

A Whole New MOOC

Improving student engagement in online, self-directed learning experiences

Problem

Extremely high attrition rates in MOOCs



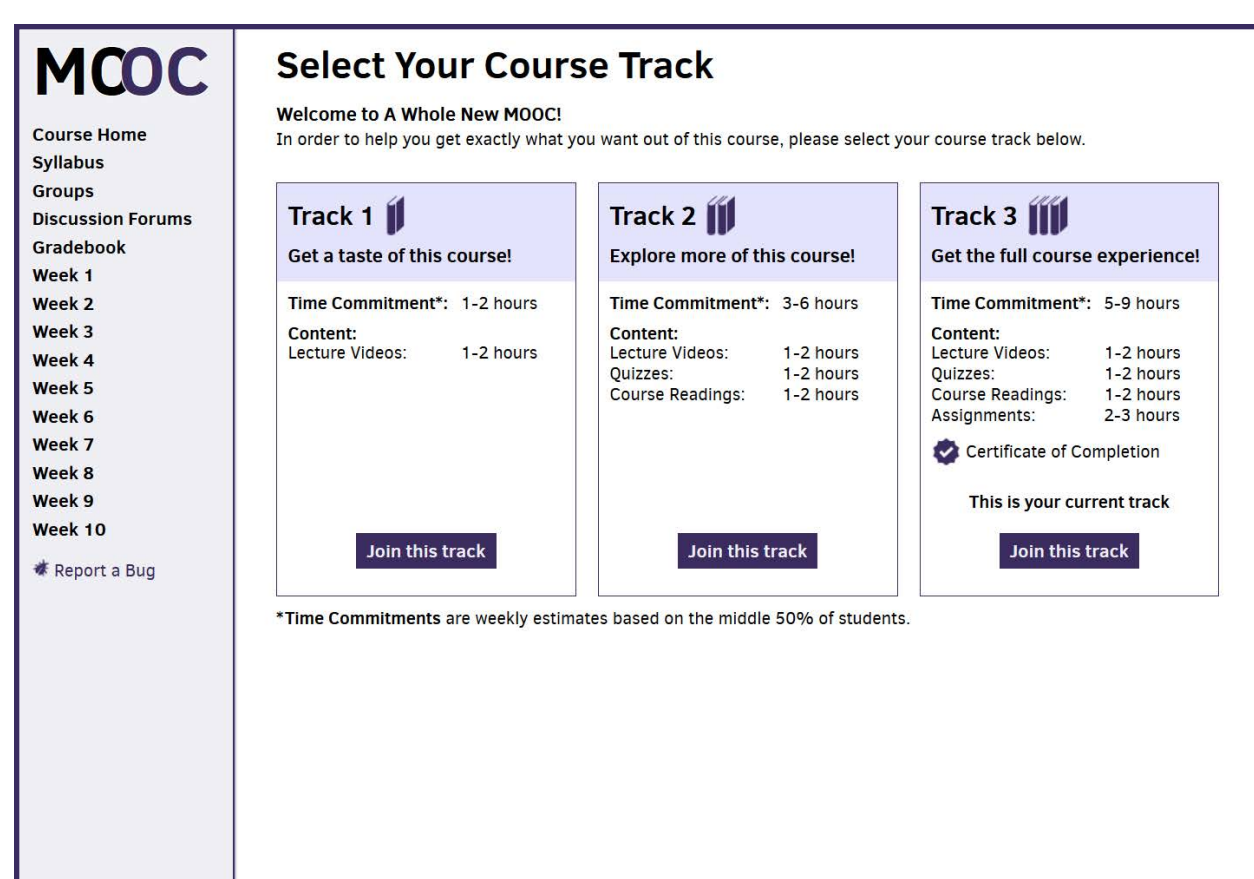
Less than 10% of MOOC students complete their courses

MOOCs could have an immense positive impact on society by providing open access to high-quality educational content for the general public

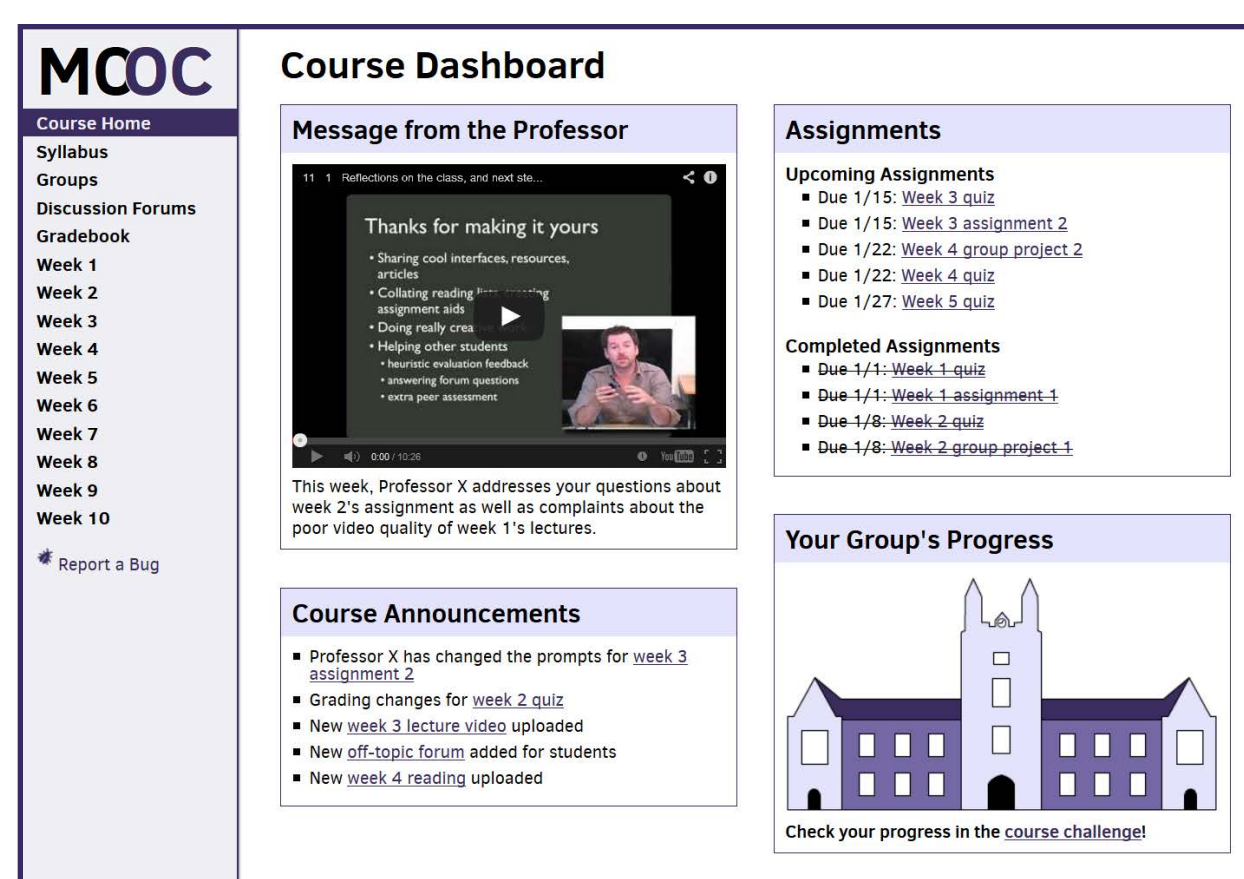
MOOCs rely on antiquated pedagogy focused on information transfer rather than student engagement.

Solution

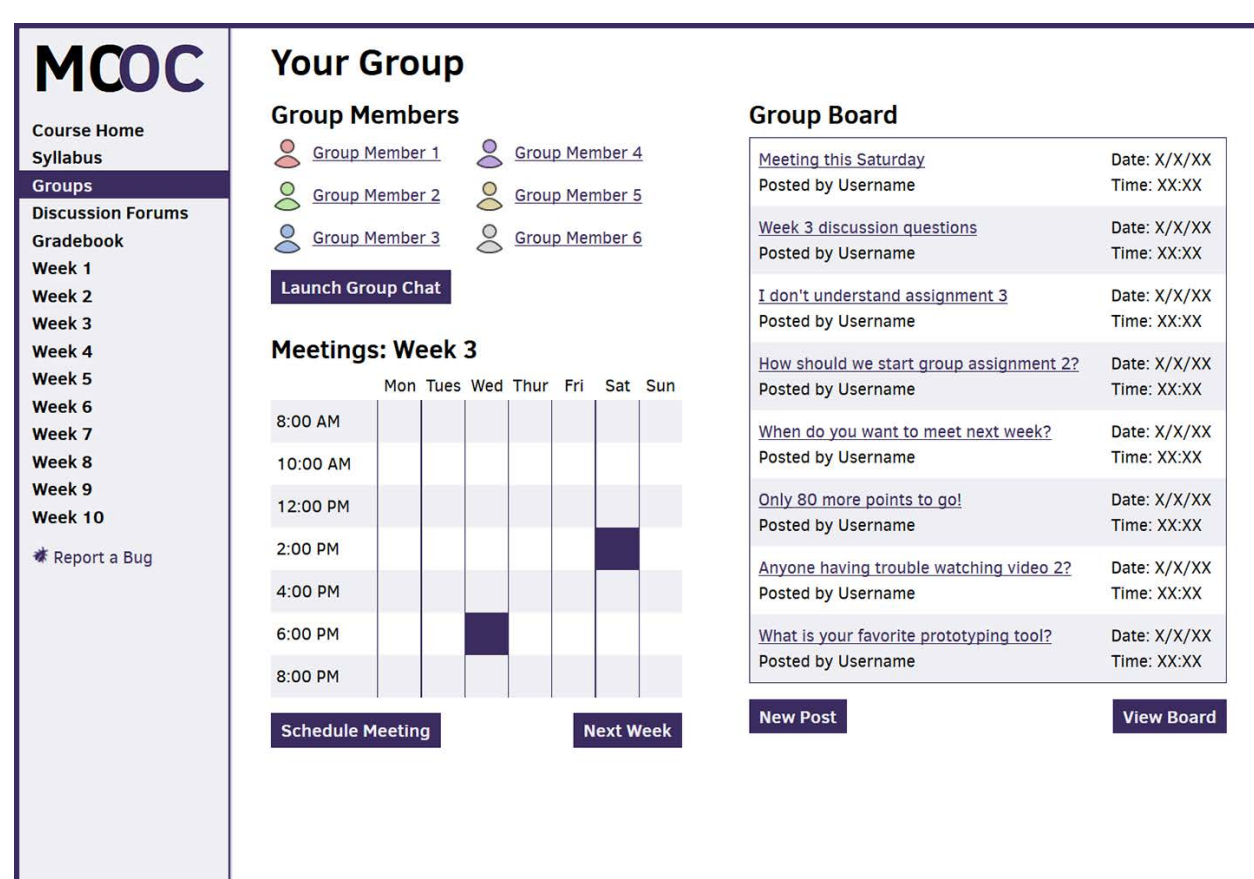
An interactive MOOC, now with friends!



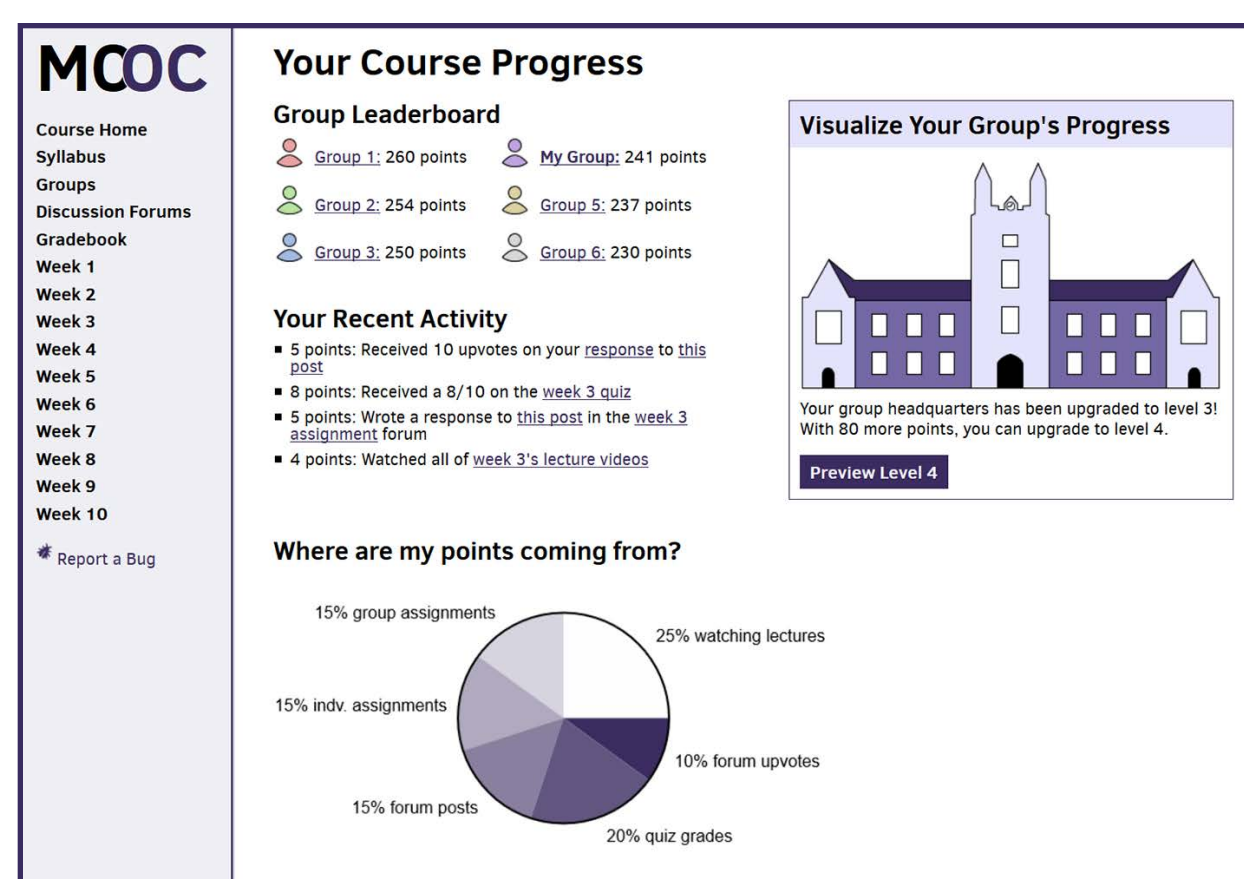
Multi-track MOOC selection page, helping students pick the best track for their goals



Course dashboard facilitating instructor communication and time management



Student group page allowing for coordination of group activities



Course progress page encouraging students to keep on pace with coursework

Process

Literature Review

Multi-track and adaptive MOOCs support different student learning goals

Interactive quizzes engage students and provide immediate feedback

Interviews

Study groups allow students to help each other and lower the attrition rate

Improved forum filtering would help students find the most informative posts

Sketching

Video lecture annotations let students comment on and bookmark relevant course content

Gamified elements illustrate course progress as a student and within study groups

Prototyping

Key research concepts explored, first as wireframes, then as HTML prototypes

Illustrated MOOC track selection, student groups, adaptive quizzes, video annotation, forum filtering, and gamification

Learn More

<http://mooc.julieanncampbell.com>

<http://awholenewmooc.wordpress.com>

Julie Campbell
julie@julieanncampbell.com

Andrea Chin
andrealchin@gmail.com

HCDE Human Centered Design & Engineering
University of Washington