MOOCs: A Trend to Watch

New opportunities, new library services.

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Kevin L. Smith, Duke University
What’s a MOOC?

• **Massive** – often enroll tens of thousands of participants
• **Open** – Anyone can enroll; no prerequisites or barriers other than Internet access
• **Online** – Entire courses must be online and asynchronous, except for discussion forums
• **Course** – Attempt to make experience similar (maybe better!) then on-campus course
Why MOOC? New opportunities

• Reach a new audience
• Globalize
• Reconsider pedagogical methods
• Improve on-campus teaching
MOOCs at Duke

• 13 courses offered at least once, a dozen more in development.
  – Astronomy, Bioelectricity, Reason & Argumentation, Evolutionary Genetics, U.S. Foreign Policy

• Coursera platform

• Over 650K non-unique registrants.

• Significant positive feedback from instructors & participants.
Who MOOCs? (Stats from Duke)

• About 2/3 of participants from outside U.S.
  – 31% Europe, 16% Asia, 10% Latin America, 3% Oceania & 2% Africa
  – Coursera taking steps to increase enrollment from China

• Over 80% have college degree(s).

• Wide range of ages.

• Very different goals for participation!
Why should libraries care?

• Disruption of teaching & library models
• Changing fast, externally-driven
• Rapid uptake, but in an environment of rising costs and questions about quality

= A laboratory for changing library services (including around copyright & permission)
What’s really happening?

• A vast experiment in the social construction of learning.
  – MOOCs are VERY social spaces.
  – Much of the learning happens in discussion forums.
  – Flipping classrooms.

• If libraries ignore this phenomenon, they risk accelerating irrelevance (IMO)
New issues

• Disruption to traditional higher education
  – But remember who students are.
• MOOCs are free to participants, but expensive (& time-intensive) to create and offer.
  – Financial models
    • Certification & signature track.
  – Revenue-sharing with instructors
  – Free-lancing (i.e. Udacity)
New opportunities for libraries?

• Library services
  – Technical assistance
  – Resource location
  – Copyright and permission

• Limitations
  – Licensing terms
  – Cost obstacles
© in MOOCs -- A taxonomy of issues

• Ownership of course content
  • Who owns a course?
  • Campus policy
  • Contractual relationships

• Using third-party materials
  – Linking (legally OK, but practical issues)
  – Use in courseware (Fair use/Fair dealing?)
  – As assignments (permission)
Your results may vary

• We’ll talk about copyright & fair dealing during the Café.
  – Very fact-specific
  – Related to wording of exceptions in national law
  – Consider the use
    • In U.S. law, difference between material incorporated into lecture v. readings distributed to students.
Some permission stories

- Monty Python in a MOOC
- Publisher permissions
- Using a movie poster
The vital role of OA

• To create a no-cost offering
  – Either need lots of permissions for readings
  – OR, open access alternatives

• Our library is finding
  – CC Licensed images for lectures,
  – OA readings for participants.

• Publisher offerings v. OA materials (from the perspective of a participant)
Thank you!

And see you at the Café discussion.