



MOOCs and SPOCs: Where is the Library?

Peter E Sidorko

The University of Hong Kong

Overview

- What are MOOCs?
- Benefits and Limitations
- MOOCs and HKU
- Libraries and MOOCs: Opportunities and Challenges
- SPOCs

What are MOOCs?

- Massive Open Online Courses
- Online courses that are free and open to anyone
- “Canned” lectures, automated quizzes and tests
- Large scale – but low success rate (eg 5% pass rate)

MOOCs: see also

- Distance education
- MIT OpenCourseWare
- Khan Academy
- TED
- Social networking
- etc



Key Players

NAME	TYPE	FUNDING	BUSINESS MODEL	PARTNERS	COURSES
EdX (May 2012)	Academic	MIT, Harvard: \$30m each U. of Tex: \$5m Gates: \$1m	Non-profit; Plans to charge fee for certificates of completion	29 including MIT Harvard UC Berkeley HKU	59 courses at October 2013; 1,200,000 users
Coursera (April 2012)	Academic	VC: \$16m (KPCB, NEA) Add'l equity \$6m (including Cal Tech, Penn)	For-profit; Plans to charge for certification, testing, sale of student info, etc	83 University partners, including: Columbia U. Of Toronto U. of Washington	400 courses at June 2013 ; 4,700,000 users (Sept 2013)
Udacity (February 2012)	Academic	VC: \$22m (Andreesen Horowitz, Charles River, Steve Blank)	For-profit; In-person proctored exam \$89; Job placement; Plans for fee-based online secure exams	Notables: Sebastian Thrun Peter Norvig Steve Huffman	30 courses 750,000 users (January 2012)



Adapted from: Jim Michalko, *MOOCs and Libraries*,
<http://www.oclc.org/research/events/2013/03-18.html>



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MOOC benefits

Students

- Open and global
- No size limit
- No pre-requisites
- Free (mostly) education
- Student driven

Institutions

- Institutional mission
- Low costs
- Potential revenue
- Prestige
- Large volumes of data related to student behaviours

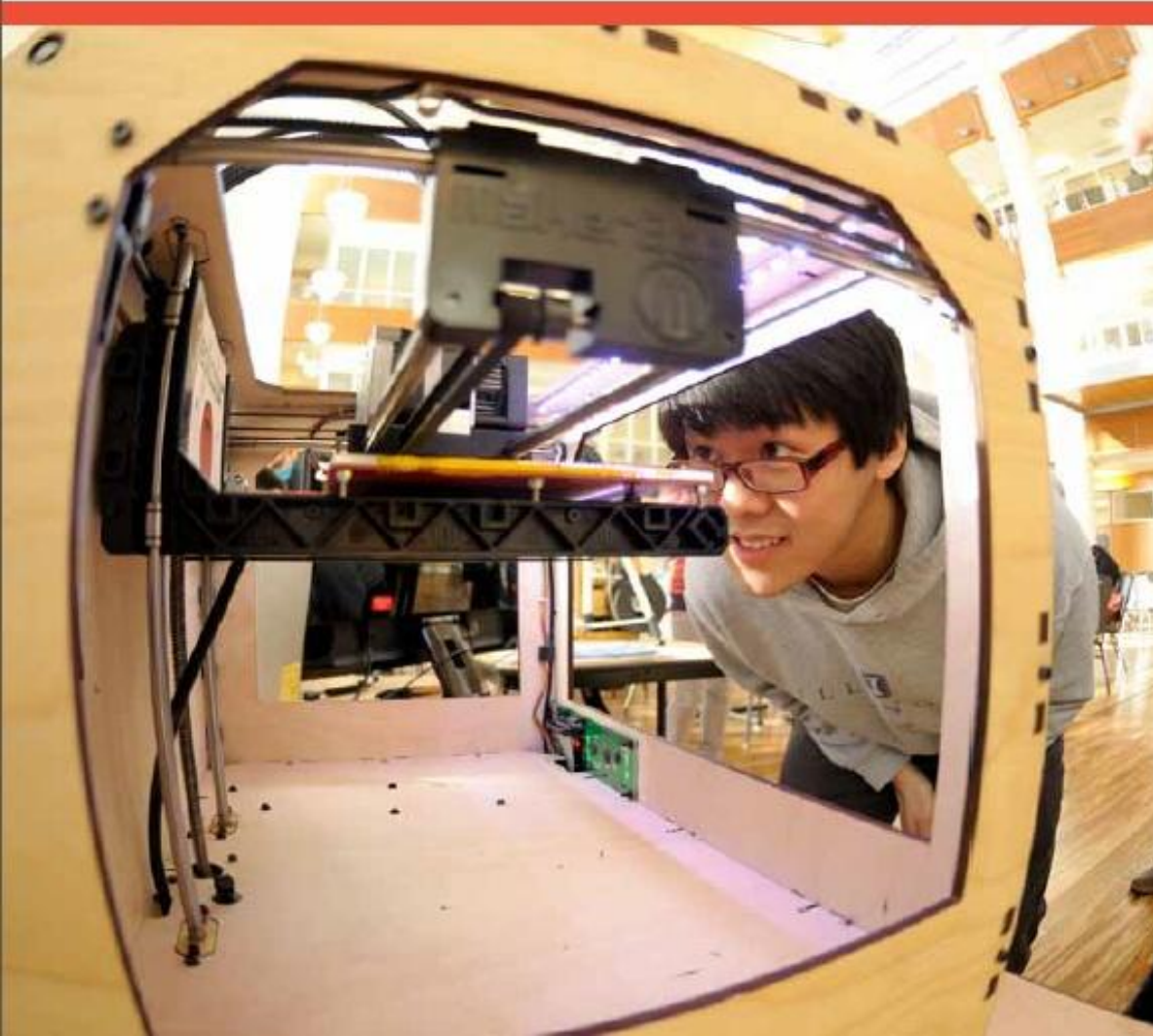
MOOC limitations

Students

- No formal accreditation
- No size limit (truly scalable?)
- No (little) student teacher interaction
- Assessment (Automated or crowdsourced)
- Cheating
- High participation – low success
- Limited support (e.g. library)

Institutions

- No pre-requisites
- Assessment (Automated or crowdsourced)
- Cheating
- 3rd party platforms
- “Next big thing” syndrome



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



Google+ #masterchef Meet us in the kitchen this Tuesday, July 9 +1

[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

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

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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



HKUx

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

MOOCs and HKU

- “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.”

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

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HKUx Subjects

- Vernacular heritage in Asia
- Law, economy and society
- Chinese and Western philosophy
- Infectious disease and public health



CREATING BETTER SOLUTIONS
for their campus and the world.

The colleges and universities that comprise the edX consortium are among the best in the world. They are dedicated to quality education both on campus and online. EdX is honored they have chosen to become part of the initiative by opening their virtual doors to the world.



Collaborative opportunities?



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Libraries and MOOCs: Opportunities

- Access to resources
- Recommending resources
- Physical space for MOOC students
- Copyright consultants to faculty
- Research support for faculty
- Embedded online information literacy tutorials
- "Ask a Librarian"
- Reaching a new client base

Libraries and MOOCs: Challenges

- Scale
- International diversity of student body
 - Language
 - Technology
 - Socioeconomic status
- Students not affiliated with the organisation
- Licensing of resources
- Third-party hosts (e.g. edX, Coursera etc)

What can librarians do?

- Take a MOOC
- Become a part of MOOC development
- Offer licensing and access support
- Develop course research guides
- Encourage MOOC use
- Create library MOOCs

Librarians: Your Most Valuable MOOC Supporters, *OEDb: Open Education Database*, May 16, 2013 <http://oedb.org/library/features/librarians-your-most-valuable-mooc-supporters/>

- “Much of what was said resonates with my thinking. The library can, and indeed should, play a part.”
- HKU Professor Amy B M Tsui, Pro-Vice-Chancellor (Teaching and Learning), email dated 22/5/2013.

Three Questions Leaders Should Ask

- Why jump on the MOOC bandwagon?
- What is our institutional capacity to deliver a MOOC?
 - Technical
 - Instructional
 - ***Library***
- Where do MOOCs fit into our institution's e-learning strategy?

What Campus Leaders Need to Know About MOOCs: An EDUCAUSE Executive Briefing
<http://net.educause.edu/ir/library/pdf/PUB4005.pdf>



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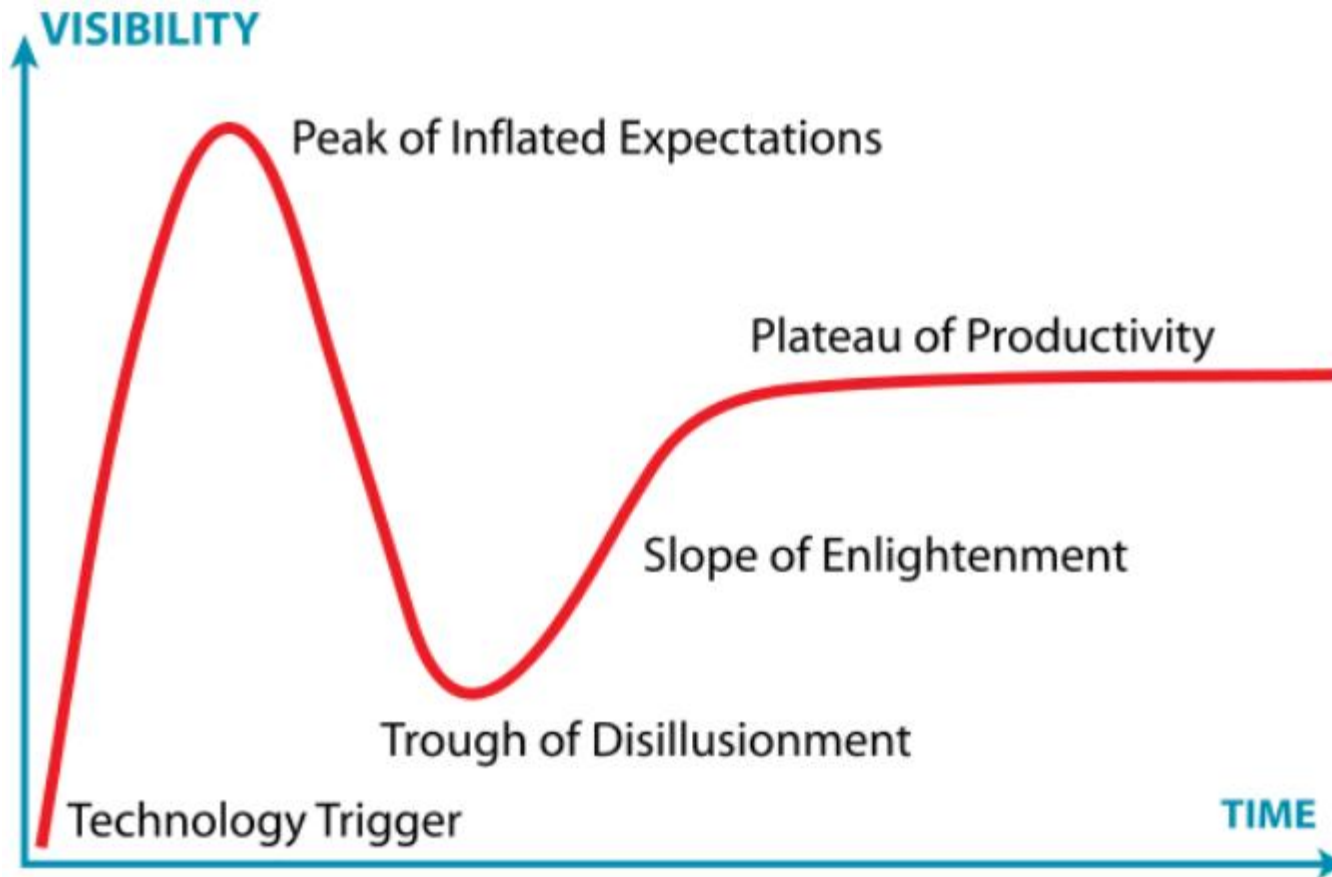
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MOOCs (massive open online courses) have been around a few years. My company, Udemy, has been around since 2010. However, it wasn't until 2012 that MOOCs became the so-called next big thing.

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



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

SPOCs: Solution to the Hype?



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Feature

SPOCs may provide what MOOCs can't

The acronym may be new, but the SPOC concept isn't

By: *Tim Goral*

[University Business, July 2013](#)

It's hard to follow higher education news these days without seeing a reference to MOOCs. The online learning platforms from edX, Coursera, Udacity, and others were launched to great fanfare over the last two years. Proponents praise them for their potential to change education, while critics chalk them up as more hype than hope.



SPOCs

- *Small Private Online Courses*
- MOOCs => SPOCs
- SPOCs => MOOCs

An Example of edX-based SPOC

- HLS1x, HarvardX, Jan-April 2013
- Enrollment: Limited to 500 participants
 - Diverse along many dimensions, including country of residence, age, occupation, educational background, and gender



Copyright

HLS1x Copyright will explore the current law of copyright and the ongoing debates concerning how the law should be reformed.

HarvardX

School:	HarvardX
Course code:	HLS1x
Classes start:	28 Jan 2013



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An Example of edX-based SPOC

- Actions for students
 - Watch pre-recorded lectures
 - Engage in interactive live webcasts of events in which guest speakers address especially controversial issues
 - Discuss legal problems in online forums
 - Participate once a week in an 80-minute online seminar (Most important)
 - Take a three-hour exam
 - Graded by teaching fellows

An Example of edX-based SPOC

- “Participants who receive passing grades will be awarded certificates of completion and will be provided written assessments of their degree of proficiency.”
- 500 participants are supervised by 21 teaching fellows
- “The limit on the enrollment does not mean, however, that we are not allowing access to the course materials; they are made publicly available.”

Another Example of edX-based SPOC

- HKS211.1x, HarvardX, Oct- 2013
 - About “American National Security”
 - “This course will be offered in an experimental format. **You may apply to be among 500 participants in the Harvard Online Classroom or you may enroll in the course (no application required) as an auditor by clicking the blue "Register for HKS211.1x" button on this page.** Those admitted to the Harvard Online Classroom will watch the videos, read approximately 75 pages a week, complete ALL assignments including three Strategic Options Memos by the deadlines set in the course, participate in sections led by Harvard Teaching Fellows, and contribute to moderated discussion forums with students online and in the Harvard campus classroom. At the conclusion of the course, those students who have satisfied all the requirements will receive a HarvardX certificate. ”

Libraries and SPOCs: Same issues

Opportunities

- Access to resources
- Recommending resources
- PL
- students
- Copyright consultants to faculty
- Re
- Embedded online information literacy tutorials
- "Ask a Librarian"
- Reaching a new client base

Challenges

- Scale
- Language
- Technology
- Socioeconomic status
- with
- the organisation
- Licensing of resources
- Third-party hosts (e.g. edX, Coursera etc)

EXCEPT?

Scale and \$\$\$

Where is the Library?

- Information resources
- Intellectual property
- Digital preservation
- Information delivery
- Information literacy
- Curriculum support
- Partnering with campus players
- Championing open access.

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Thank you !