

MOOC on MOOC



*What is inside a
MOOC: Content*

MOOC4D

massive open online courses
for development

Educational Resources

- Primarily Videos
 - Short
 - Sharply Focused on a Single Topic
 - “Learning Objects”
- Transcripts of the Video
- PowerPoint Slides
- Documents, Links to Documents, Videos ..

Event

Certification

Analytics

Assessment

Identity

Interactions

Resources

Properties of Videos

- Length
- Speaking rate -- words per minute
- Video type: ordinary *lecture*, a *tutorial*
- Production style:
 - Slides – PowerPoint slide presentation with voice-over
 - Code – video screencast of the instructor working on the computer
 - Khan Academy-style – instructor drawing freehand on a digital tablet
 - Classroom – video captured from a live classroom lecture
 - Studio – instructor recorded in a studio with no audience
 - Office Desk – close-up shots of an instructor’s head filmed at an office desk

What Kind of Videos?

- How Video Production Affects Student Engagement: An Empirical Study of MOOC Videos
- Philip J. Guo, Juho Kim, Rob Rubin [L@S](#)
['14](#) Proceedings of the first ACM conference on Learning @ scale conference

Results from edX

- server logs and Google Analytics
- Server logs user interaction events:
 - navigating to a page
 - playing a video
 - pausing a video
 - submitting a problem for grading,...
- Has the user
 - Video watched in full
 - Moved over to another page
 - Gap between successive events

What Kind of videos are engaging? (1)

- Short videos
- Intersperse an instructor's talking head with slides than slides alone
- Videos produced with a more personal feel could be more engaging than high-fidelity studio recordings
- Khan-style tablet drawing tutorials than PowerPoint slides or code screencasts

What Kind of videos are engaging? (2)

- Even high quality pre-recorded classroom lectures, are not as engaging when chopped up for a MOOC
- Videos where instructors speak fairly fast and with high enthusiasm are more engaging

Homework

- Watch a Khan academy video
- Examples of other kinds of videos
- Rate this video 😊

Thank You