Open Educational Resources, MOOCs and Opening-up education

Local seminar Finnish Online UAS

30 November - Jyväskylä

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OER, MOOCs and Opening-up education

• OER and investments by HE
• Open Learning Services and MOOCs
• Drivers for Open Education
• EADTU’s Task Force on OER, MOOCs and Open Education
Distance and online education

• In distance education the learning is a result of mediated experiences that are not constrained by time and/or distance

• The media support in a particularly course can be applied to both course material delivery and to interaction between teachers and learners, and between learners.
  
  • Online can refer to material and/or interaction!
Course material delivery and OER

- Major investments of many distance and traditional universities in publishing course materials online and for free.

- Open Educational Resources (OER) are materials
  - Used to support education that may be
  - Freely accessed, reused, modified and shared by anyone.
  - OER creators own the intellectual property and copyrights of the OER they create.
  - However, they license the OER and make it freely available to others.
Investments in OER (1)

• An increasing number of (renowned) institutes invested in OER starting with MIT in 2001.
• In 2006 higher education institutions started to collaborate in the Open Courseware Consortium. This consortium has currently over 200 members, 64 in Europe, 40 are from Spain!!

• OER is becoming part of political arena
  • In 2011 The UNESCO chairs OER started a network to contribute to the growing investigation of the OER phenomenon and its potential and impact on education and learning.
  • In June the UNESCO’s 2012 Paris OER Declaration was formally adopted during World OER Congress
Investments in OER (2) – National policy

• India (2007-…) National E-content and Curriculum Initiative
• The Netherlands (2009-2013). Wikiwijs program (€8.0 million)
• USA (2011-2014). OER for community colleges (€2.0 billion)

• Other countries promote OER through
  • Specific measure, provision for collaboration and financial support
  • Or a considering a national approach to OER (e.g. Brazil, China, Indonesia, Japan, Korea, Poland, South Africa, Turkey, UK, Vietnam)
Interaction and Open Learning Services (OLS)

• The ongoing evolution of technology also introduces emerging online support services
• New technology enables the possibility to teach over 100,000 students at the same time in the same course. (MOOC – for Massive Open Online Course, start fall 2011)
• Renowned institutes like Stanford, MIT, etc. are already offering these massive open and online courses (MOOCs). Other renowned institutes are working together to develop and offer massive online courses (e.g., Coursera).
MOOCs: the buzz word in 2012 (1)

- 23-01: Sebastian Thrun launches Udacity.com
- 31-01: Daphne Koller & Andrew Ng launches Coursera
- March: a MOOC on MOOCs
- 02-05: Launch of EdX (MIT and Harvard)
- June: first criticisms on MOOCs
- 17-07: Coursera now 12 partner universities
- 17-07: NY Times / Forbes: end of traditional higher education
- August: introduction badges as a form of recognition
MOOCs: the buzz word in 2012 (2)

- 06-09: Colorado State University will offer credits for MOOC participation
- 07-09: EdX collaborates with Pearson test-centers for MOOC exams in controlled environments
- 19-09: Coursera now 33 partner universities
- October: Crisis in Higher Education by Nicholas Carr
- 24-10: first MOOC in Germany
- 1-11: Antioch University uses MOOCs in own curricula
<table>
<thead>
<tr>
<th>Offering</th>
<th>Offering Type</th>
<th>Feedback</th>
<th>Certificate</th>
<th>Pacing</th>
<th>Didactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>EdX (Consort.)</td>
<td>Courses</td>
<td>Instructor/automated</td>
<td>Achievement</td>
<td>Paced</td>
<td>Instructor led</td>
</tr>
<tr>
<td>Udacity (Company)</td>
<td>Courses</td>
<td>Instructor/automated</td>
<td>Achievement/Participation</td>
<td>Paced</td>
<td>Instructor led</td>
</tr>
<tr>
<td>Coursera (Company/Consort.)</td>
<td>Courses</td>
<td>Instructor/Automated/Peer</td>
<td>Achievement/Participation</td>
<td>Paced</td>
<td>Instructor led</td>
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<tr>
<td>Ted Ed</td>
<td>Lectures</td>
<td>-</td>
<td>-</td>
<td>Self-directed</td>
<td>Instructor led</td>
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<tr>
<td>Khan Academy</td>
<td>Lectures</td>
<td>-</td>
<td>Badges</td>
<td>Self-directed</td>
<td>Instructor led</td>
</tr>
<tr>
<td>cMOOC</td>
<td>Courses</td>
<td>Peer</td>
<td>None/Achievement/Badges</td>
<td>Paced</td>
<td>Connec-tivism</td>
</tr>
<tr>
<td>MMOOC (MIT)</td>
<td>Courses</td>
<td>Peer/Instructor</td>
<td>Badges/Recognition</td>
<td>Paced</td>
<td>Connec-tivism</td>
</tr>
<tr>
<td>Saylor.org</td>
<td>Programs</td>
<td>-</td>
<td>-</td>
<td>Self-directed</td>
<td>Instructor led</td>
</tr>
<tr>
<td>OERu</td>
<td>Programs</td>
<td>-</td>
<td>Diploma</td>
<td>Self-directed</td>
<td>May vary p. course</td>
</tr>
</tbody>
</table>

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MOOCs: Massive Open Online Courses

- Massive: thousands of participants
- Open access (for everyone in the world)
- Online available
- Course: unity with a duration of 5-10 weeks
- Using a mix of media and offering a free learning community

- cMOOCs: Learner centered (connectivism)
- xMOOCs: Teacher centered
- mMOOCs: mechanical MOOC or combination
But what’s open? (1)

1. Open Access(ibility)
2. Freedom of Pace
3. Freedom of Place
4. Freedom of Time
5. Open Programming
But what’s open? (2)

6. Open licencing (reuse – remix – rework – redistribute)
7. Family regarding free online availability:
   • Open Source (software)
   • Open Access (scientific output)
   • Open Content (creative output)
   • Open Educational Resources /OER (learning materials))
   • Open Courses / MOOCS (courses)
   • Open Learning Services (OLS = online virtual facilities for tutoring, advice, meetings, communities, etc.)
Open Education: two worlds

CLASSICAL / ESTABLISHED

Open and Distance Learning / ODL
Lifelong Open Flexible / LOF learning
OUs (incl. DTUs)
Variety of Associations / Consortia
ICDE  EADTU  AAOU  ACDE
Conferences Seminars Taskforces

One
Century(+)

INNOVATIVE / EMERGING

Open Educational Resources / OER
Massive Open Online Courses / MOOCs
Wide variety of Initiatives
MIT  OERu  P2Pu  edX  Coursera
OCWC  CC  Hewlett F. OpenEd
Communities Forums Conferences

One
Decade

George Ubachs
Piet Henderikx
Darco Jansen
### Classificatie van MOOC’s op openheid (vergeleken met Open Universiteit)

<table>
<thead>
<tr>
<th></th>
<th>xMOOC (EdX, Udacity, Coursera)</th>
<th>cMOOC (Siemens, Downes, Wiley)</th>
<th>Canvas Network (canvas.net)</th>
<th>Open Universiteit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open beschikbaar</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X Deels wel (Opener, OpenU)</td>
</tr>
<tr>
<td><strong>Open toegankelijk</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Open in tempo</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Open in plaats</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Open in tijd</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Open in programma</strong></td>
<td>✓ Wel in aanbod, niet binnen cursus</td>
<td>✓ Wel in aanbod, niet binnen cursus</td>
<td>✓ Wel in aanbod, niet binnen cursus</td>
<td>✓ Wel in aanbod, niet binnen cursus</td>
</tr>
<tr>
<td><strong>Open voor bewerkingen</strong></td>
<td>X EdX wel intentie</td>
<td></td>
<td>Zelf te bepalen</td>
<td>X Deels wel (Opener, OpenU)</td>
</tr>
</tbody>
</table>
Main drivers for open education (1)

1. The main driver on open education on a national or global level is access to higher education for all.
   - Today there are 165 million people enrolled in tertiary education.
   - Projections suggest that the world's higher education system must accommodate additional 98 million more students by 2025.
   - Sir John Daniel (former President of the Commonwealth of Learning) calculated that this would require more than four major campus universities for 30,000 students to open every week for the next 15 years.
Main drivers for open education (2)

2. Extremely relevant and beneficial for Developing Countries and Emerging Economies with
   • (1) shortage of qualified teachers;
   • (2) lack of high-quality learning materials and
   • (3) evident need to really expand access to (formal) education.

3. Reduce costs of HE at a country level
   • For example in the USA where the high cost of textbook has reduced citizens access to higher education, but recent efforts on open textbooks reduced those costs drastically (over 50%).
Main drivers for open education (3)

4. At an institutional level it is (was) mainly marketing, offering something for free to attract more students
   • (Early) examples of OER initiatives are based on a model as “Content for free, Teaching & Credentialing for a fee”.
   • MOOCs now offer courses for free

5. By now open education has become competition and demand driven
   • Competing with low-cost HE next to
     • policy-driven
     • implementation driven (changing business)
     • and identity driven (openness). OUs need to be part.
European Union will invest in Opening Up Education

- EC: public consultation called `Opening up Education'.
  - Including mainstreaming of OER
  - articulate policy actions and substantial funding (as of 2014) as part of new Erasmus for all program
  - December: EU Ministerial level conference in Oslo
  - Mid 2013: official launch

- OuE underlines the dynamics and the process (there is no fixed model for education over time)
- OuE can adequately accommodate diversity (there is no single ideal model for education)
EADTU-members jointly enters this MOOCs world

- With European (distance) style MOOCs which will clearly have more added value for the learners
- Through collaboration and a shared approach we will:
  - add value to every individual institution, extending the reach and reputation of its own expertise and programmes;
  - maximize future European funding opportunities;
  - be able to pool our collective experience in distance education, lifelong open and flexible learning and self-guided study for mutual benefit, without risking the brands and objectives of individual members.
Task Force OER, MOOCs and Open Education

• Three action lines
  1. Policy development on OER and Open Education.
  2. Institutional development and collaboration on OER activities.
  3. Institutional development and collaboration on ‘European style’ MOOCs.

• Now preparing two proposals for LLL-Erasmus Programme

• Now preparing launch European Style MOOC platform (early 2013)
Thank you!!!

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