How to run a MOOC
How to run a MOOC?

• We can do a FULL MOOC on it!
• Three Parts
  • Dr Sodhi – on the workflow
  • Dr Balaji – on the interactions
  • This talk is about content
So you want to run a MOOC?

- Completely a team effort
- Work starts Six months before the course starts
- Ends 2 months after the course ends
Why do you want to run a MOOC?

- Some reasons
  - Have something to share
  - Want to help spread the word
  - That’s my job
  - Make money
Identify your audience

- Very critical aspect
- Decides the nature of the course
- Content design and interactions are dictated by the audience
  - Students, Working professional, Teachers, Policy makers,....
Identify the Objectives

- What do you expect the audience to know?
- What do you expect the audience to be able to do?

*Teaching What versus Teaching How*
What kind of course?

- Special Topics, like MOOCs
  - Content Design is challenging
  - Lots of research – *what* course
  - Certification is not critical – hence assessments not critical
- Equivalent to a University Credit course on “Algebra”
  - Normally there is a syllabus
  - Certification is critical
  - Assessment is challenging
Architecture of a MOOC

- Event Management
- Certification
- Learning Analytics
- Assessments
  - Evaluation, Cheating
- Identity Management
  - Portfolio
- Interactions
  - Connect, Collaborate
- Educational Resources
  - Videos, Documents, Meta data
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Assessments

- Not just about testing
- Also about teaching
Lectures

- Most critical aspect of the course
- Half the battle is won if you get the content right
- Everything starts with a lecture!
- Interaction is a function of the users as well – but the lecture is in your control!
- Get experts from outside to speak
Ground rules

• Have at least 50% recorded before the course starts
• Have a two week lead in content
• Record more than you need
Video guidelines

- Create engaging videos - follow the guidelines
- Clarity is more important than special effects
  - Convey information, no need to impress the audience
  - Content is Central
- Talk to the camera!
- First few recording will be hard, after that it will be easy
- May want to buy multiple sets of similar ‘tops’
Expectations are high

• You will be compared to the best in the world like edX, Coursera,…
• Do an honest job. Ultimately that is what matters.
All the best