

What Campus Leaders Need to Know About MOOCs

An EDUCAUSE Executive Briefing

- ❖ MOOCs (massive open online courses) are courses delivered over the web to potentially thousands of students at a time.
- ❖ While MOOCs have captured the interest of many, the business models and return on investment are still evolving.
- ❖ Currently most MOOCs rely on traditional lecture approaches; students must self-organize study groups or discussion.
- ❖ Institutions may experiment with MOOCs as a brand extension; others must determine how MOOCs fit their instructional portfolio.
- ❖ MOOCs may catalyze new approaches to credentialing.

Massive open online courses—MOOCs—are online courses that are free and open to anyone, with essentially unlimited enrollment.

How MOOCs Work

MOOCs are online courses where lectures are typically “canned,” quizzes and testing are automated, and student participation is voluntary. They attain large scale by reducing instructor contact with individual students; students often rely on self-organized study and discussion groups. An alternative model allows students to vote on which questions should rise to the professor’s attention (e.g., Coursera). edX encourages students to rely on each other, awarding “Karma points” to students who correctly answer other students’ questions. As points accrue, students’ roles can expand, e.g., to a teaching assistant.

Initial MOOCs have often been from disciplines that lend themselves to quantitative assessment, such as engineering, computer science, and math. However, MOOCs are becoming applicable to all fields as the platforms enable assessment methods such as peer review. MOOCs generate massive quantities of data about learner behavior, which can be used to understand cognitive growth and how to improve instruction. Some platforms may evolve from course-delivery systems toward adaptive learning platforms—systems that personalize the experience based on the learner’s performance.

MOOCs embody a convergence of technology and culture that is creating new energy around

The New Players

MOOC Platforms

Coursera: A Stanford spinoff focusing on elite institutions and faculty. Major university partners include University of Virginia, Duke University, University of Pennsylvania, and University of Illinois.

edX: The Harvard, MIT, and Berkeley collaboration to offer the best of all three institutions free online.

Udacity: Disseminates select MOOCs in partnership with individual professors. Founded by ex-Stanford professor Sebastian Thrun after his MOOC went viral.

Udemy: Allows anyone to create and offer a course, whether free or for a fee.

Adaptive Learning Platforms

While not MOOCs, **Knewton** and **Khan Academy** offer massively online material. As students work, these platforms track and correlate data generated—from time of day to clicks and response patterns—to personalize instruction. Ultimately all platforms may use data to adapt instruction to the learner.

e-learning. On the technology side, the tools enabling web-based instruction are more effective and reach greater scale than ever before. E-learning technologies that are widely used in MOOCs include:

What Campus Leaders Need To Know About Moocs

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