

JINGJING LIN 01.06.2015

SOMETHING ABOUT...

...simply a presentation of a phd lady at USI



USI Università della Svizzera italiana

SOMETHING ABOUT Me

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



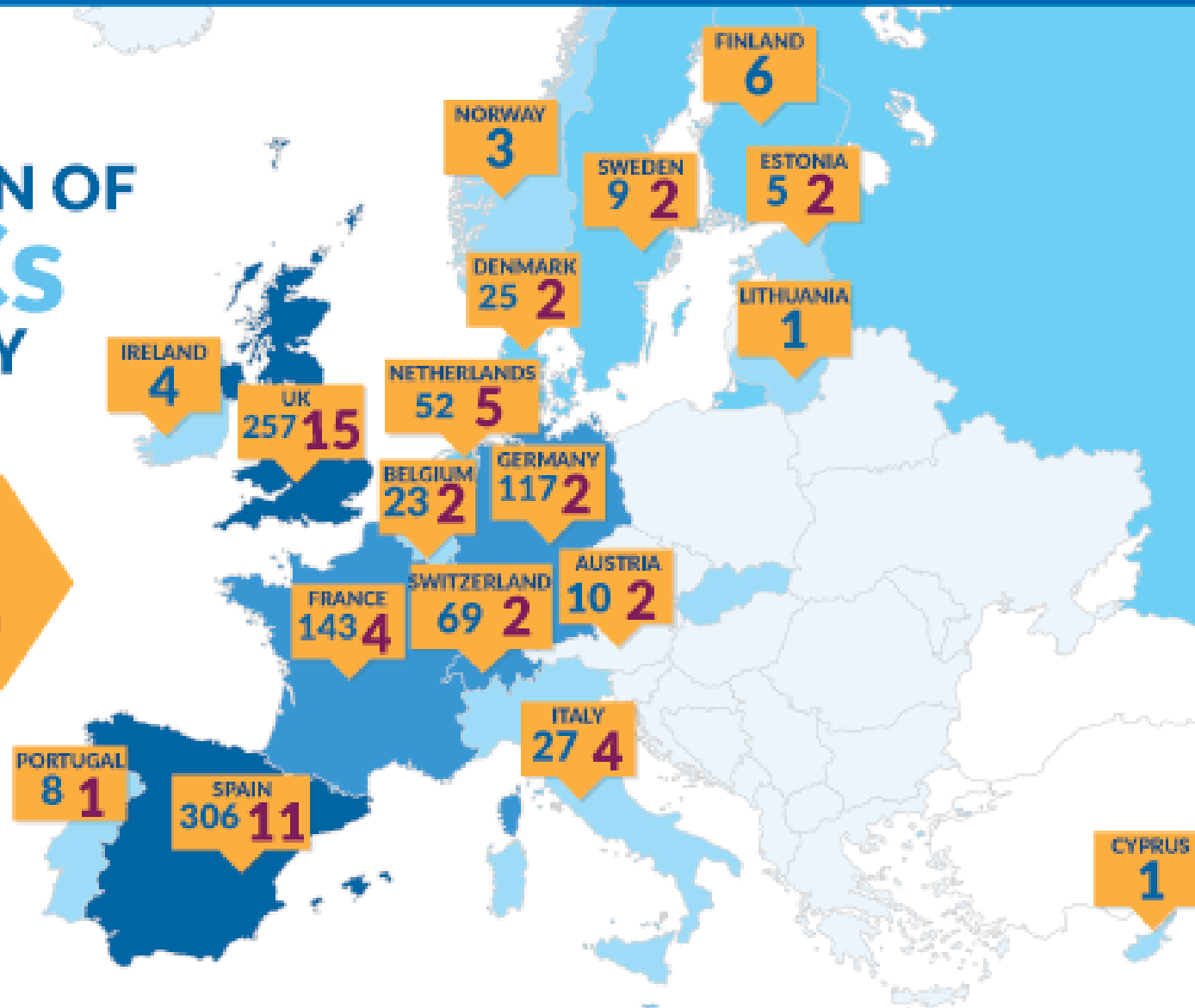
UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

The EUROPEAN MOOCs SCOREBOARD

Last updated 06.03.2015

DISTRIBUTION OF MOOCs PER COUNTRY

EUROPEAN MOOCs
1066 **54**



This is a journey to

eTourism: Communication Perspectives

Director: Lorenzo Cantoni Producer: Jingjing Lin

Star by Stefano Tardini, Nadzeya Kalbaska, Silvia de Ascaniis, Elena Marchiori,
Emanuele Mele, Elisabetta Decarli-Frick, Mattia Pera, Shondel Bervini



A MOOC COMING ON SCREEN THIS AUTUMN 2015

USI Università della Svizzera italiana

SOMETHING ABOUT MY PHD

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

MOOCs (Massive Open Online Courses) in Hospitality and Tourism

Started on 18 Feb, 2015

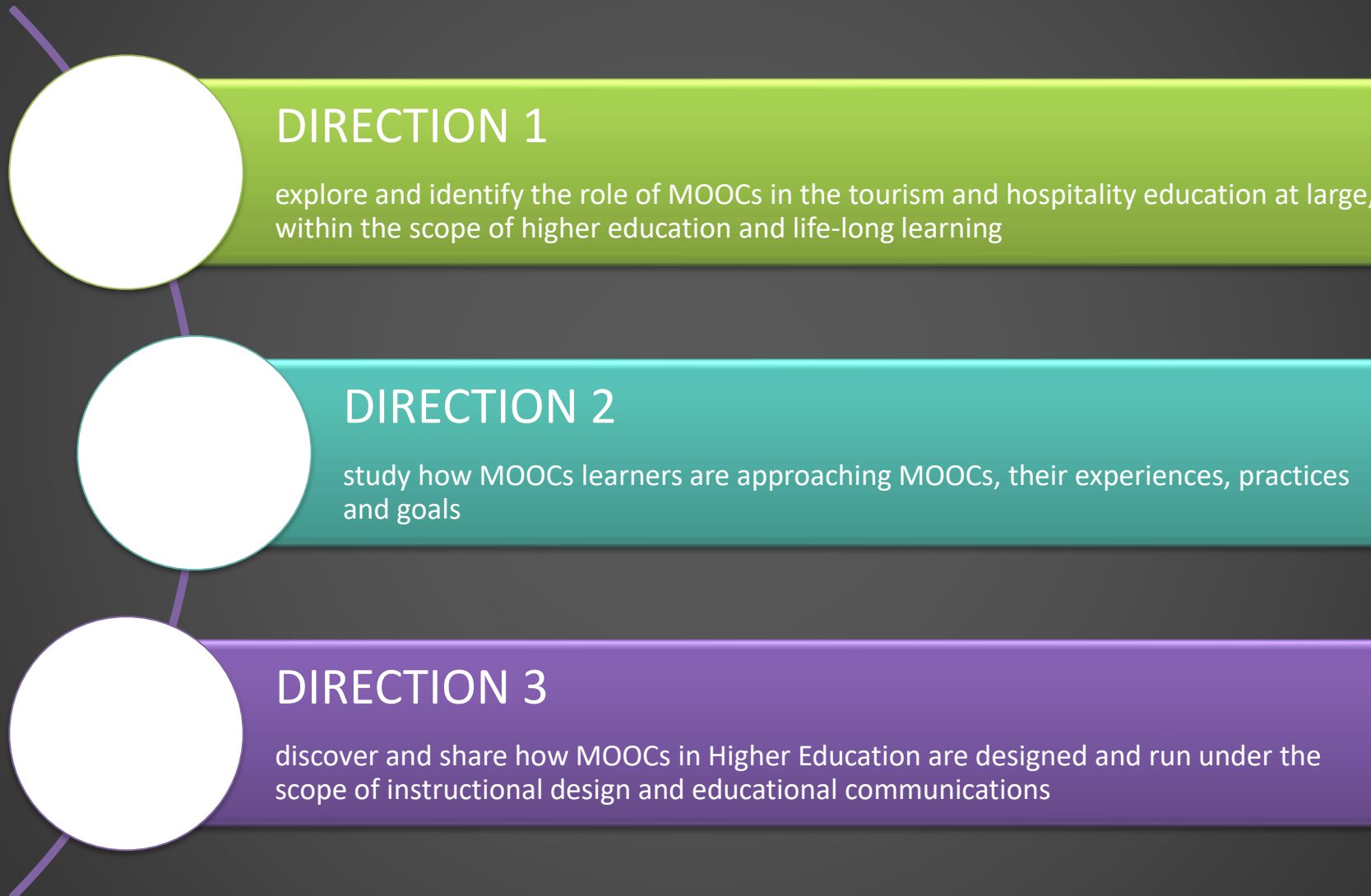


Figure 2. My PhD Thesis: Three Possible Directions

Table 1. Administrative reports on the PhD progress

Report	Date by	Signed by	Submitted to
Annual report about educational activities	End of September of each year	Prof. Lorenzo Cantoni Gestione Dottorato	Gestione Dottorato
Detailed plan of the doctoral research	December 2015	Prof. Lorenzo Cantoni	Prof. Lorenzo Cantoni
PhD progress report	December 2016		PhD committee
PhD progress report	December 2017		PhD committee

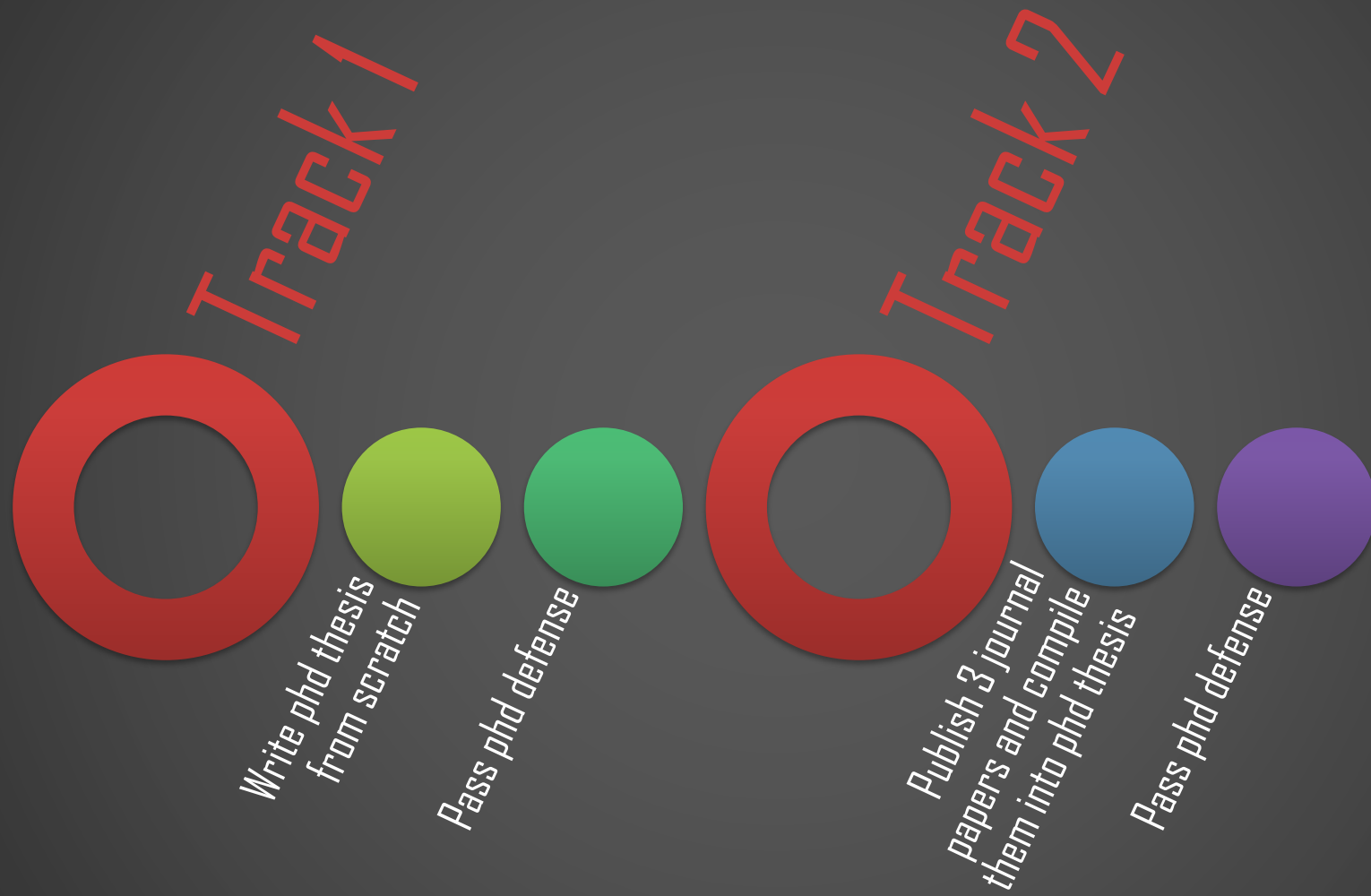


Figure 3. Two Tracks for USI PhD Thesis

USI Università della Svizzera italiana

SOMETHING ABOUT USI MOOCs PROJECT

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

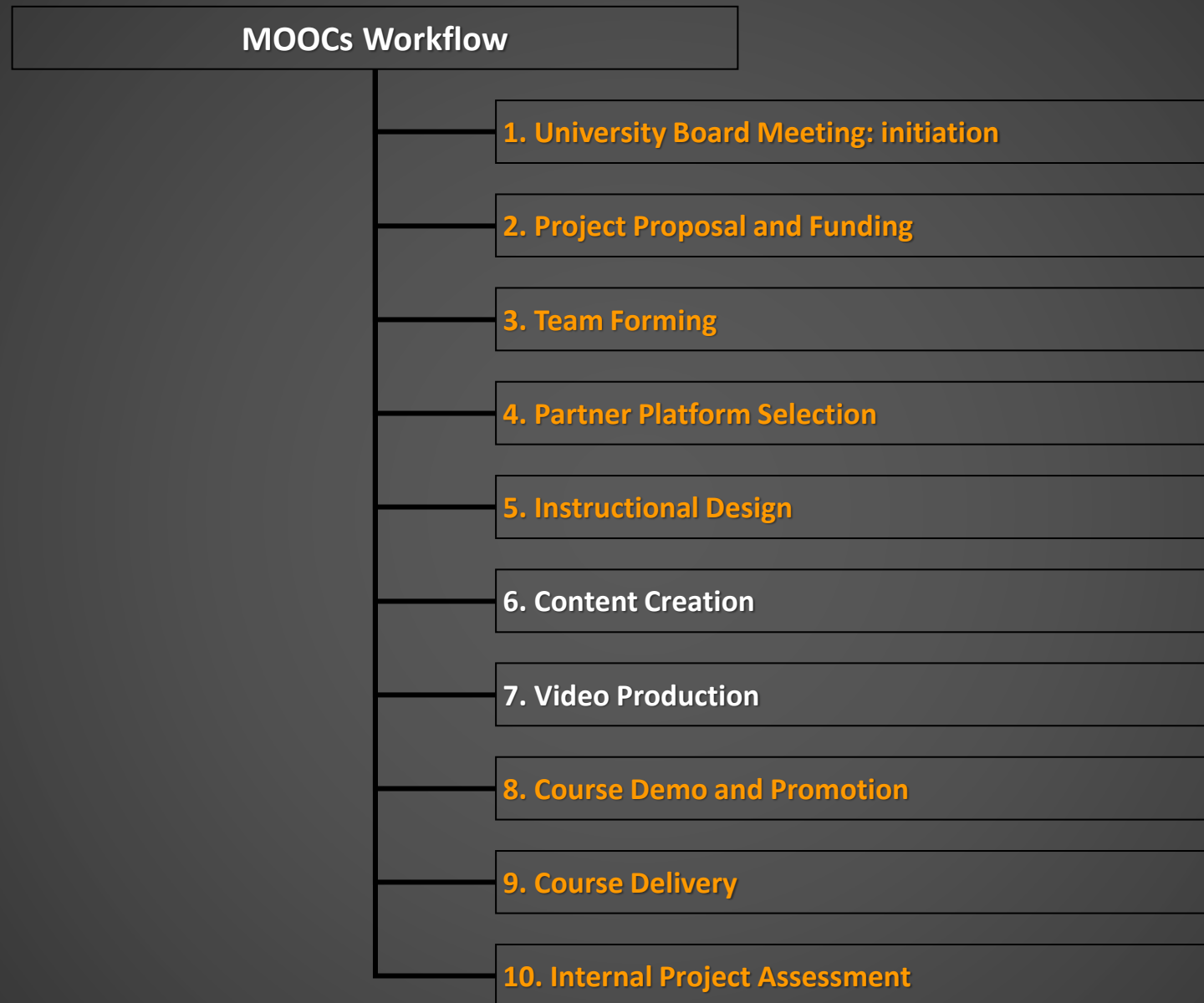
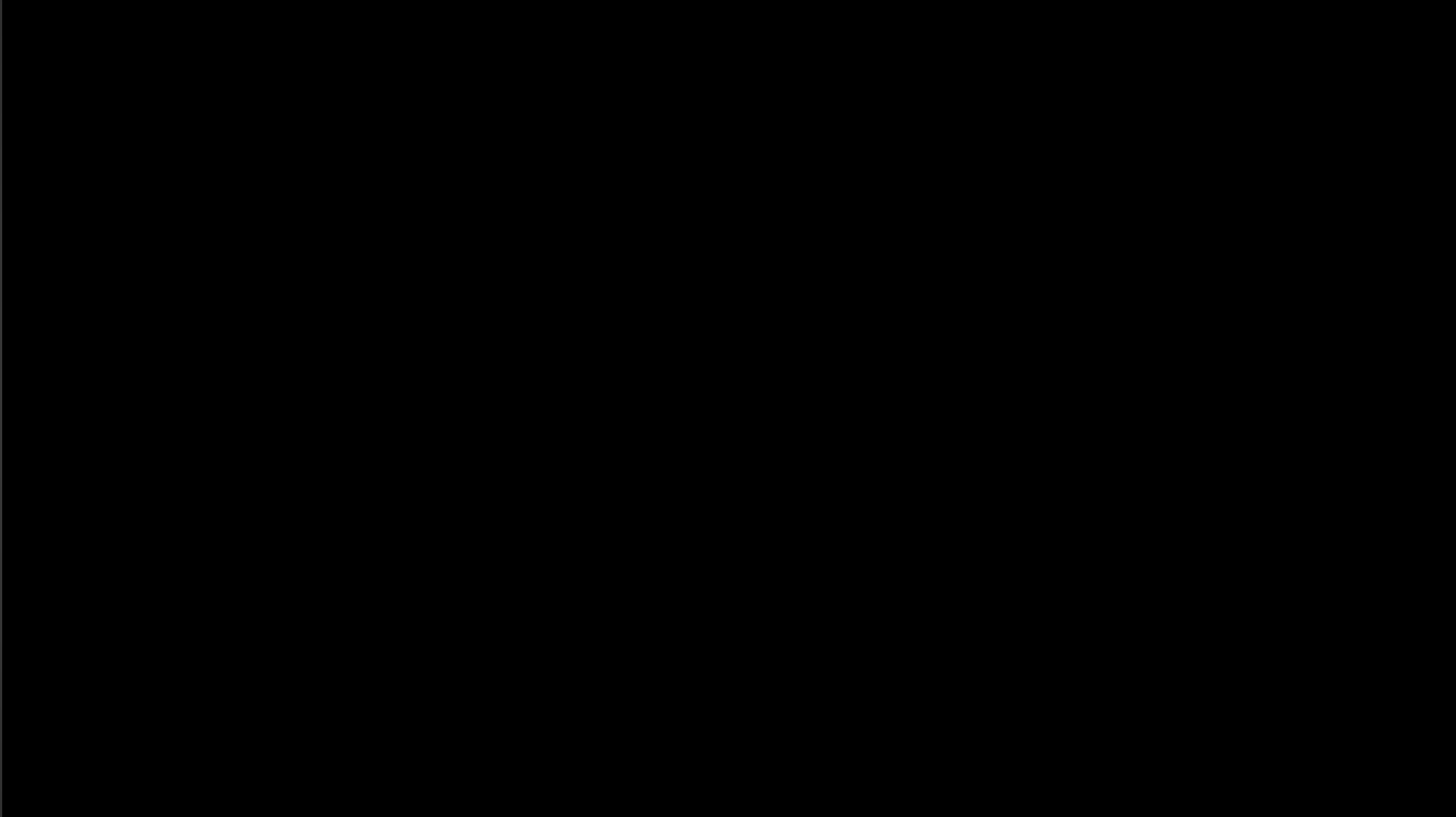


Figure 1. MOOCs Workflow at USI





USI Università della Svizzera italiana

SOMETHING ABOUT MOOCs Platforms

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

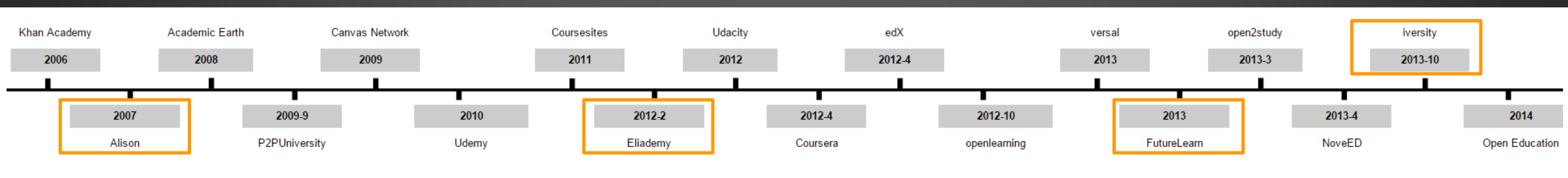


Figure 4. Foundation Years of 18 MOOCs Platforms

1. General Information

1.1 users

1.2 social accounts integration

1.3 free access

2. Course Attributes

2.1 max size of course

2.2 number/width of courses

2.3 operation mode

2.4 course features

3. Technology Attributes

3.1 mobile app and responsive design

3.2 learning analytics

4. Business Attributes

4.1 partnership

4.2 for-profit/non-profit

4.3 institutional credits

4.4 monetization

GENERAL INFORMATION

Università
della
Svizzera
italiana



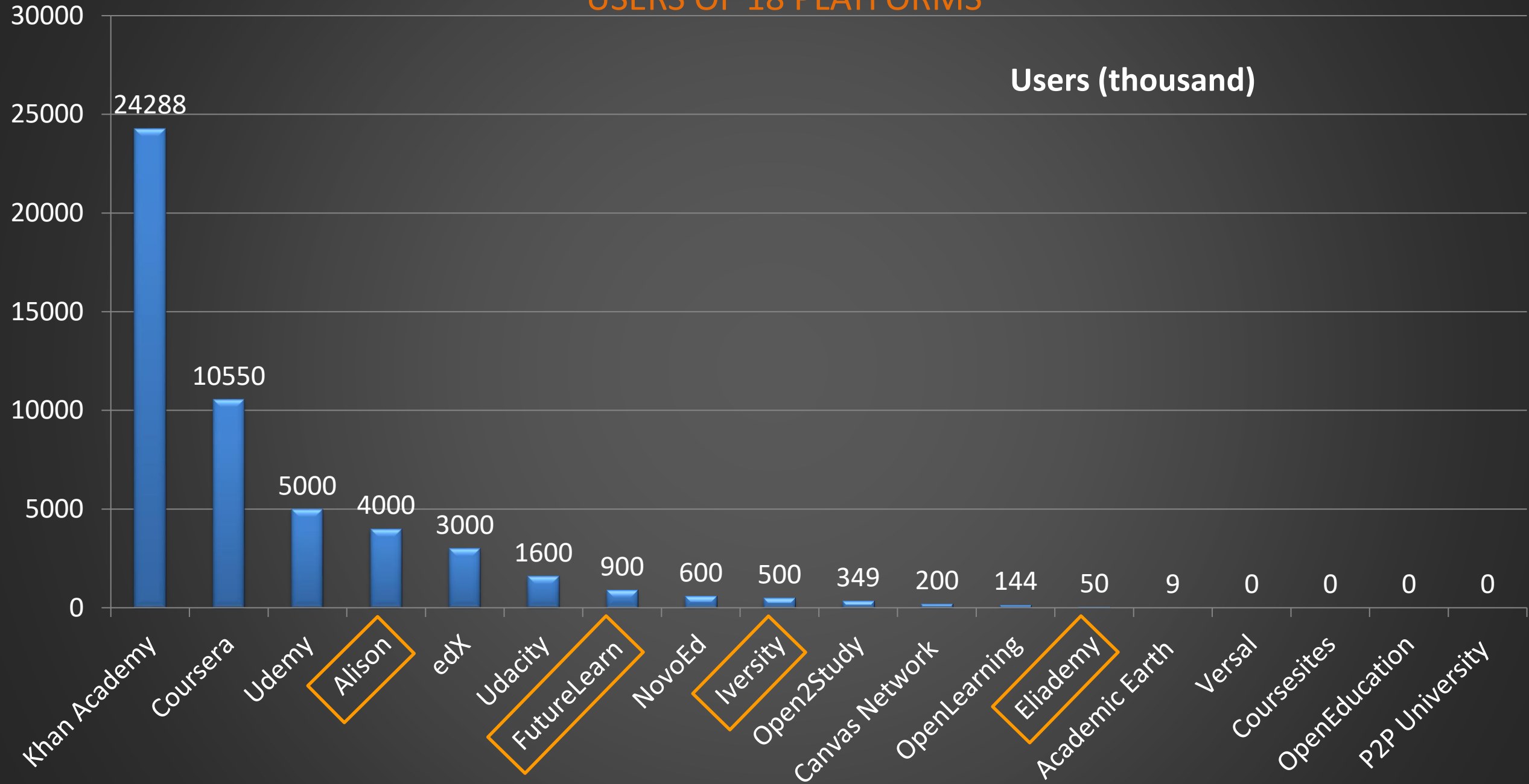
United Nations
Educational, Scientific and
Cultural Organization



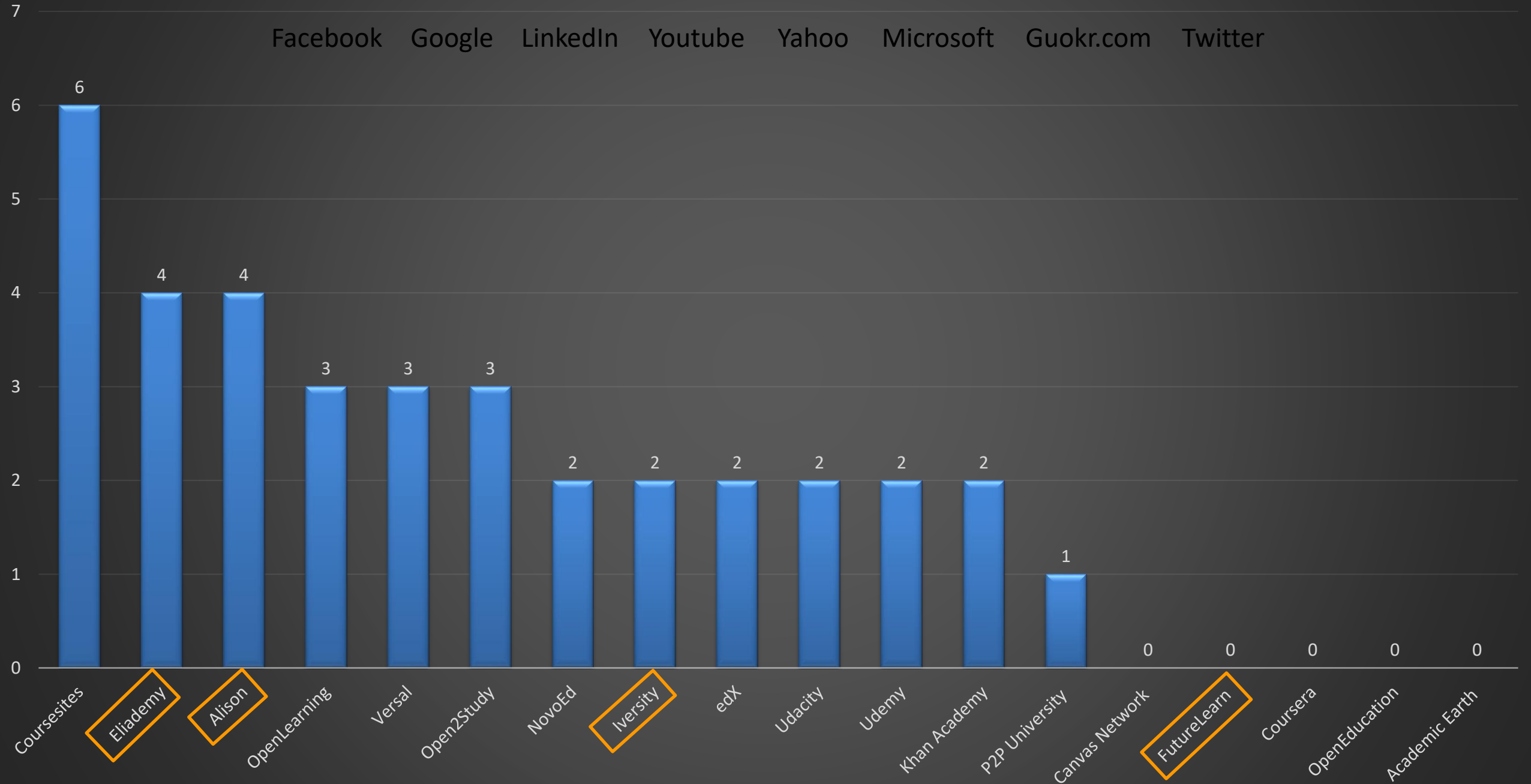
UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

USERS OF 18 PLATFORMS

Users (thousand)



NO. OF SOCIAL ACCOUNTS

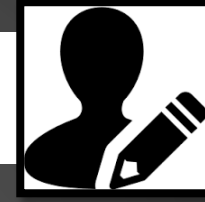


Email	Facebook	Google	LinkedIn	Youtube	Yahoo	Microsoft	Guokr.com	Twitter
17	12	11	4	2	2	2	2	1
94%	67%	61%	22%	11%	11%	11%	11%	6%

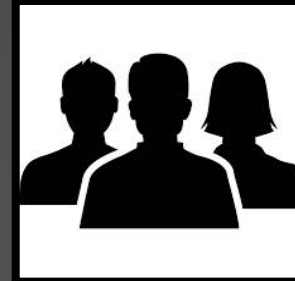
MOOCS PLATFORMS SOCIAL ACCOUNTS INTEGRATION

Free Access

Free to register (all free)



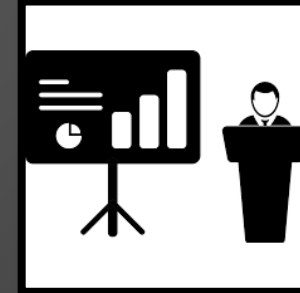
Free to learn



Free to be certified



Free to teach





Free to learn

Partially free to learn

Mostly paid courses





Have free certificates.

Only paid certificates.

No certificates.





Anyone free to teach

Free to teach as professor

Pay partnership fee to teach



Eliademy



KHANACADEMY



OPEN
2 STUDY



openlearning



ALISON
A NEW WORLD OF FREE CERTIFIED LEARNING



Future
Learn



canvas
NETWORK



Udemy



NovoED



U
UDACITY



Open Education
powered by Blackboard



versal



COURSEsites
by Blackboard



P2
PU



ACADEMIC EARTH

COURSE ATTRIBUTES

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

Or number of courses/subjects

Number/Width of Courses

Platforms	No. of Courses	Width of Courses
Udemy	22,000	15
Eliademy	2,493	12
<u>Coursera</u>	882	25
Academic Earth	750	18
openlearning	642	14
Alison	600	9
<u>edX</u>	405	30
NovoED	165	8
P2P University	112	6
FutureLearn	101	13
Canvas Network	90	0
Coursesites	72	20
versal	60	0
<u>Udacity</u>	52	2
Open2Study	49	8
iversity	47	0
OpenEducation	46	21
Khan Academy	NA	10

Operation Mode

or instructor-led/self-paced/have both

Have both	Instructor-led	Self-paced
NovoED	FutureLearn	versal
Canvas Network		Udacity
iversity		Udemy
openlearning		Khan Academy
Eliademy		Coursesites
Coursera		Academy Earth
Open Education		P2P University
Open2Study		Alison
edX		

Course Features

Feature	Percentage of having the feature
Video subtitle	89%
Create a page by instructor	89%
Quiz	89%
Discussion	89%
Share web link	78%
Downloadable files	78%
Video embed/hosted from Youtube	72%
Progress bar	72%
Assignment/Assessment	67%
Upload video by instructor	56%
Video speed control	56%
Peer collaboration	50%
Messaging system	44%
Video transcript embedded	39%
Download video by learners	28%

Course Features by Platform

Index	Platforms	Upload video	Download video	Video speed control	Video subtitle	Video transcript embedded	Video embed/ hosted from Youtube	Create a page	Share web link	Downloadable files	Progress bar	Quiz	Assignment/ Assessment	Discussion	Messaging system	Peer collaboration
1	NovoEd															
2	Canvas Network		X				X									
3	FutureLearn			X			X								X	
4	Iversity					X									X	
5	OpenLearning	X	X													
6	Eliademy		X			X										X
7	Versal	X	X			X					X		X	X	X	X
8	Coursera						X								X	
9	edX	X													X	
10	Udacity	X	X													Unknown
11	Udemy		X	X	X	X	X						X			X
12	Khan Academy	X	X			X			X	X			X		X	X
13	Coursesites		X	X		X					X					
14	OpenEducation		X	X		X					X					
15	Academic Earth	X	X	X		X		X	X	X	X	X	X	X	X	X
16	P2P University	X	X	X		X				X	X	X	X		X	X
17	Alison		X	X	X	X	X		X	X			X		X	X
18	Open2Study	X	X	X		X		X	X						X	X

Note: x in the table stands for the absence of the feature in the platform.

TECHNOLOGY ATTRIBUTES

Università
della
Svizzera
italiana



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in ICT to develop and promote
sustainable tourism in World Heritage Sites
USI – Università della Svizzera italiana
Lugano (Switzerland)

Only Mobile App

HAVE BOTH

Only Responsive Site





Learning Analytics

or analysis of course data revealed



Only displayed to learners

HAVE BOTH

Only displayed to instructors



GET TUNED
THE RISE OF USI MOOCS

Q & A

jingjing.lin@usi.ch

