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XII Jornadas CRAI

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Audiencia de los MOOCs



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Audiencia de los MOOCs

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XII Jornadas CRAI: MOOCs & CRAIs

Universitat Pompeu Fabra

Barcelona, Spain

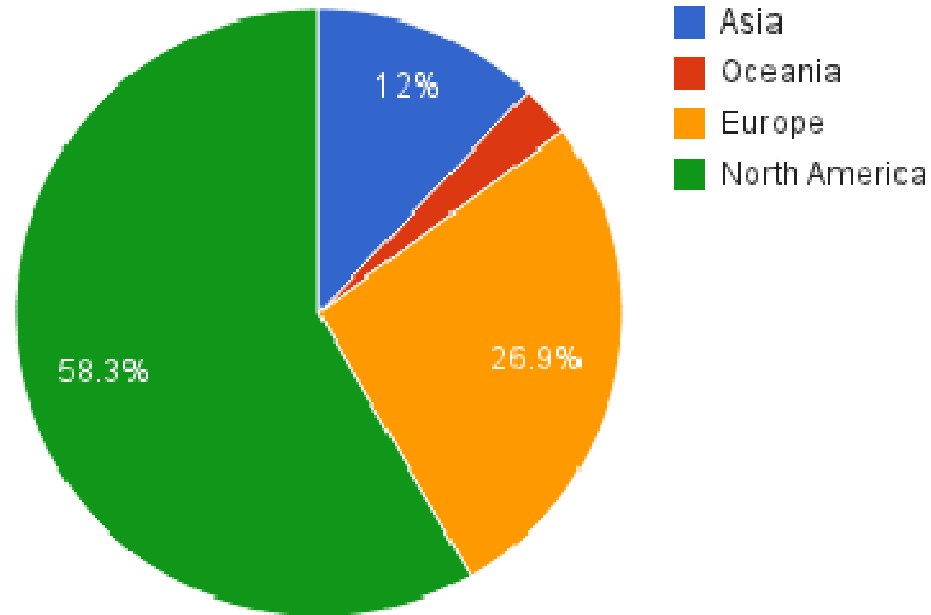
May 23, 2014

Overview

- MOOC audience demographics
- Why do universities offer MOOCs?
- Why do students take MOOCs?
- Does the actual audience for MOOCs match up with the desired audience?
- Challenges in MOOC audiences
- The future of MOOCs

Coursera Partners

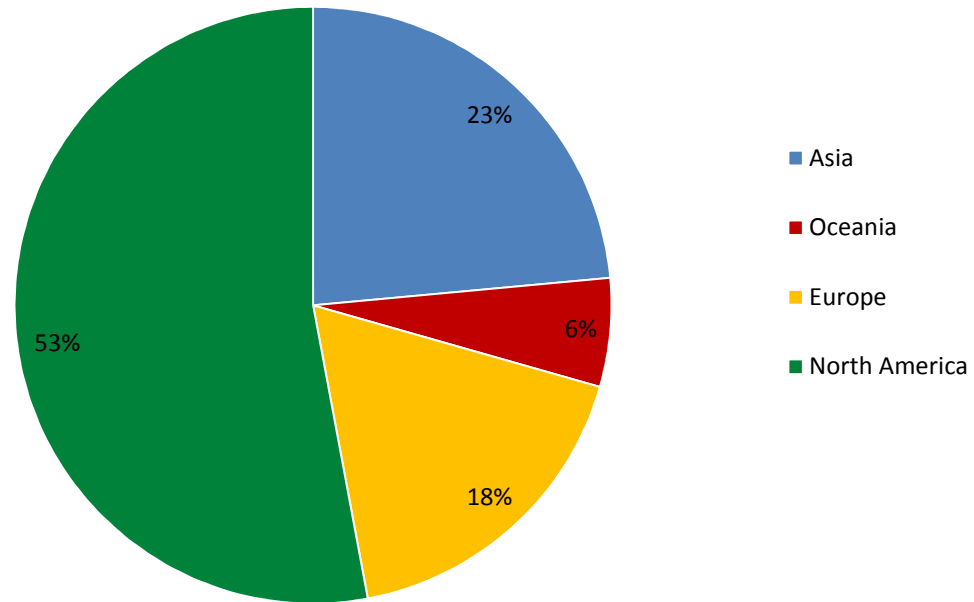
Partner Location



Graphic Credit: Coursera, May, 2014

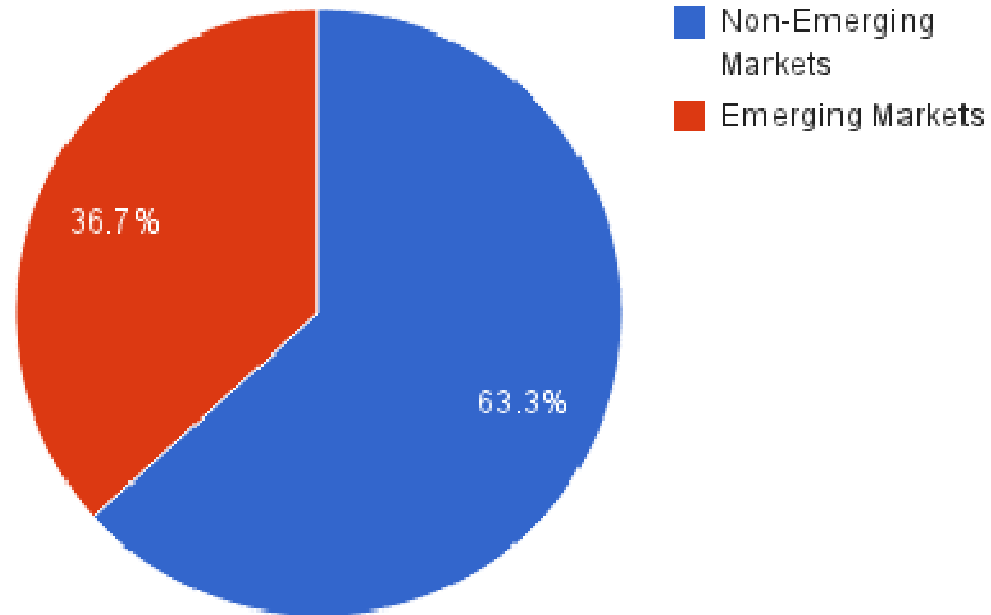
edX Partners

Partner Location



Coursera students

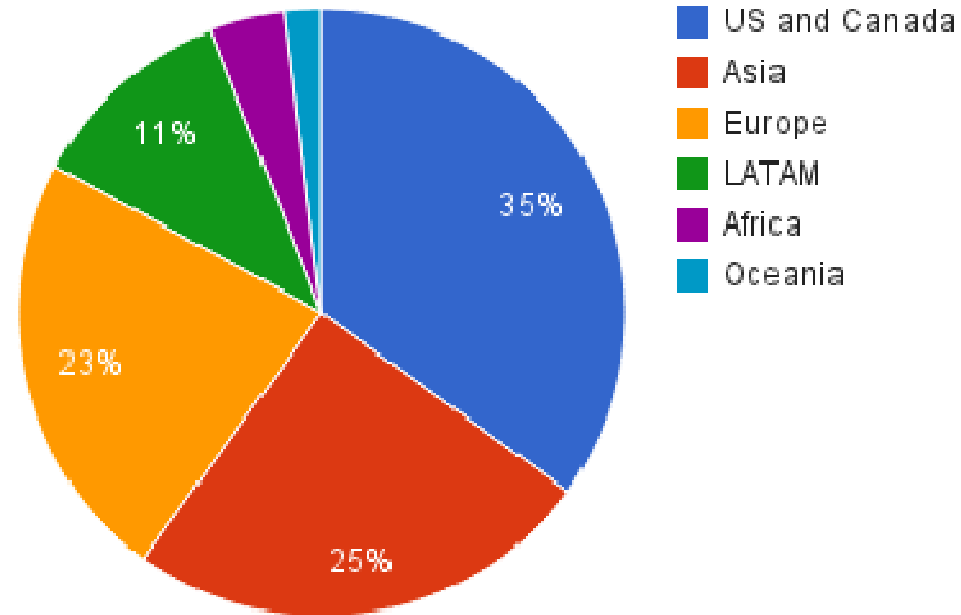
Emerging Markets Distribution



Graphic Credit: Coursera, May, 2014

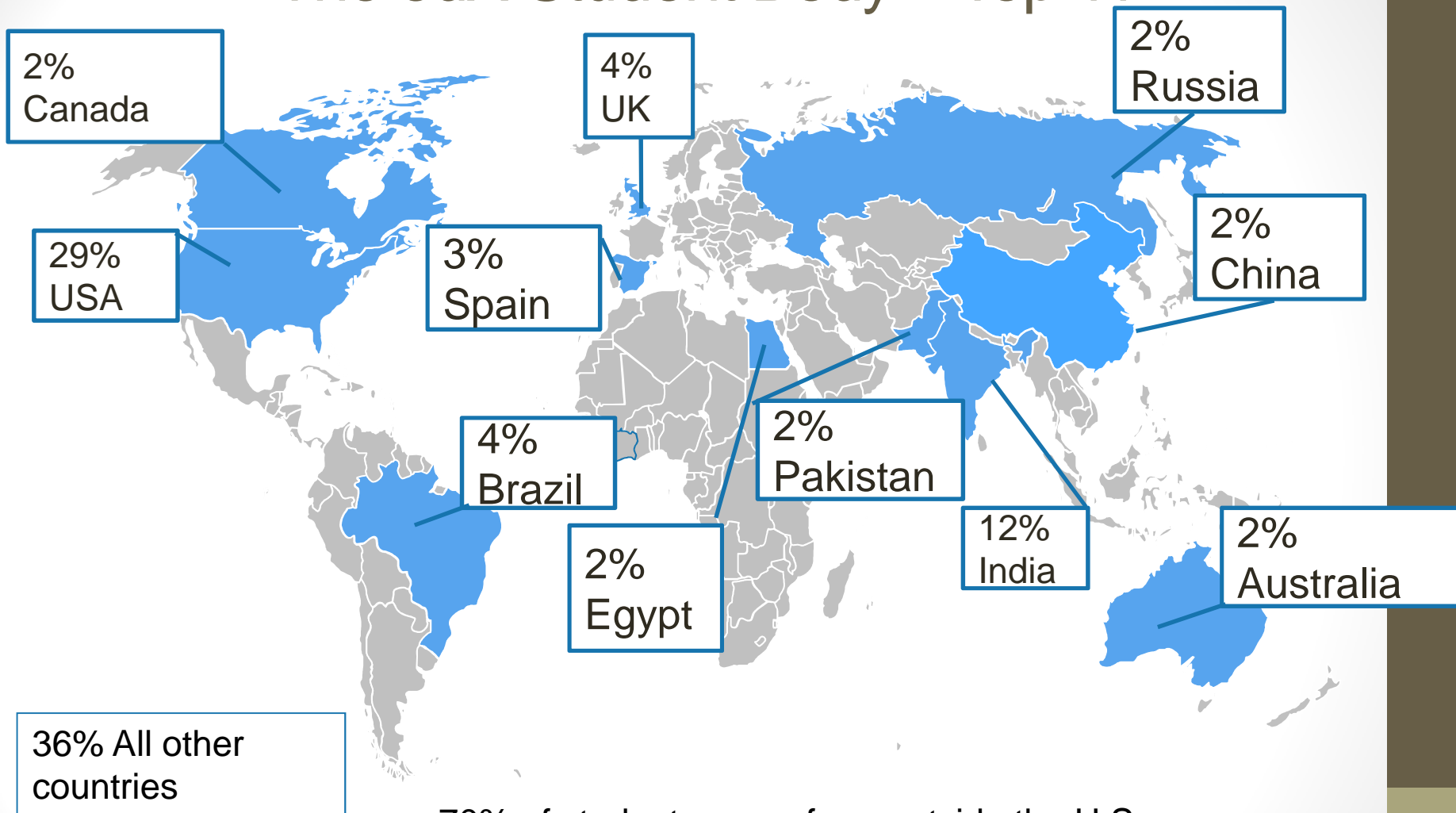
Coursera students

Geographic Distribution



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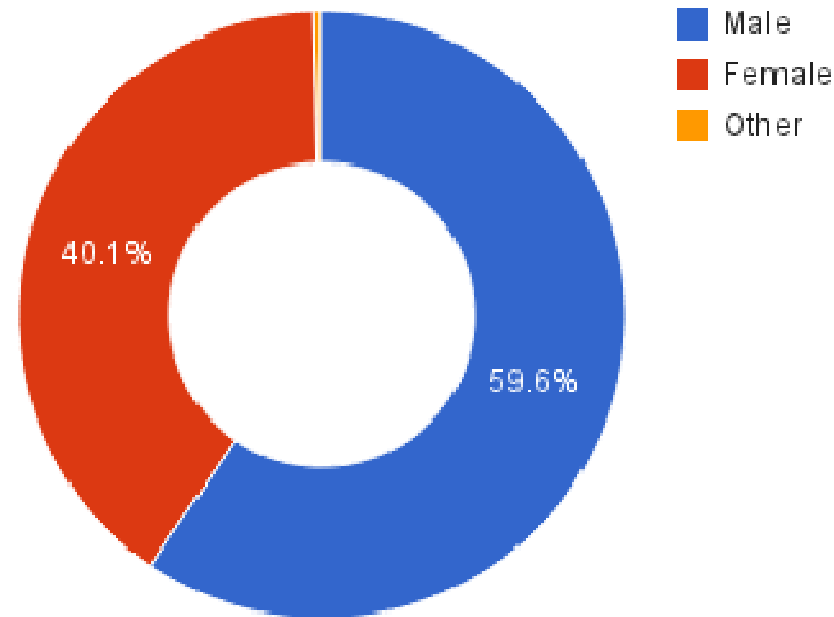
The edX Student Body – Top 11



- 70% of students come from outside the U.S.
- India has second largest growth opportunity
- EdX has students in every country

Coursera students

Gender

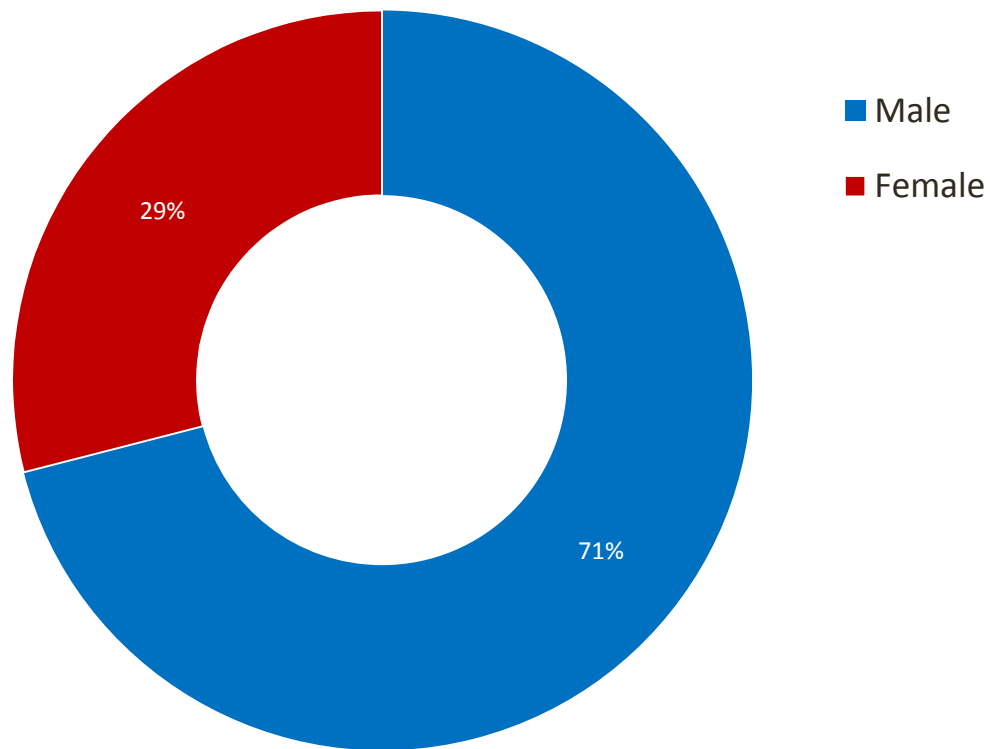


For ideas about the gender imbalance, see “What about the women?” in the Coursera blog: <http://bit.ly/1grh5OS>

Graphic Credit: Coursera, May, 2014

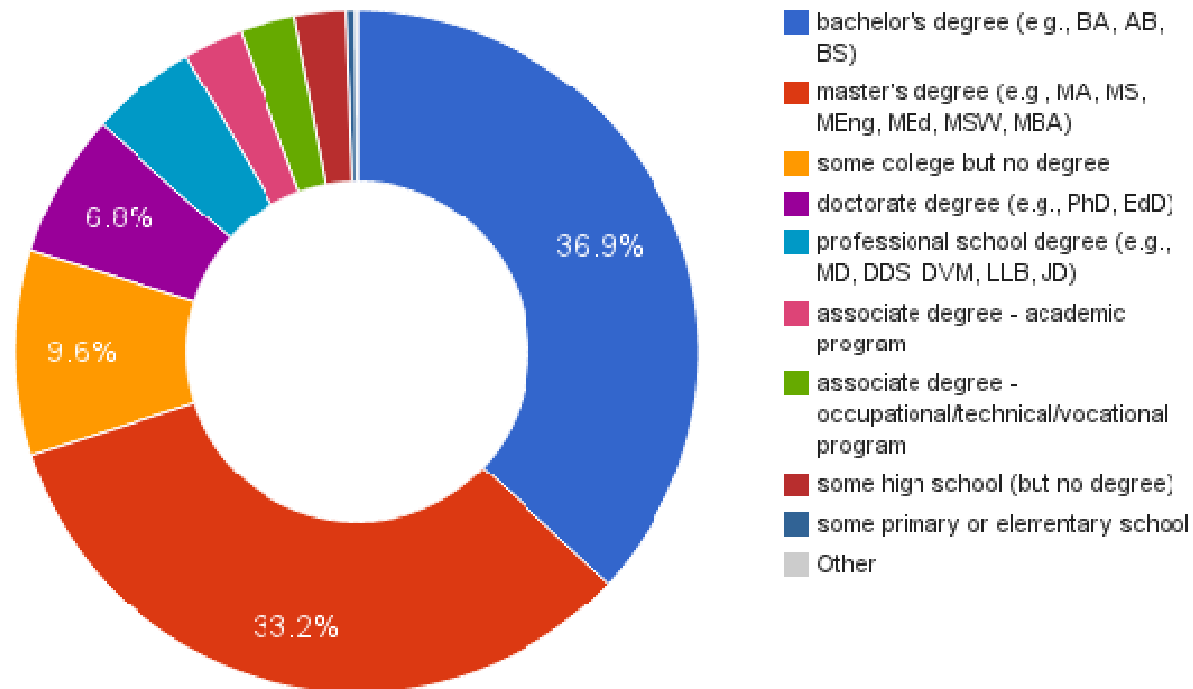
edX students

Gender



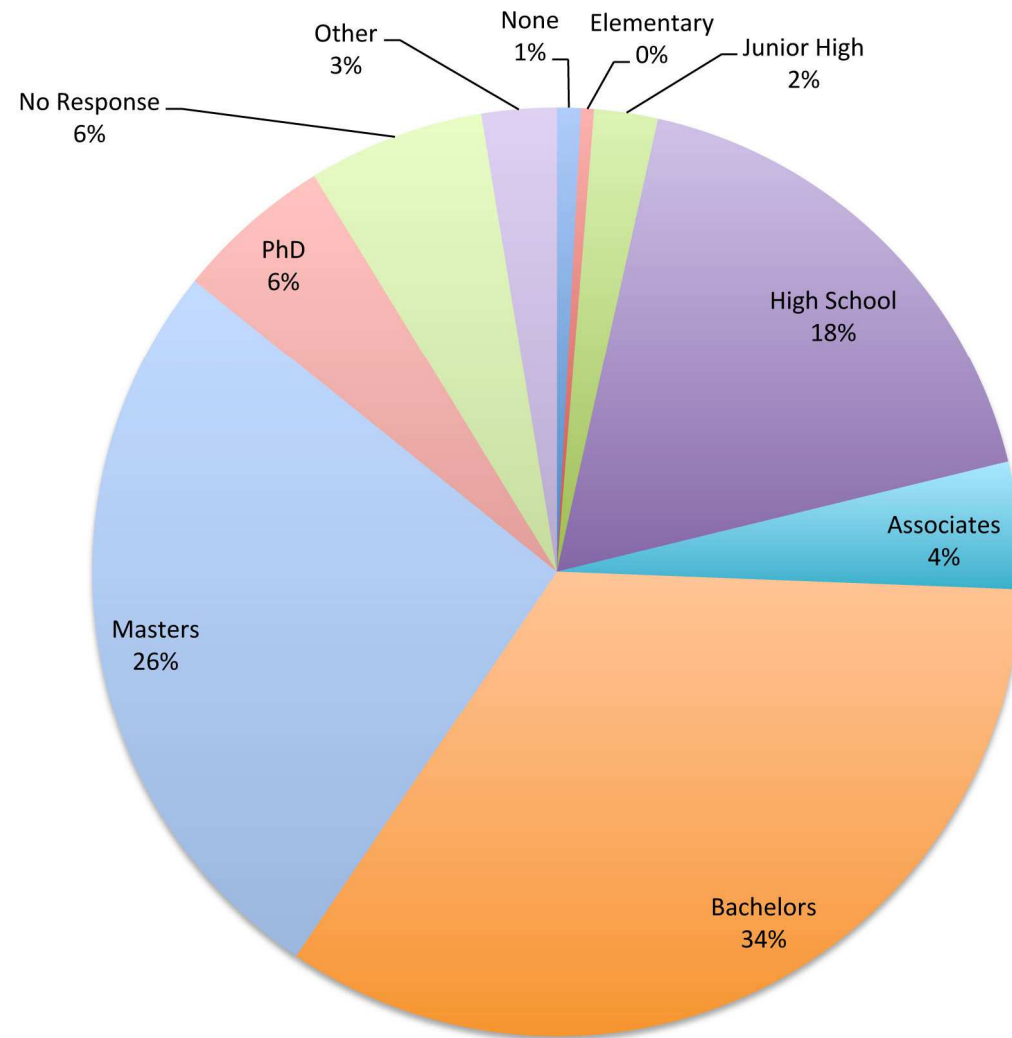
Coursera students

Coursera Learners' Prior Educational Attainment



Graphic Credit: Coursera, May, 2014

edX Students Education Level



Questions for you

With someone near you, take a moment to discuss one (or both) of these questions:

1. Why would students with a college degree be taking basic college courses for no credit in a MOOC?
2. Why are only 3% of MOOC participants from Spain?

Changing Student Demographics

- Enrollments partly reflect country infrastructure; mobile apps and local servers may help
- Non-US course production and enrollments are increasing
- Growth in translation services and non-English language courses will impact enrollments
- Any credential changes would affect enrollments

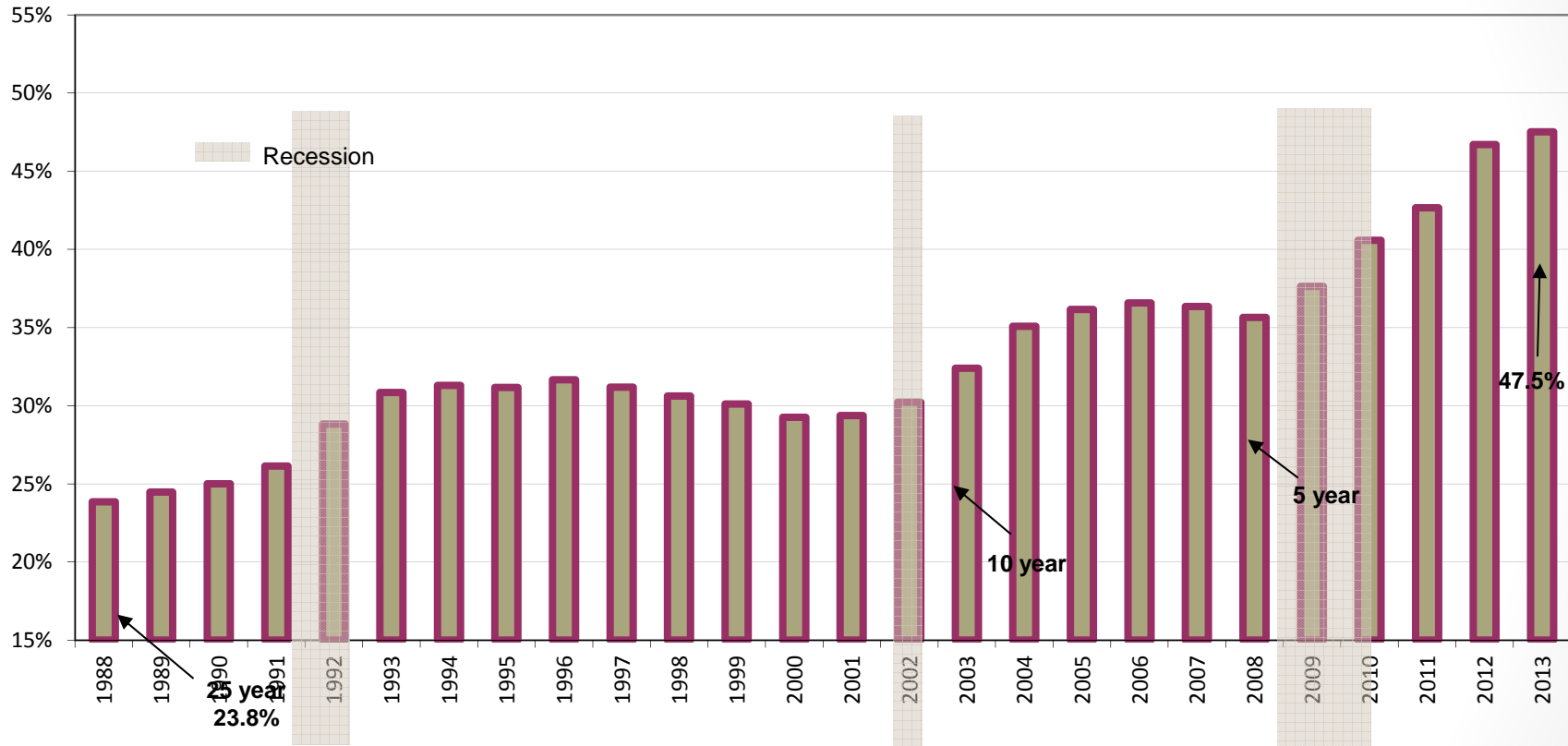
Why do universities offer MOOCs?

- Public good
- Room to experiment
- Inform teaching and learning
- Provide a laboratory for other research
- Promote the university
- Opportunities for generating revenue
- Respond to pressures on public educational institutions

Declining State Support for Public Colleges in California

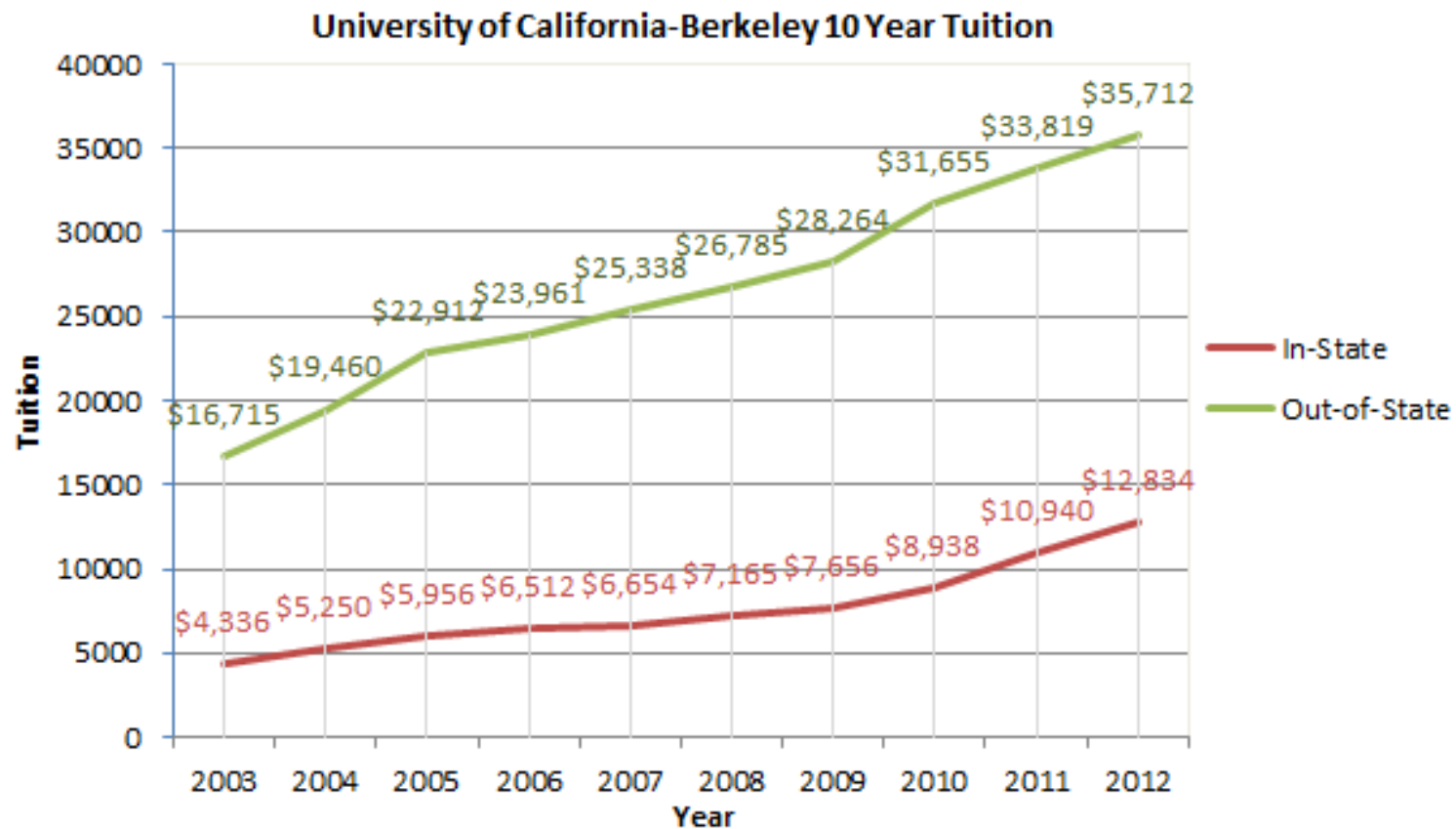
Institution	Share of revenue coming from state support		Change in state support: 1987-2012
	1987	2012	
UC Davis	63.4%	30.2%	-33.2%
UC Riverside	66.6%	33.9%	-32.7%
UC Santa Barbara	54.1%	23.4%	-30.7%
UC Santa Cruz	58.9%	28.7%	-30.2%
UC Berkeley	49.4%	22.6%	-26.8%
UC Los Angeles	47.8%	22.2%	-25.6%
UC Irvine	52.0%	26.9%	-25.1%
UC San Diego	34.5%	18.0%	-16.5%

Net Tuition as a Percent of Public Higher Education Total Educational Revenue, U.S., Fiscal 1988-2013

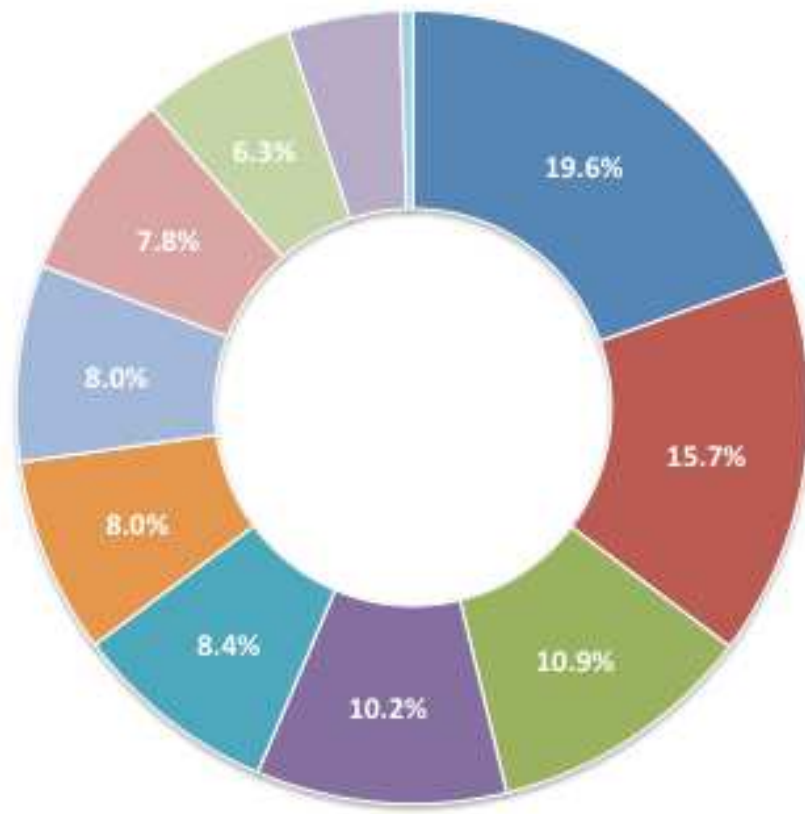


Note: Net tuition revenue used for capital debt service is included in net tuition revenue, but excluded from total educational revenue in calculating the above figures.

Rising Tuition Costs



Student Primary Motivation for taking Coursera MOOCs



- Interested in subject matter
- Thinks taking course is fun and enjoyable
- Course teaches skills helpful to job/career
- Have refresher or different perspective on a subject
- Explore subject area for possible career change
- Earn credential for CV/resumé
- Course is offered by prestigious university
- Subject relevant to academic study
- Curious what it's like taking an online course
- Connect with other students interested in subject
- Has friends / colleagues also enrolling in course

Graphic Credit: Coursera, May, 2014

Does the actual audience match the desired audience?

- Traditional young college students?
- Poorly prepared students?
- Professionals?

Other issues of MOOC match with audience

- Different levels of preparation
- Different motivations
- Language issues
- Different interests and needs
- Different understandings of plagiarism
- Cultural differences
- Costs
- Technological barriers

Thoughts on the future of MOOCs (and some recommendations)

Broad recommendations:

- Match MOOC to your educational approach (e.g., xMOOC or cMOOC)
- Match MOOC strategy to fit intended audience
- Match MOOCs to your institution's e-learning strategy

More MOOC recommendations

- Collaborate on course development
- Test thoroughly before teaching, be explicit about expectations and then be flexible
- Offer multiple tracks to address different types of learners
- Welcome diversity
- Expect change!

People often overestimate what will happen in the next two years and underestimate what will happen in ten.

Bill Gates, *The Road Ahead* (Penguin, 1996), p. 316.

Thank you!

Bibliography

<http://goo.gl/McXFyZ>