



MOOCs and Libraries: Ready for the “Seismic Change”?

「大规模开放在线课程」与图书馆：
准备就绪，迎接「巨变」

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The University of Hong Kong

What are MOOCs?

何謂MOOCs ?

- Massive Open Online Courses
大规模开放在线课程
- Online courses that are free and open to anyone
向大众人群免费开放的在线课程
- “Canned” lectures, automated quizzes and tests
「铸模式」的教材，自动测验及考核模式
- Large scale – but low success rate (eg 5% pass rate)
规模庞大，但成功率低 (仅百分之五合格率)



MOOCs: see also

「大规模开放在线课程」的例子

- Distance education
远程教育
- MIT OpenCourseWare
麻省理工学院「开放式课程网页」
- Khan Academy
可汗学院
- TED
网易公开课
- Social networking
社交网络
- etc
等等



MOOC benefits

「大规模开放在线课程」的好处

Students

学生

- Open and global
开放及全球化的
- No size limit
没有限定人数
- No pre-requisites
没有学历要求
- Free (mostly) education
免费(大部份)教育
- Student driven
学生主导

Institutions

院校

- Institutional mission
院校的使命
- Low costs
低成本
- Potential revenue
潜在收益
- Prestige
声誉
- Large volumes of data related to student behaviours
大量学生行为相关的资料



MOOC limitations

「大规模开放在线课程」的局限性

Students

学生

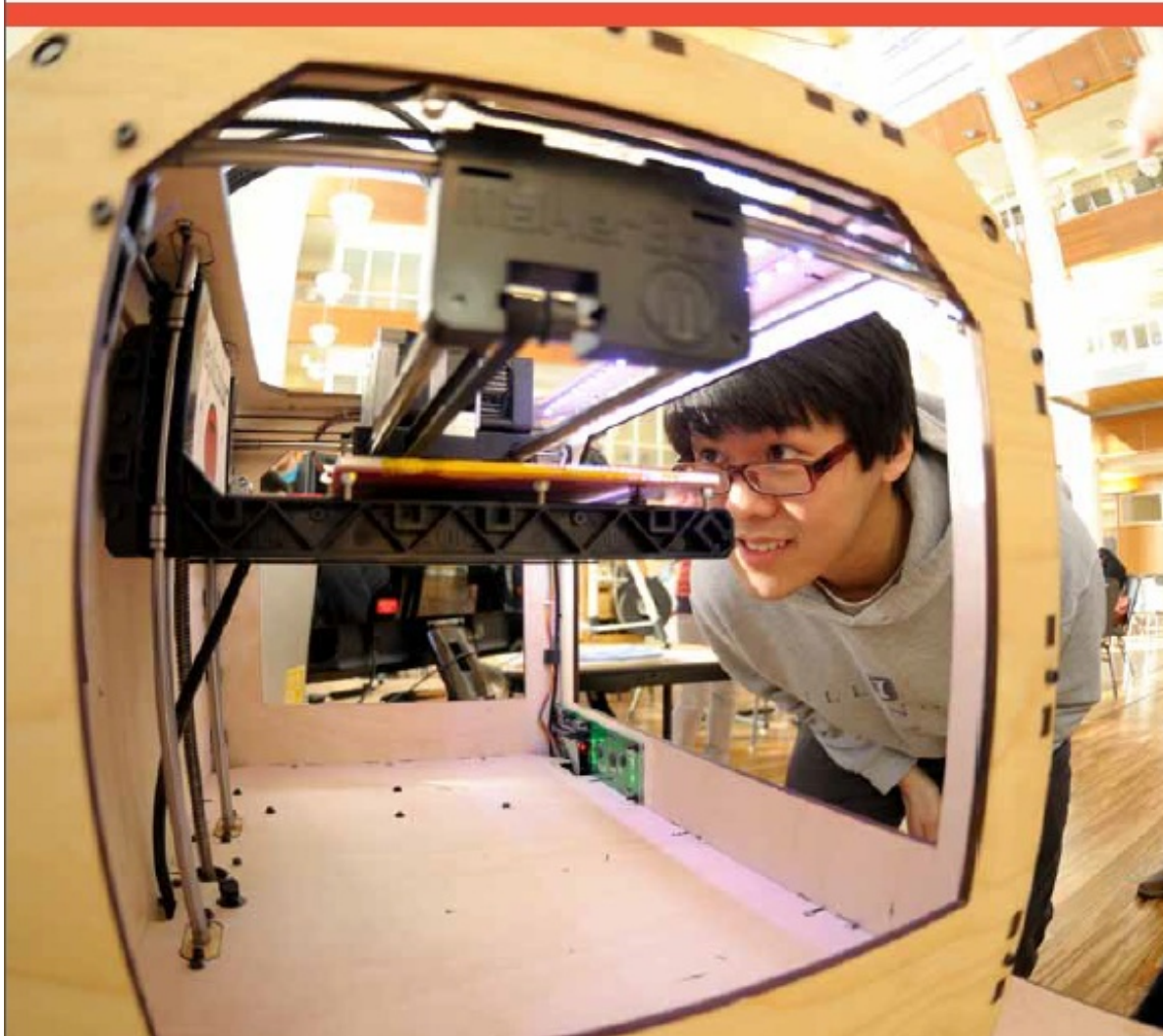
- No formal accreditation
没有正规学习成就认证
- No size limit (truly scalable?)
没有限定人数 (真的可扩展?)
- No (little) student teacher interaction
没有(几乎没有)师生之间的互动
- Assessment (Automated or crowdsourced)
评核 (自动或众包形式)
- Cheating 欺骗成分
- High participation – low success
高参与 — 低成功
- Limited support (e.g. library)
支援有限 (例如：图书馆)



Institutions


院校

- No pre-requisites
没有学历要求
- Assessment (Automated or crowdsourced)
评核 (自动或众包形式)
- Cheating 欺骗成分
- 3rd party platforms
第三方平台
- “Next big thing” syndrome
「下一件大事」症候群



... within the next 12 months massively open online courses (MOOCs) ... will see widespread adoption in higher education (p. 4)

……在未来12个月，大规模开放在线课程(MOOCs)……会在高等教育中获得广泛应用(页4)

Google+ #masterchef Meet us in the kitchen this Tuesday, July 9 

[Check it out](#)

The Year of the MOOC





Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).


By LAURA PAPPANO
Published: November 2, 2012




late September, as workers applied joint compound to new office
halls, hoodie-clad colleagues who had just met were working together
deadline. Film editors, code-writing interns and "edX fellows" —
grad students and postdocs versed in online education — were

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What's Popular Now 

American Way of Birth, Costliest in the World



Fast-Moving Blaze Kills 19 Firefighters in Central Arizona



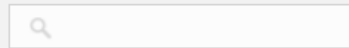
NEW JERSEY STRONGER THAN THE STORM

#STTS 

Check out more about the shore.

MOST E-MAILED

MOST VIEWED



On May 22, 2013, in eLearning

HKU joins Harvard and MIT led global online education platform



At the forefront of innovations in T&L

HKU joins global online education platform edX



Message from Pro-Vice-Chancellor (Teaching and Learning) Professor Amy B M Tsui

Dear colleagues, students, alumni and friends,



Latest Headlines



eLearning News from EPSU – June 2013



EPSU Seminar: Engaging Our Students: A Matter of Motivation and Active Learning



Student Learning Experience Surveys Now Open



HKU joins Harvard and MIT led global online education platform



Postponed to May 29, 2013: Sharing Session on Academic Advising Issues



Resources for Advisers
Academic Advising Office

...and a large number of scholarships, bursaries and loans available to students. These resources administered by the Registry as well as by Faculties / Departments. Students can refer to ...

MOOCs and HKU

「大规模开放在线课程」与港大

- “MOOCs are an educational innovation that will bring about a *seismic change* in the higher education landscape that has yet to be understood. The opportunity to witness and contribute to this change cannot be missed.”

「大规模开放在线课程」是一项教育创新，将会为尚待知晓的高等教育前景带来一番**巨变**。我们不能错过为这一转变作见证及贡献的机会。

- HKU Professor Amy B M Tsui, Pro-Vice-Chancellor (Teaching and Learning), <http://tl.hku.hk/tag/mooc/>.





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HKUx Subjects

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- Vernacular heritage in Asia
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传染病与公共卫生



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UNIVERSITY OF CALIFORNIA



THE UNIVERSITY
of TEXAS SYSTEM



Australian
National
University

TU Delft

EPFL
ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE



GEORGETOWN
UNIVERSITY



McGill



RICE
Unconventional Wisdom



UNIVERSITY OF
TORONTO

WELLESLEY
W

Berklee
college of
music

BOSTON
UNIVERSITY



Cornell University

DAVIDSON



THE UNIVERSITY OF HONG KONG



香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
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Karolinska
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THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

UNIVERSITY of
WASHINGTON

Collaborative
opportunities?
合作机会?



Libraries and MOOCs: Opportunities

图书馆与「大规模开放在线课程」：机会

- Access to resources
资源取阅
- Recommending resources
资源推介
- Physical space for MOOC students
给「大规模开放在线课程」学生提供实质空间
- Copyright consultants to faculty
给院系提供版权顾问服务
- Research support for faculty
给院系提供研究支援
- Embedded online information literacy tutorials
嵌入式信息文化在线导修
- "Ask a Librarian"
「询问图书馆馆员」
- Reaching a new client base
接触新客户群



Libraries and MOOCs: Challenges

图书馆与「大规模开放在线课程」：挑战

- Scale
规模
- International diversity of student body
学生群的国际化
 - Language 语言
 - Technology 科技
 - Socioeconomic status
社会经济状况
- Students not affiliated with the organisation
机构以外的学生
- Licensing of resources
资源版权
- Third-party hosts
(e.g. edX, Coursera etc)
第三方主持的平台
(例如： edX, Coursera等)



What can librarians do?

图书馆员的参与

- Take a MOOC

参与一个「大规模开放在线课程」

- Become a part of MOOC development

参与开发「大规模开放在线课程」

- Offer licensing and access support
提供版权及取阅方面的支持

- Develop course research guides

制定课程研究指引

- Encourage MOOC use

推广「大规模开放在线课程」的应用

- Create library MOOCs

创立图书馆的「大规模开放在线课程」



- “Much of what was said resonates with my thinking. The library can, and indeed should, play a part.”

『看过一篇文章论述图书馆在「大规模开放在线课程」担当的角色，大部份论点与我的想法产生共鸣。图书馆有能力，而且确实应该积极参与。』

- HKU Professor Amy B M Tsui, Pro-Vice-Chancellor (Teaching and Learning), email dated 22/5/2013.





Dennis Yang

President and COO, Udemy

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Are We MOOC'd Out?

Posted: 03/14/2013 3:33 pm



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MOOCs (massive open online courses) have been around a few years. My company, Udemy, has been around since 2010. However, it wasn't until 2012 that MOOCs became the so-called next big thing.

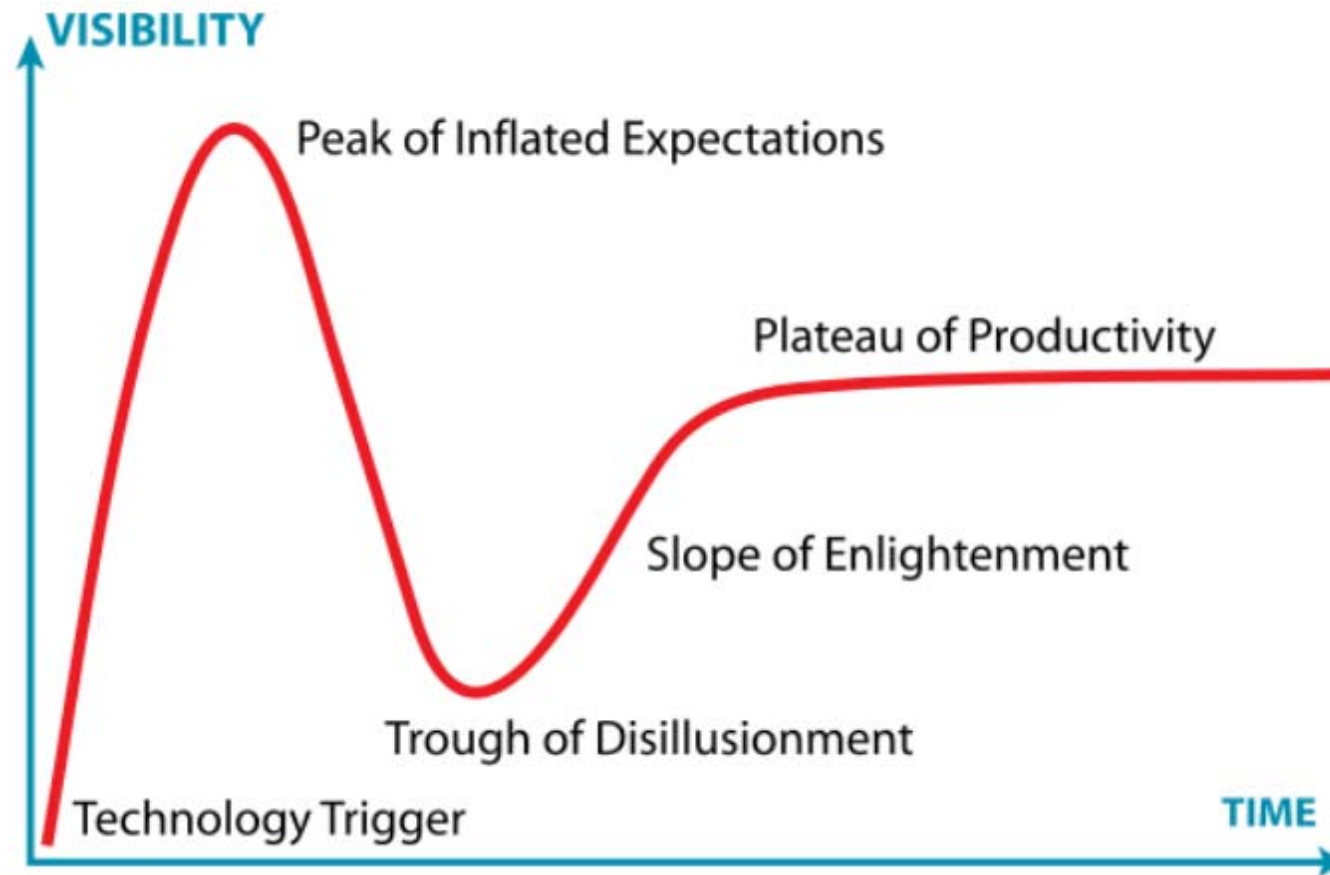
Last November, *The New York Times* declared 2012 "The Year of the MOOC." And with that pronouncement came a pronounced backlash. Well, maybe "backlash" is too strong a word, but

there is no doubt that once the hype cycle reached its zenith late last year, the rising chorus of voices declaring they are over MOOCs seemed to just keep getting louder.



Gartner Hype Cycle

加德纳技术成熟度曲线



http://en.wikipedia.org/wiki/Hype_cycle



Three Questions Leaders Should Ask

领袖应探讨的三个问题

- Why jump on the MOOC bandwagon?
为何要追随「大规模开放在线课程」的潮流？
- What is our institutional capacity to deliver a MOOC?
院校提供「大规模开放在线课程」的能力？
 - Technical 技术方面
 - Instructional 教学方面
 - **Library** 图书馆
- Where do MOOCs fit into our institution's e-learning strategy?
「大规模开放在线课程」在哪些方面可配合院校的电子学习策略？



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Thank you !

谢谢 !