The MOOC Revolution: Is it All That It’s Cracked Up to Be?

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WCET’s mission is to ACCELERATE the adoption of effective practices and policies, ADVANCING EXCELLENCE in technology-enhanced teaching and learning.
What is a MOOC?

Massive Open Online Course
Canadians and Connectivism

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CMOOC
The Good News: Lots of Students

• July 17, 2011 – Sebastian Thrun announces free online “Introduction to Artificial Intelligence” course.

Students: 0 inquiries
The Good News: Lots of Students

- July 17, 2011 – Sebastian Thrun announces free online “Introduction to Artificial Intelligence” course.
- August 2 – Chronicle of Higher Ed article

Students: 8,000 inquiries
The Good News: Lots of Students

- July 17, 2011 – Sebastian Thrun announces free online “Introduction to Artificial Intelligence” course.
- August 2 – Chronicle of Higher Ed article
- August 15 – New York Times article

Students: 58,000 enrolled
The Good News: Lots of Students

- July 17, 2011 – Sebastian Thrun announces free online “Introduction to Artificial Intelligence” course.
- August 2 – Chronicle of Higher Ed article
- August 15 – New York Times article
- Fall 2011 – Course taught

Students: ~160,000 enrolled
The Good News: Lots of Students

• July 17, 2011 – Sebastian Thrun announces free online “Introduction to Artificial Intelligence” course.
• August 2 – Chronicle of Higher Ed article
• August 15 – New York Times article
• Fall 2011 – Course taught
• December 2011 – Course completed

Students: ~20,000 completed
The Bad News: Retention

Coursera data for 2012:

• 40,000-60,000 in “typical” MOOC.
• 50-60% returned for first lecture.
• 5% completed.
The Elite Colleges and Egalitarianism

Stanford for-profit spin-offs:

Harvard-MIT non-profit collaboration:
The Elite Colleges and Egalitarianism

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xMOOC
More MOOC Providers Every Day
MOOC

Every letter is negotiable.

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Final Thoughts

• Your colleges already have many online courses (Babson study):
  – Over 6.1 million students were taking at least one online course during the fall 2010 term.
  – 31% of higher education students now take at least one course online.
Final Thoughts

• Some questions remain:
  – How will they be financially sustained?
  – How will they provide support for students beyond the course?
  – Should students get credit?
  – In the end, are MOOCs just a piece of software?