MOOCKnowledge: Establishing a large-scale data collection about participants of European Open Online Courses

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Motivation

- Existing data sets:
  - Most US centric
  - Not cross-provider

- European approach to OOE:
  - Diversity (Culture and language)
  - Rich educational approaches
  - Policy building based on evidence
Motivation

- Liyanagunawardena, Adams, & Williams (2013)
  The learner perspective of MOOCs is underrepresented

- Fischer (2014)
  “both the hype and the underestimation [of MOOCs] are more based on assumption and beliefs than theoretical groundings and qualitative and quantitative data”
Research Focus

- Population details
  - Socio-economic details
  - Lifelong learning profile
  - ICT skills
- Motivation
- Intention – Behaviour Gap
- Impact on study success/job success
Theoretical background

- Theory of Reasoned Action (Fishbein and Ajzen, 2010)
- Self-determination theory (Ryan & Deci, 2000)
- Implementation intentions (Gollwitzer & Oettingen, 2013)
The behaviour under study is defined as:
Me taking and completing one or more MOOCs in the next six months.
Data collection process

- Standardized questionnaire per MOOC
- Pre-, Post- and Follow-up-questionnaire
- Data sharing of own data with provider, overall analysis by consortium & IPTS
Exemplary results

n = 678

- Spain
- Other
- Italy
- Portugal
- Germany
- France
- Switzerland
- Estonia
- Bulgaria
Exemplary results

n = 678

Other countries

- Mexico
- Peru
- Colombia
- Argentina
- Venezuela
- Ecuador
- Brasil
- República Dominicana
- Nicaragua
- Uruguay
- El Salvador
- Chile
- Guatemala
- Paraguay
- Santa Lucía
- Panamá
- Los Estados Unidos
- Cuba
- Bolivia
Exemplary results

n = 678

Employment Status

- Employed for wages: 40.7%
- Out of work and looking for work: 21.8%
- A student: 20.5%
- Self-employed: 7.7%
- Other: 3.2%
- Retired: 2.1%
- Out of work but not currently looking for wages: 1.6%
- Unable to work: 1.3%
- A homemaker: 1.0%
Exemplary results

Number of MOOCs enrolled in the past

Number of participants

Number of MOOCs

n = 678
Exemplary results

Number of completed MOOCs

Number of MOOCs

Number of participants

n = 678
Future

- Primary target group: Providers of the Openupped initiative, but:
  - Open for all providers

- Requirements:
  - Agreement between provider and MOOCKnowledge consortium
  - Translation
Future

- Benchmarking activities for providers
- An open data-set
- More providers! -> Join us
- Combination with local learning analytics data
Want to join?


- Contact the consortium via [moocknowledge@ou.nl](mailto:moocknowledge@ou.nl)

- Talk to us today

by David Lofink @ [Flickr](http://www.flickr.com/photos/dllofink/7275303935/)
EMOOCs 2015, the Third European MOOCs Stakeholders Summit, will be held on 18-20 May 2015 at the Université catholique de Louvain campus in Mons (Belgium).

http://www.emoocs2015.eu