

MOOC on MOOC



Planning for a MOOC

An Event Perspective

MOOC4D

massive open online courses
for development

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Overview

MOOC as a massive multimedia event



At the end of this talk

- You will appreciate why a MOOC is managed like an event
- Especially an event where media has a very important role
- See [Week 2: Event Management](#)

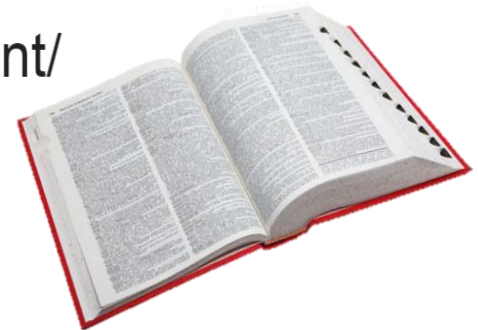
Definitions

- Event
- Event Management

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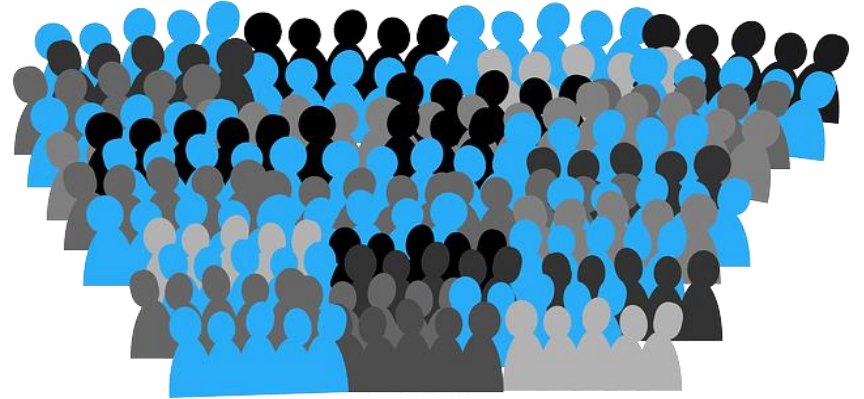
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A MOOC is a unique event

- Set duration
- Spatially extended
- Too large for a classroom



Planning a MOOC

- Audience research
- Identify focus
- Research learning needs



Audience research will inform

- Timing
- Duration
- Time investment



A multi-disciplinary team

- Synergise capabilities and expertise
- Commitment to quality and punctuality



Team needs a leader

- The lead faculty member
- Anchors core values



Ground rules & code of honour

- MOOC as a public space
- Codes of honor strictly observed



Activities start much earlier

- Conduct audience research
- Source essential content
- Sequence topics & assignments
- Identify & test the software ecosystem



Reaching out to potential learners

- Or, “marketing”
- Informed by audience research
- Use multiple modes



Security & integrity of course space

- Must be guaranteed to all stakeholders at all times
- Repeated tests are helpful



Media production ready before start

- Important for videos
- Industrial facility no needed
- Practice and test-produce

