

Beyond the Hype: Where MOOCs and On-Campus Meet

Vivek Goel
Chief Academic Strategist, Coursera



Universiteit Leiden

100,000

Massive

Open

Online

Course



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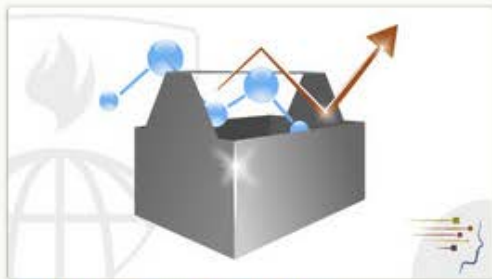


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The Data Scientist's Toolbox
Johns Hopkins • Aug 4th



Learning to Teach Online
UNSW • Jul 28th



The Clinical Psychology of Children and
Young People
Edinburgh • Jul 28th



Commonwealth Education Trust
 Foundations of Teaching for Learning 1:
 Introduction
 with John MacBeath

Sep 1st 2014
 4 weeks long
 Specializations



Duke University
 Data Analysis and Statistical Inference
 with Mine Çetinkaya-Rundel

Sep 1st 2014
 10 weeks long
 Specializations



University of Maryland, College Park
 Making Better Group Decisions: Voting, Judgement
 Aggregation and Fair Division
 with Eric Pacuit

Sep 1st 2014
 7 weeks long
 Verified Certificate



Tecnológico de Monterrey
 Conceptos y Herramientas para la Física
 Universitaria
 with Genaro Zavala Enríquez, Rodolfo Fernández de
 Lara Hadad & José Rodrigo Salmón Folgueras

Sep 1st 2014
 9 weeks long
 Verified Certificate



Technical University of Denmark (DTU)
 Organic Solar Cells - Theory and Practice
 with Eva Bundgaard, Frederik C. Krebs, Mikkel Jørgensen
 & Morten Vesterager Madsen

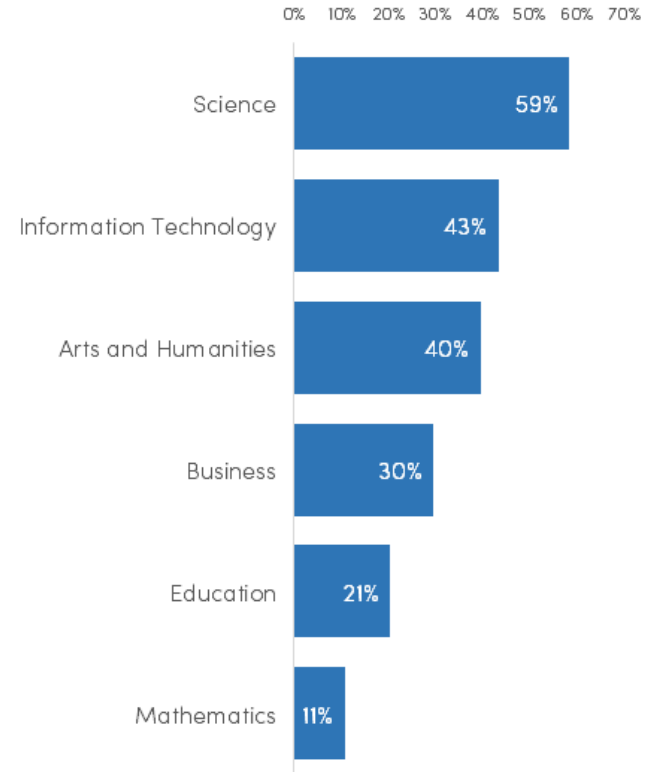
Sep 1st 2014
 6 weeks long
 Verified Certificate



Universiteit Leiden
 Configuring the World: A Critical Political Economy
 Approach
 with Richard Thomas Griffiths

Sep 1st 2014
 8 weeks long
 Specializations

Sessions by Category (Fall 2013 - Spring 2014)



Humanities, Science, Art, Business...

[Home](#)[Course Info](#)[Course Staff](#)

COURSE CONTENT

[Week 1](#)[Week 2](#)[Week 3](#)[Week 4](#)[Week 5](#)

Video Lectu

Having trouble viewing

▼ Video chats

[Video chat](#)[Video chat](#)[Video chat](#)[Video chat](#)[0. Welcom](#)[Video chat](#)

▼ Week 1: Wh

[1: Facts a](#)[2A: No More War \(8:21\)](#)

3B: Enlargement of the European Union (9:20)

Help ✕

Which of the following is NOT a conditionality requirement for membership to the European Union?

- Stability of institutions
- The existence of a functioning market economy
- The Christian composition of the population
- The ability to take on obligations of membership

Continue

Correct! ✕

03:35 / 09:20

1.5x

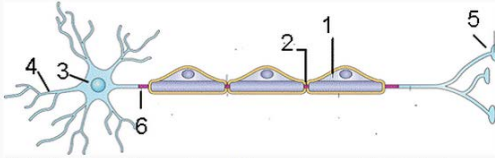
Textbook

« Prev Next »

In-video quizzes

Multiple choice

Question 1



Match the name of the section with the number as plotted in the figure

AIS – Axon Initial Segment

Computer programs

```
image = new SimpleImage("puzzle-copper.png");

for (pixel: image) {
    // your code here
    pixel.setRed(0);
    pixel.setGreen(pixel.getGreen() * 10);

    pixel.setBlue(pixel.getBlue() * 10);
}

print(image);
```

Run

Short answer (regular expression)

Who discovered the theory of general relativity?

Submit

Math expressions

Question 1

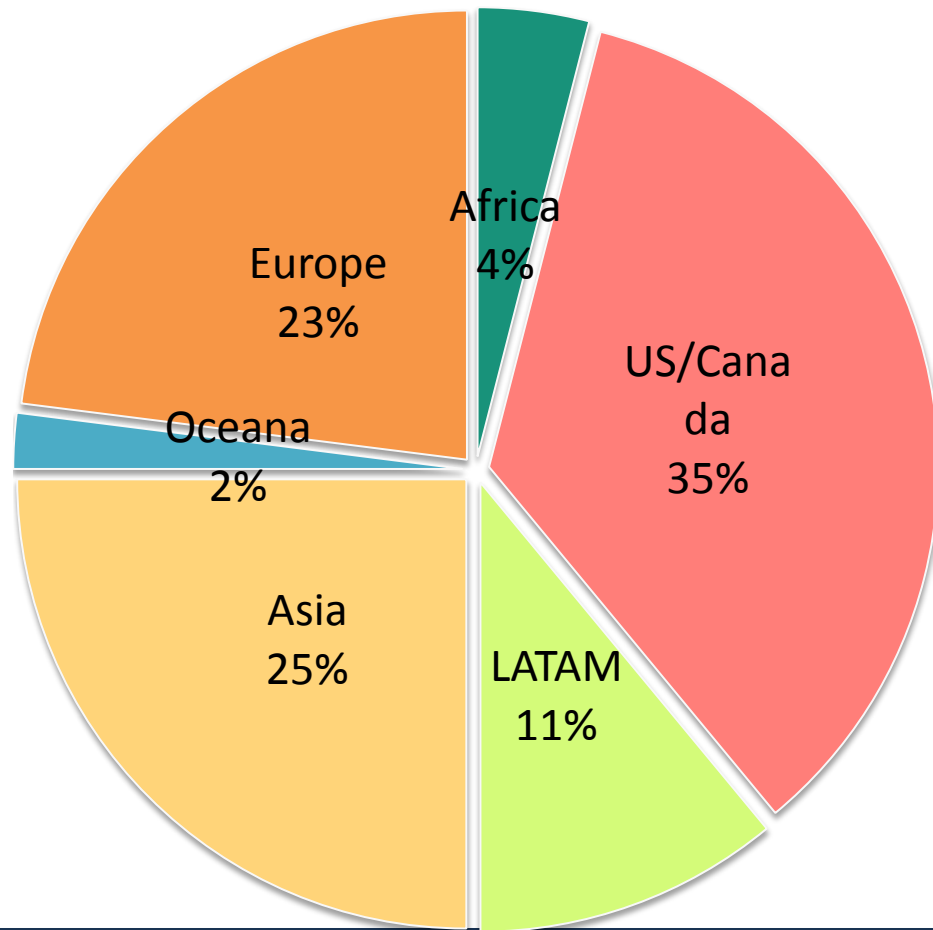
What is the derivative of $\frac{\sin(x)}{x}$ w.r.t. x ?

Preview

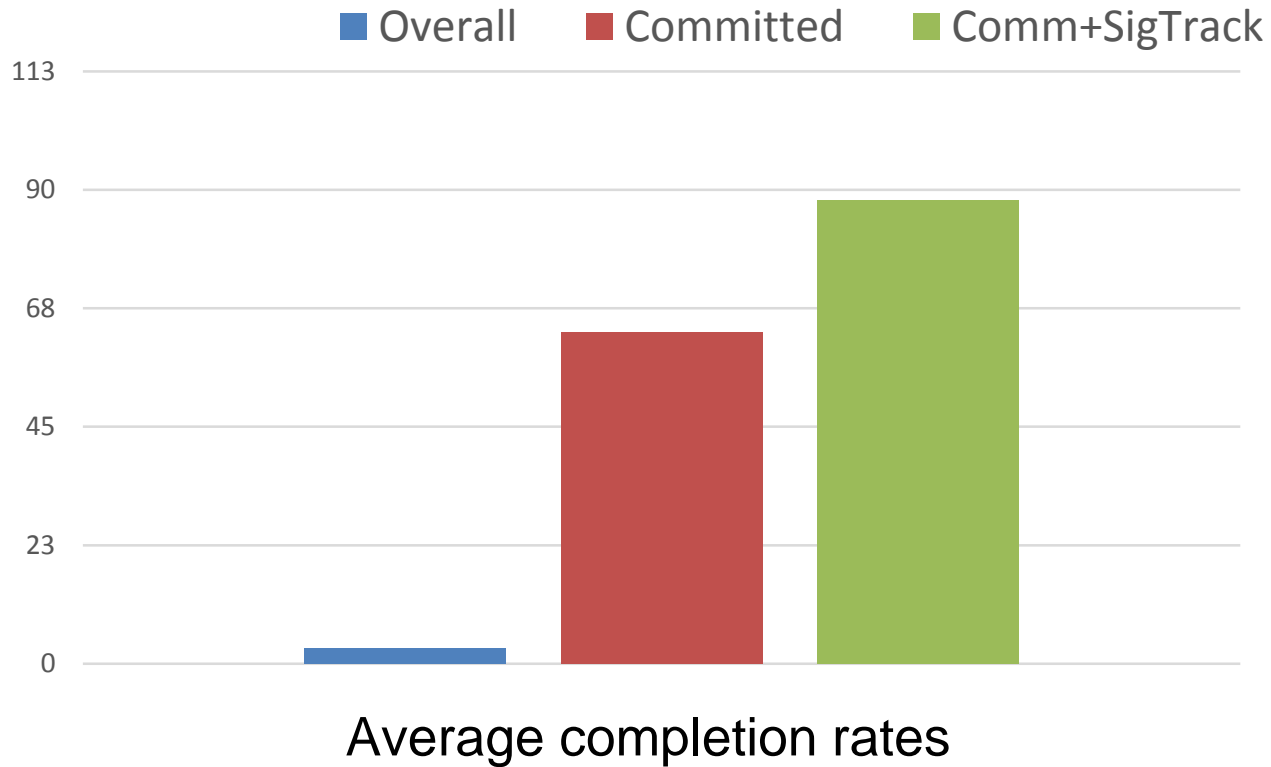
Your submission is equivalent to: $\frac{x \cos(x) - \sin(x)}{x^2}$

Autograded Assignments

- 15% of Coursera learners are currently enrolled in undergrad degree programs
- 70% are over 30 yrs old
- 50% of enrollments in courses delivering career-relevant skills



Our Learners



Retention and Intent



About 4,450,000 results (0.28 seconds)

Anti-Terrorism Degree - B.S./M.S. in Counterterrorism

Ad www.henley-putnam.edu/
 Taught by Former CIA, FBI and DoD
 2014 GI Jobs Military Friendly School – MilitaryFriendlySchools.com
 Protection MGMT Degrees Counterterrorism Degrees
 Strategic Security Degree Intelligence MGMT Degrees


Scholarly articles for terrorism and counterterrorism

Terrorism and counterterrorism - Nacos - Cited by 64
 ... role of the media in **terrorism and counterterrorism** - Nacos - Cited by 327
 Rethinking **terrorism and counterterrorism** since 9/11 - Hoffman - Cited by 142

Counter-terrorism - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Counter-terrorism
Counter-terrorism (also spelled **counterterrorism**) incorporates the practice, tactics, techniques, and strategies that governments, militaries, police departments ...
 Category:Counter-terrorism - Counter-terrorism Rapid ...

Terrorism and Counterterrorism: Comparing Theory and ...

 <https://www.coursera.org/course/terrorism>
Terrorism and Counterterrorism: Comparing Theory and Practice is a free online class taught by Edwin Bakker ...

See results about
 Terrorism and Counterterrorism
 Published: 2003
 Author: Russell D. Howard




About 21,400,000 results (0.29 seconds)

Scholarly articles for critical political economy

... : **A Political Economy** of Personal Information. **Critical** ... - Gandy Jr - Cited by 592
 The **political economy** of growth: a **critical** survey of the ... - Alesina - Cited by 664
 Justice interruptus: **Critical** reflections on the' ... - Fraser - Cited by 3661

Configuring the World: A Critical Political Economy Approach

 <https://www.coursera.org/.../configuringwo...>
 Configuring the World: A **Critical Political Economy** Approach is a free online class taught by Richard Thomas ...

Critical political economy - YourDictionary

www.yourdictionary.com › Dictionary Definitions
 The definition of **critical political economy** is an economic theory that says that an individual's responsibilities, based on their own critical reasoning, must be ...

Coursera-hosted class on the first page of Google search

*% learners who hadn't heard of
an institution before taking their MOOC*

30%-
45%

43%

60%

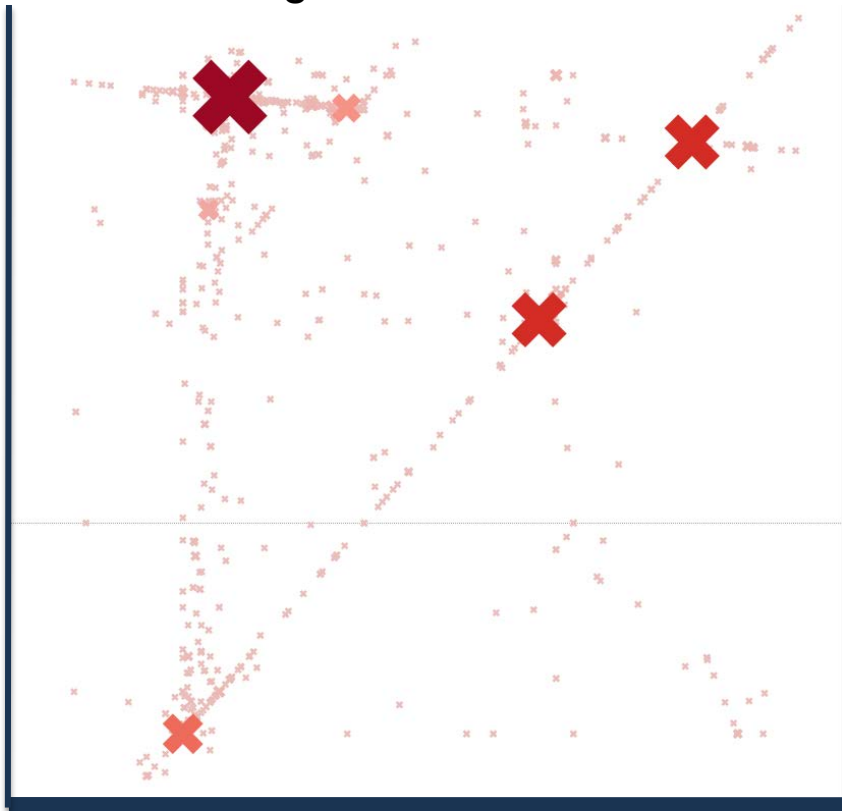
98%



Visibility

Teaching at Scale

Wrong student answers



Learning is often a black box in the classroom, MOOCs allow us to see what students are doing. With hundreds of thousands of students, if there's a correlation to be found, we'll find it."



Pavel Pevzner
UC San Diego



Ignacio Martinez
University of Virginia

We now see the huge contribution a MOOC provides to professors in our attempts to improve both our classes and textbooks. Where else could we get a gold mine of comments contributing to further improvements of our courses? Any serious textbook author .. should run a textbook-based MOOC first.

Bakker surveyed learners in more than 140 countries on attitudes to terrorism



“Do you believe that we live in a post-9/11 world?”



Edwin Bakker

Prof. dr.
Institute of Public Administration, Faculty Campus The Hague,
Leiden University
Universiteit Leiden

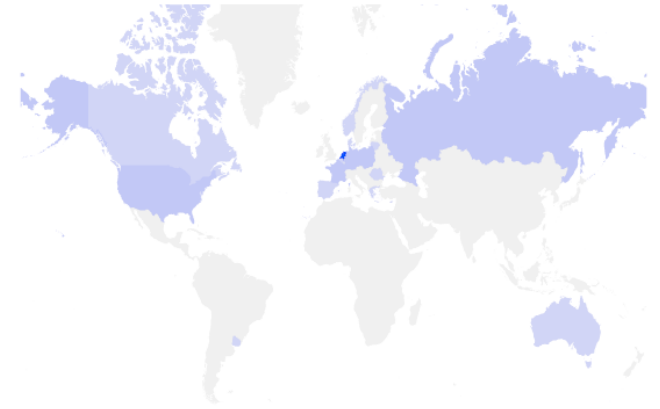


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Massive Open Online Research



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- 49 Learners
- 21 Countries
- Half Leiden students, half public individuals

Bringing Diverse Perspectives On-Campus



Students from 27 Universities in the Universitas 21 network will take Edinburgh's *Critical Thinking* course together this fall



Inter-University Collaboration



MOOC The Changing Global Order: UNSC Reform Proposals

Students in *The Changing Global Order* submitted proposals for UN Security Council reform; the top submitters where invited to discuss their proposal with UN-experts



Madeleine Hosli

Prof. Dr.
Faculty of Social Sciences
Universiteit Leiden

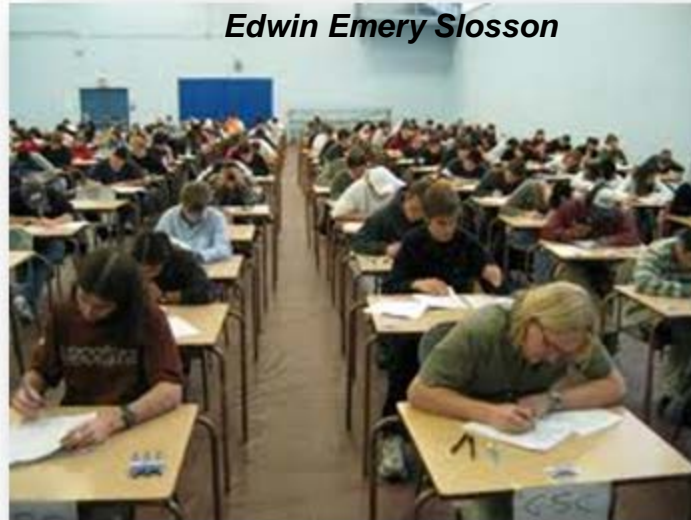


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Practical Problem Solving

The University Revisited

“College is a place where a professor’s lecture notes go straight to the students’ lecture notes, without passing through the brains of either.”



Transforming On-Campus Teaching

The screenshot shows the Coursera website interface. At the top, it says "coursera" and has navigation links for "Courses", "Universities", "About", and "Login". The main headline reads "Take the World's Best Courses, Online, For Free." Below this, a blue banner indicates "Join 2,490,834 Courserians" and "Signed up for 3 new courses on Coursera starting this fall. You got to love free education. :)". Three icons represent learning methods: "Learn with videos, quizzes, and assignments", "Interact with thousands of other students", and "Advance your knowledge and career". The "COURSES (215)" section features three course cards: "Astrobiology and the Search for Extraterrestrial Life" by the University of Edinburgh, "Microeconomics for Managers" by the University of California, Irvine (including a supply and demand graph), and "The Social Context of Mental Health and Illness" by the University of Toronto.

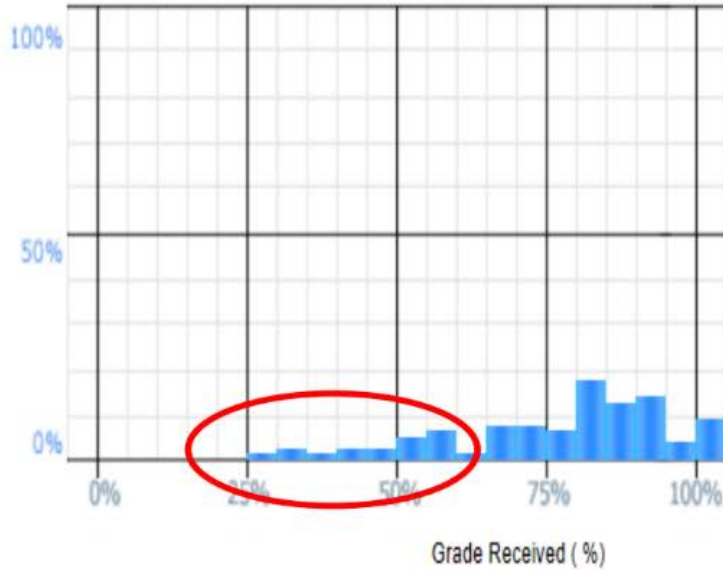


- High-quality online content
- Produced locally or adopted

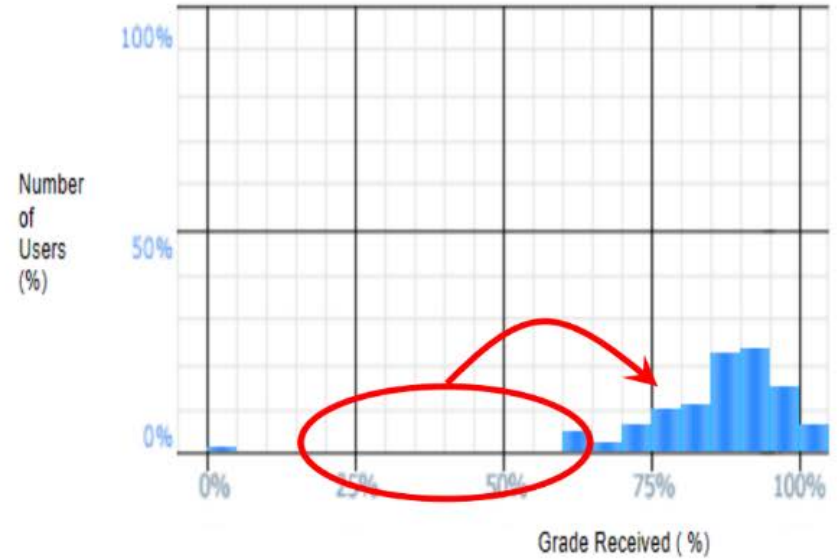
- Active learning, problem solving
- Personal attention to students

Flipping the Classroom

Spring 2011 - Traditional



Fall 2012 – Blended Learning



Comparison of ECE course,
University of Wisconsin Madison

Flipping the Classroom

July 10, 2014



ITHAKA S+R

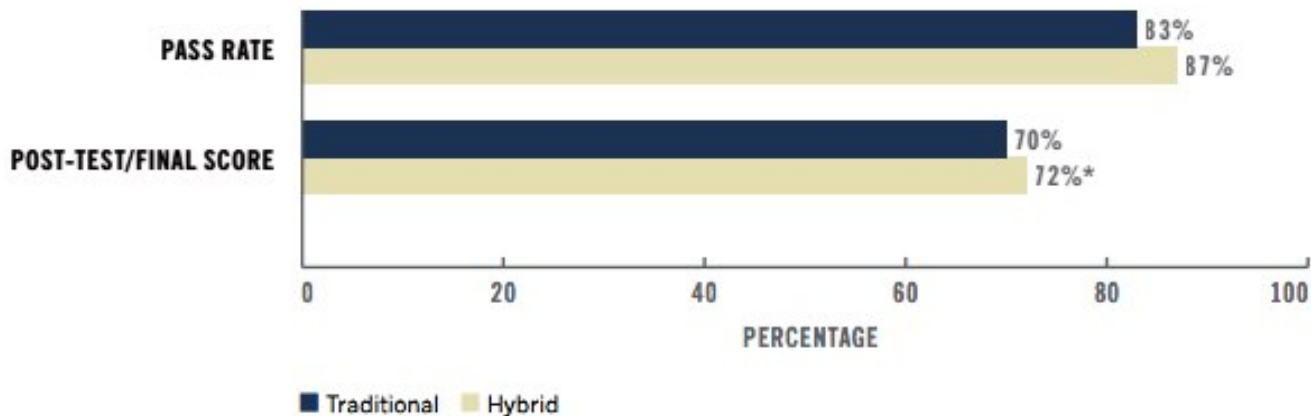
Interactive Online Learning on Campus:

Testing MOOCs and Other Platforms in Hybrid Formats in the University System of Maryland

Rebecca Griffiths
Matthew Chingos
Christine Mulhern
Richard Spies



Figure 1. Student Outcomes in Traditional and Hybrid Sections



Hybrid learning across campuses



Scott Plous

Professor
Department of Psychology
Wesleyan University



**Grand Prize Winner:
Balesh Jindal**

Project-Based Learning in the Real World