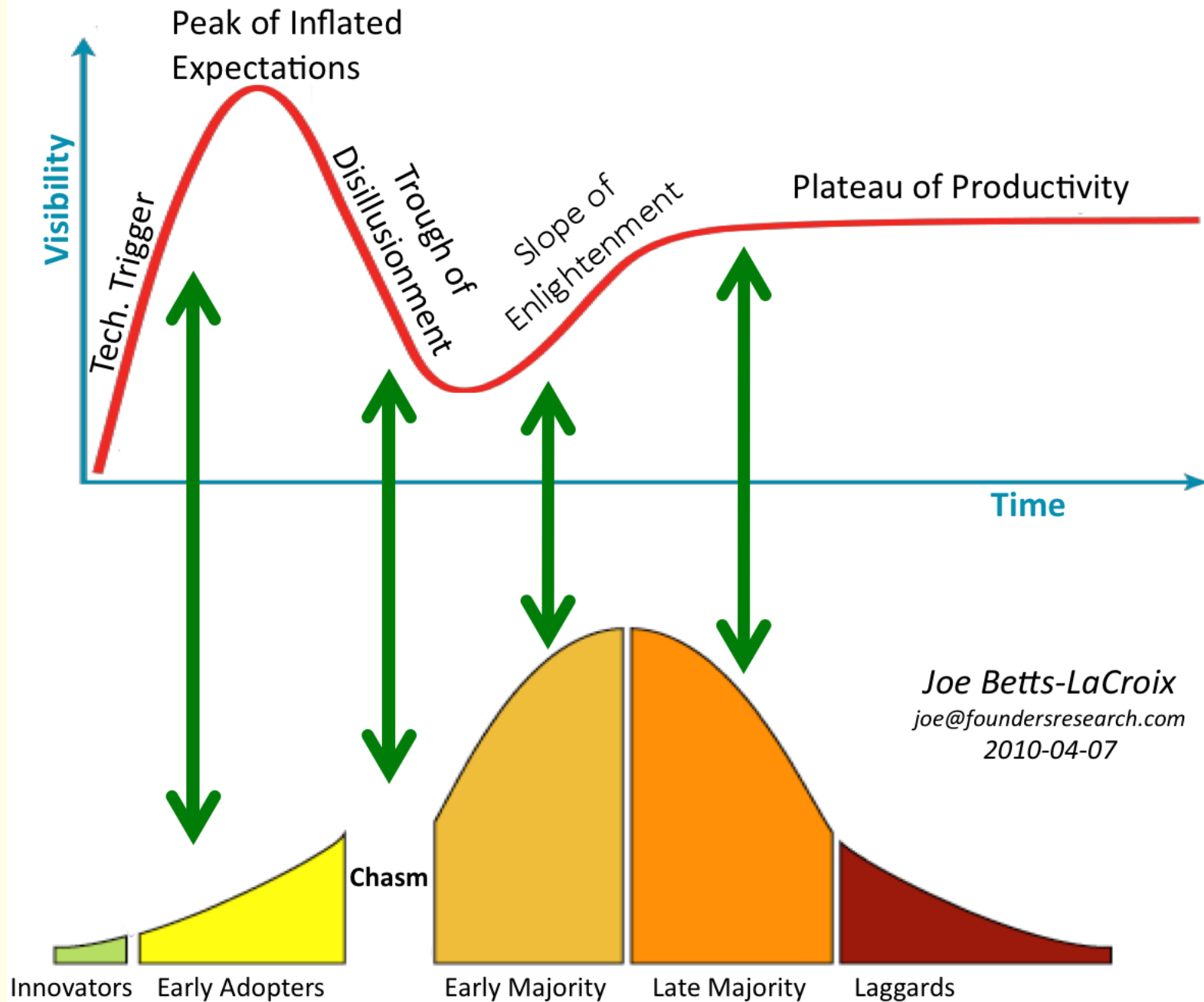


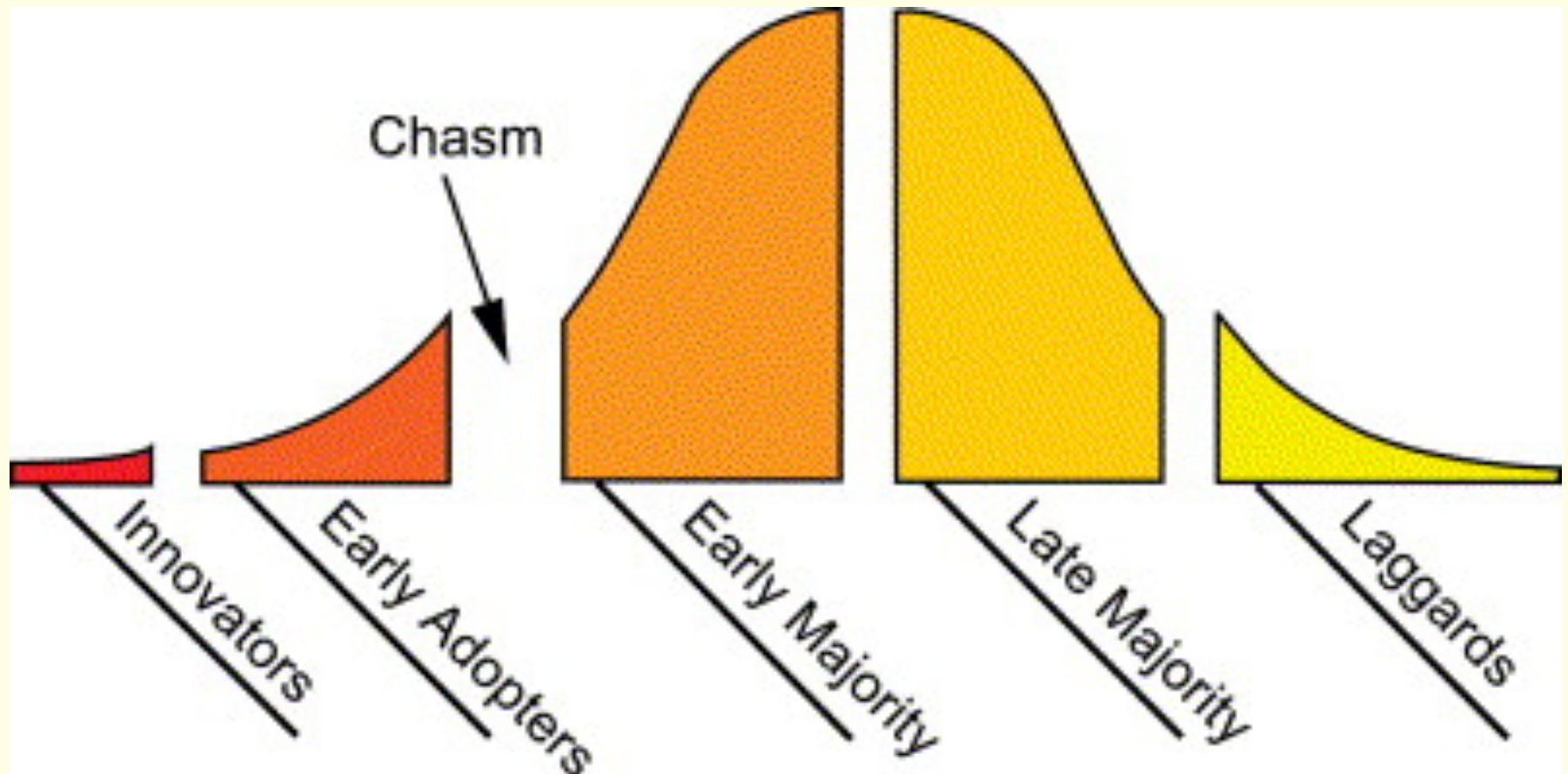
George Siemens  
Athabasca University

‘The new cohort of MOOCs are distinct from the original MOOCs in that they are “open,” thus far, in only one respect: they are open enrollment. The new MOOCs have not yet openly licensed their courses.’

# PLAN

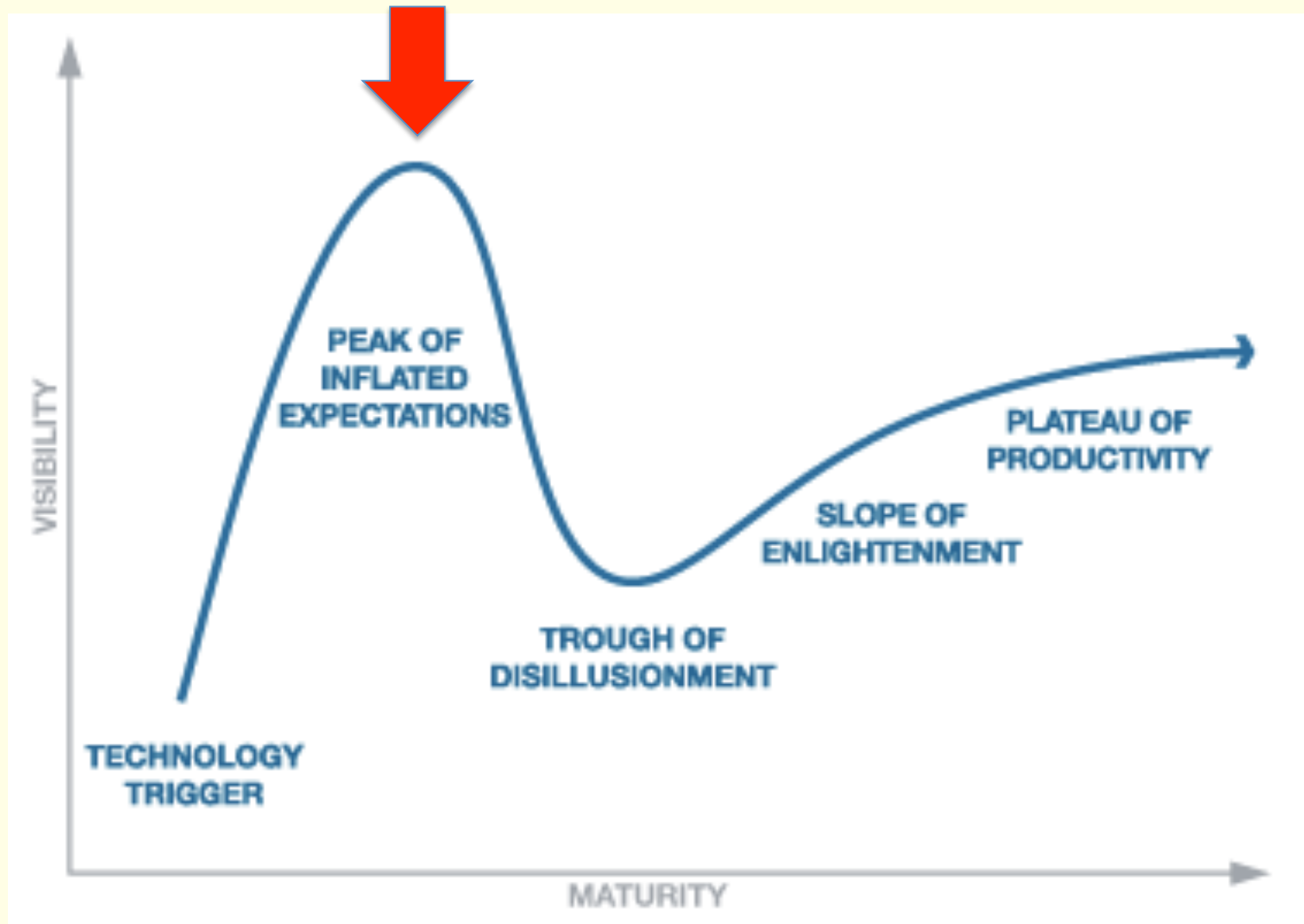
- History
- Technology adoption & hype cycles
- What future for online teaching?
- Which way out of the MOOCs maze?



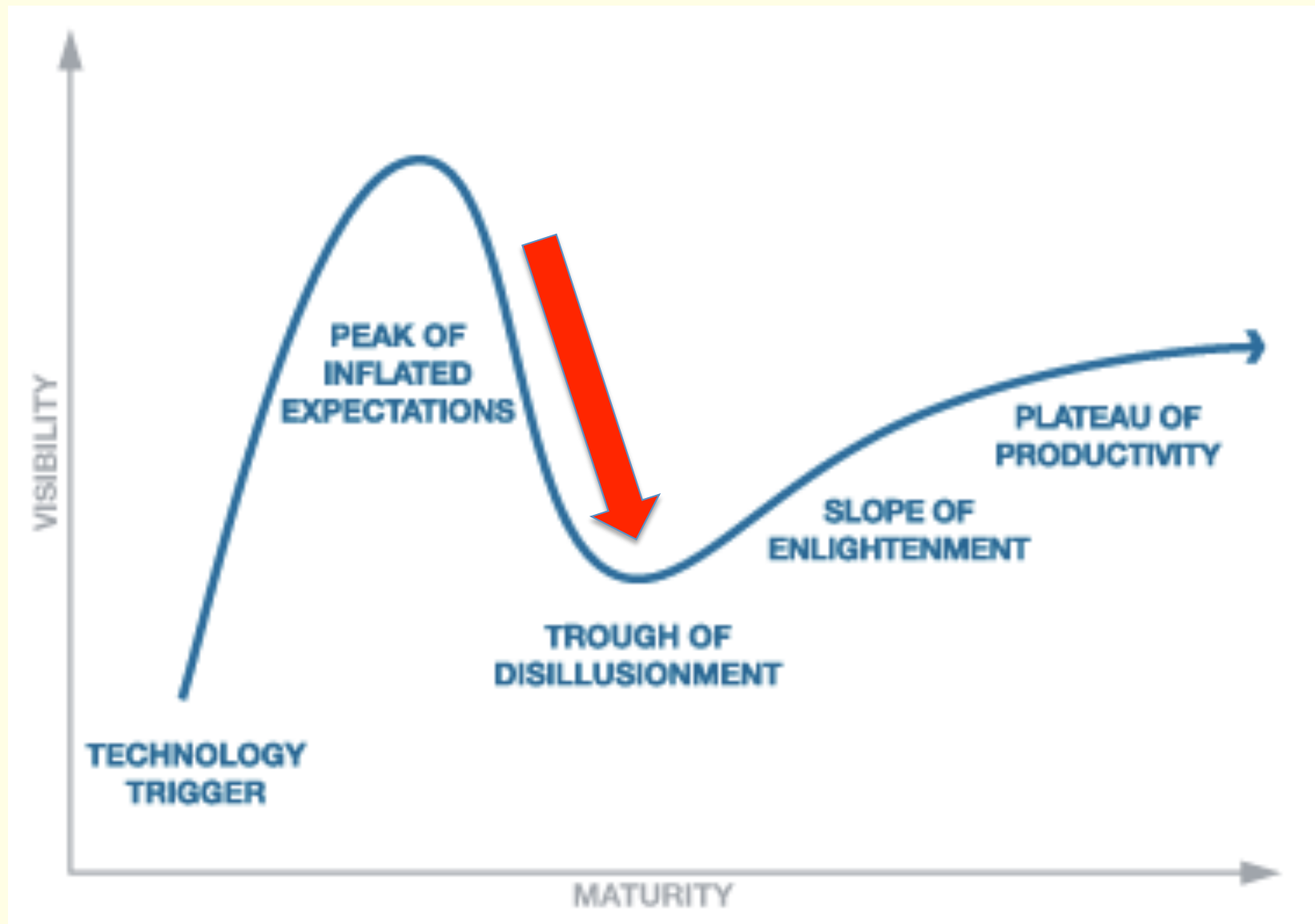


Moore's Technology Adoption Life Cycle

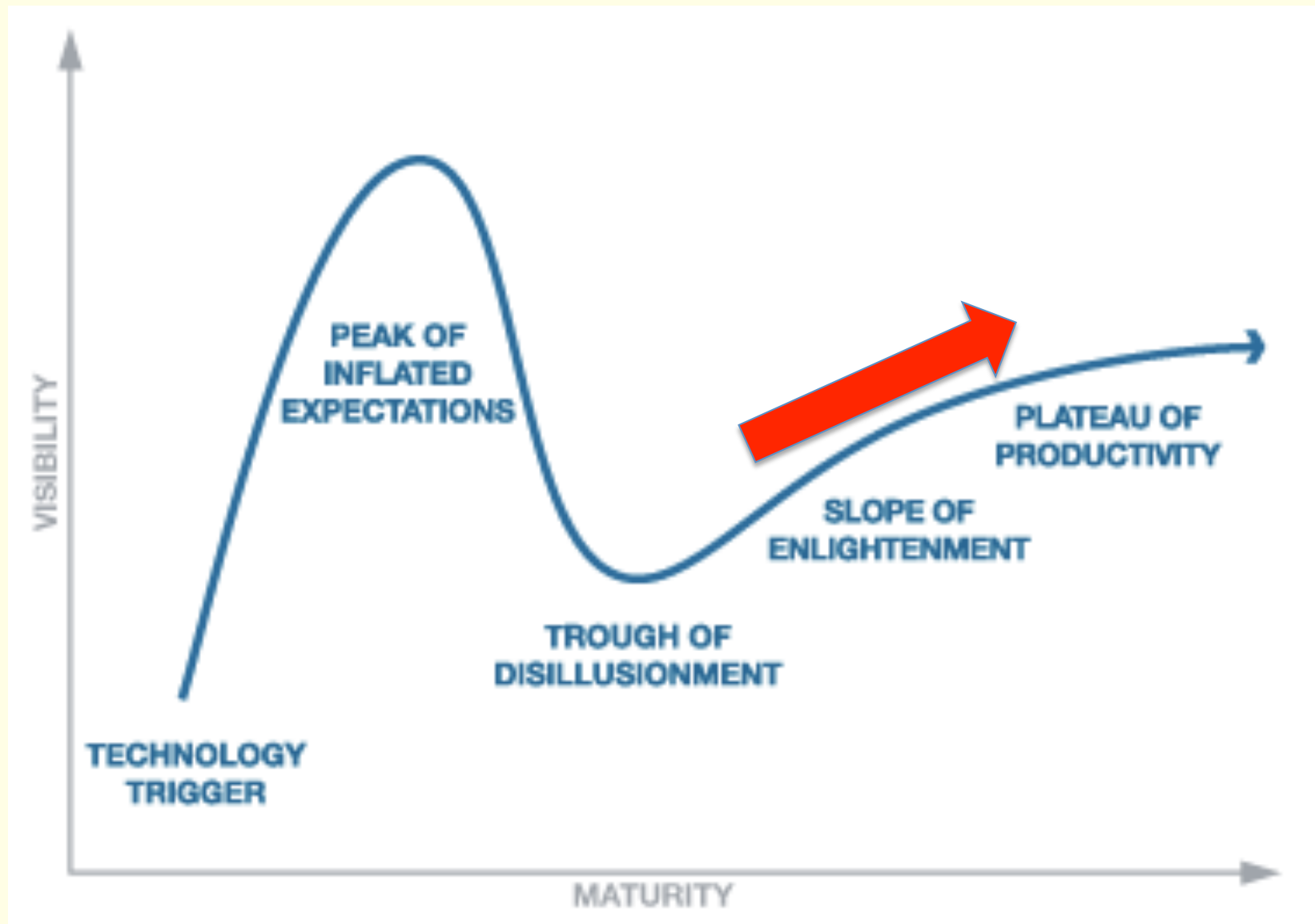




The Gartner Technology Hype Cycle



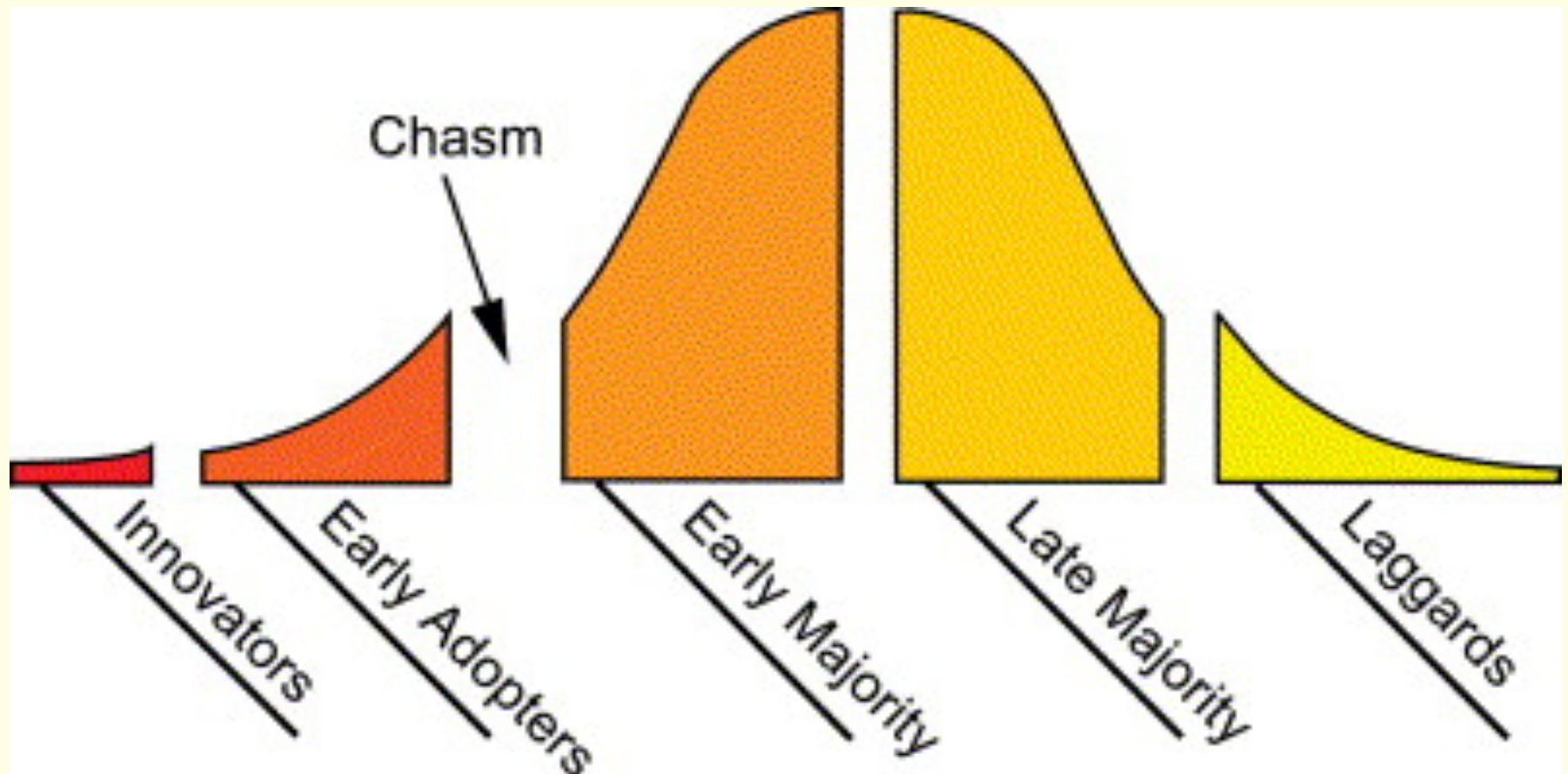
...a roller coaster ride next year?



...enlightened MOOCs or something else?

# PLAN

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Online teaching & learning:  
No Chasm – the Majority will join





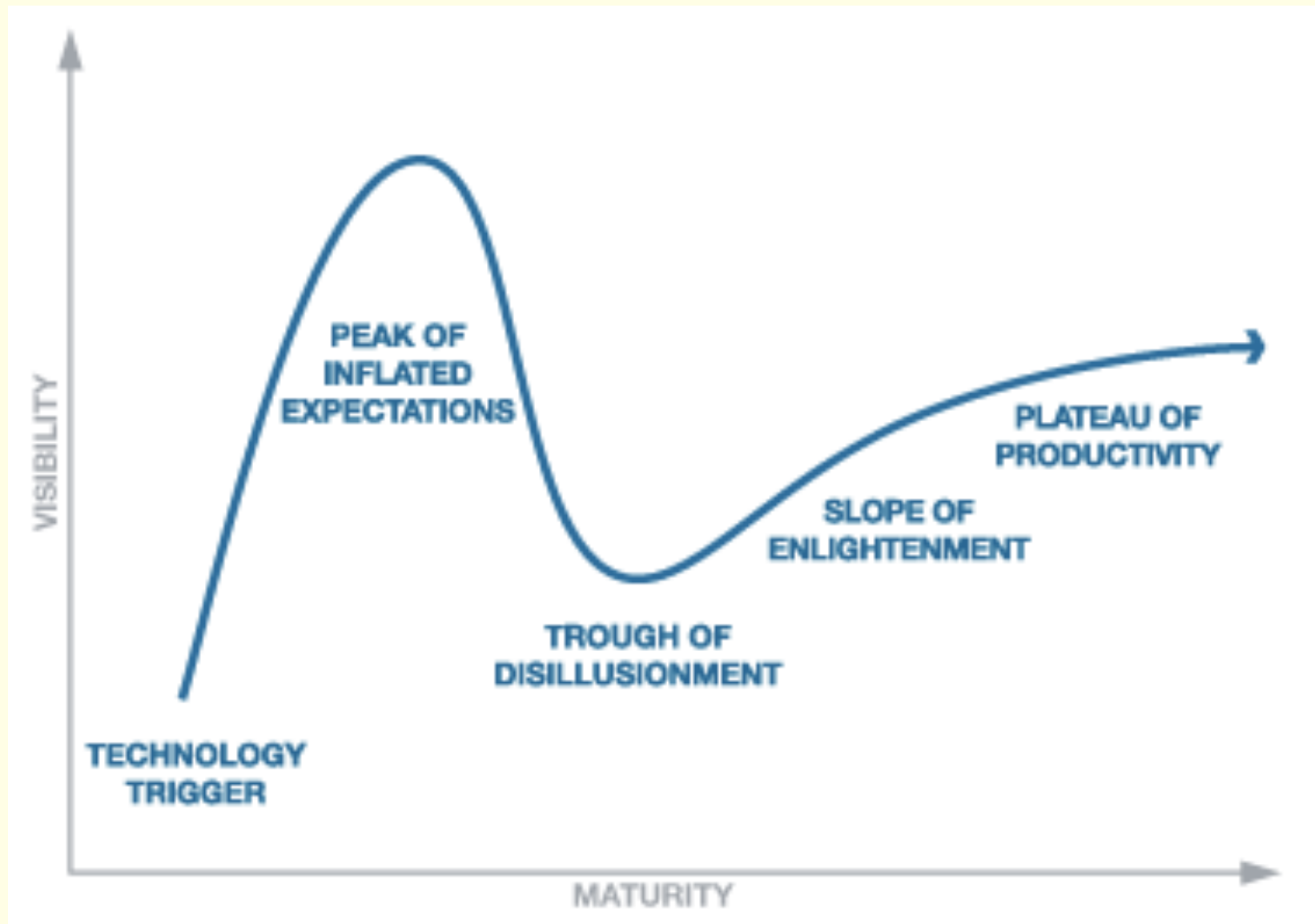
Tony Bates

Outlook for online learning in 2013:  
online learning comes of age

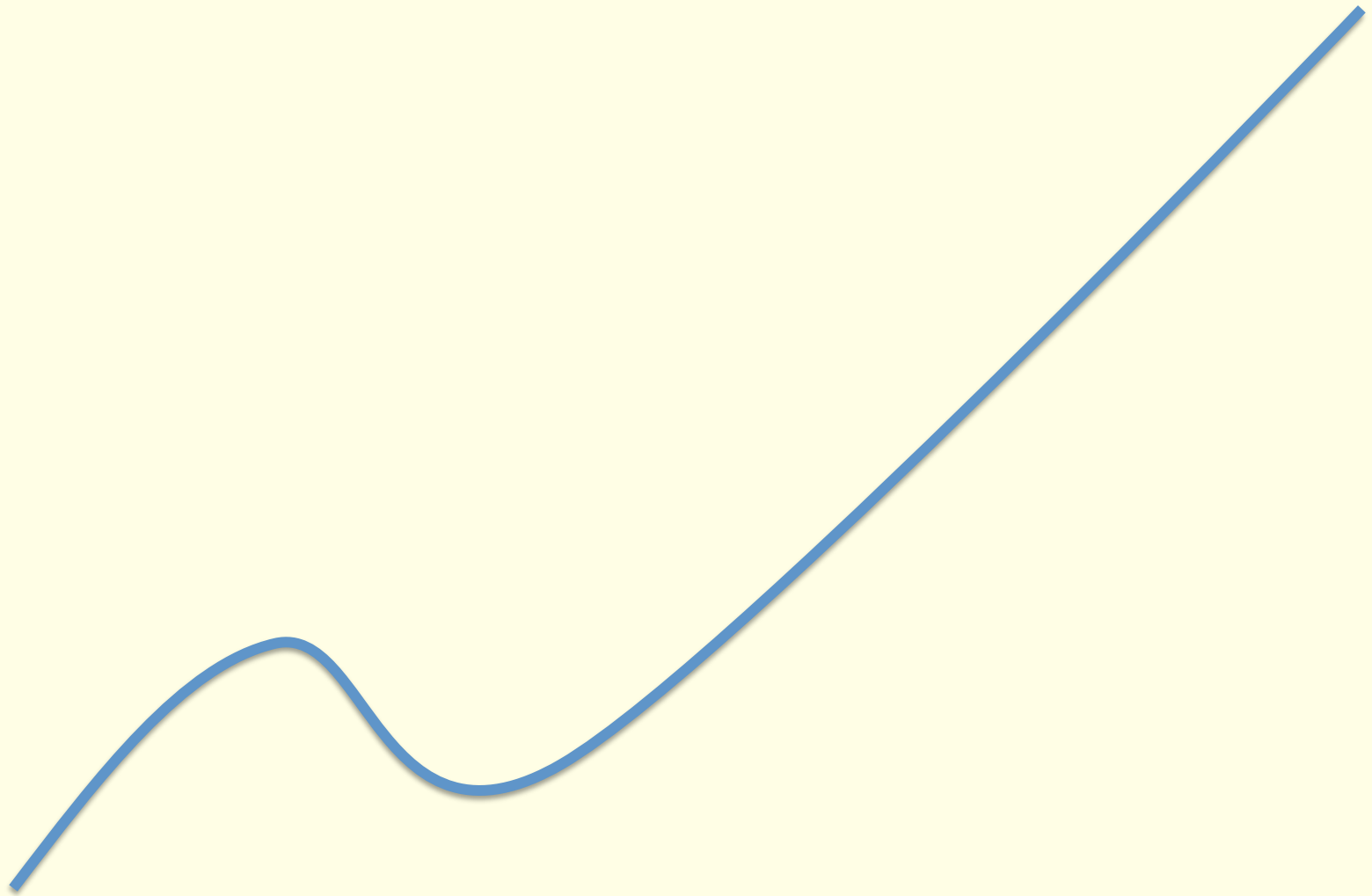
Nearly all institutions will move much of their regular teaching online, either as purely online courses or as hybrids of face-to-face and online

BECAUSE:

- Student body is changing
- Students are opting for online
- HEIs must get their costs down
- Online may prove to be better



The Gartner Technology Hype Cycle



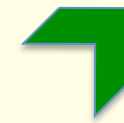
Hype Cycle for Online Learning?



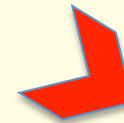
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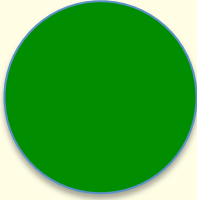
MOOCs >



online  
learning  
routine



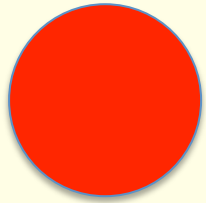
open &  
distance  
regresses



## Greater awareness of Open, Distance and Online Learning



If Harvard and London are doing it  
distance education it must be OK!



# Greater awareness of Open, Distance and Online Learning



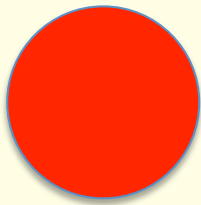
But not if few people complete MOOCs  
successfully and even they do not get credit!

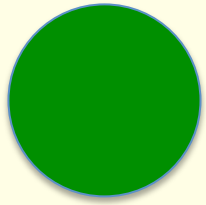




A new pedagogy

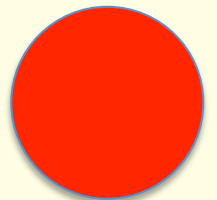






Improve  
and  
open

Monetize  
and  
close

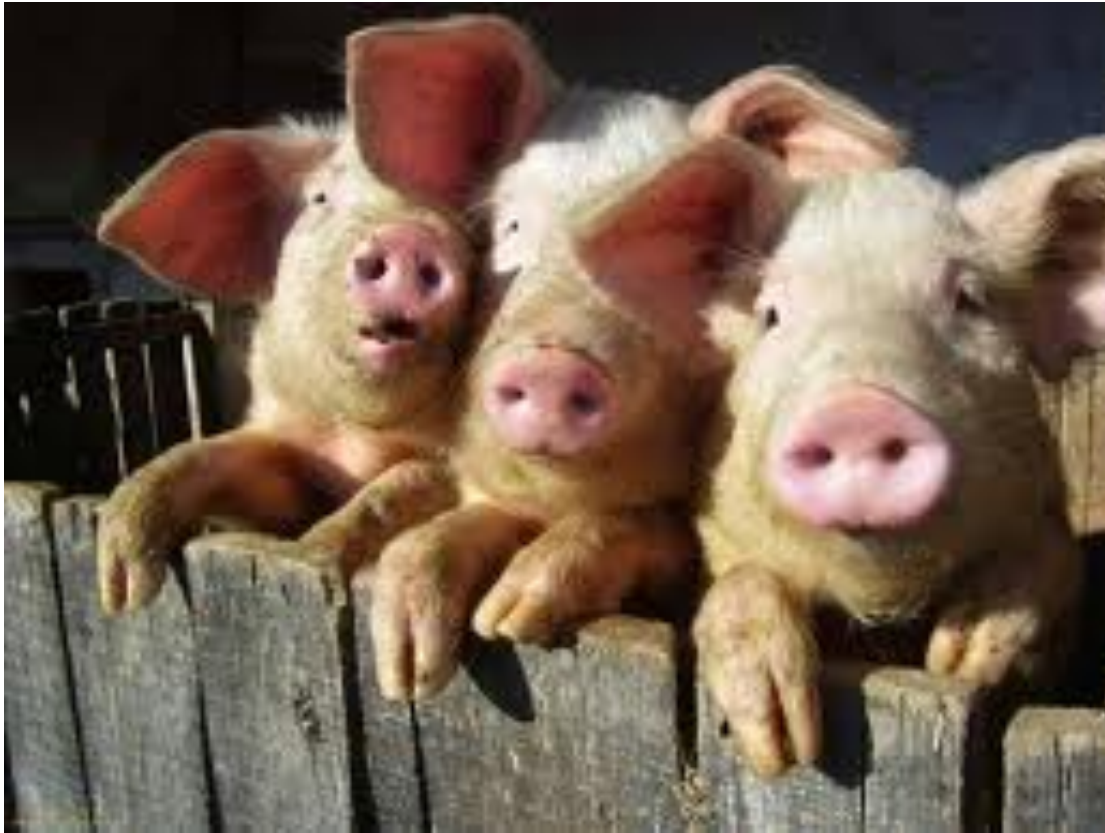


# THE FUNDAMENTAL TENSION

open offerings



restrictive recruitment



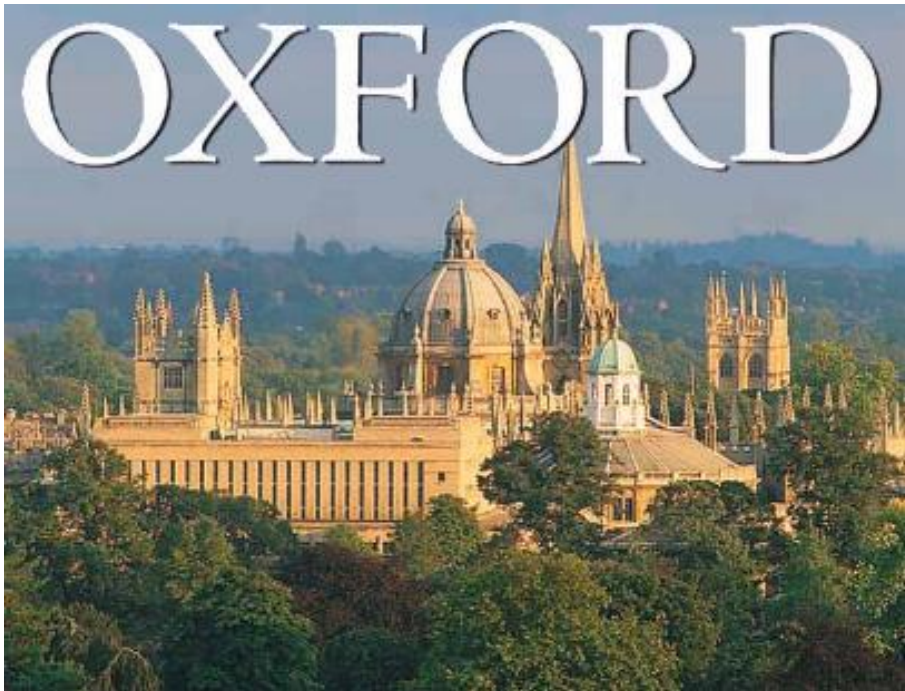
Good little piggies in  
make good bacon out!

Dan Coldeway

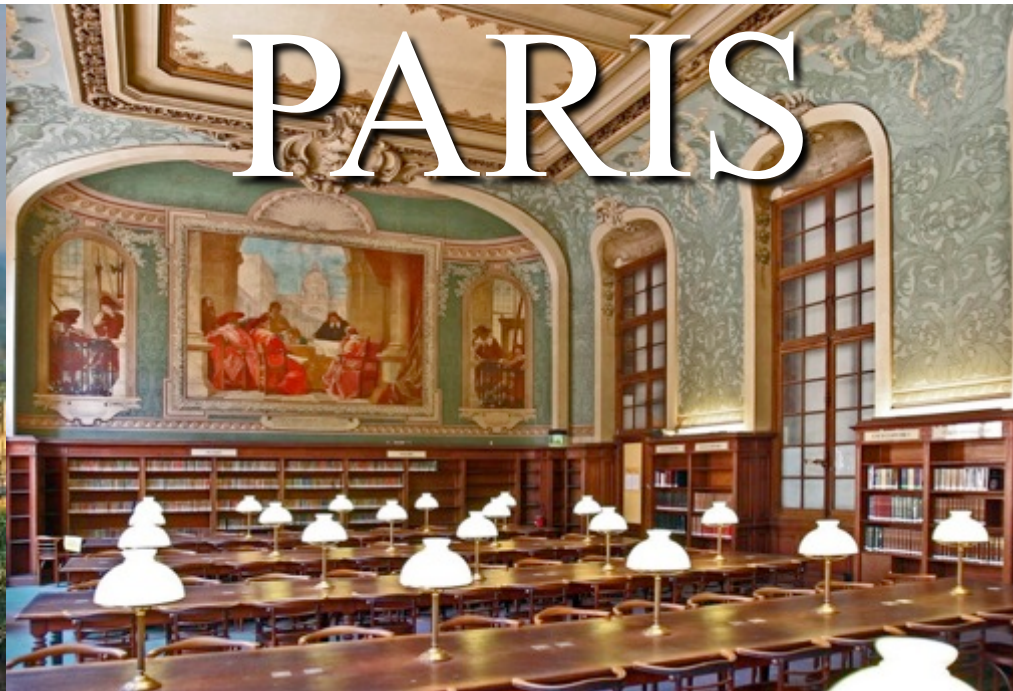




# OXFORD



# PARIS



**DIFFICULT IN, EASY OUT**







The Open University

Open as to:

- People
- Places
- Methods
- Ideas

**EASY IN, DIFFICULT OUT**

# CONCLUSION

MOOCs are not the best route to developing an institutional capacity to offer regular degree programmes online.

F / L  
FUTURELEARN



Coursera



ACADEMIC  
PARTNERSHIPS™



ACADEMIC  
PARTNERSHIPS™

## THE AIM

“to lead students into online award-bearing programmes and have them graduate at rates at least as good as those of their fellow students on campus”.

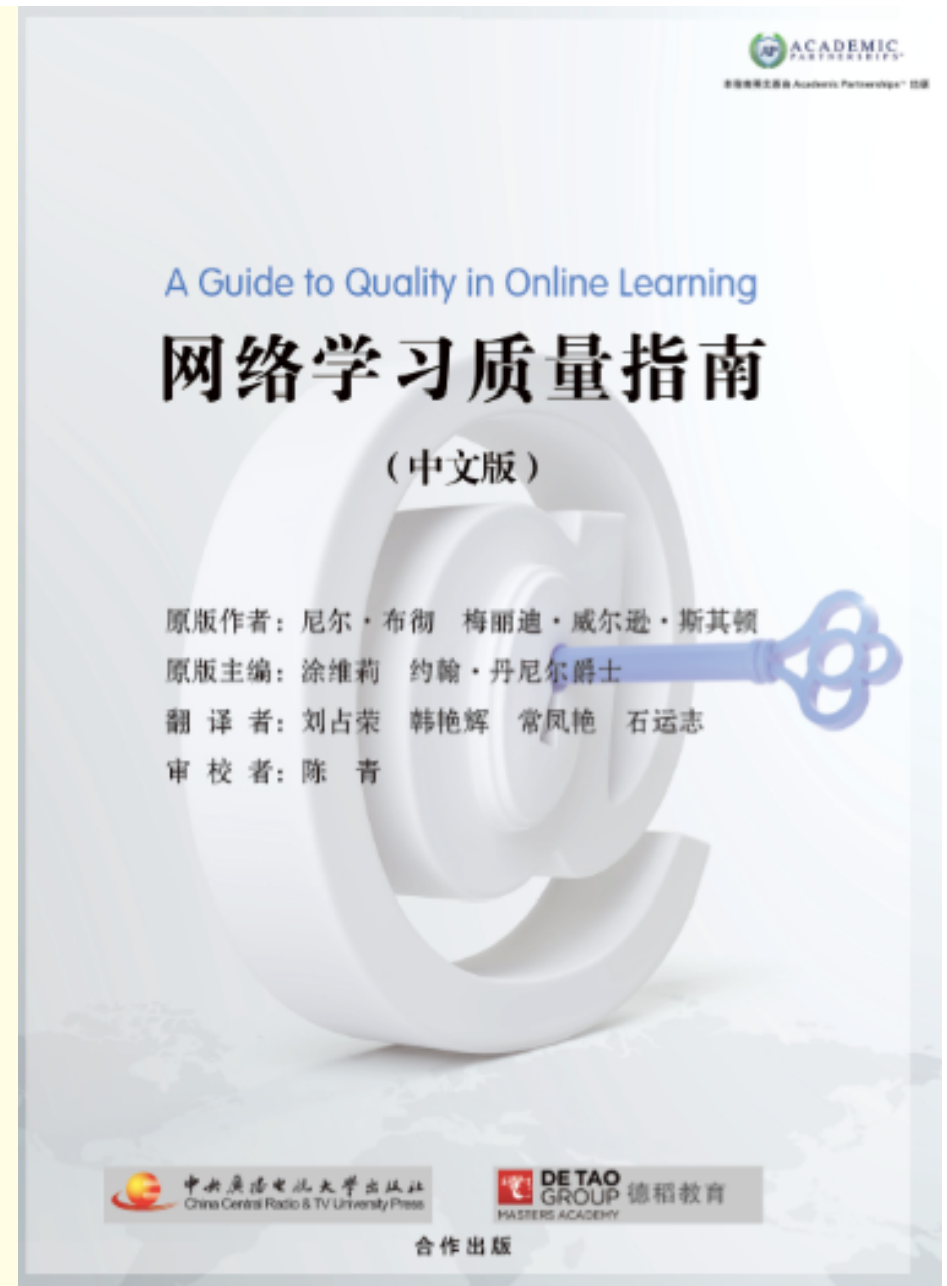


ACADEMIC  
PARTNERSHIPS™

## Possible Services

- Course conversion
- Technology platform
- Student recruitment
- Organisation of student support





# A Guide to Quality in Online Learning



# A Guide to Quality In Online Learning

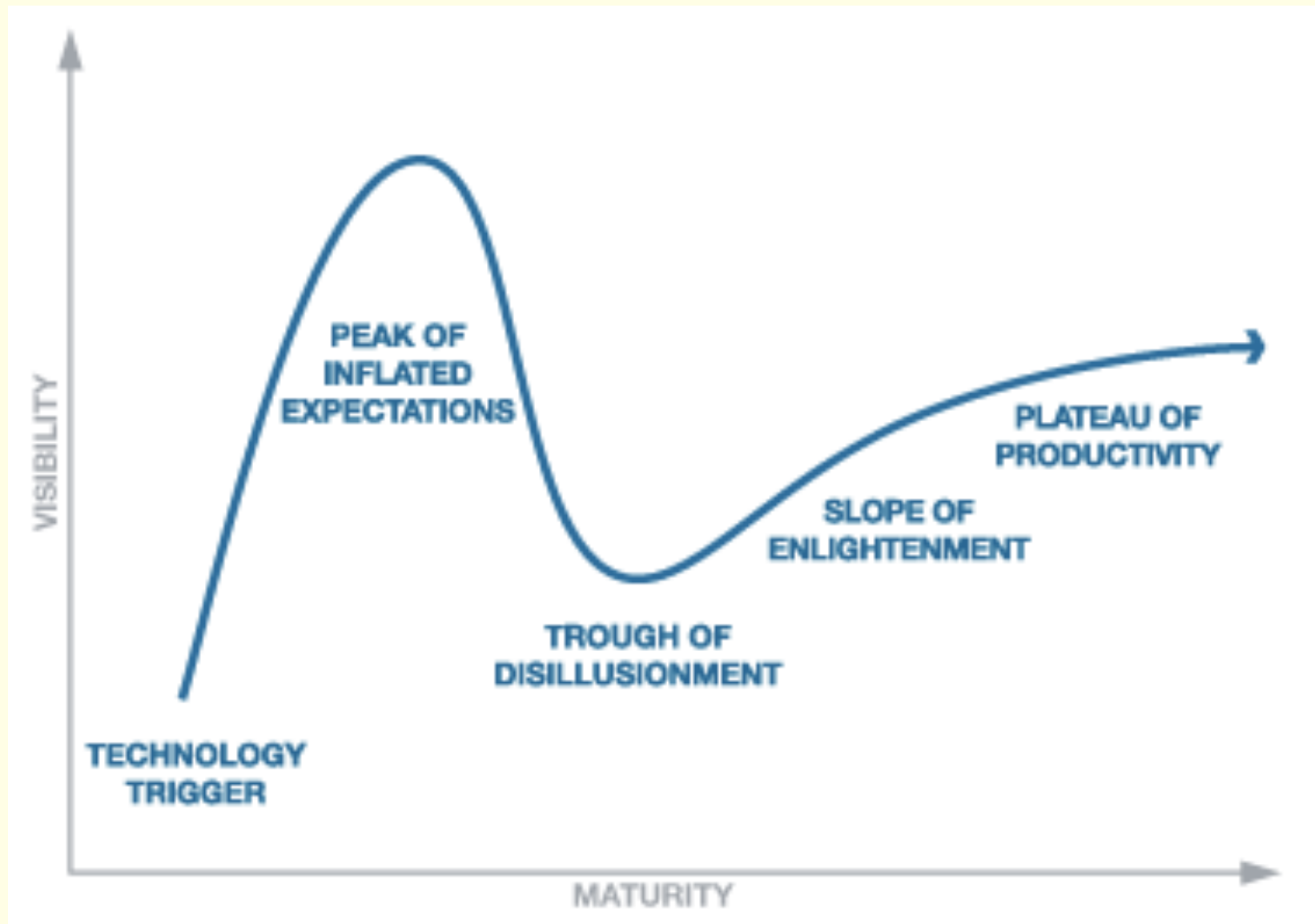
Authors:

Neil Butcher & Merridy Wilson-Strydom



Editors:

Stamenka Uvalić-Trumbić & Sir John Daniel



MOOCs: What lies beyond the trough of disillusionment?



THANK YOU

For text and slides:  
[www.sirjohn.ca](http://www.sirjohn.ca)