Open(ing up) Education: OCW, OER, MOOCs in a conventional world - what’s up in Europe?

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- MOOCs
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- What about ‘Open’?
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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!
MOOCs

**Massive Open Online Courses**

**Courses:** courses, mostly in a fixed schedule of n weeks, to be completed with a certificate of participation (and sometimes through third parties, proctored and with a fee - with a for-credit-certificate)

**Online:** through internet, generally based on video lectures + facilitated interaction + automated feedback and self-tests

**Massive:** many participants: the first xMOOC had 160,000, but meanwhile after the enormous MOOCs expansion …

**Open:** freely accessible (no fee, no entry requirements), independent on place and time, but ‘open’ is more …
Something New in Shock-thriller Education
EdUCKA presents An Infinite Scale Production

MOOC HYSTERIA

starring
Stanford University
University of Virginia
<insert your institution here>

Produced by Daphne Koller
Directed by Sebastian Thrun
MOOCs in variety …

> **cMOOCs (network):** in 2008 the first by Siemens & Downes (Manitoba) about ‘Connectivism and Connective Knowledge’ with 25 students plus 2.300 participants

> **xMOOCs (content):** in autumn 2011 the first by Norvig & Thrun (Stanford) about ‘Artificial Intelligence’ with 160.000 participants (23.000 ‘completed’)

Meanwhile enormous expansion in courses and universities

> More diversification: **mMOOCs, OLDS MOOCs, mOOCs, …**

> **OpenupEd MOOCs (‘classical’/OU & digital openness):** launched in April 2013 by EADTU, joint press release with the EC (11 partners, 12 languages)
European MOOC Stakeholder Summit

June 6-7 at **EPFL in Lausanne** (70 people)

European response in MOOCs movement, so far US dominated

> EU universities **join US consortia** Coursera or edX
> **One pan-European** initiative **OpenupEd** (OUs mainly)
> New platforms in EU: Spain (**MiriadaX**), Germany (**Iversity**), UK (**FutureLearn**) {+ since Oct. France (**FUN**)}

**Some observations**

> **EU assets**: Bologna/ECTS, (virtual) Erasmus, research record, multicultural, public funding
> **Issues**: diversity, quality, lifelong learning, learning analytics, degree of openness (e.g. licensing!)
> **Universities role crucial in**:
  > overall curriculum, providing services, social experience, dialogue researchers, infrastructure, a brand, …
EU: ‘Opening up Education’

> 25/9 launched: Finally but Timely <

> Relevant and Significant <

> Phrasing plus Budget (2014-2020) <

> Broad Scope (DGs CONNECT + EAC) <

Innovative teaching and learning for all through ICT

Reshaping/modernizing EU education through OER

Digital competencies, infrastructures, interoperability

Equity, quality, visibility, licensing, certification

> Concerted effort / integrated approach <
OuE well-chosen umbrella

Open(ing up) Education (OuE) seems a subtle change to OE but is pretty relevant …

> OuE underlines the dynamics and the process < (there is no fixed model for education over time)

> OuE can adequately accommodate diversity < (there is no single ideal model for education)

Brings in Nuance
What’s really new in OuE?

Not so much …

> ICT for teaching and learning <
> Equity and Quality <
> Infrastructures <
> Digital competencies <
> Digital content <

But more so …

Open Educational Resources (OER) & MOOCs being part of O(u)E
What about ‘Open’ in the digital world?

Family regarding free online availability:

- Open Source (software)
- Open Access (scientific output)
- Open Content (creative output)

Open Educational Resources / OER (learning materials)
What about ‘Open’ in education?

Open Education

✓ Open Learning (1971 OU-UK; other OUs)
✓ Open CourseWare (2001: MIT)
✓ Open Educational Resources (2002: UNESCO)
✓ Open Education (2008: Cape Town Declaration)
✓ Massive Open Online Courses (2011: xMOOCs / 2008: cMOOCs)

Opening up Education (2013: EU)
“Open education is a collective term that refers to educational organizations that seek to eliminate barriers to entry. Such institutions, for example, would not have academic admission requirements. Such universities include Open University in Britain and Athabasca University in Canada. Such programs are commonly distance learning programs like e-learning, mooc and opencourseware, but not necessarily.”
Open education is a collective term to describe institutional practices and programmatic initiatives that broaden access to the learning and training traditionally offered through formal education systems. The qualifier "open" of open education refers to the elimination of barriers that can preclude both opportunities and recognition for participation in institution-based learning. One aspect of openness in or "opening up" education is the development and adoption of open educational resources.

Institutional practices that seek to eliminate barriers to entry, for example, would not have academic admission requirements. Such universities include Open University in Britain and Athabasca University in Canada. Such programs are commonly distance learning programs like e-learning, mooc and opencourseware, but not necessarily. Where many e-learning programs are free to follow, the costs of acquiring a certification may be a barrier, many open education institutes offer free certification schemes accredited by organisations like UKAS in the UK and ANAB in the USA where others offer a badge.”
What about ‘Open’ in OER?

“OER are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. Open educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.”

(Hewlett Foundation)
OER is NOT Open Education more components are required ...
Open Education (Supply)

OER

Open Education

OLS

OTE
Open Learning Services (OLS)

Complementary to OER, *free or to be paid*, and including a variety of *online* and *virtual facilities* for: tutoring, advice, meetings, communities, teamwork, presentations, testing, examination, consulting sources, internet navigation, etcetera …
Open Teaching Efforts (OTE)

Complementary to OER and OLS, to be paid for, referring to the human contribution to the education provided, the efforts of teachers, instructors, trainers, developers, and support staff in their various roles, in a professional, open, and flexible learning environment and culture.
Open Education is **NOT** Supply side only should also include *Demand side* ...
Open Education *(plus Demand)*

- Open to Learners’ Needs
- Open to Employability & Capabilities development
- Open Learning Services
- Open Teaching Efforts

- OER
- OLN
- OEC
- OLS
- OTE

United Nations Educational, Scientific and Cultural Organization
UNESCO Chair in Open Educational Resources
Open Universiteit www.ou.nl
Open to Learners’ Needs (OLN)

*Learners expect* affordable, ‘do-able’, good quality, interesting, beneficial education, *but also the ‘classical’ openness (OUs):* freedom of time / pace / place, open entry, open programming, *and provisions for lifelong learning,* credentialing, smooth switching between formal and informal learning, etcetera …
Open to Employability & Capabilities development (OEC)

‘Society’ expects education to suit the changing society and labour market, the decisive role of knowledge and innovation, and the influence of globalization, but also to offer scope for new skills, critical thinking, ethics, creativity, personal growth, and citizenship.
5COE Model

> does justice to diversity <

> to be used for mapping <
‘Fingerprints’ in 5COE model

Example nr. 1

Institutional profile (fully converted to OER) in Open(ing up) Education
‘Fingerprints’ in 5COE model

Example nr. 2

Institutional profile

(more traditional, but …) in Open(ing up) Education
‘Fingerprints’ in 5COE model

Example nr. 3

Institutional profile

(more traditional, but …)

in Open(ing up) Education

in the FUTURE …
‘Fingerprints’ in 5COE model

Example nr. 4
Typical xMOOC as positioned in Open(ing up) Education
‘Fingerprints’ in 5COE model

Example nr. 5
Typical cMOOC as positioned in Open(ing up) Education
‘Fingerprints’ in 5COE model

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Not recommended to have all sliders extreme left or extreme right

... with an exception for OER ...

31
No-REGRET with OER (1) ...

Indeed 100% OER can be beneficial and proper in all cases regardless of:

> institutional identity
> learning philosophy
> educational sector
> political context

and ... for ALL LEARNERS!

0% 100%

OER
OLS
OTE
OLN
OEC
Government’s Responsibilities for Education

Governments have a threefold responsibility for education and its system, that is to promote and ensure

> accessibility <
> quality <
> efficiency <

in a sustainable manner
Education 3D Performance Deadlock (unaltered circumstances / conditions)

‘Starting situation’

- Accessibility
- Efficiency
- Quality

‘Increased efficiency’

- Accessibility
- Efficiency
- Quality

‘Higher quality’

- Accessibility
- Efficiency
- Quality

(Based on the ‘Iron Triangle’ by Sir John Daniel)
Hypothesis

Performance *improvement* along *one dimension* inevitably *deteriorates* the performance along one or both of the *other dimensions*, at least at *unaltered* circumstances and conditions.
Education 3D Performance (after an OER system intervention)

'Starting situation'

Accessibility

Efficiency

Quality

'OER situation'

Accessibility

Efficiency

Quality

OER Innovation
The OER System *Intervention* ...

... *facilitates* performance *improvement* along *all three dimensions* simultaneously:

- **Accessibility** by free online availability of learning materials
- **Quality** by involvement of many experts and users in various roles
- **Efficiency** by not replicating other’s efforts

... and has the features to make the educational system *more sustainable* than it currently is

This *powerful ‘logic’* holds for *OER, not* (necessarily) for *OE as a whole*
No-REGRET with OER (2) 

According to this line-of-thought *governments* should feel encouraged to *embrace* and *mainstream* OER through an explicit governmental *OER policy* including a set of specific *OER measures*.

Within such a *context* it is *easier* and more plausible for educational *institutions* to *convert to OER* which will turn out to be a significant contribution to the *modernization* and innovation of education.
Pan-European OpenupEd MOOCs

Launched April 25

Joint press release EADTU & European Commission

European values: **Equity, Quality, and Diversity**

> Learner at the Centre <
> High-quality Learning Materials <
> Self-study Model <
> Diversity in Language and in Culture <

In *Tradition* of acclaimed *Open Universities model*

*First* and so far *only pan-European* MOOCs initiative
OpenupEd partnership

At the launch, from the EU:
France, Italy, Lithuania, the Netherlands, Portugal, Slovakia, Spain, the UK

Outside the EU, from:
Russia, Turkey, Israel

Planning to join, from the EADTU membership:
Cyprus, Denmark, Estonia, France (+1), Greece, Ireland, Poland (2x), Slovenia, Spain (+1)

Open to other partners: 20 requests worldwide
OpenupEd: perspective

Growing number of courses and partners
Increase number of learners (almost no marketing so far)

Open to partnering with ‘traditional’ universities
Reach out to open universities in Africa, Asia and Latin America

Sharing expertise in perspective of opening up education for all

Contribute to the EU modernization agenda for HE

Showcase MOOCs can indeed contribute to open education

Indication of growing student enrolments in regular operation and of increasing institutional prestige
Final observations and recommendations
MOOCs: a common sense view

No ‘early adopters’ any more, so not those benefits
‘Exclusivity’ is dissolving with the expansion of #providers
‘Massiveness’ is diluting with the steep increase in #courses

Sky-high expectations are an illusion, wishful thinking … (e.g. ‘monopoly’ goal of 1 Billion students around the world)

Business models are not yet indisputably sustainable

Still large dynamics, also in strategies, with all players!
Open(ing up) Education / OuE in a conventional world

Our *conventions* generate resistance against *change*

Let MOOCs be a *change agent*, but within the *OuE perspective*

Utilize the *power* of ‘Open’ but *cherish diversity* (5COE)

‘No-regret with OER’ requires *government OER policies* targeting full conversion to *OER in 5-10 years* from now

*Welcome OpenupEd* as an example of an *EU MOOCs road*

Be aware: the *MOOCs* movement will ‘*normalize*’ within *3 years*

*Let us* (the ‘human factor’) be a *carrier* of the *European OuE expedition* even though the final outcome is not set …
THANK YOU!
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