

What is the problem for which MOOCs are the solution?



#### Diana Laurillard:

- the answer to the question in terms of what problems MOOCs have solved...
- "The problem MOOCs succeed in solving is: to provide free university teaching for highly qualified professionals."

What is the problem MOOCs were designed to solve?



- Laurillard writes, "by 2015 there will still be 53m children out of school... UNESCO estimates that we need 1,600,000 teachers to achieve universal primary education."
- At \$50K per teacher, that's an additional \$80 billion in salaries

http://unesdoc.unesco.org/images/0022/002256/225660e.pdf

Image: <a href="http://www.thetimes.co.uk/tto/business/industries/publicsector/article3410805.ece">http://www.thetimes.co.uk/tto/business/industries/publicsector/article3410805.ece</a>



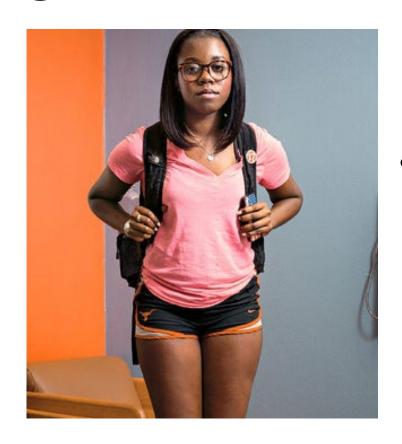
## We have to find innovative ways of teaching...

... says Laurillard. But more importantly, I say, we have to find more innovative ways of learning

Because the problem isn't design; the problem is cost and access. Design is only one way of looking at the problem.

Image: https://www.uwstout.edu/lib/services/access.cfm

### Who gets to graduate?



http://www.nytimes.com/2014/05/18/magazine/who-gets-to-graduate.html? r=0

- "whether a student graduates or not seems to depend today almost entirely on just one factor — how much money his or her parents make....
- "it will always be the case that the kids who have need are going to have been denied a lot of the academic preparation and opportunities for identity formation that the affluent kids have been given."

Paul Tough, New York Times, May 27, 2014

What is the problem for which colleges and universities are the answer?

Hint: if we look at why they are starting MOOCs, cost and access aren't very high on the list...

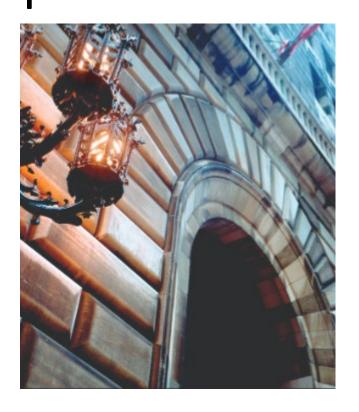


## Why they are running MOOCs? What are *their* issues?

- Extend reach and access
- Build and maintain brand
- Reduce costs, raise revenues
- Improve educational outcomes
- Research and innovation in teaching and learning



# Meanwhile, the denials that cost is even a problem



- "the benefits of college still outweigh the costs"
- "financial aid programs drive college prices higher"
- Student debt overstated

http://www.ny.frb.org/research/current issues/ci20-3.pdf

http://www.aei.org/events/2014/06/25/policies-to-puncture-the-student-loan-bubble/

http://www.nytimes.com/2014/06/24/upshot/the-reality-of-student-debt-is-different-from-the-cliches.html

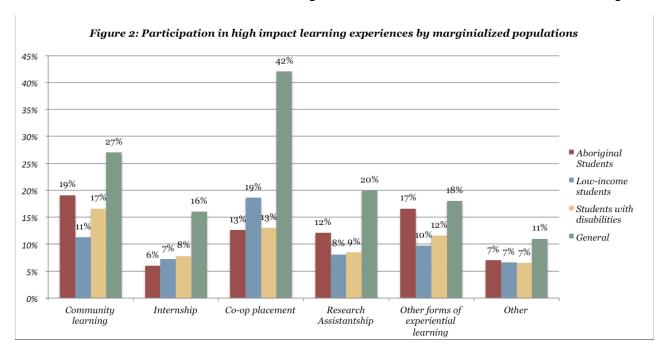
### We're told outright that money is not the problem

"This challenge is much more than an incremental program here or some finetuning there; it involves a culture change in how we all take more accountability for educational outcomes." (BMO Financial Group)



http://www.theglobeandmail.com/news/national/education/education-lab/more-money-wont-fix-need-for-change-in-education/article19309812/

#### But for many, cost is the problem

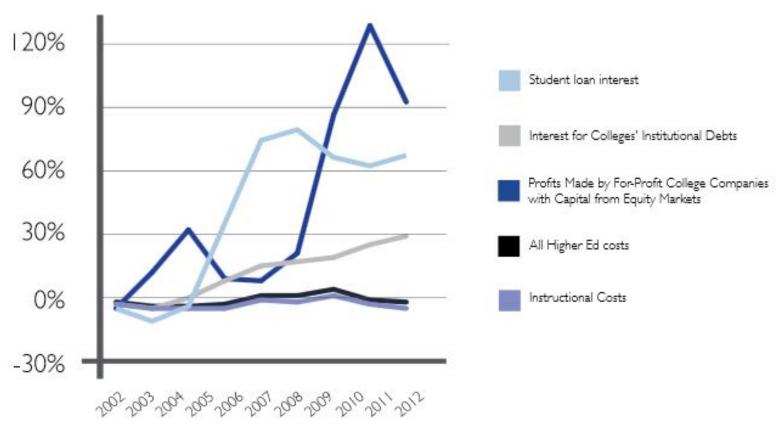


"In general, university participation rates are lower among aboriginals, students with disabilities, and the poor."

http://www.ousa.ca/2014/06/10/experiential-learning-opportunities-created-equal/

#### And debt, an even bigger problem

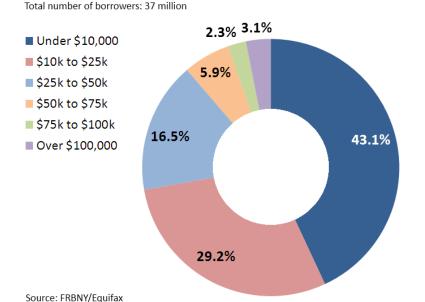
FIGURE 1: Cumulative Percent Change in Higher Ed Costs
Per Student Since 2002



http://www.aft.org/pdfs/highered/BorrowingAgainstFuture0514.pdf

## Not only students are hurt, so are their families

#### Student loan borrowers by level of balance



"the data suggests parents are borrowing more, going back to work, or dipping into their retirement savings in order to financially support their children's education"

http://www.casa-acae.com/wp/wp-content/uploads/2014/06/CASAJune5th-NewDataCostEducation.pdf Image: http://tcf.org/blog/detail/graph-student-debt-the-trillion-dollar-threat-to-the-american-middle-class

### Meanwhile, the benefits of digital resources never materialized...

11 publishers are raising their prices all at the same time. "Publishers insist, however, that there was no conspiracy to raise prices and that the previous cost model for e-books wasn't sustainable."



http://chronicle.com/article/College-Libraries-Push-Back-as/147085/ Image: http://www.dailytech.com/Amazon+Flexes+Its+Muscles+to+Punish+Unruly+Publisher +Hatchette/article34968.htm

## That's one cost even universities agree is a problem

"Journals published by non-profit organisations were two to 10 times better value than those published by commercial companies, such as Elsevier, Springer, Sage, and Taylor & Francis."



http://www.theguardian.com/science/2014/jun/16/universities-get-poor-value-academic-journal-publishing-firms

## Of course, the journals don't want to publish this sort of data



... and when they do (only after being threatened with mass resignations) they publish the data with a disclaimer suggesting it is inaccurate

### So we see calls to recognize alternative forms of literature

- 'Grey Literature'
- "research and technical reports, briefings and reviews, evaluations, working papers, conference papers, theses, and multimedia content."



http://tebm-libs.wikispaces.com/file/view/Grey+Literature.ppt http://greyguide.isti.cnr.it/include/pisadeclarationmay2014.pdf

## 20 years ago: the "subversive proposal"



- The proposal to free the research literature through self-archiving
- Originally formulated for anonymous FTP and WWW home-page
- Self-archiving's time still waiting to come...

http://users.ecs.soton.ac.uk/harnad/Tp/Milestones/sld001.htm http://poynder.blogspot.ca/2014/06/the-subversive-proposal-at-20.html

### The growth of a movement

"What drives (Subbiah) Arunachalam is a firm belief that open access holds out the promise of a faster and more effective system for creating and sharing new knowledge..."



http://poynder.blogspot.ca/2014/06/open-access-in-india-q-with-subbiah.html http://en.wikipedia.org/wiki/Subbiah Arunachalam

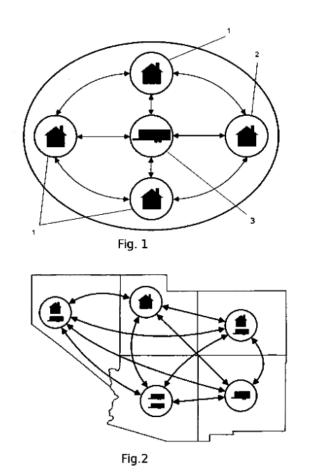
### No coincidence that WWW-based was created 20 years ago as well

Hill: "the first accredited school to offer a course over the WWW was the Open University in a pilot Virtual Summer School project in the summer of 1994."



http://mfeldstein.com/internet-based-online-education-turns-20-summer/ http://faculty.education.ufl.edu/Melzie/Distance/Virtual%20Summer%20School%20 Project

### ... meanwhile, the benefits of webbased courses were never realized



I once did a quick survey of how long it would take me to get completely caught up reading patent applications in just one area of ed tech. It would be, I discovered, several lifetimes.

http://www.hackeducation.com/2014/06/22/ed-tech-patents/

Calling it a 'patent thicket' is more than just a slight understatement

It's way worse than that

| PI - Trademark Details<br>Status: 700 - Registered |  |
|--|--|
| PI   |  |
| Serial Number                                      | 85785006   |
| Registration Number                                | 4473631  |
| Word Mark  | PI   |
| Status   | <b>700</b> - Registered  |
| Status Date  | 2014-01-28   |
| Filing Date  | 2012-11-21   |
| Registration Number                                | 4473631  |
| Registration Date                                  | 2014-01-28   |
| Mark Drawing                                       | 5000 - Illustration: Drawing with<br>word(s)/letter(s)/number(s) in<br>Stylized form Typeset |
| Published for Opposition Date                      | 2013-11-12   |
| Law Office Assigned Location Code                  | N10  |
| Employee Name                                      | PRATER, JILL I   |

http://www.wired.co.uk/news/archive/2014-06/02/pi-trademark-usa

Image: screen capture from <a href="http://trademarks.justia.com/857/85/pi-85785006.html">http://trademarks.justia.com/857/85/pi-85785006.html</a>

The phenomenon of enclosure threatens the common heritage we thought we all owned

http://firstmonday.org/ojs/index.php/fm/article/view/4975/4089



Study: "... of the 50 titles that had been digitized, only three were hosted by repositories that do not restrict any type of subsequent use"

Image: <a href="http://www.publicdomaintreasurehunter.com/2009/01/10/use-public-domain-short-stories-for-blogs/">http://www.publicdomaintreasurehunter.com/2009/01/10/use-public-domain-short-stories-for-blogs/</a> (who knows where the original was)

#### ... and it's going to get worse

The Sopranos: Season 1, Ep. 1 "Pilot"

★★★★★ (1,184) IMDB 8.7/10



Amazon Instant Video titles can't be watched on this device. Purchases you make will be added to Your Video Library and can be watched on supported devices.

Watch for \$0.00 with Prime

Buy episode 1 with 1-Click® \$2.99

Buy season 1 with 1-Click® \$29.99



Content companies have been creating their own browsers is to be able to implement in-browser digital rights management (DRM) instead of relying on plug-ins like Flash and Silverlight.

https://blog.mozilla.org/blog/2014/05/14/drm-and-the-challenge-of-serving-users/

Image: <a href="http://forums.crackberry.com/blackberry-10-apps-f274/amazon-instant-videos-fully-working-browser-849796/">http://forums.crackberry.com/blackberry-10-apps-f274/amazon-instant-videos-fully-working-browser-849796/</a>



# Content providers do *not* want people to have free and open access

Digital News Report 2014: "We are seeing that the next five years will see a major revenue shift for news agencies. This is especially relevant given the reluctance of people to pay for news."

http://www.digitalnewsreport.org/



### ... and their priorities are not our priorities

This includes (especially) universities...



As the University of Alberta searches for a new university president at a minimum \$400K salary, at least 56 academics and staff have applied, all in groups of four.

http://www.cbc.ca/asithappens/features/2014/06/ 06/university-of-alberta-president-salary-letter/

## The resistance of academic staff to open content is manifest

Report from the University of Greenwich:

- Active change blocking and passive forms of intransigence
- Sharing of resources and artifacts happened only on Moodle, which is a closed system
- No time to effectively learn about and embed open content



### Even at the Open Textbook Conference, scepticism prevailed

"Adoption by faculty and instructors remains a major challenge. Diane Salter from Kwantlen Polytechnic University stated that there needs to be an institutional strategy...to raise awareness and get buy-in from faculty."



http://www.tonybates.ca/2014/04/23/what-i-learned-from-the-open-textbook-summit/

### There's no end of reasons offered to use closed content...

- for many disciplines and courses, there is no open textbook available
- concerns about quality (e.g., comprehensiveness, clarity, currency, etc.)
- no illustrations, charts, or graphics to aid comprehension.
- No questions or critical thinking exercises embedded.
- No online learning management system available
- And, crucially for many faculty, no testbank
- choice of textbook is sometimes not an individual one

## Professors who defy the university's indifference to student costs pay the price



What's key here is that speaking out is being defined as insubordination, and that "everybody is expected to put the good of the whole university ahead of their own interests."

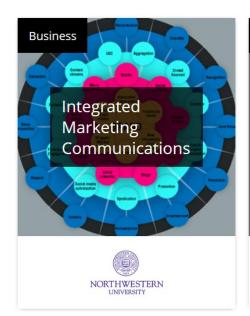
http://www.cbc.ca/news/canada/saskatoon/prof-robert-buckingham-fired-after-criticizing-saskatchewan-university-plan-1.2642637

Universities, meanwhile, disguise the unsustainable model by employing poorly paid temporary staff



"Our marginalization, meager pay and lack of job security... all contribute to a culture of paranoia and enmity."

http://drshahsofficehours.wordpress.com/2014/06/05/my-last-day-as-a-professor/ Image: http://www.orderofeducation.com/con-job-new-documentary-adjunct-labor/



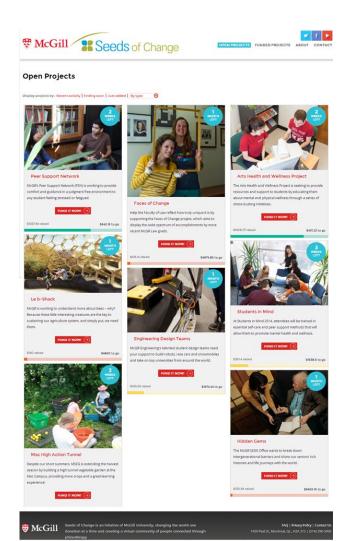


I don't see why university administrators could think that "unapologetically" pricing courses at \$1400 per credit hour for online learning could possibly work.

And they priced online learning using the same model they used to price in-class learning

http://www.insidehighered.com/news/2014/05/01/collaboration-or-lack-thereof-behind-semester-online-collapse

## They see new technologies mostly as a means to make more money



For example: McGill
University in Montreal
has launched a
crowdfunding platform
to encourage donations.
(Yet again, the sile

(Yet again, the silo model prevails)

http://publications.mcgill.ca/reporter/2014/06/ /seeding-is-believing-mcgill-launchescrowdfunding-platform/

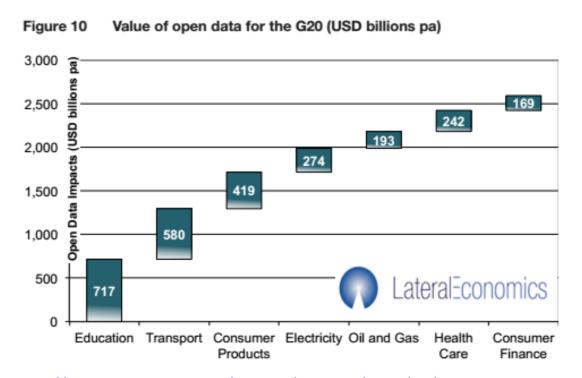
While the university fundraisers pursue parochial interests, open content advocates create resource networks...

Eg. Confederation of Open Access Repositories (COAR) has undertaken an initiative to align open access repositories.



https://www.coarrepositories.org/files/Aligning-Repository-Networks-Meeting-Report.pdf

# Open access makes a massive economic difference



Ross Dawson:
The potential
value from open
data to the G20
nations is \$2.6
trillion annually

http://rossdawsonblog.com/weblog/archives/2014/06/impact-open-data-government-economic-growth.html

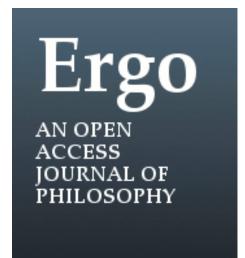
**Creative Commons:** the license is a patch, not a fix – we should be working to a world where the *default* is

open



### And outside formal academia, a world of free and open resources

has been unfolding...



Things like Ergo, a free and open journal of philosophy

http://www.ergophiljournal.org/

Premier issue now available!

#### Image:

http://www.aestheticsforbirds.com /2014 05 01 archive.html

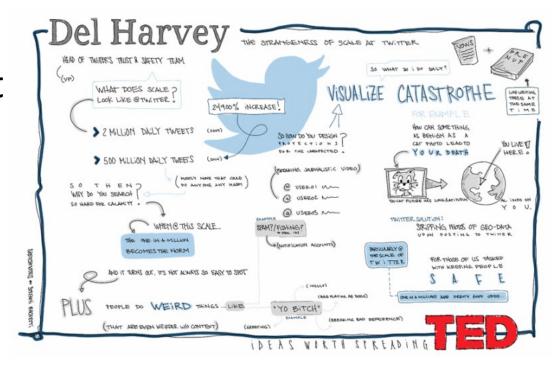
 Things like 'Mini-Lectures using learning Objects' by Susan Smith-Nash



 "I like this for is simplicity": Janet Clarey

http://elearnqueen.blogspot.ca/2014/05/mini-lectures-using-learning-objects.html https://twitter.com/jclarey/status/464781795322781696

- Things like "a new talk, sketched daily" by Kate Torgovnick May
- (and even TED, though I once commented that TED is the 'Upworthy of academia')



- Things like the "Open Textbooks Toolkit" from BC Campus
- "Your starting point on how to change education with just one textbook."



http://open.bccampus.ca/open-textbooks-toolkit/

We are seeing what Martin Weller has called 'the open virus'...



"It is no coincidence that many of the MOOC pioneers had also been early adopters of open access, active bloggers, and advocates of open licenses. Creating open courses seemed the next logical step..."

Do we dare imagine a world of open resources beyond 'courseware'?

Beyond the traditional

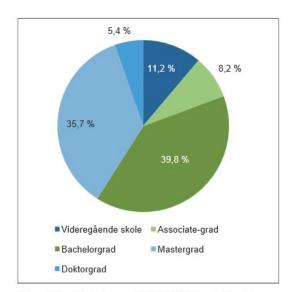
university model?

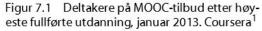
Maybe. The OpenCourseWare Consortium has changed its name to The Open Education Consortium.

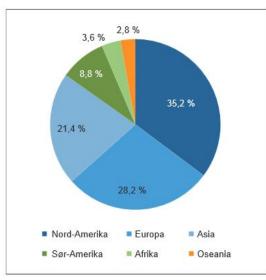
http://www.openedconsortium.org/

# And we are seeing a world-wide embrace of an alternative model of learning based in *open* content...

A Norway commission recommends a "national investment of up to €16-47 million annually







Figur 7.2 Deltakere på MOOC-tilbud etter verdensdel, januar 2013. Coursera 1

http://acreelman.blogspot.ca/2014/06/norwe

gian-mooc-commission.html

The Report: <a href="http://ow.ly/ySYSW">http://ow.ly/ySYSW</a>

### But there's nothing that can't be corrupted...



For example: a company that professionally produces five-minute 'educational videos' with the intent of making them go viral (and no, it's not TED; their videos are longer)

http://chronicle.com/blogs/wiredcampus/online-upstarts-goal-mooc-lectures-that-go-viral/53539 Image: http://mruniversity.com/courses/everyday-economics

### The free online lessons can be far from benign

This is from Disney, but the name 'Doc McStuffins' isn't coincidentally the name of a certain fast food place



http://kidscreen.com/2014/04/24/why-disney-is-pushing-further-into-the-preschool-mobile-space/

Roger Schank: "I am sure, that Stanford itself won't give the stuff they produce to it's own students. No one calls this racism (or classism), but it is education for poor people, just as Wal-Mart is focused on poor people. "

Don't think that traditional universities are immune from the temptation. **Events** have proven that they are not.

#### On the other hand, Schank's solution is ridiculous...

\$54.5K per year to attend Stanford

x World population ages 20-24 of 596.3M

= a total cost of \$32.5 trillion dollars / year.



Or, more money than the total GDP of the G8 nations plus China and India

### But it's hard to resist the idea that MOOCs are moneymaking scams



For example, the Campaign for the Future of Higher Education argues online education "is a billion-dollar business motivated more by profits than quality education for students."

http://campustechnology.com/articles/2014/05/13/are-moocs-a-moneymaking-scam-providers-challenged-to-substantiate-grandiose-claims.aspx

#### And the research is telling us how bad MOOCs really are...

- If you are isolated, poor, and enamored of the prestigious university offering the MOOC you're taking, you are less likely to complete it.
- Coaching students to have a healthier mindset about learning may not help in a MOOC.
- Paired with the right incentives, MOOCs can help prepare at-risk students for college-level work.
- Discussion forums in MOOCs are healthy places for the few students who use them.
- We still do not know if doing well in MOOCs will help underprivileged learners become upwardly mobile.

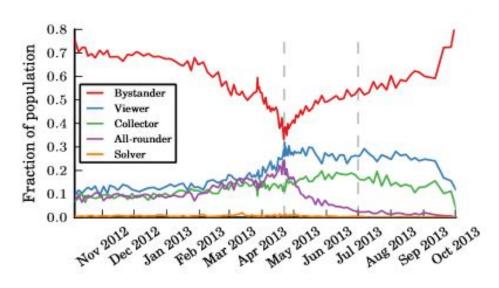
http://chronicle.com/blogs/wiredcampus/5-things-researchers-have-discovered-about-moocs/53585 Report: http://www.moocresearch.com/

### But what sort of MOOC is this research criticizing?



- The sort of MOOC created by the same people who wanted to raise money selling courses online – people like Coursera's Richard Levin, for example...
- ... who gives us the impression he's not sure what software like EdX actually does

We need to understand that MOOCs are different, that they're not traditional courses



Drop the lable 'dropout' - characterize users by the impact they have on the system: uploaders, commenters, subscribers, viewers, and lurkers.

http://chronicle.com/blogs/wiredcampus/study-of-moocs-suggests-dropping-the-label-dropout/53421?cid=at&utm\_source=at&utm\_medium=en\_

It's true that one thing that characterises the MOOC is the sheer scale of participation

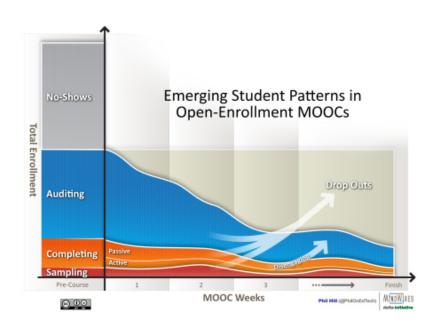


"the total of 1162 students taking the final exam in this one course is more students than I have taught at Wellesley College over the past ten years"

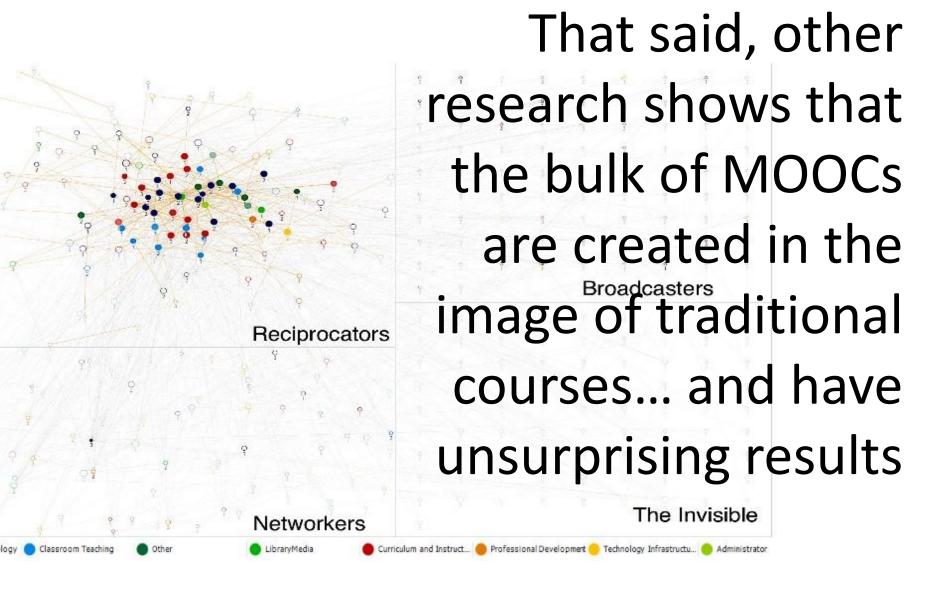
http://www.insidehighered.com/blogs/higher-ed-beta/alexander-mooc-lands

### But these numbers do not tell us about the students taking MOOCs

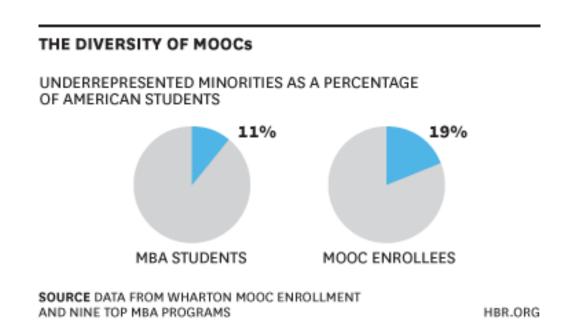
"Did they look at ... any information giving a clue on whether students desired to complete the course, get a good grade, get a certificate, or just sample some material?"



http://mfeldstein.com/harvard-mit-learn-university-phoenix-analytics/



# The retrenchment has begun with the assertion that the MOOC will not replace traditional courses



- It will only supplement them
- But they will diversity them (slightly)

http://blogs.hbr.org/2014/06/moocs-wont-replace-business-schools-theyll-diversify-them/

#### And, of course, traditional education will "absorb" MOOCs

That *institutions* will simply absorb MOOCs doesn't surprise me - they have very different goals and ambitions from the rest of us.



Bellweather Report: <a href="http://bellwethereducation.org/policymakers guide to moocs">http://bellwethereducation.org/policymakers guide to moocs</a>
Teachers' College, Columbia University, Report: <a href="http://cbcse.org/wordpress/wp-content/uploads/2014/05/MOOCs Expectations and Reality.pdf">http://cbcse.org/wordpress/wp-content/uploads/2014/05/MOOCs Expectations and Reality.pdf</a>

# The mission has shifted completely away from MOOCs and into support of the university's prosperity

Richard Levin (Coursera):

"The big picture is this magnifies the reach of universities by two or three orders of magnitude."



http://mfeldstein.com/coursera-shifts-focus-impact-learners-reach-universities/

They want to build a marketplace (and worse, they think it's a new



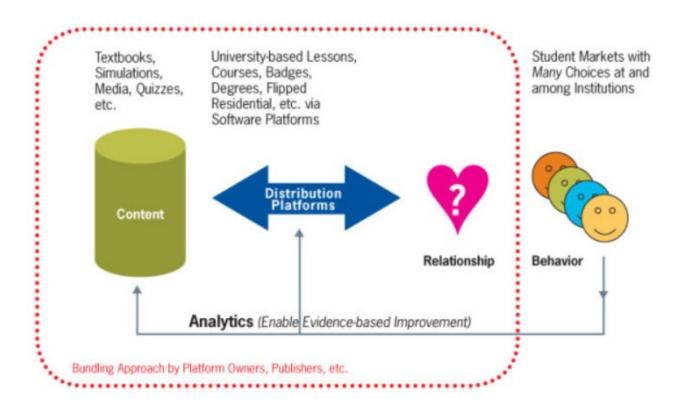
"Brilliance struck. We call it Canvas Catalog."

# This of course is the next new land rush



http://openeducationeuropa.eu/en/project/emma-0

#### \*sigh\* ... Unizin



"...coalition of interdependent universities to provide an LMS, content repository, and learning analytics system."

http://mfeldstein.com/unizin-threat-edx/

Why this is important: MOOCs are not second rate and they are not disappearing of being absorbed or anything else.



Yes, they are 'disruptive' – "their potential to disrupt — on price, technology, even pedagogy — in a longstagnant industry is only just beginning to be seen."

http://www.bostonglobe.com/opinion/2014/05/09/moocs-disruption-only-beginning/S2VlsXpK6rzRx4DMrS4ADM/story.html

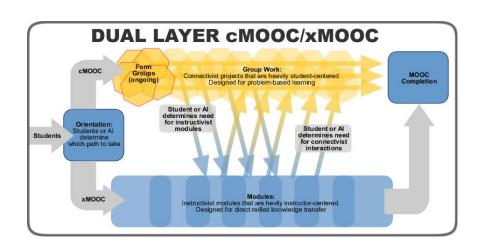
The 'disruptive' in MOOCs is not size or pedagogy or even internet (though all are changed) – it's that they are *free* and *open* 

(The one thing universities have struggled with)



The idea of a national networks for free learning is something that can endure, and eventually, become entrenched.

# We're beginning to see the importance of this in Matt Crosslin's efforts to design a 'hybrid' MOOC



The idea of 'free and open' is linked to the importance of dialogue and interaction

http://www.edugeekjournal.com/2014/05/04/designing-a-dual-layer-cmoocxmooc/ http://www.edugeekjournal.com/2014/06/07/communal-constructivism-and-dual-layer-moocs/

#### But why design a hybrid?

- "Normative communicative actions are those that communicate knowledge based on past experiences...
- "Strategic communicative actions ...
   where specific reified knowledge is
   transferred to the learner.
- "Constative communicative actions are debates, arguments, and discourses ...
- "Dramaturgical communicative actions are those that allow for expression..."

### Let's build mesh networks of people instead...



"What could we actually do on limited budgets that might help people and that we can share, for other people to take and run with to solve their own local issues?"

http://cogdogblog.com/2014/05/08/mesh-networks-of-people/

### Open content + conversations = learning networks

The Aboriginal Enhancement Schools Network (AESN) in British Columbia, Canada, "offers a powerful example of how teacher learning networks can enable deep and transformational change"



http://ineducation.ca/ineducation/article/view/136

Image: <a href="http://www.jenniferannaispighin.com/apps/photos/photo?photoid=58051954">http://www.jenniferannaispighin.com/apps/photos/photo?photoid=58051954</a>



For example:
"interaction with
diverse views ...
causes students to
moderate their
political views."

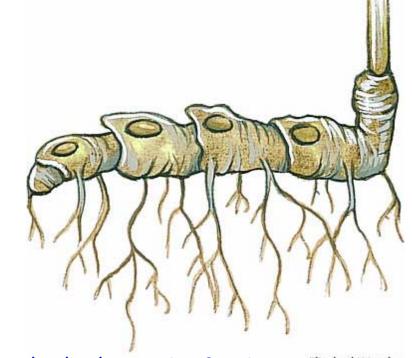
The old idea that professors tell students what to believe is wrong... and we are learning more about how students learn from each other

http://www.insidehighered.com/news/2014/06/10/study-finds-students-themselves-not-professors-lead-some-become-more-liberal-college

#### Principles for dynamic networks ...

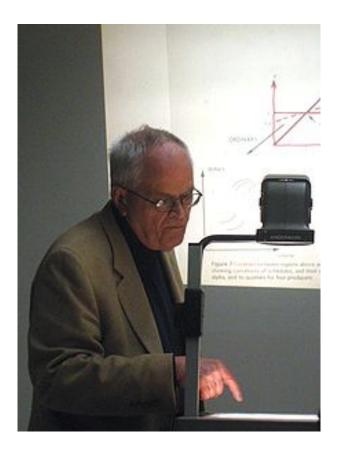
Deleuze and Guattari (D & G) enumerate 6 approximate characteristics of the rhizome, including:

- 1. Connections
- 2. Heterogeneity -
- 3. Multiplicity
- 4. Asignifying rupture
- 5 & 6. Cartography



#### Social networks as seen by Harrison

C. White...



"Social life is made up of endless chains and multiple overlapping nets, with no clear boundaries. It is long stings .... It is only a messy mesh or, rather, mush. Social reality is a terrain, a typology of networks and chains."

http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.195.3584&rep=rep1&type=pdf

The structure of the MOOC is the structure of the network; the principles of the MOOC are the principles of the network



Explanations stem from analyses of patterns of relations... the autonomy of entities in the network, and ... strong and weak ties

### Optogenetics, connections and the diversity of the neural network

"There's no such thing as a generic neuron," says Anderson, who estimates that there may be up to 10,000 distinct classes of neurons in the brain.



http://www.technologyreview.com/featuredstory/528226/neurosciences-new-toolbox/

# Far from curriculum, we should be emphasizing diversity, experience and autonomy in learning



The idea of the MOOC is not just the idea of open resources, or even open teaching ... it's about

It's not about *teaching* it's about sharing the process of thought and inference and discovery with those around you

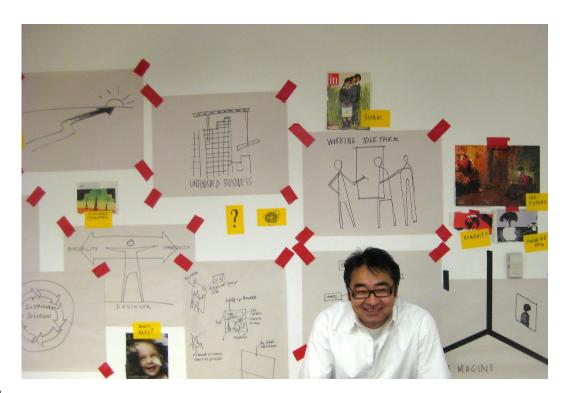
living openly



http://mdvfunes.com/2014/05/25/the-psychology-of-open-on-wrestling-your-inner-mooc/

#### Sharing with things like...

- BoardThing
- "Create cards
  with text or
  images. Move
  and arrange
  cards with
  collaborators on
  a shared board."

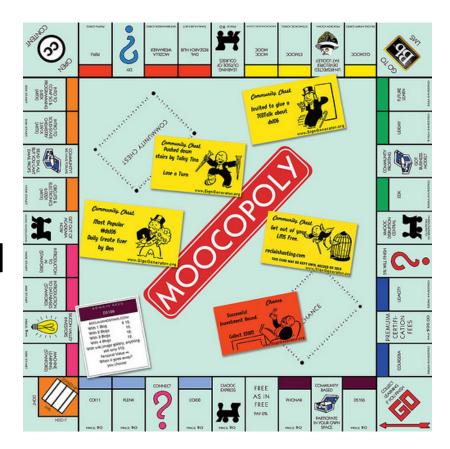


http://boardthing.com/

#### Things like...

MOOCopoly, the game

Alan Levine: "I came across a Monopoly template in Photoshop," he writes, "found within a 2008 blog post by Brad Frost. Yep, a self hosted blog strikes again."



#### The future of open is decentralized - that's why it is being opposed

 "As a consequence, though, of this clampdown we are seeing the rise of genuinely distributed networks that circumvent attempts at control - things like <u>BitTorrent</u>, <u>Bitcoin</u>, <u>DarkMarket</u>, and now, <u>MaidSafe</u>, which allows users to share bandwidth and processing power"

### That's why internet access is being sold to the highest bidder

Google

- But, of course, it's not just the internet – it's our decentralized and common system of laws and values
- Thus, the US FCC votes to end net neutrality

Flickr

Sendent Production of the Production of

Blogger

https://medium.com/p/7805f8049503

Image: <a href="http://noarmycanstopanidea.com/everything-you-need-to-know-about-the-end-of-net-neutrality/">http://noarmycanstopanidea.com/everything-you-need-to-know-about-the-end-of-net-neutrality/</a>

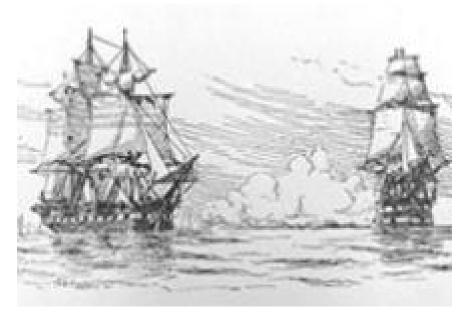
# The open content movement is beginning to address open policy



Though I wish it adopted a more enlightened strategy

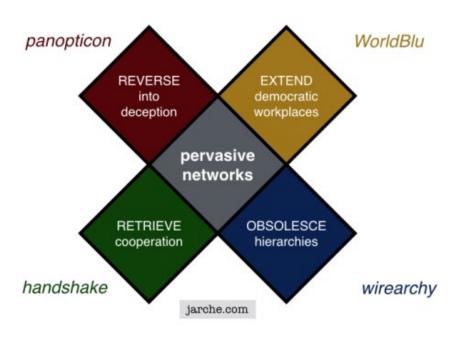
#### We need to be open, not just in the big things, but also in the little things

• Embargo periods, for example



https://www.coar-repositories.org/activities/advocacy-leadership/aligning-repository-networks-across-regions/statement-about-embargo-periods/

#### tetrad of the network era



Open content, open access, open learning... these are not only a part of democracy,

they *define* democracy, and our system of free and open government depends upon them



Stephen Downes <a href="http://www.downes.ca">http://www.downes.ca</a>