Webinar series

Towards open educational processes and practices

Open Education Week 2016
Intention and motivation as key to

PhD project Maartje Henderikx
Open Education Week 2016
ABOUT

- Dropout perspectives
- Intention-behavior Gap
  - Dropout factors
- Implementation intentions
  - In summary
MOOCs

The Gap

Barriers

Plans

Wrap up
DROPOUT

The Gap

Barriers

Plans

Wrap up
DROPOUT RESEARCH IN GENERAL

Institutional perspective

Image courtesy of Simon Howden and haywards at FreeDigitalPhotos.net
DROPOUT IN MY STUDY

Student perspective

INTENTION

Image courtesy of Nenetus at FreeDigitalPhotos.net
WHAT IF?

Intention ≠ Behavior
MOOC completion and retention in the context of student intent

22%...of students who intended to complete a course earned a certificate.
INTENTION – BEHAVIOR GAP
DROPOUT FACTORS

- External factors
- Internal factors
- Contextual factors
DROP OUT FACTORS

External factors
DROPOUT FACTORS

Internal factors
DROPOUT FACTORS

Contextual factors
BARRIERS
your good intentions aren’t good enough
IMPLEMENTATION INTENTIONS
IN SUMMARY

Dig deeper into the dropout issue

Student intention as starting point
IN SUMMARY

Student intention as starting point

Realistic idea of MOOC success rates

Better idea of MOOC value & potential
IN SUMMARY

- Intention – behavior Gap
- Intention – behavior barriers
- Usefulness of implementation intentions
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