MOOCs and UK Higher Education: a rapidly evolving world

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Presentation to UCL Digital Publishing Forum:
Digital textbooks and learning resources
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@suukii
How can the CITE team help you?

We aim to provide academic and support staff with advice and assistance to help them make effective use of learning technologies. We can work with individuals, but would prefer to work with module or programme leaders to develop a more coordinated approach to curriculum development that includes technology enhanced learning. We have a broad knowledge of the systems available within the toolset and are happy to help you determine what is most appropriate for your needs.
Historical Outline
by Charles Robertson

Bath has a continuous history of at least nineteen
hundred years, and is rightly regarded as one of the marvels of
Europe's architectural heritage. One might find how little of what
one sees now remains from the preceding centuries. This is to say
that the town, the Abbey church, and the Abbey gate street
are 1,500 years old and incomplete at the heart of the
city. The town plan, if one can easily be traced in old street names: clockwise from
Southgate Street along Long Row and Abbey
the Abbey gate street.
Why am I here?

AT SOUTHAMPTON WE’VE DONE MOOCS…

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FL context
LEARNING FOR LIFE

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Featured courses

MUSLIMS IN BRITAIN
CHANGES AND CHALLENGES
JUST STARTED...

CLOSED SOON

AN INTRODUCTION TO PHYSICAL ACTOR
10 MARCH

Find out more
WEEK 1: WHAT IS WEB SCIENCE?

Week 1 - opening conversation

Web Science aims to describe, understand and contribute to the evolving World Wide Web. By the end of this first week, you will have a good understanding of how Web Science does this.

1.1 OPENING CONVERSATION: WHAT IS WEB SCIENCE? VIDEO

Getting Started

Welcome to Web Science: How the Web is Changing the World. You will find information about the Course structure, assessment and some tips on helping you study effectively. We would like to introduce you to the Course Educators.
What is Web Science?
Week 1 - Closing Conversation
The first in a weekly series of dialogues between Professor Dame Wendy Hall & Professor Sir Nigel Shadbolt (leading academics in Web Science from the University of Southampton).

1.18 CLOSING CONVERSATION: THE ORIGINS OF THE WEB VIDEO

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But hold on, what’s the back story?

MOOCS AND PREHISTORY

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Welcome to CCK11

Connectivism and Connective Knowledge is an open online course that over 12 weeks explores the concepts of connectivism and connective knowledge and explore their application as a framework for theories of teaching and learning. Participation is open to everyone and there are no fees or subscriptions required.

Register Here

The course will outline a connectivist understanding of educational systems of the future. It will help participants make sense of the transformative impact of technology in teaching and learning over the last decade. The voices calling for reform do so from many perspectives, with some suggesting 'new learners' require different learning models, others suggesting reform is needed due to globalization and increased competition, and still others suggesting technology is the salvation for the shorthfalls evident in the system today. While each of these views tell us about the need for change, they overlook the primary reasons why change is required.

For a quick introduction to connectivist courses and how they work, please view the videos below.

On this site we will be providing information about moocs and listings of available moocs. Watch this page for announcements regarding upcoming offerings.
Back, back story 1985, 2001, 2006 ->

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Take great online courses from the world's best universities
So what’s happening in the UK

A FEW LOCAL DEVELOPMENTS
2012: the accreditation question
Vampire fictions: edgehill

Vampire Fictions MOOC (Massive Open Online Course)

A MOOC is a free open access online course that fosters large-scale interactive participation. Edge Hill University’s first MOOC – MOC1001 Vampire Fictions – gives students the opportunity to participate for free and, upon successful completion of the module, gain a Certificate of Completion. Alternatively – for a small fee – students can engage in the module and gain credit for assignments of a passable quality.

MOC1001 Vampire Fictions

Sign up for free and be part of the world’s first 20-credit MOOC!
Search and Social Media Marketing for International Business

This Search and Social Media Marketing for International Business pilot MOOC helps you to develop your individual as well as professional online profile, with a view to enhancing international trade prospects.

Individuals will benefit by having a better-informed digital online profile for career development. Businesses will learn how to develop a more robust online presence and engage with international audiences to enhance international trade prospects.

The MOOC comprises of twelve videos which will contain theoretical background from academic staff, as well as industry insights from key professional speakers. Each video is accompanied by activities, which will help you to put your newfound knowledge into practice.

Ready to start?

Follow these steps:

1. Before you start the course please complete this short MOOC entrance survey.

2. Follow the links below to the individual MOOC videos and activities:
   - Personal branding online
   - Twitter
   - Search Engine Optimisation (SEO)
   - Use of social media for international business development
   - Facebook
   - YouTube
   - LinkedIn
   - Google+
   - Copywriting online
   - Legal implications of social media
   - Monitoring and reporting
   - Blogging

3. Share your experiences and learn from others on Twitter using our #SSMMUoS hash tag.

4. Complete our MOOC exit survey.

5. Take the next steps and become accredited with our support. Enquire about our study options:

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First steps into learning and teaching in higher education (FSLT)

Free to non-assessed participants; £425 for tutor-marked assessment leading to 10 M-level credits

22 Jan 2014 - 7 Mar 2014
- Book here - Assessed
- Book here - Free non-assessed

Building on the success of last year’s open online First Steps MOOC (massive open online course), this year this five-week introduction to teaching in higher education will again be run as a MOOC, free and open to all for participation (assessment incurs a fee).

The course relies on sharing knowledge with your peers, and will leave you better informed about teaching and learning in higher education and confident that you could try out new things. Through the course you may also form and strengthen your professional support network of teachers in higher education.

This course has been designed around the key principles of autonomy, diversity, openness and interactivity. You can choose whether or not to be assessed and the degree to which you engage with the module. The module attracts participants from across the world, who bring with them a wide variety of resources and expertise. Learning across such a distributed group depends on connectivity and frequent interactive communication.

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octTEL: ALT (+jisc)

This is an online course to help you understand better how to use technology to enhance your teaching practice. The course is aimed primarily at people teaching at Higher Education level, whether in Higher Education Institutions or Further Education Colleges. The course is now over, but the materials will remain available for the next few months — more details.

Keep informed about next course

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Welcome to the Open Learning Design Studio's MOOC (Massive Open Online Course) "Learning Design for a 21st Century Curriculum". The course ran from 10th January to 13th March 2013. There are currently no plans to repeat the live presentation, however all the materials remain available as Open Educational Resources.

This free, open and online course (MOOC) has been designed with further and higher education professionals in mind - lecturers, qualification teams, awarding bodies, learning technologists, library and student support staff and learning and teaching specialists - but may also be of interest to teachers (or teachers to be) in secondary schools or informal/work based learning facilitators, in fact, anyone with an interest in curriculum and learning design. The course has been funded by JISC as part of a benefits realisation programme and is intended to build on the success of the Open University Learning Design Initiative (OULDI) and other JISC funded curriculum design and delivery projects.

We expected that many participants would commit for the 9-week duration but the MOOC was offered for open access so some would complete the MOOC at their own pace.
Coursera Partnerships

Coursera, MOOCs and the UoL International Programmes

Welcome to Coursera and the University of London International Programmes

About Coursera and our MOOCs

Coursera is the social entrepreneurship company that partners with the top universities in the world to offer courses online (MOOCs) for anyone to take, for free. We have partnered with Coursera to enable you to study a number of short courses that have been derived from the portfolio of programmes offered by the University of London International Programmes or developed by academics from amongst the University’s federated Colleges.

We currently have the following courses available (start dates differ):

- Creative Programming for Digital Media and Mobile App Dev
- Malicious Software and Its Underground Economy: Two Sides
- English Common Law: An Introduction
- The Cabrera Never Dies: Film, Images & Historical Interpretation
- Enhance Your Careers and Employability Skills
- ICT in Primary Education
- Understanding Research Methods

To find out about these opportunities and to register please visit the Coursera website.
FutureLearn today

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AN AVALANCHE IS COMING

HIGHER EDUCATION AND THE REVOLUTION AHEAD

SSPV

Michael Burda
George G. Brown
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Institute for Public Policy Research
2014: HEA

The pedagogy of the Massive Open Online Course: the UK view

Siân Bayne and Jen Ross, the University of Edinburgh
How Open are MOOCs?

- OER vs... ???
Why and how (do we cost it)?

MOTIVATIONS AND MONETISING

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If the product is free, you are the product

We can gain data and analytics

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The value proposition

Value proposition
- Reputation
- Insights
- Drive change
- Inform practice

Personal motivations
- USP
- Sage on the stage
- Passion
- Niche
- Ground breaker...

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A topic of much discussion...

Why did Edinburgh offer MOOCs?

- Reputation – early adopter of educational technology
- Exploration of a new pedagogical ‘space’ to inform practice
- Wish to reach as widely as we can with our courses
- Sharing experiences with peer universities
- Fun!

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Which budget?

- Teaching budget...
- What budget?!
- ... ah marketing budget 😊
- Gains
- ... reputation (leads) progression, transition, integration/re-integration

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support

Homebrew

Affiliated, monetising
Any time, any place (? Gateway learning?)

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Monetising – the future?

- Signature track – certificate of completion
- Validated exam (independent or linked)
- Amazon affiliates
- The e-book of the course
- Search fee
- Partnerships/outsourcing

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partnerships
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