Design, Quality and Evaluation of Online Learning

by Christian M. Stracke
Open University of the Netherlands
@ 6th International LINQ Conference
2019-11-22 in Roermond, NL
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http://creativecommons.org/licenses/by-nc-sa/3.0/
My affiliations

ICDE Chair in OER & Associate Professor for Open Education
Open University of the Netherlands

Adjunct Professor for E-Learning
Korean National Open University

Advisory Professor for E-Learning
East China Normal University

Founder & Director of eLC, the European Institute for Learning, Innovation & Cooperation
My experiences

> 20 years E-Learning in business & academia

Research Institute leadership and strategic development

> 20 years design, realization, evaluation & optimization of study programs and courses

100+ International Projects: with > € 50 Mio. budgets and > € 4.8 Mio. own funding
My interests

Innovative Open Education in Schools & Higher Education

Media Literacy, Self-Reflection and Critical Thinking as Key Competences

Learning Design for Online Collaboration & Personalization

Global initiative ICORE for OR & OE

International LINQ Conference
What is the current situation?
Digital Age

Two core factors:

1. Globalisation
2. Worldwide Internet

Internationalisation

Global competition & societal change

Close the gaps & open new opportunities

Challenges: Learn to Learn

Figure: http://www.weforum.org/issues/global-competitiveness
Learning in global crisis
Learning in global crisis

Economic crisis (Hayes, profit only)
Education crisis (innovations, quality)
Media crisis (literacy, fake news)
Societal crisis (ethics, egoism)

We need innovative and high quality Open Education for all as human right
Learning challenges

Not knowledge but competences: to meet future tasks & society

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
What is quality education?
A simple experiment ...
A simple experiment:
Please imagine and define the quality of your favourite gummy bear.
Quality cannot be defined... except through adaptation to your situation and context!
We need Change in Education!
To improve Quality in Education!
Quality of (Online) Learning
ISO/IEC 40180 for quality

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1st ISO standard for (e-)learning quality
ISO/IEC 40180 for quality

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Conceptual standard requires adaptation
OpenEd Framework

What are Open Educational Resources (OER)?
Open Educational Resources (OER)

- 2012: 1st World OER Congress: Paris OER declaration by UNESCO
- 2017: 2nd World OER Congress
What are MOOCs?
What are MOOCs?

Massive (?)
Open (?)
Online (?)
Courses (?)

Thus: MOOCs are (should be) OER!
Future of MOOCs?

MOOCs are the educational buzzword of 2012
(Daniel, 2012)

MOOCs are dead!
And long live the MOOCs!
(Stracke, 2017)
Real status of MOOCs

The fact is:
Number of MOOCs, MOOC learners and MOOC providers are growing until today!

(Shah, 2018)
Quality of MOOCs?

Many issues including high drop-out rates (> 90%)

(Gaskell, & Mills, 2014; Margaryan, Bianco, & Littlejohn, 2015; Reich, 2015; Stracke, 2017)

We need higher drop-out rates!

(Stracke, 2018)

Source: https://www.flickr.com/photos/-ed/
What is MOOQ?
What is MOOCQ?

WE WILL MAKE MOOCs BETTER!

www.mooc-quality.eu
MOOQ involved > 10,000 MOOC learners, designers, facilitators and providers through:

1. the Global MOOC Quality Survey (GMQS),
2. 27 coded expert interviews (1 to 3 hours),
3. MOOQ interactive workshops & discussions in > 20 regional & international conferences,
4. as well as communication and collaboration in traditional channels and social media
GMQS: Global MOOC Quality Survey
Join our Global MOOC Survey!

www.mooc-quality.eu
First GMQS in 2017

Global Survey on the Quality of MOOCs

This Global Survey aims at improving the Quality of MOOCs and is facilitated by the European Alliance MOOQ. Thank you very much for your participation!

WELCOME to the Global Survey on the Quality of MOOCs!

Dear Participant,

The survey addresses MOOC learners, MOOC designers and MOOC facilitators. It begins with a few questions on your profile before you are asked to select the survey section that fits best to your main role in MOOCs (i.e., either as MOOC learner, MOOC designer, or MOOC facilitator).

Please support us to improve the quality of future MOOCs and take 20 - 30 minutes to answer our questions. Thank you very much for your time!

We value your privacy and guarantee your privacy and data protection: Please read our privacy statement here.

To start the Global Survey, click the button "Next" below, you can save the Global Survey and continue it later at any time. It runs until the end of March 2017.

The Global Survey is organized by the European Alliance MOOQ led by the Open University of the Netherlands, and is supported by:

- United Nations' UNESCO IIIE, United Nations' ITCilo, United Nations' FAO, United Nations' UNITAR, International Council for Distance and Open Learning (ICDE), Commonwealth of Learning (COL), International Community for Open Research and Education (ICORE), European Association of Distance Teaching Universities (EADTU), European Distance and E-Learning Network (EDEN), European Association for Technology-Enhanced Learning (EATEL), Open Education Consortium (OEC), Contact North (CNI), European Association for Practitioner Research on Improving Learning (EAPRIl) and many more.

[Survey Logo]
**Key GMQS result**

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<th>(R^2)</th>
<th>(M^2)</th>
<th>(p)</th>
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<td>LF by learners</td>
<td>125</td>
<td>.094</td>
<td>9.382</td>
<td>.000***</td>
</tr>
<tr>
<td>LL by learners</td>
<td>130</td>
<td>.101</td>
<td>10.818</td>
<td>.000***</td>
</tr>
<tr>
<td>LR by learners</td>
<td>136</td>
<td>.112</td>
<td>12.286</td>
<td>.000***</td>
</tr>
<tr>
<td>GG by learners</td>
<td>108</td>
<td>.045</td>
<td>4.131</td>
<td>.026*</td>
</tr>
<tr>
<td>LF by designers</td>
<td>49</td>
<td>.003</td>
<td>0.109</td>
<td>.703</td>
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<tr>
<td>LL by designers</td>
<td>50</td>
<td>.043</td>
<td>1.595</td>
<td>.143</td>
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<tr>
<td>LR by designers</td>
<td>48</td>
<td>.046</td>
<td>1.537</td>
<td>.138</td>
</tr>
<tr>
<td>GG by designers</td>
<td>43</td>
<td>.001</td>
<td>0.038</td>
<td>.821</td>
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LF: Interaction between learners and facilitators - LL: Interaction among learners
LR: Interaction between learners and learning resources - GG: Interaction among teams and groups

MOOC learners  vs.  MOOC designers

Quality Reference Framework

www.MOOC-quality.eu/QRF

QRF includes

Three Dimensions

plus 2 adaptations:

Quality Indicators
(for experts)

Quality Checklist
(for beginners)
QRF dimensions

1. Phases
2. Perspectives
3. Roles
Quality Reference Framework

www.MOOC-quality.eu/QRF

1 Phases
- Analysis
- Design
- Implementation
- Realization
- Evaluation

2 Perspectives
- Pedagogical
- Technological
- Strategic

3 Roles
- Designer
- Facilitator
- Provider
Quality Reference Framework

Quality Reference Framework (QRF) for the Quality of MOOCs

QRF freely & openly available online:
www.MOOC-quality.eu/QRF
What do you think about the QRF?
How to use and apply the QRF?
QRF: Your feedback?

Your questions, comments & feedback:
• XXX
How can YOU contribute?
How can you participate?

Publish and share your content!

Re-use existing content!

Connect to colleagues!
Open Research & Education

The International Community for Open Research and Open Education

Launched 15th May 2013 in Rome
Already more than 300 members within one year
First recognition by key stakeholders & EC:
Let us join forces and become ICORE member!

www.ICORE-online.org
ICORE Workshops for All

ICORE to improve the learning quality!

Series of ICORE Workshops with key organisations "How to improve Open Quality Education?"

ICORE Workshops at international Conferences: e.g., ICDE 2015, OE Global 2016 & 2017, WLS 2017

Towards a global joint initiative!

www.ICORE-online.org
How can you join?

PhD programme in TEL at OUNL by the leading Welten Institute:
www.ou.nl/en/web/open-universiteit/-/welten-promoveren

External PhDs: From home
Internal PhDs: Funded, at OUNL
Vacancies: www.academictransfer.com/employer/OU/
MOOCs with Moodle

Interactive Workshop @ OE Global 2019
(26th - 28th November 2019 in Milano) organized by:

Dr. Christian M. Stracke, OUNL
ICDE Chair in OER & MOOQ Coordinator

Dr. Martin Dougiamas, Moodle
Founder & CEO of Moodle

LINQ

The leading European and international Conference on Learning INnovations & Quality

www.learning-innovations.eu
Our Vision:
Open Learning for best future Learning Innovation and Learning Quality!
Join LINQ 2021!
Looking forward to welcoming you!

www.learning-innovation.eu
Open Education (OE): Innovations for changing & opening up education to improve LLL quality
We need Change in Education!
To improve Quality in Education!
Open Education is a Vision that is happening!

Quality is most important for our situation & learners

Inclusion and equity for all to improve our Global Society!
Further References


Stracke, C. M. et al. (2018a). Gap between MOOC designers' and MOOC learners' perspectives on interaction and experiences in MOOCs: Findings from the Global MOOC Quality Survey. In M. Chang et al. (Eds.), *Proceedings 18th IEEE ICALT Conference* (pp. 1-5). doi:10.1109/ICALT.2018.0000


All also online available at: [http://www.opening-up.education](http://www.opening-up.education)
Further References


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Stracke, C. M. (2016). Is Open Education a revolution or are MOOCs only marketing instruments? Online Proceedings of the Open Education Global Conference 2016. All also online available at: [http://www.opening-up.education](http://www.opening-up.education)
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All also online available at: http://www.opening-up.education
Let us cooperate!

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www.opening-up.education
Let us collaborate!

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