

FACILITATING A MASSIVE OPEN ONLINE COURSE (MOOC)



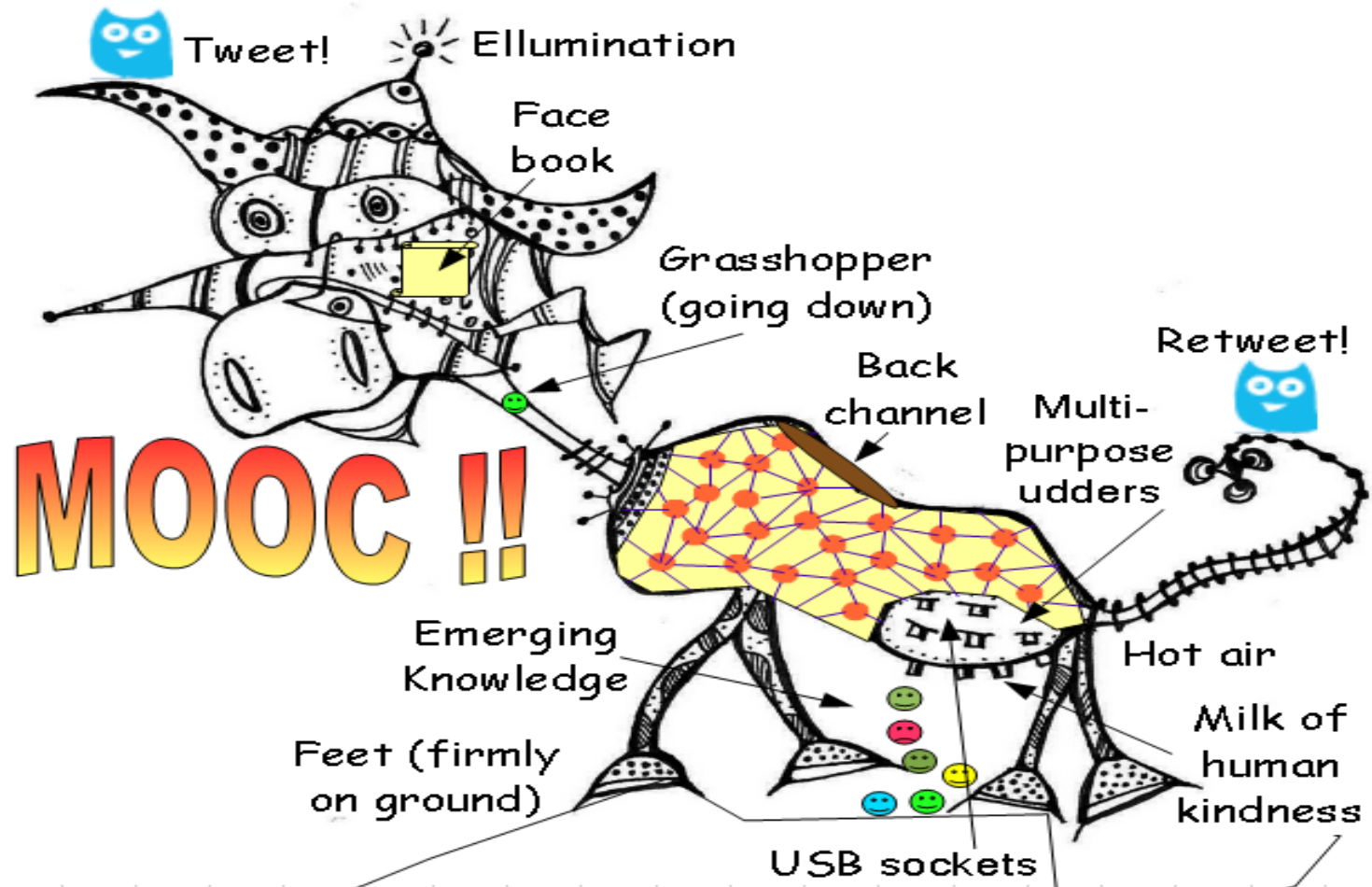
oldaily
by Stephen Downes

Stephen Downes

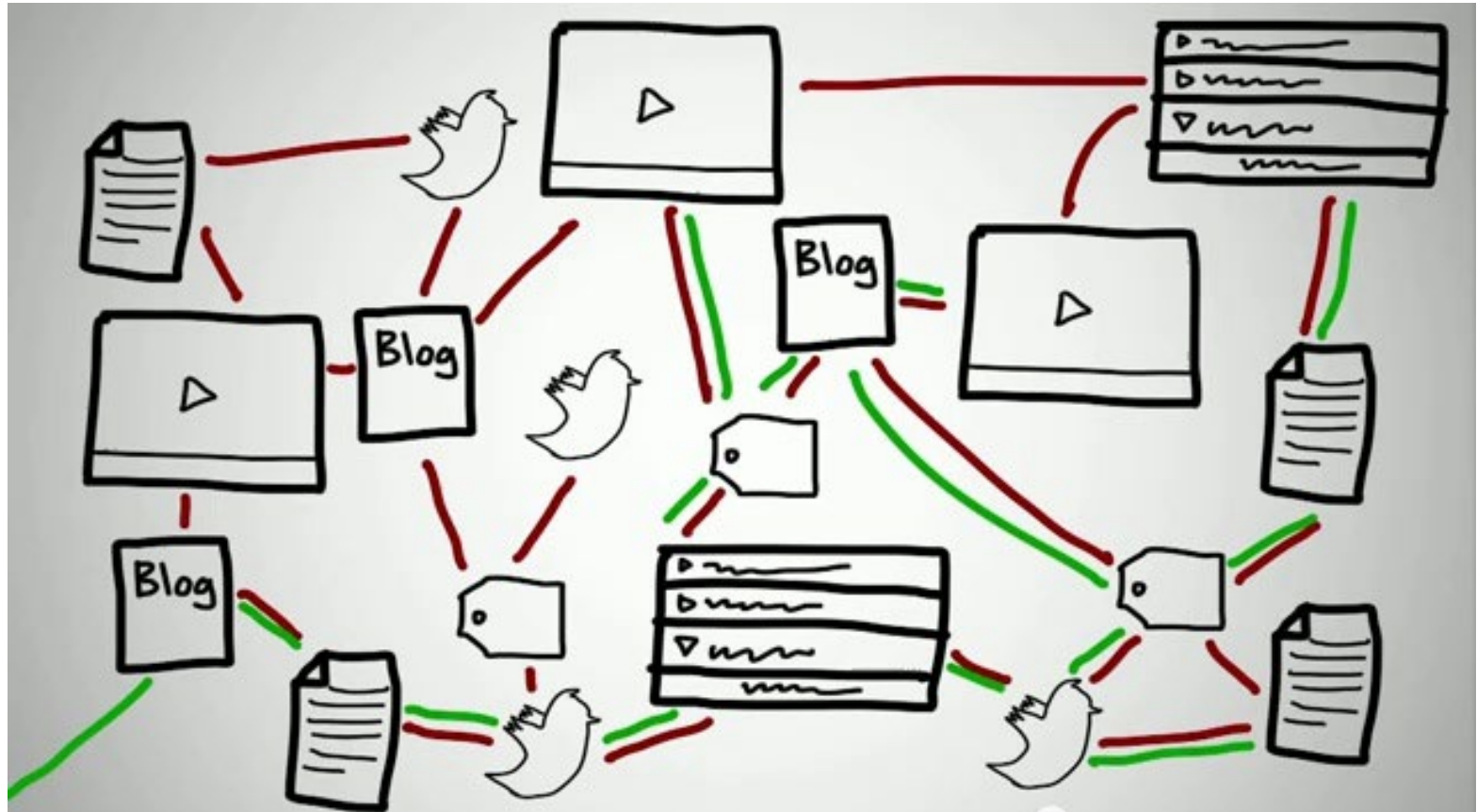


IMU LEARNING SERIES 2012

What is a MOOC?

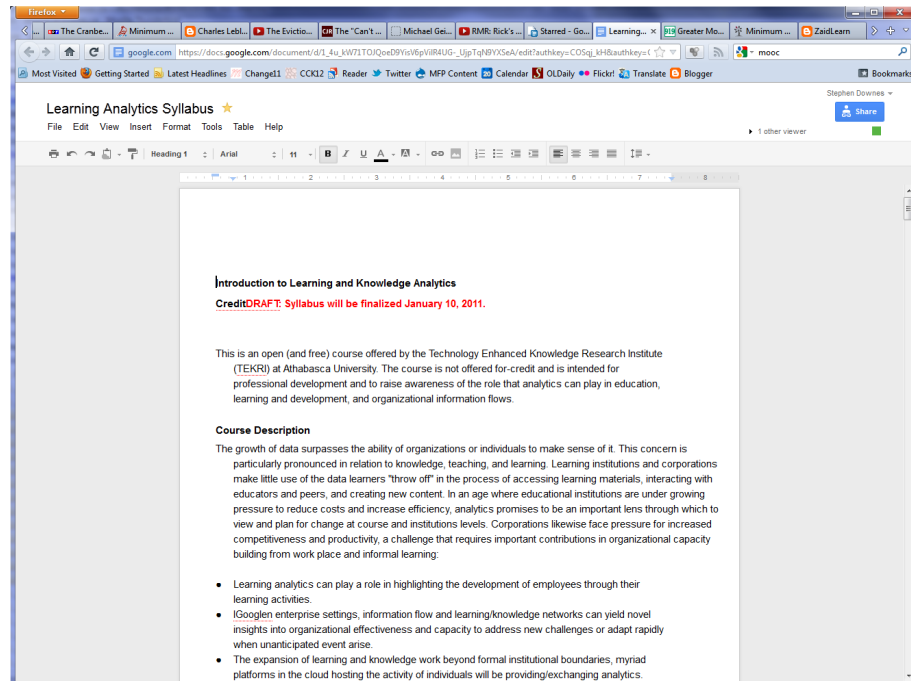


Elements of a MOOC



Syllabus

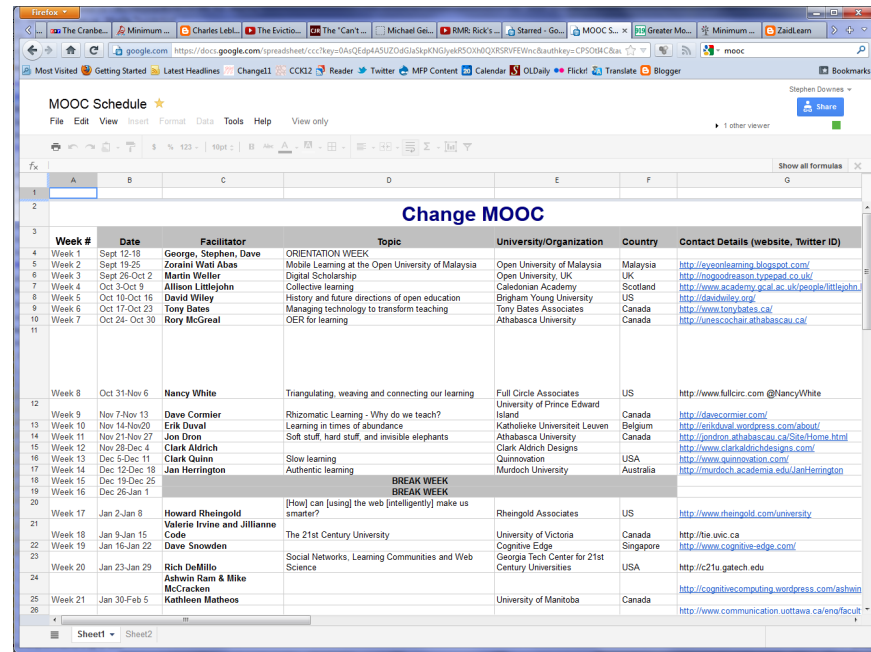
- Description
- Tag
- Audience
- Outcomes
- Facilitators
- Resources
- Technologies



We've used wiki software eg. <http://pbworks.com>
And also Google Docs

Outline & Schedule

- Deadlines
- Class Sessions
- Topics
- Guests
- Assignments

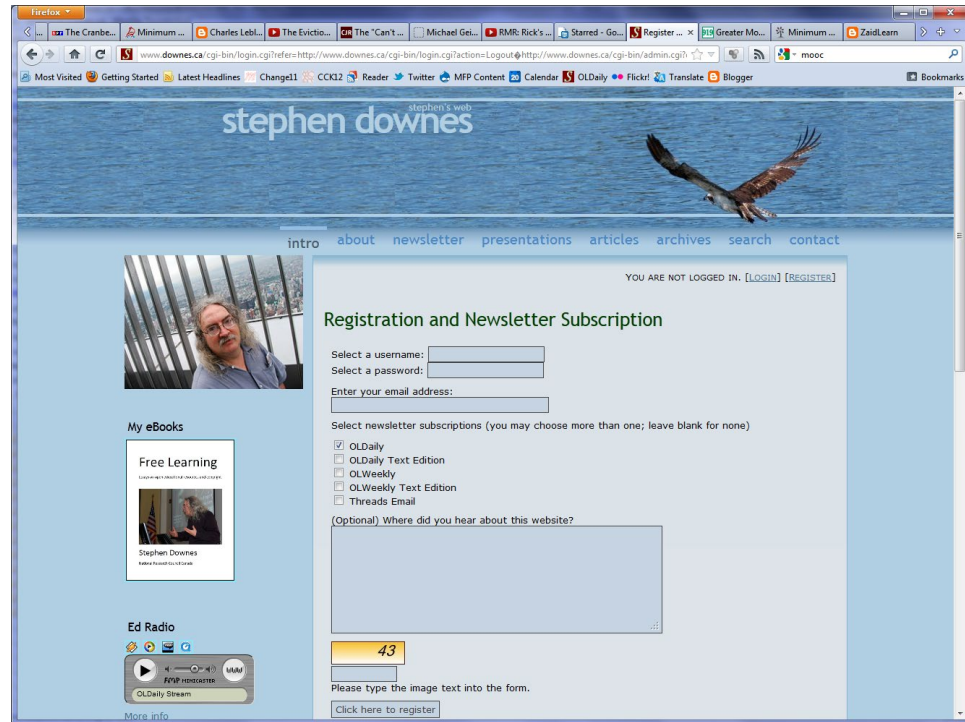


Week #	Date	Facilitator	Topic	University/Organization	Country	Contact Details (website, Twitter ID)
Change MOOC						
Week 1	Sept 12-18	George, Stephen, Dave	ORIENTATION WEEK			
Week 2	Sept 19-25	Zoraini Wati Abas	Mobile Learning at the Open University of Malaysia	Open University of Malaysia	Malaysia	http://eyonlinelearning.blogspot.com/
Week 3	Sept 26-Oct 2	Martin Weller	Digital Scholarship	Open University, UK	UK	http://mogoo@easim.typepad.co.uk/
Week 4	Oct 3-Oct 9	Allison Littlejohn	Collective learning	Caledonian Academy	Scotland	http://www.academy.gcal.ac.uk/people/alljohn
Week 5	Oct 10-Oct 16	David Wiley	History and future directions of open education	Brigham Young University	US	http://davidwiley.org/
Week 6	Oct 17-Oct 23	Tony Bates	Managing technology to transform teaching	Tony Bates Associates	Canada	http://www.tonybates.ca/
Week 7	Oct 24-Oct 30	Rory McGreal	OER for learning	Athabasca University	Canada	http://unesccshar.athabascau.ca/
Week 8	Oct 31-Nov 6	Nancy White	Triangulating, weaving and connecting our learning	Full Circle Associates	US	@NancyWhite
Week 9	Nov 7-Nov 13	Dave Cormier	Rhizomatic Learning - Why do we teach?	University of Prince Edward Island	Canada	http://ideacormier.com/
Week 10	Nov 14-Nov 20	Erik Deval	Learning in times of abundance	Katholieke Universiteit Leuven	Belgium	http://erikdeval.wordpress.com/about/
Week 11	Nov 21-Nov 27	Jon Dron	Soft stuff, hard stuff, and invisible elephants	Athabasca University	Canada	http://jondron.athabascau.ca/WebsiteHome.html
Week 12	Nov 28-Dec 4	Clark Aldrich	Slow learning	Clark Aldrich Designs	USA	http://www.clarkaldrichdesigns.com/
Week 13	Dec 5-Dec 11	Clark Quinn	Authentic learning	Quinnovation	USA	http://www.quinnovation.com/
Week 14	Dec 12-Dec 18	Jan Herrington		Murdoch University	Australia	http://murdoch.academia.edu/JanHerrington
Week 15	Dec 19-Dec 25		BREAK WEEK			
Week 16	Dec 26-Jan 1		BREAK WEEK			
Week 17	Jan 2-Jan 8	Howard Rheingold Valerie Irvine and Jillianne Code	[How] can [using] the web [intelligently] make us smarter?	Rheingold Associates	US	http://www.rheingold.com/university
Week 18	Jan 9-Jan 15		The 21st Century University	University of Victoria	Canada	http://ite.uvic.ca
Week 19	Jan 16-Jan 22	Dave Snowden	Social Networks, Learning Communities and Web Science	Cognitive Edge	Singapore	http://www.cognitve-edge.com/
Week 20	Jan 23-Jan 29	Rich DeMillo Ashwin Ram & Mike McCracken		Georgia Tech Center for 21st Century Universities	USA	http://c21u.gatech.edu
Week 21	Jan 30-Feb 5	Kathleen Mathews		University of Manitoba	Canada	http://cognitvecomputing.wordpress.com/ashwin
Week 22						http://www.communication.uottawa.ca/enofacult

We used a Google Docs spreadsheet for internal purposes, but I *really* recommend using a Google Calendar for external purposes

Registration Page

- gRSShopper
- Google Docs Spreadsheet
- Google Group signup
- Etc.



The screenshot shows a Firefox browser window displaying the registration page for 'stephen downes'. The page features a navigation menu with links for 'intro', 'about', 'newsletter', 'presentations', 'articles', 'archives', 'search', and 'contact'. A header image shows an eagle in flight over water. The main content area is titled 'Registration and Newsletter Subscription' and includes a login status message: 'YOU ARE NOT LOGGED IN. [LOGIN] [REGISTER]'. The registration form contains the following fields and options:

- Select a username:
- Select a password:
- Enter your email address:
- Select newsletter subscriptions (you may choose more than one; leave blank for none):
 - OLDaily
 - OLDaily Text Edition
 - OLWeekly
 - OLWeekly Text Edition
 - Threads Email
- (Optional) Where did you hear about this website?:
- A CAPTCHA image showing the number '43'.
- Please type the image text into the form.
- [Click here to register](#)

On the left side of the page, there is a profile picture of Stephen Downes, a section titled 'My eBooks' featuring 'Free Learning' by Stephen Downes, and an 'Ed Radio' player for 'OLDaily Stream'.

Course Pages

- Home page
- Calendar
- About This Course
- Course Outline
- Course Facilitators
- Your Privacy
- Contact Us

Contents

This Course

[Home Page](#)

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[How It Works](#)

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[Your Privacy](#)

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Your Account

[Register](#)

[Login](#)

[Manage Account](#)

[About OpenID](#)

Participating

[Join a Backchannel Chat](#)

[Read Discussion Threads](#)

[Read Daily Newsletter](#)

[Newsletter Archives](#)

[Browse Blog Posts](#)

[Add a New Blog Feed](#)

[View List of Blogs](#)

[Listen to Recordings](#)

Preparing for the MOOC

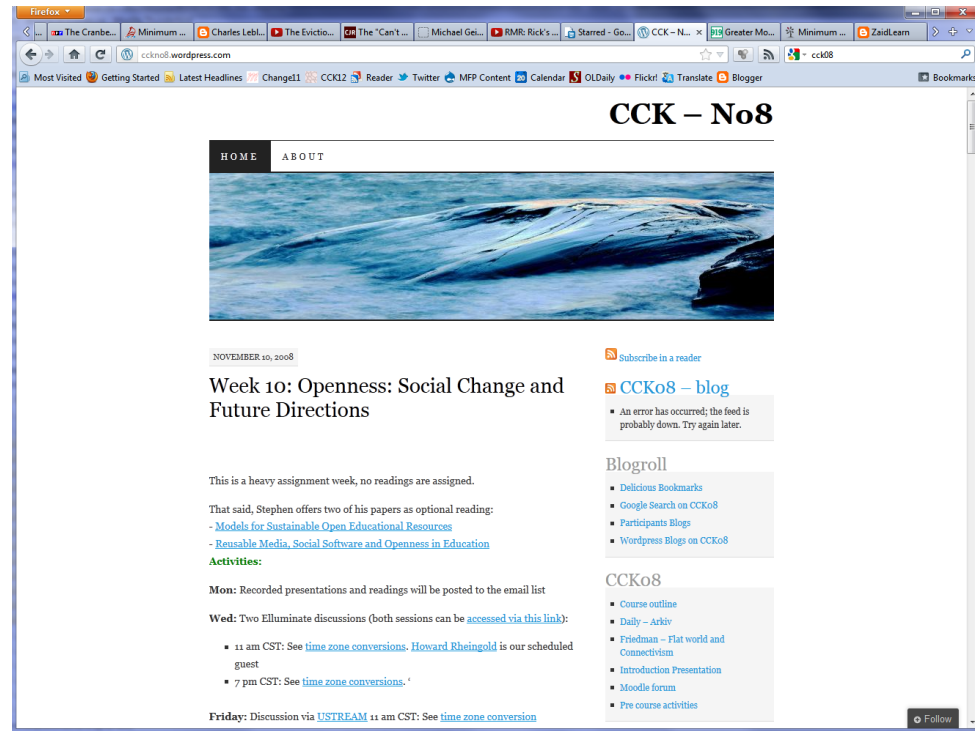


How the MOOC Works

- How this Course Works
<http://change.mooc.ca/how.htm>
- What is a *MOOC*?
www.youtube.com/watch?v=eW3gMGqcZQc8
- Success in a MOOC
www.youtube.com/watch?v=r8avYQ5ZqM01
- Knowledge in a MOOC
www.youtube.com/watch?v=bWKdhzSAAG01
- Change MOOC 11 - an introduction and an invitation
www.youtube.com/watch?v=mqnyhLfNH3I11

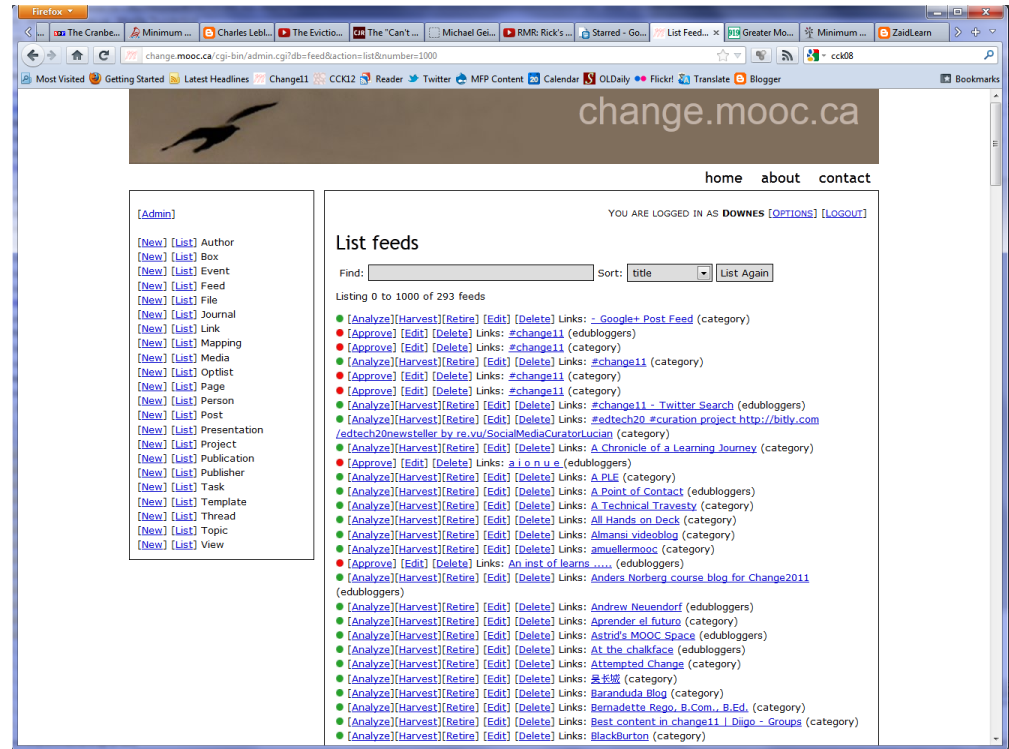
Student Websites

- Blogger
- WordPress
- Tumblr
- Posterous



RSS Harvest

- Find RSS Feeds
- Submit RSS Feed
- Create Aggregator:
 - gRSShopper
 - Google Reader
 - WordPress



Specialized Harvest

- Twitter
- Diigo
- Delicious
- Google Groups
- Ifttt.com
- feed43.com

Firefox

Trigger - New feed item

Feed URL
http://monctonfreepress.ca/?q=rss

Action - Create a link post

Link URL
{{EntryUrl}}

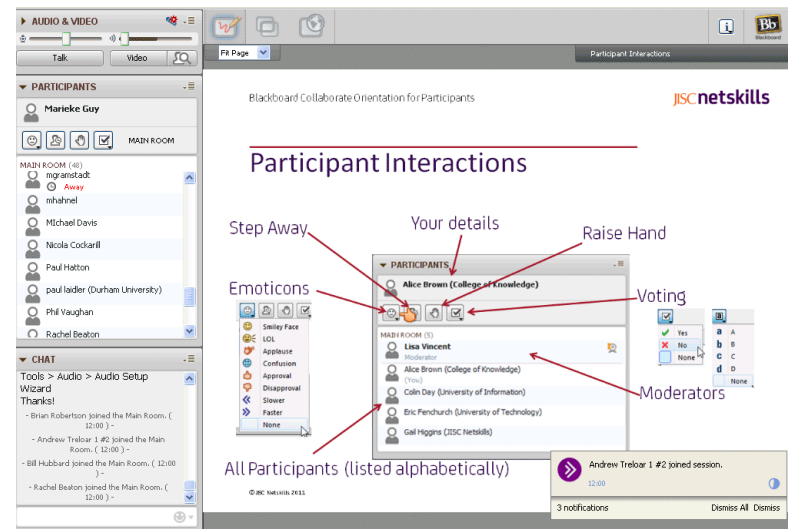
Message
{{EntryTitle}}
{{EntryContent}}

Update

Place text and Addins* in action fields.
*Addins are pieces of data from the trigger.

Synchronous Environment

- Blackboard Collaborate (Elluminate)
- Adobe Connect
- Big Blue Button
- WizIQ
- Fuze
- WebX
- Webcasting – web radio



Newsletter or Feeds

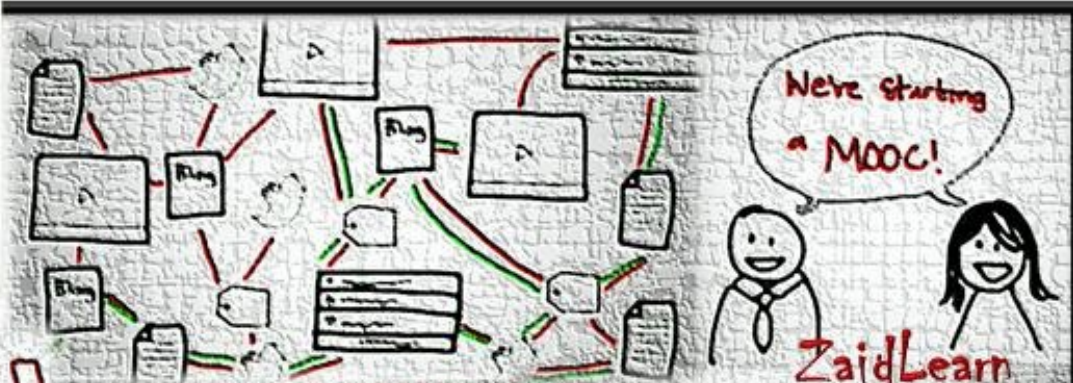
- gRSShopper
- Facebook Page
- Twitter
- WordPress - <http://www.wpbeginner.com/wp-tutorials/create-a-free-email-newsletter-service-using-wordpress/>
- Designing Email Newsletters:
<http://www.smashingmagazine.com/2010/01/19/design-and-build-an-email-newsletter-without-losing-your-mind/>

Research Group

- Create research group
 - Google Groups
 - Google Docs
- Set Up Research Ethics
 - Will be needed on registration
- Surveys
 - Survey Monkey
 - LimeSurvey
- Server Logs / Other data?

Running the MOOC

Massive
Open
Online
Course



YOU

1 ORIENT
2 DECLARE
3 NETWORK
4 CLUSTER
5 FOCUS

LIFE-LONG LEARNING

way to connect and collaborate

Engaging in the learning process



Information is everywhere

The work is accessible
Take the course without paying
(any fee)

The work is shared

ZaidLearn

We're starting a MOOC!



ANNOYING!

Launch

- Advertise / PR
- Send welcome newsletter
- Set up research
- Open Registration Page

Preparing for a Week

- Confirm *at least a week ahead* with guest speaker
- Sent intro email explaining process & describing expectations
- Line up resources – background, etc
- Prepare and assemble materials

Weekly Routine

- Create a new 'author' listing for the author
Add new readings for the week (see 'Adding Resources' below), scheduling them if necessary (George)
- Add new event listings for the week
- Add weekly activities
- Create weekly page and update home page
- Database Magic

Daily Routine

- Check and Approve New Feeds
- Check Newsletter / Send newsletter
 - Cron / autosend

Event Preparation

- Send review letter for guest
- Open event site ½ hour ahead
- Prepare recording
 - Audacity audio
 - Camtasia?
 - In-app recording

Event follow-up

- Post audio/video/other recordings
- Prepare event page
- Update recordings page
- Update other course pages
- Send thank-you email