東京大学
大学総合教育研究センター

Center for Research and Development of Higher Education
The University of Tokyo

# Massive Open Online Course
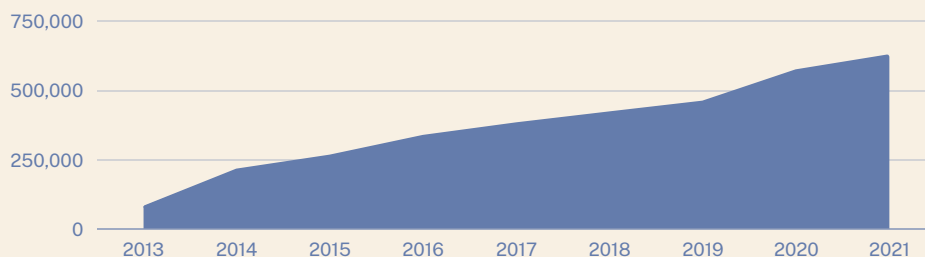
## STARTUP PACKAGE

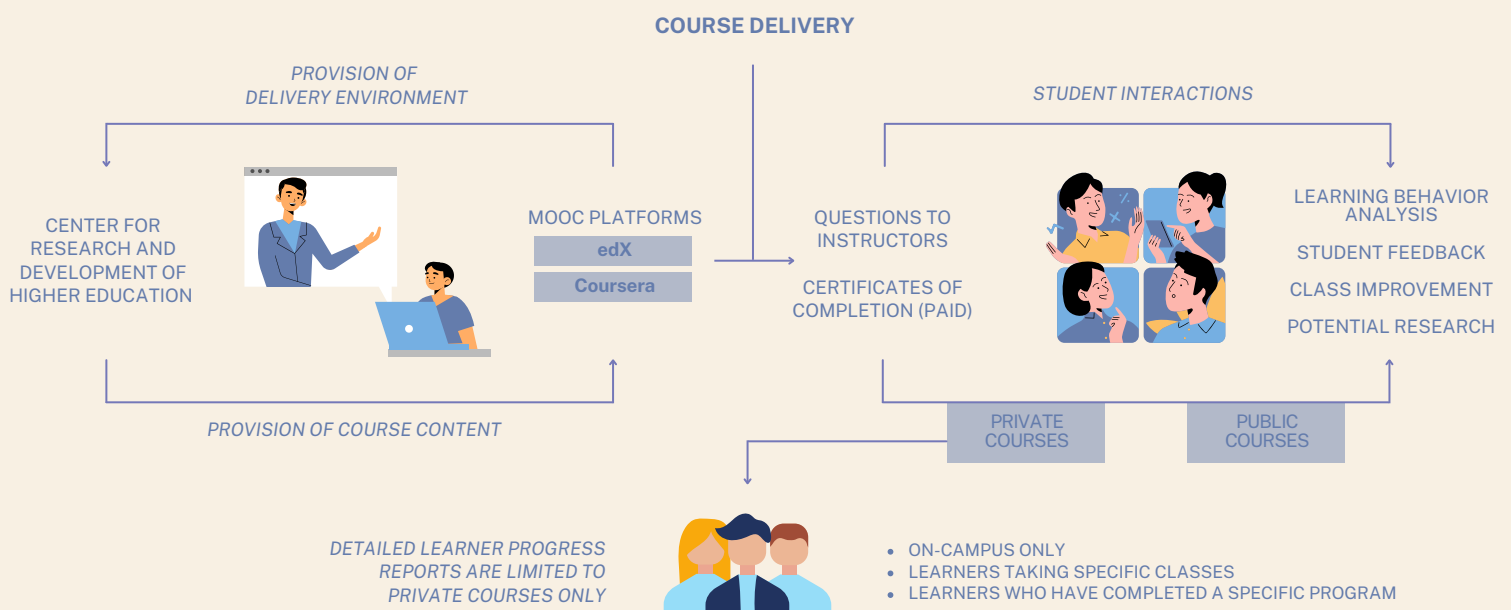ENGLISH VERSION

# OVERVIEW

## WHAT IS MOOC?

MOOCs (massive open online courses) are free, online courses specifically designed to be studied online by cohort of worldwide learners. For global appeal, UTokyo MOOCs are basically offered in English with a few offered in Japanese.

Two platforms, edX and Coursera, are used to develop online courses. edX is jointly created by the Massachusetts Institute of Technology and Harvard University in 2012. Coursera is founded in 2012 by Andrew Ng and Daphne Kollar of Stanford University.

Since 2013, UTokyo MOOC has launched 20 courses. The number of registered UTokyo MOOC learners is as shown below.



The following diagram illustrates briefly the relationship between the Center for Research and Development of Higher Education, MOOC platforms, and learners.

**COURSE DELIVERY**

*PROVISION OF DELIVERY ENVIRONMENT*

*STUDENT INTERACTIONS*

CENTER FOR RESEARCH AND DEVELOPMENT OF HIGHER EDUCATION

MOOC PLATFORMS
**edX**
**Coursera**

QUESTIONS TO INSTRUCTORS

CERTIFICATES OF COMPLETION (PAID)

LEARNING BEHAVIOR ANALYSIS

STUDENT FEEDBACK

CLASS IMPROVEMENT

POTENTIAL RESEARCH

*PROVISION OF COURSE CONTENT*

PRIVATE COURSES

PUBLIC COURSES

*DETAILED LEARNER PROGRESS REPORTS ARE LIMITED TO PRIVATE COURSES ONLY*

- ON-CAMPUS ONLY
- LEARNERS TAKING SPECIFIC CLASSES
- LEARNERS WHO HAVE COMPLETED A SPECIFIC PROGRAM

# BENEFITS OF MOOC

## M ASSIVE
*Reach learners worldwide*

There are about 130 million registered users on edX and Coursera. With MOOC, you can:

- Approach individuals who are interested in research and education at UTokyo
- Unlock potential for international students acquisition, industry-university collaboration, and education/research collaboration with overseas universities
- Bring together learners from all over the world through discussion and gather valuable data from learners' discussion responses.

## O PEN
*Register for free*

Once registered, learners can access all teaching materials and participate in discussion.

(*Some edX courses cost. Coursera prohibits any use or access by anyone under the age of 13.)

## O NLINE
*A self-paced enviroment*

It provides learners with a lot of flexibility of time and location.

## C OURSES
*An educational tool in the new normal era*

MOOCs have attracted world-wide attention as a new digital educational tool to support campus-based learning. On the right are examples for your references.

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### 1 MOOCs as supplementary materials
*(e.g., Tokyo University of Technology, etc.)*

Videos and assessment items from selected modules are adapted and integrated in traditional classrooms.

### 2 MOOCs as a remedial complement
*(e.g., Osaka Sangyo University, etc.)*

MOOC can be used to help post-secondary students acquire and review prerequisite knowledge for undergraduate studies or higher study pursuit.

### 3 MOOC-based micro-credentials
*(e.g., JMOOC open badges, corporate training, etc.)*

Micro-credentials can be stacked towards larger units of competence or capability, in a format that is verified, secure and shareable with peers, employers and educational providers. MOOCs with micro-credentials include a final capstone project or exam and offer verified documentation of completion. The price varies between universities. UTokyo charges 49 USD for a certificate of completion.

### 4 MOOC-based flipped learning

Students in an on-campus course are asked to participate in MOOCs, and then attend face-to-face classes to focus on the specific questions they have.

### 5 MOOCs for credits
*(*Inapplicable to UTokyo)*

More and more universities are offering MOOCs for credits. According to Class Central[1], there are 800+ free for-credit online courses, and 70+ MOOC-based master's degree programs.

### 6 MOOCs pre-approved for credit transfer
*(*Inapplicable to UTokyo)*

Some overseas universities allow students who enroll in their pre-approved list of MOOCs before admission to apply credits earned towards their programs to fulfill graduation requirements

[1] Shah, et. al. (2022). [2022] 800+ Online Courses with Real College Credit that You Can Access for Free. Class Central. Retrieved June 1,2022, from https://www.classcentral.com/report/free-for-credit-moocs/

# FREQUENTLY ASKED QUESTIONS

## 01 WHO TAKES MOOCS?

Anyone, regardless of whether they have studied before, can register for MOOCs. You can also turn a MOOC into a SPOC for on-campus students.

## 02 HOW MANY LEARNERS ARE THERE?

Massive online open courses see exponential growth during COVID-19 pandemic. They have reached 220 million learners worldwide by 2021, excluding China[2]. As of April 2022, UTokyo Coursera and edX have respectively more than 130 million and 490 million registered learners.

## 03 HOW IS MOOC DIFFERENT FROM UTOKYO OCW?

UTokyo OCW (Open Course Ware) delivers regular classes online. All videos are unedited and the video length is no different from regular classes held in classroom.

In contrast, MOOCs are developed specifically for online learning. Video length is optimized to mostly 10-minute-long to help students stay focused, and various assessment tools are embedded to monitor learning progress. Student interaction and collaboration is one key component of MOOC courses. Discussion and peer assessment are often included to foster effective learning. Upon completion, one might pay for a MOOC certificate if he/she meets the passing requirements of the course.

## 04 HOW IS MOOC DIFFERENT FROM "GACCO"?

MOOC is global, whereas "gacco" is domestic. To reach worldwide learners, the medium of instruction of UTokyo MOOCs is basically English. A few courses are in Japanese with English subtitles.

## 05 HOW DO I APPLY?
## HOW TO DESIGN A COURSE?

UTokyo MOOC is a university-wide project. Prior approval from your affiliated department is required to submit a proposal. Your course development proposal will then undergo a simple review at our Center for quality assurance. We would communicate and consult with you on syllabus, videos filming, assessment rubrics and many others.

## 06 HOW WOULD YOU HELP IF I WERE NOT CONFIDENT IN DELIVERING CLASSES IN ENGLISH?

Our Center covers a certain amount for language proofreading and editing services. We also offer departmental-level consultation on speech communication in English. Please send us your English lecture scripts or reach out for further assistance.

Prompter is available to use, which allows you to read a script whilst maintaining direct eye contact with the audience

[2] Shah, D. (2021). *By The Numbers: MOOCs in 2021*. Class Central. Retrieved June 1,2022, from https://www.classcentral.com/report/mooc-stats-2021/

# COURSE PRODUCTION

## VIDEO FILMING

*4 to 6 lecture videos are to be recorded, with each of them lasting for 90 to 100 minutes.*

Our Center would oversee video production.

Indoor filming will be done at Media Studio, iii UTokyo in 2-3 consecutive day. Outdoor shooting will be conducted with the help of video production companies.

Our Center could also edit your existing lecture videos for MOOCs

## COURSE LOGO

*The course logo is an image that is used to represent and identify your course in various places, such as course catalog and search results.*
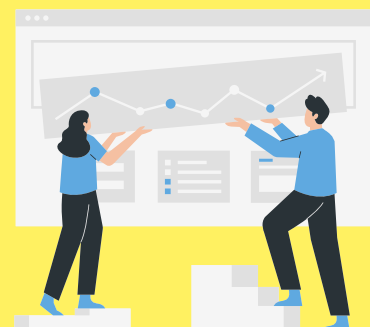
Our Center will hire a logo designer to look to incorporate colors, icons, and font styles associated with the type of course you provide.

## ASSESSMENTS

*Roughly 40 questions are needed for both graded and ungraded assessments.*

A mixture of formative and summative assessments helps scale quality practice and feedback opportunities to learners.

Practice assessments are ungraded, formative assessments that guide and support learning. Graded assessments are required, summative assessments that measure progress towards learning objectives.

## INSTRUCTOR PROFILE

*Instructor profiles appear in various places, such as landing pages and certificates.*

The primary parts of an instructor profile are: your name, a profile picture, a profile bio, an image of your signature, your current title and department.

## PRESENTATION SLIDES

*Please identify copyright holders of materials adopted and obtain copyright permission if deemed necessary.*

Our Center helps process requests for permission to use copyright materials. We also provide a fixed budget for presentation design services to help make your slides stand out.

*We recommend hiring TAs to help create quizzes and prepare presentation slides.*

# MILESTONE

**01** **ESTABLISH THE PURPOSE**

Set up kickoff meeting to outline project plan and scope

**02**

**CHARACTERIZE EDUCATIONAL CONTENT**

- Plan your course content
- Gather background information
- Obtain copyright permissions
- Prepare presentation slides (optional)
- Prepare lecture scripts (optional)

**03**

**VIDEO PRODUCTION**

- Lecture videos
- Promotional videos

**04**

**STRUCTURE YOUR MOOC**

- Complete course syllabus
- Design graded assessments
- Design ungraded, practice assessments and other learning activities
- Confirm assignment rubrics
- Confirm grading formula
- Provide a reference list (optional)

**05**

**REVIEW AND FINALIZE**

- Upload your content and customize course settings
- Trial test your MOOC

**06**

**CREATE YOUR LANDING PAGE**

- Add an icon to your course
- Add course description and prerequisites (if any) to your course
- Complete your instructor profile

LAUNCH YOUR MOOC!

# UTOKYO MOOC COURSE LIST

## AS OF AUGUST 2022

### *edX* https://www.edx.org/school/utokyox

- Basic Analytical Chemistry

- Contemporary Japanese Society: What Has Been Happening Behind Demographic Change?

- Four Facets of Contemporary Japanese Architecture: City

- Four Facets of Contemporary Japanese Architecture: Human

- Four Facets of Contemporary Japanese Architecture: Technology

- Four Facets of Contemporary Japanese Architecture: Theory

- Sustainability Science - A Key Concept for Future Design

- Tokyo Hillside, Tokyo Riverside: Exploring the Historical City

- Transnational Studies - Japan and the World

- Visualizing Postwar Tokyo, Part 1

- Visualizing Postwar Tokyo, Part 2

- Quantum Mechanics of Molecular Structures

### *Coursera* https://www.coursera.org/utokyo

- FoundX Startup School Course

- From the Big Bang to Dark Energy

- Global Health Policy

- Interactive Computer Graphics

- Interactive Teaching

- Let's Read! Learning Japanese through Science and Technology -1

- Let's Read! Learning Japanese through Science and Technology -2

- Studying at Japanese Universities

- Welcome to Game Theory

- Words Spun Out of Images: Visual and Literary Culture in Nineteenth Century Japan

## INSTRUCTORS

| | | |
|---|---|---|
| Robert CAMPBELL | Yuko ITATSU | Yusuke OBUCHI |
| Liang-da CHIU | Marcin Pawel JARZEBSKI | Takeaki OZAWA |
| Hannah DAHLBERG-DODD | Masanori KADO | Kenji SHIBUYA |
| Michael FACIUS | Michihiro KANDORI | Sawako SHIRAHASE |
| Yumiko FURUICHI | Kengo KUMA | Takaaki UMADA |
| Stuart GILMOUR | Kayoko KURITA | Yujin YAGUCHI |
| Masashi HANEDA | Takashi MINO | Kaoru YAMANOUCHI |
| Katsuya HASEGAWA | Hitoshi MURAYAMA | Shunya YOSHIMI |
| Takeo IGARASHI | Hiroshi NISHIURA | |

MOOC
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