



SCRIPT OF TALK

TITLE: **How to run a MOOC**

SPEAKER: **Prof. T.V.Prabhakar**

NARRATION:

Hi!! Welcome back to this last week of lectures on How to run a MOOC. My name is Prabhakar, I'm with IIT-Kanpur. How do we do a mooc? Actually, we can run a full mooc on it. It's a very complex topic there are large amount of detail that are involved but we will try to capture that in three short lectures. Dr. Sodhi is going to give you a talk on the workflow aspect of a mooc. Dr. Balaji's talk will be on interactions and event management in a mooc and in this talk I will concentrate on the content aspects of a mooc. Now the first thing about a mooc is it's completely a team effort. There may be some centre forwards scoring the goal but the back and the goalkeeper are very very important and a mooc starts from time something like six months before the actual launch date when you start Conceptualizing, Planning, Raising the Funds and Designing and start working on the content and then finally by the time you distribute the certificate answer student queries do their accounts, submit them to the audits. It'll be another two months after the official closing of the mooc so it is actually in Long spanning event one of the first things you need to decide upon when you want to do a mooc is to figure out your motivation why do you want to do a mooc. Some other reasons maybe you have something to share with the world we'll come up with a new technology new idea or new way of looking at things and you would like others to know about it or you want help spread the word evangelize some aspects of science or knowledge that you are passionate about it may be your job You are a teacher and your job is to teach or maybe you want to make money. It's not clear how to make money out of mooc you know by this time but nevertheless so the first thing you need to do if you want to run a mooc is to identify your audience so very very important part of the course because that's going to decide the nature of the course It's going to decide the content it's going to decide the interactions for example if you are let's say doing a mooc for students as against a working professionals the pitching of the content is going to be very very difficult the interaction design is going to be very very difficult the expectation of the

students are going to be very different from the expectations of a working professional once you identify your motivation and the audience you come to the objective of the course. This again very critical. At the end of the course what do you expect those who done the course will be able to do you expect them to know something or do you expect them to be able to do something I'm calling them you're teaching them What as against teaching them How this is a very fundamental difference and very critical because if you're teaching them How then you're going to have huge number of exercises and interactions designed in such a way that the actual skills are exercised and they are talked about. In What course there is a large amount of information that is conveyed and of course discussions do happen for clarity and so on but the stress on actually doing maybe less so the learning objectives have to be very clear when you want to do the course. Another aspect of the course is, this is a course on a special topic like mooc on moocs all or is it a course which is like course for a university credit like a course on undergraduate physics chemistry psychology or whatever. These two courses again have different perspectives that they need to touch for example if you're talking of a special topics cause the content design is very challenging you'll have to do lot of research and figure out what is important You will have to conceptualize the course often there is no syllabus that you can pick up and start developing content. You will have to do research to figure out the state of art and what's important and what is not and the very challenging question of how do you condense all that you know into a 10-minute module has to be worked so special topics courses the challenges of a certain kind. In a special topics courses certification is not critical because students don't go there because they get a certificate they go there to learn something and hence assessments are also not very critical. Certificates based on some assessment criteria like you should have got so many marks in this a quiz or exam or in the assignment are not critical. Whereas, if you're talking of a course which is like equivalent to a university credit mostly done by students then course design is easy is not all that difficult because there is typically a syllabus and sometimes there are many textbooks associated with this domain but assessments become very critical it's important that you run the quizzes and exams and assignments in time have enough number of them and monitor the student give feedback to students and so on. The content design of course is equally important in both but assessments

become come to the fore when we're talking of course of this kind. Okay let's look at this holding from our architecture that we sort of unearthed during the course of this mooc .We said the important things in an online course is the educational resources the interactions identity management assessments learning analytics certification and event management. I'm going to put a ordering on this and make a statement that certification learning analytics and identity management actually come one level below in importance compared to Educational Resources, Interactions Assessments and Event Management. These are important Certifications are important, Analytics are important, Portfolio is important but they make second ordered differences. So given this we need to talk about 1,2,3,4 Events, Assessments, Interactions and Educational resource. Dr. Balaji's talk is going to be about event management and interactions he's going to tell you all about this so I'm going to talk about assessments and educational resources okay assessments now as you have seen assessments is basically figuring out whether the students know something about the course the content that have been taught on. But the critical thing I want to flag is assessment is not about testing or testing alone. yes the need to know whether the student has understood the material can make sense of the material whether a student can manipulate real-world from the knowledge that has been learnt from the from the course and based on this I may give a grade pass/fail or some competency of certain kind but apart from this assessments are also important to let the student know what is important in that domain. It is actually a pedagogical tool. Many of you might agree very often I remember things that have been asked in an exam the exact many years later and not what has been taught in a classroom. So, there is somehow tend to have an implant in the memory which stays for long an assessment from that sense are actually very important and part of the learning metaphor. Lectures or content as they're calling it of course they are the most critical aspect of the course half the battle is won if you got your lectures right. Everything starts with a lecture right even if you're talking about connectives' moocs, there has to be a starting point. Another thing is lectures are in your control interactions are not because there is a 'Wakta' and there is 'Shrota'. Sometimes you get a very participating and sometimes for whatever reasons the audience may not participate as well in which case the interactions may not fly off as well as you want. But lectures are completely in your control so you can do a good job of it. The

thing to remember about lectures is out there amongst the students there are people who know as much if not more than you do about the subject. So try to get as many experts as possible. Keep this in mind that you know something about the area but you're not the final authority of. This very important because this is an attitude which will actually govern how the courses are run. It's going to impact your interactions as well now I have some ground rules which are based on my experience of doing a few moocs. It's very good to have all the lectures recorded before the course starts but I think it's not really essential and maybe you should keep a few lectures to be done once the course starts looking at the audience their background their interest and how the course is progressing and so on so there is strictly not need to get all the lectures recorded before the course starts but at least 50 percent of the lectures are in cant then you are in good shape I also believe that you should have at least a two-week lead in a content video I'm going to release two week from now I should have it recorded and ready and often you end up having more lectures than you release. This is our experience which is okay, the thing about videos the lectures is it's good to follow the guidelines we have seen what kind of videos are engaging there are some guidelines people have come up with so trying to follow the guidelines the central thing is try to concentrate on the content don't bother about special effects and making the videos dance around and so on. They may sound interesting and eye-catching but after a while what carries is what the instructor has to say not the form but more the content. The thing to remember is you must talk to the camera this will take a few attempts the first two recordings are going to be difficult. The audio is going to be hard you look here and there, get distracted but after one or two lectures you quickly figured out that there is the camera you need to look at, after that, it will be easy. This is an interesting thing that I learned you may want to buy more than one copy of the shirt for example after a hard days recording you will find that there is some fly sitting on the aspects let us say for one minute and then we want to re-record it and the shirt has gone for a wash so, if you have two copies of the shirt you can easily do that. Now the thing to remember in my mind is today the audience is very savvy they have huge amount of exposure. They have seen many places where online courses are offered and expectations are high. They're going to compare your mooc with the best walk in

the word so don't try to cut corners. Do an honest job the best you can and ultimately that is what matters.

So thank you for being with us in this course and all the best.