MOOC on MOOC

What is inside a MOOC: Content

MOOC4D
massive open online courses for development
Educational Resources

- Primarily Videos
  - Short
  - Sharply Focused on a Single Topic
  - “Learning Objects”
- Transcripts of the Video
- PowerPoint Slides
- Documents, Links to Documents, Videos ..
Properties of Videos

- Length
- Speaking rate -- words per minute
- Video type: ordinary *lecture*, a *tutorial*
- Production style:
  - Slides – PowerPoint slide presentation with voice-over
  - Code – video screencast of the instructor working on the computer
  - Khan Academy-style – instructor drawing freehand on a digital tablet
  - Classroom – video captured from a live classroom lecture
  - Studio – instructor recorded in a studio with no audience
  - Office Desk – close-up shots of an instructor’s head filmed at an office desk
What Kind of Videos?

- How Video Production Affects Student Engagement: An Empirical Study of MOOC Videos

- Philip J. Guo, Juho Kim, Rob Rubin \( L@S \ '14 \) Proceedings of the first ACM conference on Learning @ scale conference
Results from edX

- server logs and Google Analytics
- Server logs user interaction events:
  - navigating to a page
  - playing a video
  - pausing a video
  - submitting a problem for grading,
- Has the user
  - Video watched in full
  - Moved over to another page
  - Gap between successive events
What Kind of videos are engaging? (1)

- Short videos
- Intersperse an instructor’s talking head with slides than slides alone
- Videos produced with a more personal feel could be more engaging than high-fidelity studio recordings
- Khan-style tablet drawing tutorials than PowerPoint slides or code screencasts
What Kind of videos are engaging? (2)

- Even high quality pre-recorded classroom lectures, are not as engaging when chopped up for a MOOC
- Videos where instructors speak fairly fast and with high enthusiasm are more engaging
Homework

- Watch a Khan academy video
- Examples of other kinds of videos
- Rate this video 😊
Thank You