

# MOOC on MOOC



## *What is inside a MOOC: Identity*

**MOOC4D**

massive open online courses  
for development



©The New Yorker Collection 1993 Peter Steiner  
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*"On the Internet, nobody knows you're a dog."*

TURNING 20: The most reproduced New Yorker cartoon in the magazine's history. (by PETER STEINER - The New Yorker magazine (1993))

# Identity

- How do you know that the user is indeed “tvp”?
- Important when a ‘certificate’ is issued
- We need to prevent ‘cheating’
- Easy when a face-to-face meeting is present

Event

Certification

Analytics

Assessment

Identity

Interactions

Resources

# How to establish identity in MOOCs? (1)

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- Simplest: Don't bother
  - Nothing much at stake
  - User registers, does the course and goes away, sometimes with a certificate
  - Most MOOCs work this way

# Identity in MOOCs? (2)

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- Online Verification
- Photo with a webcam
- Third party issued identity cards
  - Driving license
  - Passport
  - National Identity Card
- edX (Verified Certificate), Coursera (Signature track)

# Identity in MOOCs? (3)

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- Typing Patterns!
  - Latencies between adjacent keystrokes
  - Key Press Duration
  - Relative Keystroke Speeds
  - Classes of Shift Key Usage
- Coursera (Signature Track) *Signature Profile*

# Identity in MOOCs? (4)

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- On line meeting
- Udacity
  - End of the Course an exam over Webcam
  - Udacity Coach conducts an interview
  - Ensures you know the course content

# Identity in MOOCs? (5)

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- Face to Face
- Proctored Examination
- Test center to take the exam
- Identity is verified there
- Pearson VUE has Global presence
- TCS India for NPTEL





How the hell does Facebook know I'm a dog?