

MOOC on MOOC



What is inside a MOOC: Analytics

MOOC4D

massive open online courses
for development

Learning Analytics

- Measures the student engagement with the course
- Useful in figuring out
 - If the students are participating in the course
 - How much they are interacting with the course content – videos, reading material,..
 - And with the rest of the class – discussion forums

Event

Certification

Analytics

Assessment

Identity

Interactions

Resources

Learning Analytics

“Learning analytics is the measurement, collection, analysis and reporting of data about learners and their contexts, for purposes of understanding and optimizing learning and the environments in which it occurs”

From LAK 2011, Call for papers

Event
Certification
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Learning Analytics

- Not just in MOOCs
- Also in internal course offering over an LMS

Nothing new, actually

- Feedback during the course
 - Attendance
 - Class participation
 - Data from Library – text books accessed
 - Performance in exams
- Feedback that we take at the end of the course
 - “The instructor taught well”
- Often comes too late in the course

Event
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Learning analytics

- In an Online course, there are more opportunities
- Goals:
 - Improve the quality of the offering
 - Increase Student retention
 - Increase Student participation

Analytics: for whom

- Learner
 - Student can see his coverage and status
- Teacher
 - Is the course engaging?
 - Where are the difficulties?
- Institute
 - Profiles of the learners
 - Student Interests

What do you measure

- Typical measurements include
 - time spent
 - number of logins
 - number of accessed resources
 - number of artifacts produced
 - number of finished assignments..

6.002x Circuits and Electronics

- 76% of participants were just browsing the course
- They account for 8% of the total time spent in the course
- 7% of certificate-earning participants accounted for 60% of total time
- Students spent the most time per week interacting with
 - lecture videos
 - discussion forums
 - online laboratories

Site Analytics

- Google analytics
- generates detailed statistics about a website' s traffic and traffic sources
- can track visitors from all referrers, including search engines, social networks, ..

Thank You