

Screening med henblik på valg af MOOC platform(e)

Dette notat er internt arbejdsdokument udviklet som en samling af klip og noter i forbindelse med screening af alternative muligheder for MOOC platforme.

Baggrund

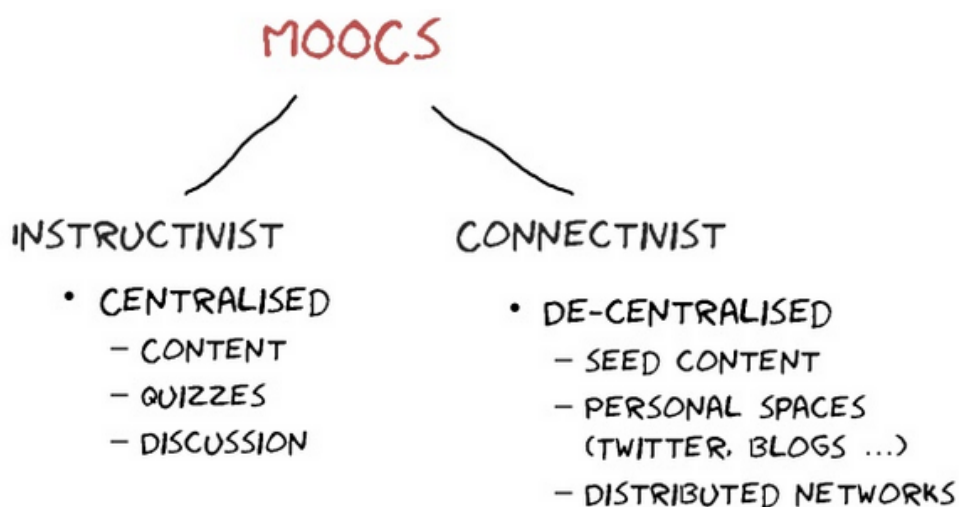
Udtrykket Massive Open Online Courses (MOOCs) blev første gang anvendt i 2008 og har siden været et buzz-word indenfor undervisning og forskning i undervisning (Baggaley, 2013). MOOCs can be defined as massive because everyone can join them and because there, technically, is no limit to how many students that can sign up for the same MOOC. They are open, because everyone can sign up, regardless of pre-requisites and finances and all it takes is an internet connection. They are online because all the teaching, lectures, quizzes, tutorials, debates etc. is taking place online. Finally they are actual courses because they are offered by recognized learning institutions (OpenupEd, 2014).

Many studies show that 90% of the people who sign up for Massive Online Open Courses (MOOCs) online classes don't complete them. Online education critics say MOOCs are too boring, unstructured, lonely and unofficial.

Filosofier

cMOOCs (connectivist style MOOCs): explore pedagogies and emphasise connectedness, collaborative learning; do not run on a single platform (but are distributed across many). promote immersion and are more disruptive than xMOOCs. They are not designed to serve the mission of a given institution. Key activities in cMOOCs include the remixing, repurposing and co-creation of content and interaction.

xMOOCs: extend standard classroom inspired institutional educational models; promote participant diversity, in the sense of transmitting the same message to thousands, whereas cMOOCs focus more on the diversity of approaches and resources, developed and distributed in many different ways.



Behov

Marshall McLuhan is long passé, but it's worth considering that if "the medium is the message," the message we are sending to students is that engaging with content and people via screens is a more valuable use of their time than engaging with the physical world and the people in their physical presence. (Epps, 2013)

I regi af OpenUpED initiativet er der udviklet en kvalitetsstandard, der stiller krav om følgende (Rosewell & Jansen, 2014):

- **Openness to learners:** This captures aspects such as: open entry (no formal admission requirements), freedom to study at time, place and pace of choice, and flexible pathways. In a broader perspective this feature stresses the importance of being open to learners' needs and providing for a wide variety of lifelong learners.
- **Digital openness:** Courses should be freely available online but in addition apply open licensing so that material and data can be reused, remixed, reworked and redistributed (e.g. using CC-BY-SA or similar).
- **Learner-centred approach:** Courses should aid students to construct their own learning from a rich environment, and to share and communicate it with others; they should not simply focus on the transmission of content knowledge to the student.
- **Independent learning:** Courses should provide high quality materials to enable an independent learner to progress through self-study.
- **Media-supported interaction:** Course materials should make best use of online affordances (interactivity, communication, collaboration) as well as rich media (video and audio) to engage students with their learning.
- **Recognition options:** Successful course completion should be recognised as indicating worthwhile educational achievement.
- **Quality focus:** There should be a consistent focus on quality in the production and presentation of a course.
- **Spectrum of diversity:** Courses should be inclusive and accessible to the wide diversity of citizens; they should allow a spectrum of approaches and contexts, accounting for a variety of language, culture, setting, pedagogics and technologies.

Vidensgrundlag for screening

Ved screening af alternative MOOC platforme er især anvendt informationer fra udbydere af platforme; selvbestaltede eksperter og sociale net, mens der ikke synes at foreligge egentlige analyser fra de sædvanlige konsulentbureauer såsom Gartner og Forrester.

Der er i begrænset omfang angivet referencer til indklippet materiale ligesom der er en del in-line links. Derudover vil en googling på nogle sætninger ofte føre direkte til den side, hvorfra materialet er kopieret fra.

Short list

Der er kigget på en bred vifte af MOOC platforme og af disse omtales følgende nærmere

- Open edX
- Moodle
- CourseSites
- Udemy
- Versal
- NovoEd
- Google Course Builder

	Max. Class Size	Brandable	Custom Analytics	Monetization	Mobile	Hosting
	300,000	✓	✓	✓	✓	Self-Hosted
	10,000	✓	✓	✓	✓	Self-Hosted or 3rd party
	Unlimited	✗	✓	✗	✓	Hosted
	Unlimited	✗	✗	✓	✓	Hosted
	Unlimited	✗	✗	✗	✓	Hosted

Open edX

EdX is an open-source platform offered by edX.org. It is the same platform that universities such as Harvard and MIT use to offer courses to 100,000+ students. It was released as open source in March 2013, and the goal was to act as the WordPress for MOOC platforms, allowing users to use plug-ins to expand the core functionality. edX has a fast, modern feel, with the ability to accommodate large enrollments.

edX is suitable for organizations that want a modern, flexible, robust course-management platform. Although it is open source, investment will need to be made in both installation and some maintenance. But the return will be a platform that can provide best-in-class content to thousands of students.

EdX is committed to expanding the number of universities and other high-quality course builders who offer courses on its platform. We will welcome new members as we build capacity to accommodate the growing

interest from both institutions and learners. Potential new members are welcome to approach Senior Director of Strategic Partnerships , Johannes Heinlein for any initial inquiries.

edX.org hosts massive open online courses (MOOCs) from edX institutional partners. To publish courses on edX.org, you must have an agreement with edX and specific approval from your organization. Member institutions are a carefully selected group of universities, NGOs, businesses and other high-profile quality course builders. Courses on edX.org are publicly listed in the edX course catalog and are open to learners from around the world.

EdX Edge is edX's more private site. Courses on Edge are not published on edX.org. Any member of a partner course team can create and publish courses, including test courses, on Edge without receiving approval from edX or a partner institution. However, Edge does not have a course catalog, and courses cannot be found through search engines such as Google. Only learners whom you explicitly invite or who have the URL for your course can participate in your course on Edge.

Open edX: There are hosting providers that can host Open edX for you, or you can install and run the software yourself. Using a hosting provider is simpler, running the software yourself will give you more control.

- Gør en del ud af analytics på tilmeldte
- Kan logge ind med Facebook og Google
- Har IOS og Android apps
- Elever har mulighed for at markere tekst i materiale – samme som eDagsorden
- Kan gøre adgang betinget af bestået online prøve
- Smart Google map baseret visning af hvem der deltager på kursus

I støbeskeen:

- Sociale features til mobile enheder
- LinkedIn integration
- Gruppe arbejde

Relevante links

- [The edX Partner Portal](#)
- [The Open edX Portal](#)
- [Ressourcer for undervisere](#)

[Eksempler på brug af edX /Open edX](#)

- [edX](#) - The original, with dozens of members.
- [Stanford Open edX](#) - Stanford's Open edX courses.

- [Github code repo](#). Check out our [PRs](#) for early access to features that you might be interested in.
- [MongoDB University](#) - MongoDB courses
- [Educate Workforce](#)
- [Proversity](#)
- [University of Alaska](#)
- [Online Open Education](#) - Architecture education
- [BITS Pilani](#)
- [UNC Online](#) - University of North Carolina Online
- [MuddX](#) - Harvey Mudd College (This site will be phased out as MuddX joins edX.org as a partner.)
- [GW Online SEAS](#) - George Washington University
- [GW Online Open](#) - George Washington University
- [GW Online Executive Education](#) - George Washington University
- [Pepper](#)
- [Croatopica](#)
- [Unow](#)
- [Seneca College, Toronto, Canada](#)
- [avanty.ch](#)
- [McKinsey Academy](#) - Highly customized branch of Open edX
- [New York Institute of Finance](#) - Many courses will be ported over in 2015
- [Labster](#) - Virtual laboratory simulations and courses for life science
- [DrupalX](#)
- [Cloud Genius](#) - rated among the top 10 by CIO magazine
- [St. George's University](#)
- [St. Bonaventure](#)
- [Intersystems](#)
- [Divergence Academy](#)

- [GBC College for Leadership Development](#)
- [Blue Planet Life](#) - Showcase for online Vocational Training courses
- [MITx](#) Residential MITx courses for MIT students
- [ADLx](#) Exploration with ADL research projects
- [IMD](#) International Institute for Management Development - Lausanne, Switzerland

Open edX skal enten installeres på egen server (Installing, Configuring, and Running the Open edX Platform) eller hostes hos ekstern firma

Hostede løsninger

Der findes en række udbydere af hosted open Edx, således at man kan komme i gang med brug af platformen uden bøvlet med selv at installere på egen server.

De for SEGES mest relevante muligheder omfatter

Appsembler

- *Services:* Open edX-as-a-service including installation, hosting, theming, support, e-commerce, SCORM, LTI
- *References/clients:* MIT Sloan Executive Education, New York Institute of Finance (Financial Times), InterSystems, Aquent, Dimagi.
- *Website:* [Appsembler's Open edX-as-a-service](#)
- *Author:* [Making Open edX a Thriving Open Source Project](#) commissioned by Stanford University's Office of the Vice Provost for Online Learning. [Official response to the report by edX.](#)
- [Get a free Open edX demo site](#) [Launch demo site](#)

LITE	BASIC	PRO	ENTERPRISE
\$ 50 /mo	\$ 200 /mo	\$ 800 /mo	Starting at \$ 2,400 /mo
<ul style="list-style-type: none"> • 1 Author/Instructor • 10 Students +\$25/mo per 10 extra • 1 Course • Standard theme ? • Standard plugins ? • Shared server ? 	<ul style="list-style-type: none"> • 20 Authors/Instructors • 100 Students +\$100/mo per 100 extra • 10 Courses • Custom theme ? • Standard plugins ? • Shared server ? 	<ul style="list-style-type: none"> • 200 Authors/Instructors • 1000 Students +\$200/mo per 1000 extra • 100 Courses • Custom theme ? • Custom plugins ? • Dedicated single server ? 	<ul style="list-style-type: none"> • Unlimited Authors/Instructors • 10K-4M+ Students ? • Unlimited Courses • Custom theme ? • Custom plugins ? • Dedicated servers ?
Sign up	Sign Up	Sign Up	Call us +1 (617) 517-4953

DRC Systems

Ikke tydeligt om det er ren implementation af Open Edx. Priser på 3.200 \$ for 1.000 brugere pr år. (5.200 første år)

- *Services:*
 - Installation and deployment to AWS, Azure, Google Cloud, Digital Ocean and others.
 - Development of XBlocks (plugins) and new platform features.
 - Creation of course-specific components.
 - Platform customization: white label, theme creation, localization, certificate design.
 - Consulting: 24/7 support & technical assistance, content creation, video production, training & marketing, R&D and analytic.
- *References/Clients:* Available upon request.
- *More info:* [Build your own branded MOOC](#)

EdCast

Ikke noget Open Edx men interessant og enkel måde på formidling af eksisterende artikler og videoer. Tjek f.eks. <https://www.edcast.com/jenspeterhansen>

- *Services:* Instance deployment and hosting, customizable and white-labelled instances, paywall integration, invite-only courses and control over enrollment schemes, LTI-compliant collaboration tools, 24/7 support
- [Get your custom-branded live instance](#) and start your 30 day free trial today!

eduNEXT

Firmaet er lokaliseret i Colombia (Bolivia projekt!) og tilbyder

- Institutionel branding.
 - Look and feel customizations.
 - Regional localizations.
 - Hosting as a service.
 - Integration with third party authentication systems, payment gateways and other information systems.
 - Management and data analysis tools.
-
- *Services:* Microsites, Custom installation and theming, Localization, course hosting.
 - *References/clients:* edX, OpenCraft, Fundación Romero.

IBL Studios Education

IBL Studios Education tilbyder adgang til deres egen [sandbox](#)

- *Services:* Open edX ecosystems: platform deployment, 24/7 maintenance, training and marketing, course creation, video production.


- *References/clients*: GW (George Washington University), NYU (New York University), The Cooper Union, ETS (Educational Testing Service), Indiana University, UC3M, Comillas-ICADE, PUC Chile, Spain's Ministry of Education, Red.es...
- [Free course creation](#), Free consultancy, Open edX ebook, news service.

Raccoon Gang

Raccoon Gang tilbyder *Open edX setup and configuration for only \$1000!*

Der er mulighed for Try It Now i edX Studio sandkasse miljø:

<http://cms.ddev.com.ua/signin?next=/course/> (log evt. på med jph@seges.dk og password land-brugsinfo)

- *Services*:
 - Deploy and configuration: AWS, Azure, Digital Ocean, etc.; support and maintenance, migration from other e-learning systems;
 - XBlock and new platform features development;
 - Creation of course-specific courseware components;
 - Platform customization: courseware components, localization, theme creation, certificate design;
 - Consulting: support and technical assistance, content creation, R&D and analytics;
- *References/Clients/Experience*: available upon request; participated in development of a lot of Open edX features, including video player, conditional, poll, LTI and other modules.
-  creation and run on our servers.

VeritasU

VeritasU tilbyder at man kan lave første kursus gratis – derefter 199 \$ pr. kursus pr. måned.

- *Services*: Instance deployment, managed hosting on veritasu.com and white-labelled, course development and customization including xblock development, custom theming and branding, and support.

Google Course Builder

- Mulighed for branding
- Assessments mulighed både før og efter start af modul
- Kan lave track and parts, såfremt man ønsker kun at tage/tilbyde dele af kursus
- Automatisk generering af certifikat

Course Builder Feature List

- [Analytics and Measurement](#)
- [BigQuery](#)

- [Course Content and Organization](#)
- [Creating and Maintaining Student Registration](#)
- [Create and Manage Assessments](#)
- [Create and Manage Custom Tags](#)
- [Create and Manage Multiple Choice Questions](#)
- [Create and Manage Question Groups](#)
- [Create and Manage Roles](#)
- [Create and Manage Short Answer Questions](#)
- [Custom Grading Schemes](#)
- [Gradebook](#)
- [Import Existing Course Data](#)
- [Internationalization](#)
- [Learning Tools Interoperability](#)
- [Manage Assets and Files from Dashboard](#)
- [Manage Course Settings](#)
- [Managing Lessons within the Course](#)
- [Manage your Courses: Administrators](#)
- [Peer Reviewing for Students](#)
- [Search](#)
- [Secure Access](#)
- [Skill Map](#)
- [Student Uploads](#)
- [System Requirements and Support](#)



Scalable and manageable

We believe an education platform should scale as easily as a YouTube video: from one to millions of users, and be easy to manage

In Practice

- deploy in 1 minute
- elastic scaling from 1 to 100K students
- ACID, no planned downtime datastore
- fully managed environment
- namespace isolation
- rights delegation
- high manageability
- very low administration cost

http://www.slideshare.net/emadridnet/2013-06-13-uc3m-emadrid-psimakov-google-course-builder-powering-innovation-education?qid=01915a50-bda6-4256-8b6c-54f9ab7212d1&v=default&b=&from_search=2

Moodle

Moodle is suited for organizations that want a full-featured, customizable LMS. The platform offers more than edX in terms of educational tools, analytics and SCORM compliance. The trade-off is that the platform is over 10 years old. The number of configuration options can be daunting, and system performance suffers with larger numbers of students.

"Moodle is an old and clunky system and it is far from user friendly. It is hopeless on mobile devices and slow in comparison. Put lipstick on a pig, its still" a pig!

CourseSites

Ganske afhængig af indpakning, der ikke findes på dansk.

PERSONAL LANGUAGE PACK

English (United States) ▼

Dutch (Netherlands)

English (United States)

English (United States,k12)

French (France)

German (Germany)

Portuguese (Brazil)

Spanish (Spain)

Ressourcer

<https://lisep.coursesites.com/>

<https://jenspeterhansen.coursesites.com>

Udemy (gratis version)

From the beginning, Udemy has specialized in the private MOOC. Think of it as the YouTube of MOOCs. Instructors can build and host their own courses on the platform and then offer them to users for free or for a fee.

Udemy was founded in 2010 and allows instructors to build and host their own online courses. An instructor can upload videos, PowerPoint presentations, PDFs and audio files to the content platform. Discussion boards allow instructors to engage and interact with users.

Udemy is for individuals who want to easily build basic courses and monetize them. The platform is full of coders, photographers, designers and other specialists who offer their knowledge in the form of an online course.

- Har smart note function
- Sociale faciliteter er OK
- Integration til Facebook?
- Oversigt over hvem der tager kursus med disses præsentation, kurser og links til sociale medier
- Virker fint på iPad
- Ikke mulighed for dansk grænseflade

We've built the app from the ground up to make your learning experience as simple and intuitive as possible.

You can now watch videos, access course documents, and even purchase Udeemy courses directly from your iPhone, iPad or Android device.

Krav til kursus:

- Courses should contain at least 30 minutes of content with at least 60% video content.
- Each course must have an introduction that explains what students will get out of the course, and walks them through the curriculum.
- Courses should be well structured to deliver on learning objectives.
- Audio should be clear and intelligible; Video should be clear, well-lit, and high-definition.
- 100% of course lectures must be published.

Forretningsmodel: Det er gratis at oprette kursus og der er mulighed for såvel gratis kurser som betalings kurser. Kursusudvikler for 100% af betaling fra elever, som vedkommende selv får på kurset. Hvis elever kommer på via Udeemy's marketing, får kursusudvikler 50 %-

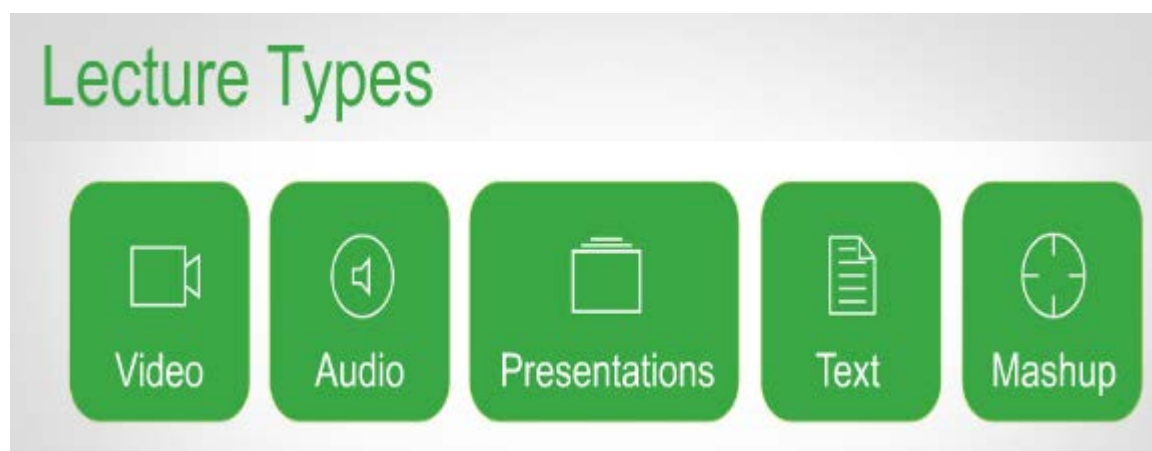
Har også en Udeemy for Business

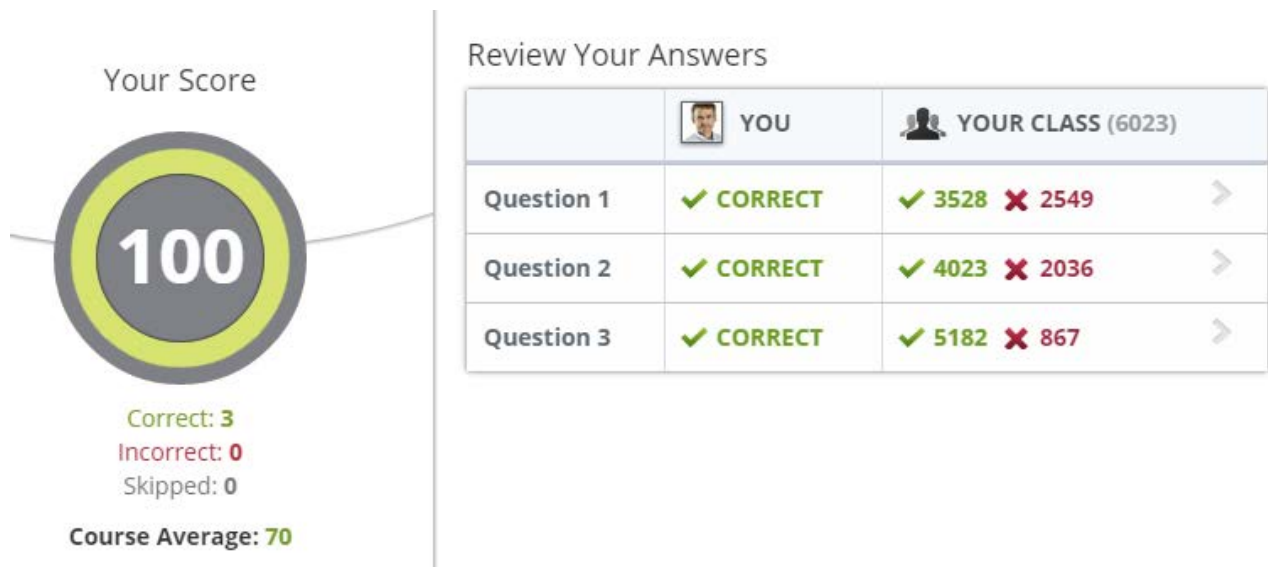
Eksempel på Udeemy kursus

<https://www.udemy.com/official-udemy-instructor-course/#/>

<https://www.udemy.com/lring-i-det-21arhundrede/>

<https://www.udemy.com/google-drev-kom-godt-i-gang/#/>





Versal (gratis version)

Spændende muligheder for interaktivitet, men nok ikke helt modent product endnu, og mangler medfødt diskussionsforum samt betalingsfunktion.

Versal is an intriguing new platform. Its major strengths are a sleek, intuitive user interface and a robust drag-and-drop functionality. A user can sign up for free and then build a course that includes mathematical expressions, image drill-downs and many more widgets, all without any coding knowledge. Users can also embed their published courses on other websites, such as personal blogs.

CEO Gregor Freund believes that “existing courses are really just PowerPoints or videos” and wants to revolutionize online courses with his “gadgets” – tools that allows educators to create interactive learning activities that students can study, manipulate and model.

Versal can’t fairly be called a MOOC platform, because it lacks certain MOOC elements. In particular, there is currently no forum or discussion functionality. Instead, it can be thought of as a strong tutorial platform.

Er mangel på diskussions forum/muligheder et problem for os? Kan vi erstatte denne mangel med f.eks. Facebook? >> Add a discussion forum to your course using the free online tool, Disqus.

Using our unique course creator and gadgets, easily incorporate videos, surveys, quizzes, diagrams, and countless other tools to make your course more engaging.

Versal Pro expands on Versal’s core features by adding the ability make courses private, invite specific learners to courses, and track learner progress. These features were designed with teachers in mind.

To upgrade to Versal Pro, visit versal.com/versalpro. The cost is \$5/month or \$50/year per 200 invited learners.

Upgrade to Versal for Organizations and enjoy advanced features designed for companies and educational institutions - including learner tracking, admin management, and advanced website integration. Fra 100 \$/måned

NovoEd

Fokus på læring i grupper og via projekter: The platform features a collaborative space that engages the student by “learning by doing” through group projects and encouraging peer-to-peer feedback.

Importere person biografi fra LinkedIn eller Facebook

Indsamler data om deltager forud for kursus start

Online Education 1.0	NovoEd
Content Focus	Learner Focus
Centered Around Lecture	Centered Around Learner's Work
Individual Experience	Social Experience
Individual Assignments	Group Projects
Discussion Boards	Team Workspace
Closed and Private	Optional Public Profile & Work Portfolio
Motivated by Grades	Motivated by Peer Accountability (Grades optional)
Library of Content	Community of Learners

Svar fra NovoEd på forespørgsel om prismodel:

As you may know, the NovoEd platform is differentiated by its social learning features, from team work-space to project-based learning, discussions, mentors, peer-to-peer feedback, and one-click integration with collaboration tools such as Google Docs and Google Hangouts. These features have been shown to increase learner engagement and completion rates and retention of learning content. Learners can access the platform from their browsers on any device. Here is a short [video](#) with more information on the learner experience on the platform. NovoEd can also provide services such as instructional design, class operations, learner support, and post-class data analytics if needed.

*There is a **one-time, upfront fee of \$15,000 USD** to help develop each class and configure the platform. After the course is built, you can run it as many times as you want. If your class is offered to learners for free, we charge **\$20 USD per learner per month each time you run the class**. If your class is offered to learners for a fee, we charge a **25% revenue share each time you run the class**.*

Gad vide om de accepterer betalingskursus hvor betalingen f.eks. er 100 kr. pr. deltager?

Konklusion

Med **Open edX** får vi et seriøst værktøj, der løbende udvikles via open source. Dog noget forvirrende at finde vej mellem edX; EdX Edge og Open edX. Vi bør indledningsvis finde en hosted adgang til brug af Open edX. Her virker **Raccoon Gang** som bedste bud i kraft af fornuftig pris og mulighed for alene at få hosting uden et lag af konsulent bistand til udvikling af kurser.

Versal værd at overveje, hvor det er relevant (og instruktøren evner dette) at tilbyde interaktive muligheder. Er den bedste hvad angår en aktiv eksperimenterende læringsstil – learning by doing.

Udemeny er det sikre valg resulterende en poleret præsentation med alle gængse muligheder for brug af medier, diskussionsforum, betaling, tracking og diskussioner.

NovoEd med fokus på grupper og projekter vil sandsynligvis resultere i bedste læring, men stiller større krav til educator og elever. Afventer svar på henvendelse – koster at benytte deres platform.

Google Course Builder kan være relevant for instruktører, der er en smule it nørdede.

Moodle er forældet og for kompleks.

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