
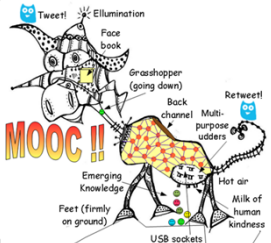


## The Mass Movement to MOOCs: Part I. Past Year Recap of MOOC and Open Ed News

**Curtis J. Bonk,**  
Professor, Indiana University  
cjbonk@indiana.edu  
<http://mypage.iu.edu/~cjbonk/>



## What is a MOOC?




What is a MOOC?

**Gordon Lockhart, iBerry, <http://iberry.com/>**  
<http://p945-coursepress.com/2011/03/28/cv111open-the-mooc-is-smooth-as-silk/>


## Poll #1: Have you participated in a MOOC before?

**A. Yes**  
**B. No**




## June 21, 2011 (and February 16, 2012)

**Ray Schroeder, U of Illinois at Springfield Guest  
Speaker on Open Education Movement**  
<http://breeze.iu.edu/p94lec5su62/>




## August 2, 2011 Massive Open Online Courses (MOOC) and Graded Free OCW,

Stanford U. Offers Free Online Course in Artificial  
Intelligence, Jie Jenny Zou, Chronicle of Higher Education  
(over 135,000 sign up as of August 27)  
<http://www.ai-class.com/>



## September 15, 2011, Graded Free OCW Welcome to Stanford Engineering, Everywhere (SEE) <http://see.stanford.edu/>

A computer and an Internet connection are all you need. View lecture  
videos, access reading lists and other course handouts, take quizzes and  
tests, and communicate with other SEE students, all at your convenience.



**November 3, 2011**  
**The Floating University**  
<http://www.floatinguniversity.com/>

*What if the world's best thinkers all taught at the same school?*

**Paul Bloom, Professor of Psychology, Yale University**  
 What Compassion, Racism, and Sex Tell Us About Human Nature

**MICHO KAKU, Professor of Physics, CUNY**  
 The Universe in a Nutshell: The Physics of Everything.

\$39.99

**January 23, 2012**  
**Udacity- Sebastian Thrun**  
<http://www.udacity.com/>

**UDACITY**  
 We believe university-level education can be both high quality and low cost. Using the resources of the Internet, we've recruited some of the greatest teachers to teach tens of thousands of students all over the world.

**CS 101: BUILDING A SEARCH ENGINE**  
 Taught by Professor David Foray and Professor Shriram Srinivas

**CS 373: PROGRAMMING A ROBOTIC CAR**  
 Taught by Professor Sebastian Thrun

**February 15, 2012**  
**Guess what! You just got into MIT! Free ride! Kind of!**  
**Marketplace Tech Report, John Moe,**  
<http://www.marketplace.org/shows/marketplace-tech-report>

AMERICAN PUBLIC MEDIA  
**Marketplace**

TECH

Guess what! You just got into MIT! Free ride! Kind of!

**February 16, 2012**  
**Online Badges and Certifications from OER**  
**University of Illinois at Springfield, Ray Schroeder**  
<https://sites.google.com/site/opencontinuinged/>

Badges and other alternative certifications

Some sample badges:

How Will Mozilla's Open Badges Project Affect Higher Ed? by Audrey Watters, Hack [Higher] Education - Inside Higher Ed

The Open Badges Project is a recognition that "learning looks very different today than traditionally imagined. Legitimate and interest-driven learning is occurring through a multitude of channels outside of formal education, and yet much of that learning does not "count" in today's world. There is to demonstrate that learning and transfer it across contexts or use it for real results," Mozilla's Eric Knight told me in an interview for O'Reilly.

**February 21, 2012**  
**Rethinking Learning with Salman Khan**  
**Stanford Graduate School of Business**  
<http://www.youtube.com/watch?v=W-vj6BhQa5w>  
**Khan Academy Founder Finds Simplicity Appeals in Online Education Experimentation**  
<http://www.gsb.stanford.edu/news/headlines/sal-khan-academy.html>  
**Let's use video to reinvent education, TED, March 2011**  
[http://www.ted.com/talks/salman\\_khan\\_let\\_s\\_use\\_video\\_to\\_reinvent\\_education.html](http://www.ted.com/talks/salman_khan_let_s_use_video_to_reinvent_education.html)

YouTube: Rethinking Learning with Salman Khan

TED Ideas worth spreading

TALKS  
 Salman Khan: Let's use video to reinvent education

**March 13, 2012**  
**Educational Videos: TED-Ed**  
<http://education.ted.com/>

TED-Ed LESSONS WORTH SHARING

mid-den

TED-Ed Launches on YouTube

**April 18, 2012**  
**Coursera**  
 Online-Education Start-Up Teams With Top-Ranked Universities to Offer Free Courses,  
[\(https://www.coursera.org/\)](https://www.coursera.org/)

**April 25, 2012**  
**MIT+K-12**  
 Making Video to Make a Difference  
<http://k12videos.mit.edu/>

**April 27, 2012**  
 Introduction to Blackboard/CourseSites MOOC, With Dr. Curt Bonk: "Instructional Ideas and Technology Tools for Online Success" (4,039 now enrolled)  
<http://www.youtube.com/watch?v=rBNe8CUePTQ&feature=youtu.be>

**April 29, 2012**  
 Open Education's Wide World of Possibilities, Chronicle of Higher Education, Katherine Mangan  
[http://chronicle.com/article/Open-Education's-Wide-World-of-Possibilities/131672?cid=at&utm\\_source=at&utm\\_medium=em](http://chronicle.com/article/Open-Education's-Wide-World-of-Possibilities/131672?cid=at&utm_source=at&utm_medium=em)

**April 29, 2012**  
 'Supersizing' the College Classroom: How One Instructor Teaches 2,670 Students  
 Chronicle of Higher Education, Marc Parry  
<http://chronicle.com/article/Slide-Show-Technology-for/131711/>

John Boyer teaches a mega-class in current events at Virginia Tech in person—and holds online office hours using Ustream.

**May 2, 2012**  
 MIT and Harvard announce edX  
 EdX: The Future of Online Education is Now  
<http://www.edxonline.org/about.html>  
<http://www.youtube.com/watch?v=SA6ELDIRRU>



**May 20, 2012**  
 Revenge of the Underpaid Professors, Chronicle of HE  
<http://chronicle.com/article/Revenge-of-the-Underpaid/131919/>  
**Udemy**  
<http://www.udemy.com/>

**June 5, 2012**  
 Certificates: Gateway to Gainful Employment and College Degrees, Anthony P. Carnevale, Stephen J. Rose, Andrew. R. Hanson, Georgetown University, Center on Education and the Workforce  
[http://www7.georgetown.edu/grad/appi/hpi/cew/pdfs/Certificates\\_FullReport\\_061812.pdf](http://www7.georgetown.edu/grad/appi/hpi/cew/pdfs/Certificates_FullReport_061812.pdf)

**June 11, 2012**  
 4 Professors Discuss Teaching Free Online Courses for Thousands of Students  
 Chronicle of Higher Education  
<http://chronicle.com/article/4-Professors-Discuss-Teaching/132125/>

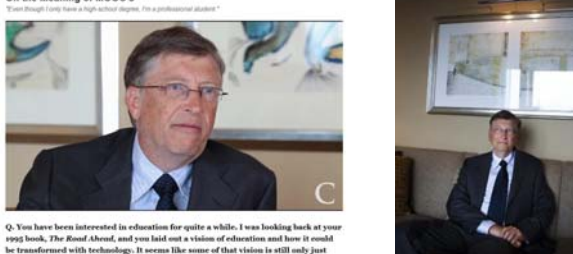
**June 18, 2012**  
 Udacity to Launch 5 New Courses, from Statistics to Physics. Shooting for Largest Online Class Ever, Open Culture  
[http://www.openculture.com/2012/06/udacity\\_to\\_launch\\_5\\_new\\_classes.html](http://www.openculture.com/2012/06/udacity_to_launch_5_new_classes.html)

**June 19, 2012**  
 Piazza Makes Stanford's iTunes U App Development Course Social, Forbes, Tomio Geron and  
**Stanford Social Network Class of 400,000**

**June 19, 2012**  
 UW System to offer new 'flexible degree' program, Matthew DeFour, Wisconsin State Journal

**June 25, 2012**  
**Massive Open Online Courses (MOOCs)**  
**A Conversation With Bill Gates About the Future of Higher Education, Chronicle of HE, Jeffrey R. Young**  
[http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591?cid=at&utm\\_source=at&utm\\_medium=em](http://chronicle.com/article/A-Conversation-With-Bill-Gates/132591?cid=at&utm_source=at&utm_medium=em)

On the Meaning of MOOC's  
 "You thought I only have a high school degree. I'm a professional athlete!"



Q: You have been interested in education for quite a while. I was looking back at your 1996 book, *The Road Ahead*, and you laid out a vision of education and how it could be transformed with technology. It seems like some of that vision is still only just emerging, so many years later. Did it take longer than you thought it would?


**June 25, 2012**  
**How Would You Like a Graduate Degree for \$100, Forbes, George Anders**  
<http://www.forbes.com/sites/georgeanders/2012/06/05/udacity-sebastian-thrun-disrupting-higher-education/>

Forbes New Posts Most Popular Lists

How Would You Like A Graduate Degree For \$100?

This story appears in the June 25, 2012 issue of Forbes Magazine.

Ask Sebastian Thrun what makes him tick, and the inventor and Google Fellow offers up three favorite themes: big open problems, a desire to help people and "disrespect for authority." Thrun, 45, has been aiming high—and annoying the old guard—for nearly two



**July 2, 2012**  
**Sign Up for Google's Power Searching Online Course to Boost Your Google-Fu**  
<http://lifefacker.com/5222804/sign-up-for-googles-power-searching-online-course-to-boost-your-google-fu>

Google Inside Search

Power Searching with Google

...a short course on becoming a great internet searcher

Google Search makes it amazingly easy to find information. Come learn about the search advanced tools and tricks to help you find what you need and the best information when the stakes are high.



Course Details

Power Searching with Google is a free online, self-paced course showing search techniques and how to use them to solve real-world, everyday problems. It includes:

- 10 Modules
- 100+ Videos
- 100+ Exercises
- 100+ Quizzes
- 100+ Assignments
- 100+ Projects
- 100+ Certificates

Ready to get started?

Registration is open from June 20, 2012 to July 10, 2012. We recommend that you register before the first class is released on July 16, 2012. A new course will become available starting on July 16, 2012 and ending on July 19, 2012. A new course will become available starting on July 19, 2012 and ending on July 22, 2012. A new course will become available starting on July 22, 2012 and ending on July 25, 2012.

**July 17, 2012**  
**After Leadership Crisis Fueled by Distance-Ed Debate, UVa Will Put Free Classes Online, Chronicle of HE, Nick DeSantos**  
<http://chronicle.com/article/After-Leadership-Crisis-Fueled/132917/>

Teresa Sullivan Will Step Down as UVa's President After 2 Years in Office

By Jack Stripling

Teresa A. Sullivan will resign as the University of Virginia's president after just two years in office, the university and Ms. Sullivan announced on Sunday. While neither gave a specific reason, both alluded to significant disagreements between Ms. Sullivan and the Board of Visitors about how best to position the historic institution for success in the 21st century.

In a brief statement, Ms. Sullivan, who will resign effective August 15, cited an unexpected "philosophical difference of opinion" with the board. While her listing as the university's first female president was greeted with much fanfare in 2010, the board expressed an impatience Sunday for institutional transformation that has, by its members' accounts, yet to occur.

After Leadership Crisis Fueled by Distance-Ed Debate, UVa Will Put Free Classes Online

By Nick DeSantos

Before the University of Virginia's president, Teresa A. Sullivan, was abruptly removed from office last month, her critics on UVa's governing board expressed concern about being left behind in the emerging technological arena over an university's mission.

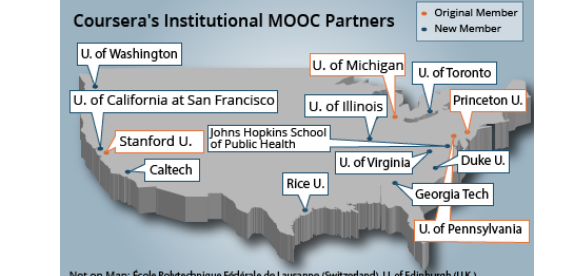
Their wait now appears to be over.



**July 17, 2012**  
**Into the Fray, Steve Kolowich, Inside Higher Education**  
<http://www.insidehighered.com/news/2012/07/17/uva-and-11-others-become-latest-plan-moocs#ixzz20uq9Jx6w>

Coursera's Institutional MOOC Partners

- Original Member
- New Member



U. of Washington (Original Member)  
 U. of California at San Francisco (Original Member)  
 Stanford U. (Original Member)  
 Caltech (Original Member)  
 Johns Hopkins School of Public Health (Original Member)  
 U. of Michigan (Original Member)  
 U. of Illinois (Original Member)  
 U. of Virginia (Original Member)  
 Rice U. (Original Member)  
 U. of Pennsylvania (Original Member)  
 U. of Toronto (Original Member)  
 Princeton U. (Original Member)  
 Duke U. (Original Member)  
 Georgia Tech (Original Member)

Not on Map: École Polytechnique Fédérale de Lausanne (Switzerland), U. of Edinburgh (U.K.)  
 Source: Coursera  
 Designed by Lauren Rouppas

**July 23, 2012**  
**Coursera course on Internet History, Technology, and Security, Chuck Severance 42,000+ sign up...**  
<https://www.coursera.org/#/course/insidetheinternet>

COURSERA COURSES ABOUT MY COURSE ONLY

Internet History, Technology, and Security

What is the Internet? How was it created? How does it work?

Next Session is July 23rd 11:00 AM EDT

Week 1: A history of the Internet, Technology and Security

What is the Internet? How was it created? How does it work?

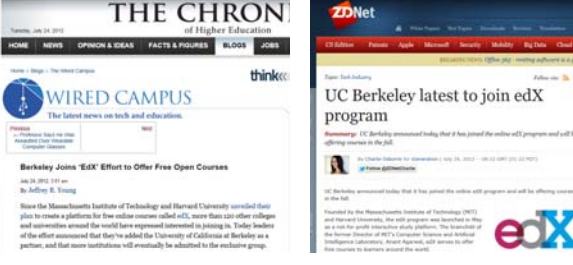
About the Course



**July 23, 2012**  
**Designing a New Learning Environment,**  
**Paul Kim, Stanford**  
[http://www.youtube.com/watch?v=wodMxVWng\\_M&feature=youtu.be](http://www.youtube.com/watch?v=wodMxVWng_M&feature=youtu.be)



**July 24, 2012**  
**UC Berkeley latest to join edx program,**  
**Charlie Osborne, ZDNet**  
<http://www.zdnet.com/uc-berkeley-latest-to-join-edx-program-700001460/>  
<http://chronicle.com/blogs/wiredcampus/uc-berkeley-latest-to-join-edx-program-700001460/>



**July 26, 2012**  
**An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young**  
<http://chronicle.com/article/Multimedia-Why-Do-Students/131161/>



Kimberly Spillman, 38, San Diego  
 "I was socializing with students way more than I ever had. We'd hang out in the pub."

Charles Clark, 59, Washington, D.C.  
 "I could have bought a book, but I think having a fixed deadline has a lot of value."

Yichuan Cao, 23, Mountain View, Calif.  
 "I probably wouldn't put that on my resumé, but I would say I know how to do it."

Amy Tam, 42, Sunnyvale, Calif.  
 "What I am hoping for is, if there are questions, the local study group will help."

**July 29, 2012**  
**An Upstart Free Course Provider Holds a Cookout to Meet Its Students, Chronicle of Higher Education, Jeffrey R. Young**  
[http://chronicle.com/article/Courses-a-Massive-Thrives-a-Massive-Why-Do-Students/131227704-at/kum\\_source-at/kum\\_medium.com](http://chronicle.com/article/Courses-a-Massive-Thrives-a-Massive-Why-Do-Students/131227704-at/kum_source-at/kum_medium.com)



**August 2, 2012**  
**At New Online University, Advertisers Will Underwrite Free Degrees, Chronicle of HE, Wired Campus, Angela Chen,**  
<http://chronicle.com/blogs/wiredcampus/at-new-online-university-advertisers-will-underwrite-free-degrees/38483>



**August 4, 2012**  
**Why Have Students Been Left Out of the MOOC Discussion?, HASTAC, Cathy Davidson**  
<http://hastac.org/blogs/cathy-davidson/2012/08/04/why-have-students-been-left-out-mooc-discussion>





**August 5, 2012**

**MOOCs From Elite Colleges Transform Online Higher Education, Huffington Post, Terence Chea**  
[http://www.huffingtonpost.com/2012/08/05/mooc-massive-open-online-courses\\_n\\_1744430.html](http://www.huffingtonpost.com/2012/08/05/mooc-massive-open-online-courses_n_1744430.html)

**MOOCs From Elite Colleges Transform Online Higher Education**

AP 1 By TERENCE CHEA  
 Posted: 08/05/2012 2:08 pm Updated: 08/05/2012 8:52 am

1,434 people like this. Be the first of your friends.




**August 8, 2012**

**Holy Apostles To Offer Massive Open Online Courses, Campus Technology, Mike Hohenbrink**  
<http://campustechnology.com/articles/2012/08/08/holy-apostles-to-offer-massive-open-online-courses.aspx>



**August 10, 2012**

**Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed**  
<http://chronicle.com/blogs/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind/28801>



**August 10, 2012**

**Coursera Hits 1 Million Students, With Udacity Close Behind, Jeffrey R. Young, Chronicle of Higher Ed**  
<http://chronicle.com/blogs/wiredcampus/coursera-hits-1-million-students-with-udacity-close-behind/28801>

**Coursera** said that it had students registered in 196 countries. The highest proportions are in the United States (38 percent), Brazil (6 percent), India (5 percent), and China (4 percent).


The breakdown is similar at **Udacity**, which says it has students in 203 countries, with the greatest numbers hailing from the United States (42 percent), India (7 percent), Britain (5 percent), and Germany (4 percent).

**August 16, 2012**

**Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses, Chronicle of Higher Education, Jeffrey R. Young**  
<http://chronicle.com/article/Dozens-of-Plagiarism-Incidents/133697>

August 16, 2012

**Dozens of Plagiarism Incidents Are Reported in Coursera's Free Online Courses**



By Jeffrey R. Young

Students taking free online courses offered by the startup company Coursera have reported dozens of incidents of plagiarism, even though the courses bear no academic credit. This week a professor leading one of the so-called Massive Open Online Courses posted a plea to his 39,000 students to stop plagiarizing, and Coursera's leaders say they will review the issue and consider adding plagiarism-detection software in the future.

In recent weeks, students in at least three Coursera humanities courses have complained

**August 20, 2012**

**What You Need to Know About MOOC's, Chronicle of Higher Education**  
[http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/134757?cid=ai&utm\\_source=cs&utm\\_medium=an](http://chronicle.com/article/What-You-Need-to-Know-About-MOOCs/134757?cid=ai&utm_source=cs&utm_medium=an)



## August 20, 2012

### What You Need to Know About MOOC's, Chronicle of Higher Education

[http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm_source=at&utm_medium=en)

## August 20, 2012

### What You Need to Know About MOOC's, Chronicle of Higher Education

[http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm_source=at&utm_medium=en)

## August 24, 2012,

### Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism, Chronicle of Higher Education, Jeffrey R. Young

[http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/article/What-You-Need-to-Know-About-1334757?cid=at&utm_source=at&utm_medium=en)

**Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism**

August 24, 2012, 2:31 pm  
By Jeffrey R. Young

Leaders of Coursera, an upstart company offering free online courses by professors at well-known universities, this week added a feature designed to curb incidents of student plagiarism on homework assignments.

## August 27, 2012

### Online University For All Balances Big Goals, Expensive Realities, Claudio Sanchez, NPR

<http://www.npr.org/blogs/allthingsconsidered/2012/08/27/160116814/online-university-for-all-balances-big-goals-expensive-realities>

**Audio:** <http://www.npr.org/player/2/mediaplayer.html?audio=1411141011&audio=1401140144&1401140144>

Students work at the University of the People student computer center in Haiti. Students from 129 countries are currently enrolled with the institution

Naylea Omayra Villanueva Sanchez says her location near the Amazon rain forest in Peru, combined with a disability, makes a traditional university education impossible.

## August 31, 2012

### Newt and the MOOC Inside Higher Ed, Paul Fain

<http://www.insidehighered.com/news/2012/08/31/newt-ty-cunns-kaplan-platform-gop-convention>

## September 3, 2012

### Online Learning: More Than MOOC's, Chronicle of HE, Beatrice Marovich

<http://chronicle.com/article/More-Than-MOOCs/134014/>

**The Chronicle Review**

September 3, 2012

**Online Learning: More Than MOOC's**

By Beatrice Marovich

It was never a dream of mine to become the sort of professor who teaches online. I'm willing to bet that most starry-eyed Ph.D. candidates—when they can stomach thoughts of their uncertain academic futures—imagine themselves captivating a lecture hall of hundreds. Or perhaps sensitively orchestrating a rousing seminar discussion. They dream about teaching in the flesh, in a meastpace classroom.



**September 3, 2012**  
**Before You Jump on the Bandwagon ...**,  
 Chronicle of HE, Alison Byerly  
<http://chronicle.com/article/Before-You-Jump-on-the/134090/>

**September 3, 2012**  
**The Future Is Now, and Has Been for Years**,  
 Chronicle of HE, James J. O'Donnell  
<http://chronicle.com/article/The-Future-Is-NowHas/134070/>

**September 6, 2012**  
**A First for Udacity: a U.S. University Will Accept Transfer Credit for One of Its Courses**,  
 Chronicle of Higher Education, Katherine Mangan  
[http://chronicle.com/article/A-First-for-Udacity-Transfer/134076-at-um\\_source=ak.um\\_madison](http://chronicle.com/article/A-First-for-Udacity-Transfer/134076-at-um_source=ak.um_madison)

September 6, 2012  
**A First for Udacity: a U.S. University Will Accept Transfer Credit for One of Its Courses**  
 By Katherine Mangan

A Colorado university is announcing on Thursday that it will give full transfer credit to students who complete a free introductory computer-science course offered by the online-education start-up company Udacity.

The announcement, by Colorado State University's Global Campus, is a milestone for the Stanford University spinoff.

**September 6, 2012**  
**edX Offers Proctored Exams for Open Online Course**,  
 Chronicle of HE, Marc Parry  
<http://chronicle.com/article/edX-offers-proctored-exams-for-open-online-course/29658>  
**MOOCing On Site, September 7, 2012, Steve Kolowich**  
<http://www.insidehighered.com/news/2012/09/07/moocing-on-site-testing-debts-strength-in-use-grading-edx-mooc-students>

**edX Offers Proctored Exams for Open Online Course**  
 September 6, 2012, 3:11 pm  
 By Marc Parry

Students enrolled in a free open online course offered through edX will now have the option of getting their learning validated with a proctored final exam, under a new program announced today.

The nonprofit online-learning venture, founded by MIT and Harvard, will let students take on-site exams administered by the Pearson VUE service, which has more than 450 testing centers in more than 120 countries. Students who pass the tests will receive certificates noting that they completed a proctored exam.

**September 10, 2012**  
**AngryMath: Udacity Statistics 101**  
<http://www.angrymath.com/2012/09/udacity-statistics-101.html>

**September 12, 2012**  
**The MOOC Survivors, Inside Higher Education, Steve Kolowich**  
<http://www.insidehighered.com/news/2012/09/12/edx-exams-demographic-mooc-persistent-mooc-students>

**September 12, 2012**  
**Course Builder Intro Video**  
[http://www.youtube.com/watch?feature=player\\_embedded&v=GAY5iCoVnA8](http://www.youtube.com/watch?feature=player_embedded&v=GAY5iCoVnA8)

The image shows a YouTube video player interface. The video title is 'Course Builder Intro Video'. The video content shows a man with white hair, wearing a patterned shirt, speaking. The video has 20,804 views. Below the video, there is a description: 'Powered on Sep 12, 2012 by: Google+Intelligence Course Builder packages the culture and technology Google used to build our Power Searching with Google online course.' There are also social media sharing options like Like, Add to, Share, and Print.

**September 14, 2012**  
**The Next 30 Years, USA Today**  
<http://www.usatoday.com/video/news/1839139560001>

The image shows a USA Today video player. The video title is 'The Next 30 Years'. The video content features Sebastian Thrun, a Stanford University Professor and Google VP, speaking. The video has 18,391,395,600,001 views. Below the video, there is a description: 'Some of our greatest innovators predict the world that awaits us. How will it live, learn and have as well as what will it do and who will be.' There are also social media sharing options like Like, Add to, Share, and Print.

**September 19, 2012**  
**Education Site Expands Slate of Universities and Courses, Tamar Lewin, NY Times**  
<http://www.nytimes.com/2012/09/19/education/coursera-adds-more-ivy-league-partner-universities.html?mcu=trk%3AArticle%3A1>

The image shows a snippet of a New York Times article. The title is 'Education Site Expands Slate of Universities and Courses' by Tamar Lewin, published September 19, 2012. The article mentions that Coursera, a start-up online education company, has enrolled 1.55 million students in its free online courses since it began just five months ago, and is now more than doubling, to 33, its partners, universities that will offer classes on its platform. All together, Coursera will provide more than 200 free 'massive open online courses,' known as MOOCs. The new partners include two more Ivy League institutions, Brown University and Columbia University; a liberal arts college, Wesleyan University; specialized institutions like the Mount Sinai School of

**September 21, 2012**  
**As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen, Chronicle of Higher Education, Alisha Azevedo**  
<http://chronicle.com/article/As-Online-Courses-Grow-Sites-Offering-Unauthorized-Academic-Help-Get-More-Brazen/123456789>

The image shows a snippet of a Chronicle of Higher Education article. The title is 'As Online Courses Grow, Sites Offering Unauthorized Academic Help Get More Brazen' by Alisha Azevedo, published September 21, 2012, 11:52 am. The article features a screenshot of a website called 'WE TAKE YOUR CLASS' with a phone number (917) 300-9820. Another screenshot shows 'UNEMPLOYED PROFESSORS.COM' with the tagline 'The place you can find the best online courses for your program.' The article discusses how as online courses grow, sites offering unauthorized academic help are becoming more brazen.

**September 23, 2012**  
**MOOCs – The revolution has begun, says Moody's**  
<http://www.universityworldnews.com/article.php?story=20120920124146236>

The image shows a snippet of a University World News article. The title is 'MOOCs – The revolution has begun, says Moody's' by Sarah King, dated September 23, 2012, Issue No:240. The article states: 'A new report by Moody's Investors Service suggests that while MOOCs' exploitation of expanded collaborative networks and technological innovation will benefit higher education in the United States as a whole, their long-term effect on the for-profit sector and smaller not-for-profit institutions could be damaging. MOOCs – massive open online courses – have garnered considerable attention since Stanford University's artificial

**Fall 2012**  
**Stanford Venture Lab (MOOCs)**  
<http://venturelab.stanford.edu/>

The image shows a snippet of the Stanford Venture Lab website. The title is 'Fall 2012 Stanford Venture Lab (MOOCs)'. The website features several articles and videos. One article is 'A Crash Course on Creativity' by Tony Stimpert, Associate Director, Stanford Technology Ventures Program. Another is 'Finance' by Ray Stimpert, Associate Professor, Management Science & Engineering, Stanford University. A third is 'Designing A New Learning Environment' by Paul Kim, Chief Technology Officer and Assistant Dean, School of Education, Stanford University. The website also has a search bar and navigation links like 'Home', 'About', 'Contact', 'FAQ', 'Privacy Policy', 'Terms of Service', 'Sitemap', and 'Feedback'.

**October 15, 2012**  
**Designing a New Learning Environment,**  
 Stanford Online, Dr. Paul Kim  
<http://venture-lab.org/education>



**Stanford ONLINE**  
**Designing A New Learning Environment**  
 INSTRUCTOR: Paul Kim  
 Chief Technology Officer and Assistant Dean, School of Education, Stanford University  
 Starting Fall 2012

**The Course**  
 What constrains learning in the 21st century? Should education be based on delivering content and getting students to memorize facts? Should reading, watching, and taking exams be part of all learning? Should there be more interactive, collaborative, and constructive learning activities integrating mobile and social networking tools of today? Should new training and learning activities be more fun and game-like?

**October 17, 2012**  
**A Crash Course on Creativity**  
 Stanford Online, Tina Seelig  
<http://venture-lab.org/creativity>



**Stanford ONLINE**  
**A Crash Course on Creativity**  
 INSTRUCTOR: Tina Seelig  
 Executive Director, Stanford Technology Ventures Program  
 Starting Fall 2012

**The Course**  
 This crash course is designed to explore several factors that stimulate and inhibit creativity in individuals, teams, and organizations. In each session we will focus on a different variable related to creativity, such as framing problems, challenge assumptions, and creative teams.


**Poll #2: Is this a revolution in education today?**  
 A. Yes...  
 B. No...




**Open Educational Resources:**  
**Part II. 20 MOOC Guidelines**



**MOOC Guide #1.**  
**Plan and Prepare**



**MOOC Guide #2.**  
**Market the Course**  
**(especially to friends)**



**MOOC Guide #3.**  
**Offer Multiple Types of**  
**Contact Info**



**MOOC Guide #4.**  
**Get Help/Assistance**



**MOOC Guide #5.**  
**Designate Feedback**  
**Providers and Tasks**



**MOOC Guide #6.**  
**Offer Ample Feedback**  
**in Week One**



**MOOC Guide #7.**  
**Use Peer, Machine, Volunteer,**  
**and Self-Assessment**



**MOOC Guide #8.**  
**Gather Geographic Data**





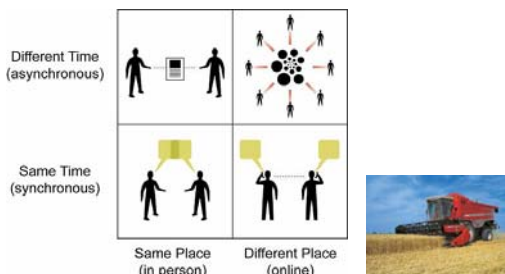
**MOOC Guide #9.**  
**Use a Warm and Friendly Tone**



**MOOC Guide #10.**  
**Form Groups and Social Supports**



**MOOC Guide #11.**  
**Combine Sync and Async Instruction**



**MOOC Guide #12.**  
**Arrive Early for Sync Session**




**MOOC Guide #13.**  
**Allocate Ample Q&A Time During Sync Session**



**MOOC Guide #14.**  
**Share Resources**



**MOOC Guide #15.**  
**Personalize Where Possible!**



WE  
PERSONALIZE IT

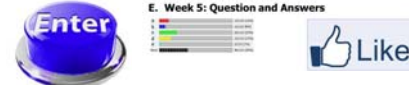
**MOOC Guide #16.**  
**Use Polling Questions**

**Poll #7:**  
I will continue to enter this class to review resources and interact with others...

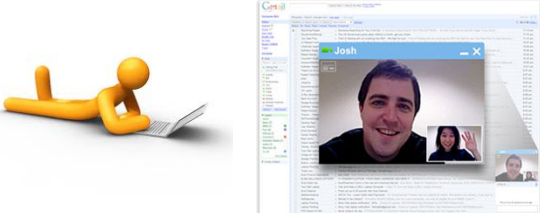
A. Yes  
B. No

**Poll #10:**  
What Week have you liked the most so far?


- A. Week 1: TEC-VARIETY (motivation/retention)
- B. Week 2: R2D2 (diversity & learning styles)
- C. Week 3: Critical/Creative Thinking & Collab
- D. Week 4: Shared Online Video
- E. Week 5: Question and Answers



**MOOC Guide #17.**  
**Check Chat Window for Comments and Questions**




**MOOC Guide #18.**  
**Try a Top 3 Activity in Chat Window**




**MOOC Guide #19.**  
**Offer Weekly Recaps and Updates**

Let's Recap



**MOOC Guide #20.**  
**Be Willing to Change Midstream**



**Open Educational Resources:**  
**Part III. Type of MOOCs**



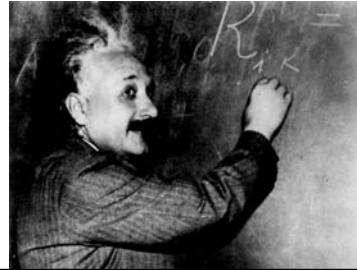
**MOOC Type #1.**  
**Alternative Admissions Systems**  
**or Hiring System MOOC**



**MOOC Type #2.**  
**Just-in-Time Skills and**  
**Competencies MOOC**



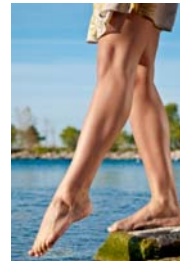
**MOOC Type #3.**  
**Theory- or Trend-Driven**  
**MOOC**



**MOOC Type #4.**  
**Professional Development (PD)**  
**(practical) MOOC**




**MOOC Type #5.**  
**Loss Leader**  
**(dip toe in water) MOOC**



**Poll #3:**  
**Which of these MOOCs seem viable to you?**


- A. Alternative Admission and Hiring
- B. Just-in-Time Skills and Competencies
- C. Theory or Trend
- D. Professional Development
- E. Loss Leader



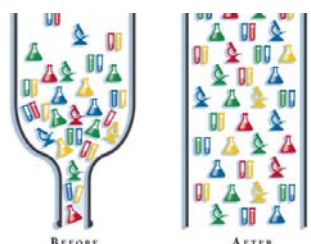
**MOOC Type #6.**  
**Bait and Switch MOOC**




**MOOC Type #7.**  
**Experimental MOOC**



**MOOC Type #8.**  
**Degree or Program Qualifier or System Bottleneck MOOC**



**MOOC Type #9.**  
**Personality MOOC**




**MOOC Type #10.**  
**Name Branding MOOC**






**Poll #4:  
Which is these MOOCs seem  
viable to you?**

- A. Bait and Switch
- B. Experimental
- C. Degree Qualifier & System Bottleneck
- D. Personality
- E. Name Branding



**MOOC Type #11.  
Goodwill MOOC**



**MOOC Type #12.  
Interdisciplinary MOOC**



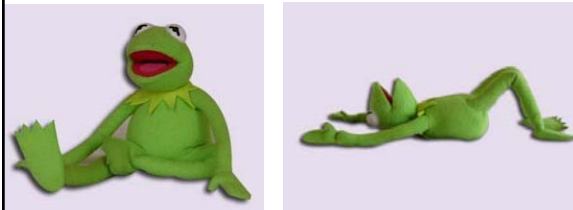
**MOOC Type #13.  
Recruiting MOOC  
(companies pay for names and  
contact info of high performers)**



**MOOC Type #14.  
Marketing MOOC  
(content provided in the MOOC  
that fosters product discussion)**



**MOOC Type #15.  
Conference MOOC  
(stretch a conference)**



**Poll #5:**  
**Which of these MOOCs seem viable to you?**

- A. Goodwill
- B. Interdisciplinary
- C. Recruiting
- D. Marketing
- E. Conference



**MOOC Type #16.**  
**Learning Room MOOC**  
(space to play with ideas)

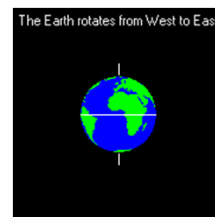
25 EASY  
pretend play ideas



**MOOC Type #17.**  
**Religious Revival MOOC**



**MOOC Type #18.**  
**Rotating MOOC**



**MOOC Type #19.**  
**Repeatable MOOC**



**MOOC Type #20.**  
**Reusable MOOC**



**Poll #6:**  
**Which of these MOOCs seem viable to you?**

- A. Learning Room
- B. Religious Revival
- C. Rotating
- D. Repeatable
- E. Reusable



**Open Educational Resources:**  
**Part IV. Possible MOOC Business Plans and Models**



**MOOC Business Model #1.**  
**Advertisers Underwrite Courses and Degrees**



**MOOC Business Model #2.**  
**Small and Flexible Application or Enrollment Fee**



**MOOC Business Model #3.**  
**Course Assessment Fee**



**MOOC Business Model #4.**  
**Certificate Fee**



**MOOC Business Model #5.**  
**Enhanced Course Fee**  
(same rate as other online courses)



**Poll #7:**  
**Which of these business models sounds the most viable?**

- A. Advertisement Underwrites
- B. Small Enrollment/App Fee
- C. Assessment Fee
- D. Certificate Fee
- E. Enhanced Course Fee



**MOOC Business Model #6.**  
**Option for University Credit**  
(full price)



**MOOC Business Model #7.**  
**Company Sponsored**



**MOOC Business Model #8.**  
**Percent of First Year Salary**



**MOOC Business Model #9.**  
**Sell or Lease Courses**  
(e.g., to Community Colleges)





**MOOC Business Model #10.**  
**Share Revenues**  
(i.e., professors, university, companies)



**Poll #8:**  
**Which is these business models**  
**sounds the most viable?**

- A. University Credit Fee
- B. Company Sponsored
- C. Percent of First Year Salary
- D. Sell or Loan Course (e.g., Community Colleges)
- E. Share Revenues



**The World is Open!**

Write to me with questions and comment

[cjbonk@indiana.edu](mailto:cjbonk@indiana.edu)

<http://mypage.iu.edu/~cjbonk/>

