

MOOC on MOOCs

Speaker: Dr. V. Balaji

Why do Institutions and Teachers offer MOOCs

Narration

We are today going to talk on the motivation factors and moocs. I've actually titled it why do institutions and teachers offer moocs. My name is Balaji I'm from the Commonwealth of learning which one of the organizers of this course is. Let's recall the history of moocs which was offered as a talk during this course and the discovered that Moocs are pioneers are often very high in reputation as research universities. They are very rich they have huge endowments. We also saw that back in 1971 UK Open University was launched essentially to democratize higher education and reach increased its reach among the masses of people. So, there was a motive then for UK Open University what is the motive for moocs now. Discussion has been asked and answered analyzed in great detail in a highly analytical research report prepared by Fiona Hollands and Devayani Thirtali, both of the Columbia University Teachers College and that was published in May 2014 will be referring to that extensively and stop. These researchers have identified six factors. The really big factor there is extending reach and access and in fact they point out the two-thirds of the institutions whom they interview for this triple considered reach and access increasing reach and access as the single biggest factor. The other really big factor is building and maintaining the brand of the offering institution. There are a few other factors too one is improving economics, improving educational, outcomes and contributing to innovation and contributing research on teaching and learning. These are the other factors. Let's look at the big factor extending reach and access. There are various reasons why people offer moocs under this particular broad category of motivation. One is that through moocs the institutions offer greater flexibility to students. They also believe they are increasing opportunities for the learners in creating custom-made courses and programs which is a big attraction the other is continuing education for professional development such as this course. There is also scope for improved professional development through this kind of increase taxes for developing countries a big motivation in offering moocs could be that you're able to the institution is able to overcome physical infrastructure limitations because it takes much more effort and expense to add new physical infrastructure in a developing country. There is also a

way to ease pressure on popular courses because increasing out without mitigating the pressure you'll be forced to increase the physical infrastructure. Branding and positioning the institution is another very big motivation factor and this offers moocs offer an opportunity to showcase faculty capabilities they can be used to claim leadership in research in such an areas. More importantly especially in the context of North America moocs can be used to attract more students to on campus programs and looking at improvement to economic what do we find that cost savings are seen as a potential big factor potential because there is no evidence that cost savings actually occurred because it's too early and similarly moocs can be seen as a source of new revenues for example you could license your platform and generate fees some that some institutions are thought to be doing that for example edX supposed to be doing that and offering credit and certification could also become a revenue-generating activity in terms of cost saving of course one can develop common course reuse moocs out that people even talk of wrapping moocs. Moocs are on to create new courses etc. improving educational outcomes again it's not that large factor but important enough a factor flipped classrooms for example are probably becoming mainstream already in some campus-based universities probably even in developing countries and frequent and instant feedback is possible both ways that this is another motivation factor in terms for deployment of moocs going to innovations and research you find there is a website listed here is called mooc.list. If you visit that website you'll find that it lists courses some moocs from all over the world in multiple languages as of now it looks like we have about 1700 moocs on the offer. These are open to varying degrees and it shows the interest of the teaching community in innovation. So, moocs offer a channel for innovation in terms of research lots of researched takes place but for us important points to note that can participants really gain skill through a mooc program is one question. The other is can we tests new pedagogical strategies. So, these are the very broad motivation factors as to why institutions offer moocs and to conclude extending reach and access to courses is a big factor in motivation for institutions to offer moocs. The other big factor is in branding and positioning of the institution. These two are the biggest factors there are a few other factors that have been identified.

Thanks