MOOC: should universities enter the competition?

Yves Epelboin
Special advisor for MOOCs
Yves.Epelboin@impmc.upmc.fr
Agenda

- Where do we stand?
- MOOCs: New concepts?
- MOOCs for Europe
- Strategy for MOOCs
Growth of MOOCs

Main European actors

- Miriada X (Spain)  
  [www.miriadax.net](http://www.miriadax.net)
- Futurelearn : (UK)  
  [www.futurelearn.com](http://www.futurelearn.com)
- France Université Numérique (France)  
  [www.france-universite-numerique.fr](http://www.france-universite-numerique.fr)
- Iversity (Germany)
Provider distribution

European MOOCs

458 EUROPEAN MOOCs

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Where do we stand?

Gartner Hype Cycle

- Peak of Inflated Expectations
- MOOC
- Plateau of Productivity
- Slope of Enlightenment
- Trough of Disillusionment
- Technology Trigger
MOOC
New concepts ?
## cMOOC & xMOOC

<table>
<thead>
<tr>
<th></th>
<th>cMOOC</th>
<th>xMOOC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning model</td>
<td>Connectivist</td>
<td>Classic</td>
</tr>
<tr>
<td>Objectives</td>
<td>Build by participant</td>
<td>Build by teacher</td>
</tr>
<tr>
<td>Coherence</td>
<td>Participant</td>
<td>Teacher</td>
</tr>
<tr>
<td>Learning</td>
<td>Navigate, build connections</td>
<td>Follow the course</td>
</tr>
<tr>
<td>Resources</td>
<td>Aggregation by participants</td>
<td>Included in the course</td>
</tr>
<tr>
<td>Exchanges among pairs</td>
<td>Very important</td>
<td>Possible</td>
</tr>
<tr>
<td>Interactions</td>
<td>Distributed</td>
<td>Forum on site</td>
</tr>
</tbody>
</table>
# cMOOC & xMOOC

<table>
<thead>
<tr>
<th></th>
<th>cMOOC</th>
<th>xMOOC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronization</td>
<td>At own pace</td>
<td>By teacher</td>
</tr>
<tr>
<td>Certification</td>
<td>University, firm or badge. Not necessary</td>
<td>University, firm and badges</td>
</tr>
<tr>
<td>Assessment</td>
<td>Among pairs</td>
<td>University &amp; firm</td>
</tr>
<tr>
<td>Teacher attitude</td>
<td>Facilitator</td>
<td>Owner of knowledge</td>
</tr>
<tr>
<td>Student attitude</td>
<td>Autonomous, sociability</td>
<td>Flipped learning</td>
</tr>
<tr>
<td>Student objective</td>
<td>Self enrichment</td>
<td>Promotion</td>
</tr>
</tbody>
</table>

After J-M Gilliot [http://tipes.wordpress.com/2012/06/12/differents-types-de-moocs/](http://tipes.wordpress.com/2012/06/12/differents-types-de-moocs/) (French)
MOOC and student retention

Success as not the same meaning in a MOOC than in a class

Emerging Student Patterns in Coursera-style MOOCs

P. Hill e-Literate, March 2013

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Models for Europe?

• The organization model:
  – Centralized: HE European model?
  – National, private consortiums?

• The MOOC model:
  – Mass and open?
  – Economy?
OpenupEd

- Pan-European initiative
- Portal about MOOCs
- Quality label ?
- Under the supervision of EADTU

- No provision for a European MOOC platform
- Very incomplete portal
The MOOC model

- From the beginning a different view from the US
- SPOC
  - Change in learning: flipped classes
  - Remedial courses
  - Distance learning
- MOOC: mostly another use of SPOC
EUNIS position

E-learning Task force meeting, Lausanne May 2013:

EUNIS has a keen interest in these developments but remains skeptical about the fact that much current MOOC activity is US-centric with its roots firmly in the commercial sector that is currently underwriting much of the development activity. There are also contrasting pedagogic models being labeled under the same banner. Europe needs to analyze the lessons learned from these developments and look at how best to apply them to improve the educational experience in a diverse range of educational contexts.
EUNIS sees opportunities to improve pedagogic practice by incorporating more online learning (especially effectively designed peer interactions) in traditional courses. There are also some opportunities for widening participation bearing in mind the digital literacy (and indeed cultural attitudes to learning) required by students before they can become effective learners in this type of context.
MOOC strategy
An important investment

- Course scenario renewed
- New documents and OER
- Massive use of short videos (chunks 5-7 up to 15 mn)
- Need of a local organization to sustain the MOOCs

A MOOC is a complex team project
## MOOCs and SPOCs: why?

<table>
<thead>
<tr>
<th>Objective</th>
<th>MOOC</th>
<th>SPOC</th>
<th>Level</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Educational transformation</td>
<td>option yes</td>
<td>Bachelor Minors</td>
<td>All B levels. Priority larges groups</td>
<td></td>
</tr>
<tr>
<td>2 Remediation</td>
<td>option yes</td>
<td>Bachelor</td>
<td>Failed modules</td>
<td></td>
</tr>
<tr>
<td>3 Entrance in university</td>
<td>yes no</td>
<td>High School</td>
<td>Self evaluation and initiation courses</td>
<td></td>
</tr>
<tr>
<td>4 Life long learning</td>
<td>yes yes</td>
<td>All levels</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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# MOOCs and SPOCs: why?

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<th>MOOC</th>
<th>SPOC</th>
<th>Level</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign students</td>
<td>yes</td>
<td>option</td>
<td>All levels</td>
<td></td>
</tr>
<tr>
<td>Knowledge sharing</td>
<td>yes</td>
<td>option</td>
<td>All levels</td>
<td>Excellence</td>
</tr>
<tr>
<td>Recruiting students</td>
<td>yes</td>
<td>option</td>
<td>All levels</td>
<td></td>
</tr>
</tbody>
</table>
Human resources for MOOC

MOOC contents:
- Teachers
- Community managers

• MOOC development:
  - Video specialists
  - Web integrator and graphic artist
  - Pedagogic instructor
  - Project manager

A MOOC is a project with many people, which needs a project manager
MOOC: do you have the budget?

• Example of a 8 weeks MOOC
  – Base: Sciences with Maths equations and graphics
  – MOOC being used internally at least 3 times

• Human resources
  – Teachers
  – Academic support
  – Technical support
# Budget: teachers

<table>
<thead>
<tr>
<th>Mission</th>
<th>Course 1</th>
<th>Course 2</th>
<th>Course 3</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>40</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Writing docs</td>
<td>90</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Writing assessments</td>
<td>40</td>
<td>10</td>
<td>10</td>
<td>Optional</td>
</tr>
<tr>
<td>Video recording</td>
<td>32</td>
<td>8</td>
<td>8</td>
<td>½ day per one hour</td>
</tr>
<tr>
<td>Project organization</td>
<td>30</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Animation</td>
<td>48</td>
<td>48</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>520</strong></td>
<td></td>
<td></td>
<td><strong>520 hours</strong></td>
</tr>
</tbody>
</table>
## Budget: pedagogic support

<table>
<thead>
<tr>
<th>Mission</th>
<th>Course 1</th>
<th>Course 2</th>
<th>Course 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedagogic engineer</td>
<td>40</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Project manager</td>
<td>60</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Tests</td>
<td>60</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>225 hours</strong></td>
</tr>
</tbody>
</table>
## Budget: technical support

<table>
<thead>
<tr>
<th>Mission</th>
<th>Course 1</th>
<th>Course 2</th>
<th>Course 3</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>32</td>
<td>6</td>
<td>6</td>
<td>Recording</td>
</tr>
<tr>
<td>Video</td>
<td>180-240</td>
<td>36-50</td>
<td>36-50</td>
<td>Editing</td>
</tr>
<tr>
<td>Texts</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>Formatting</td>
</tr>
<tr>
<td>Iconography</td>
<td>35</td>
<td>7</td>
<td>7</td>
<td>Variable</td>
</tr>
<tr>
<td>Integration</td>
<td>15</td>
<td>3</td>
<td>3</td>
<td>Platform</td>
</tr>
<tr>
<td>Meetings</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>480 hours</strong></td>
</tr>
</tbody>
</table>

http://www.dunod.com/loisirs-scientifiques-techniques/ouvrages-generaux-dictionnaires/les-mooc
Budget: cost

- Video studio: from 20 000 € up to 60 000 € and more
- Video editing: 4 000 € per machine
- Computers for all the staff
- MOOC staff: 30 000 € - 50 000 €
- UC San Diego: 300 000 $ for 16 weeks
Delivery of MOOCs

• Requests for platform 24/7
  – Servers (or cloud)
  – System engineers: 2
  – Software engineers: 2
  – Administrative tasks, support...: 4

• Possible financial models (evolving):
  – Coursera: free but 80% if course sold and own certification
  – edX: 50% only but minimum 50 000 $
  – FUN, Futurelearn: paid by consortium
  – ...
Defining the priorities

• Each university must debate:
  – Which strategy?
  – Which priorities?

• Each university must evaluate:
  – Available hardware
  – Available technical support staff?
  – Available pedagogical support staff?
  – Volunteers among teachers
Everything you need to know about MOOCs (in French)

http://www.dunod.com/loisirs-scientifiques-techniques/ouvrages-generaux-dictionnaires/les-mooc
MOOC: a strategic decision

• A Steering Committee
  – All contributing actors
  – All concerned Executives

Under the direct supervision of the Rector!
Discussion

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