eLearning & Distance Education

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MOOCS & OOCS
What is our purpose?
What is our business?

What do we sell?
What do students want from us?
System of inherent tension
Way back...less tension....
Education for the people...a history

London University - “External Programme”
Chartered by Q.V. 1858 first distance learning program
Endorsed by Dickens as the “People’s University”
Secular & open to women
WWII - 11,000 exams
Still over 50K enrolled
7 Nobel Laureates
Nelson Mandela
First Proctors
They created a model that was more “open”
Wut?
By “open” we mean to reduce barriers to access:

• Geographic
• Temporal
• Financial
• Others?

Barriers to what:

• Content
• Interaction
• Intellectual Property
• Process
• Others?
Geographic
Temporal
Financial

[Image of a cartoon showing a giant bag labeled "STUDENT DEBT" pressing down on a student]
Inflation Comparison: Percent Growth

Source: Bureau of Labor Statistics, Consumer Price Index
Note: January 1978 is the earliest CPI data for College Tuition & Fees.
Intellectual Property

Is it safe?
Process
"With great power comes great responsibility"
~Voltaire
Some different examples...OOC
Advantages of open?

- Community
- Transparency – Accountability
- Release tension (purpose vs. business)
- Scholarship
- Society
- Process
- Pathways
IT BEGAN IN CANADA...

“It’s disrupting everything!”

“It’s a tsunami of poorly understood pedagogy!”

DAY OF THE MOOC

STARRING: George Siemens – David Wiley – Dave Cormier – Stephen Downes
Connectivists unleashing a force they cannot control!
Your assignment:

- Enroll in “Design of Everyday Things”
- https://www.udacity.com/course/design101
- Play
- Watch at least one video in its entirety
- Try a quiz or assessment of some kind
- Visit the discussion board - evaluate
- Explore
Questions:

• What do you think about open?
• What are MOOC strengths/weaknesses?
• Instructor presence?
• What are the implications?
• What can I learn from these producers?
• IP? What can I use?
• The take home...
Thank you.
Links:

http://idesign.uaf.edu/courses/opencourses/
http://hlrm120.community.uaf.edu/
http://www.openculture.com/freeonlinecourses
http://oedb.org/

MOOCs

http://www.khanacademy.org/
https://www.edx.org/
https://www.coursera.org/
https://www.udacity.com/
600K enrollment
1/1/11

225 campuses

$500 million a year advertising budget

$150 million for naming rights to stadium
Fall and Rise...

Late 2011 - 30% drop in enrollment

Closed 115 campuses in 2013

Didn’t have effective quality control

Diminished brand appeal

Now investing heavily in adaptive learning research

... and trying to rise to achieve and surpass their former glory (earnings)...

BA $60K, ~80K grads per year...

White House Cybersecurity Coordinator: Howard Schmidt