

eLearning & MOOCs – Massification or Modification? China's Engagement with Online Learning in the Digital Age

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November 22, 2017

UNIR ITED CONGRESS WORKSHOP

MADRID, SPAIN

AGENDA



What We Know About MOOCs

- MIT OpenCourseWare Project
- 2012
- Today



The China Experience

- OpenCourseWare
- The Conflation of Online Learning & MOOCs
- The Nuances of Chinese Higher Education



Conclusions:

- Transplantation, Indigenization
- Future Outlook for MOOCs in the Digital Age



DESIGN



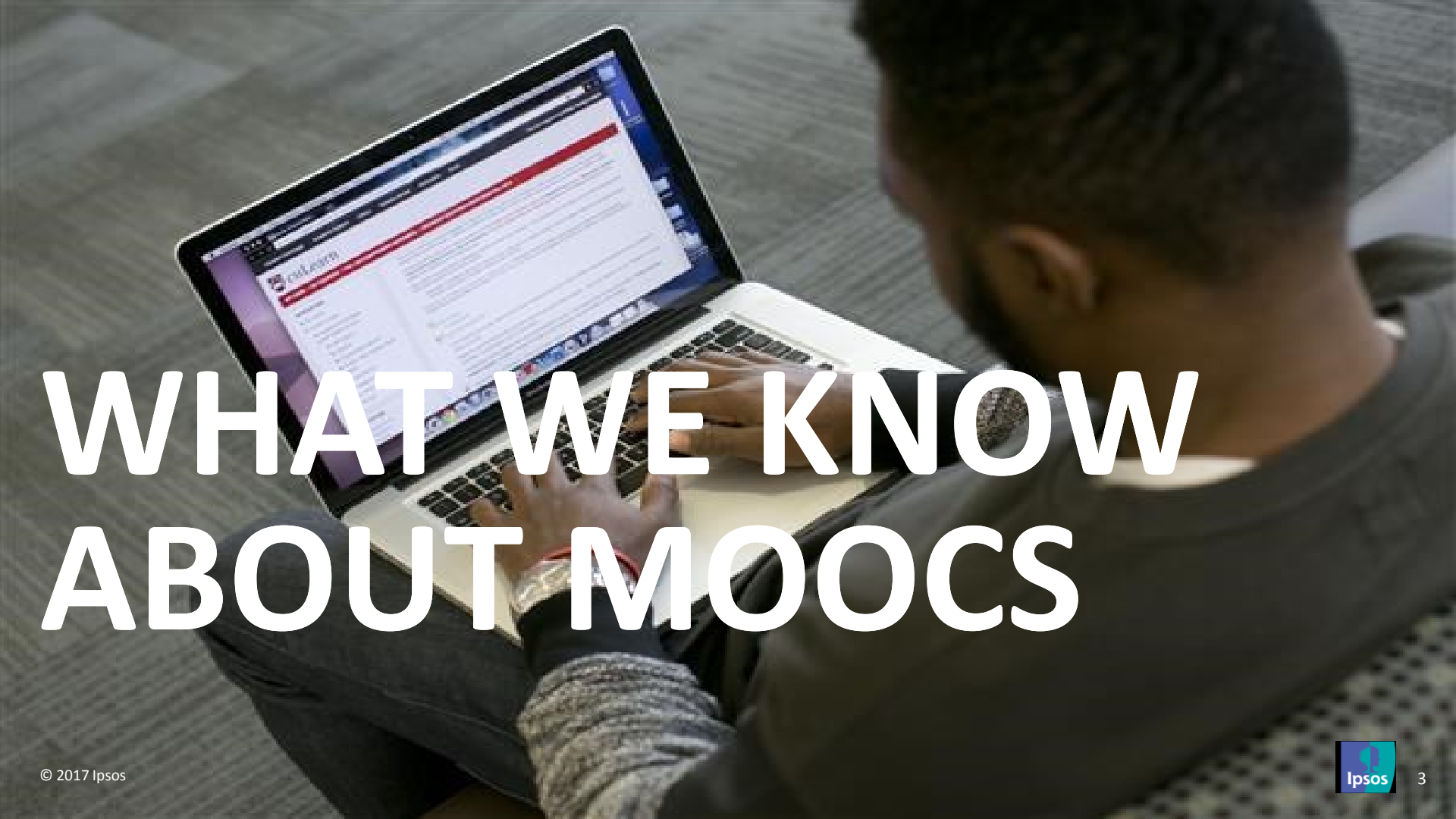
DELIVERY



ONLINE

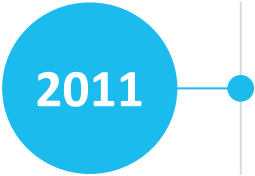


FACE TO FACE

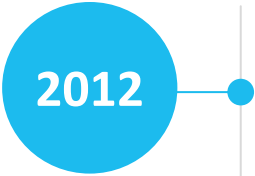
A person is seen from behind, sitting and using a laptop. The laptop screen displays a website with a red header and various text elements, likely a course page. The person is wearing a dark grey long-sleeved shirt and a patterned sweater on their left arm. The background is a textured, grey surface.

WHAT WE KNOW ABOUT MOOCS

5 YEARS AGO...



- GINI CO EFFICIENT & THE MATTHEW EFFECT
- Ict PLANS OVER THE YEARS



- Adf
- Adf



- Adf
- Adf

WHAT WE'VE *LEARNED*



- Value
- Trust, awareness and accountability



- Lack of stickiness
- A lousy product
- Contradictions of Openness

Today...

2017



ASDF

2017



ASDF

2017



ASDF

WHAT WE'RE *LEARNING*



- Face-to-face remains a central component
- Device agnostic
- Great involvement and presence of multiple stakeholders



- With scalability, there are greater expectations to scale for quality
- Growing, but misguided desire for inverting the ivory tower



THE CHINA EXPERIENCE: ONLINE LEARNING AND MOOCS

A timeline

1997

- GINI CO EFFICIENT & THE MATTHEW EFFECT
- Ict PLANS OVER THE YEARS

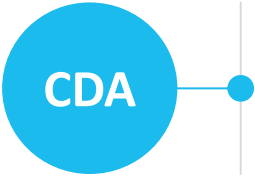
2005

- Adf
- Adf

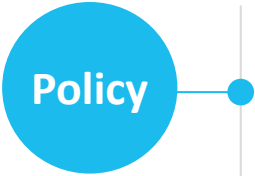
2015

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- Adf

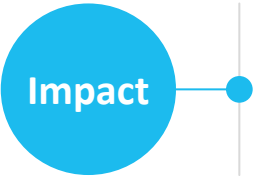
Current Research



- GINI CO EFFICIENT & THE MATTHEW EFFECT
- Ict PLANS OVER THE YEARS



- Adf
- Adf



- Adf
- Adf

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CONCLUSIONS & MOVING FORWARD

Growth Areas for MOOCs



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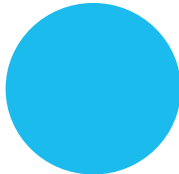
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THANK YOU

Contact



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