

Warum MOOCs?

Eine empirische Analyse von Lernzielen und -motivationen aus Sicht
der Studierenden

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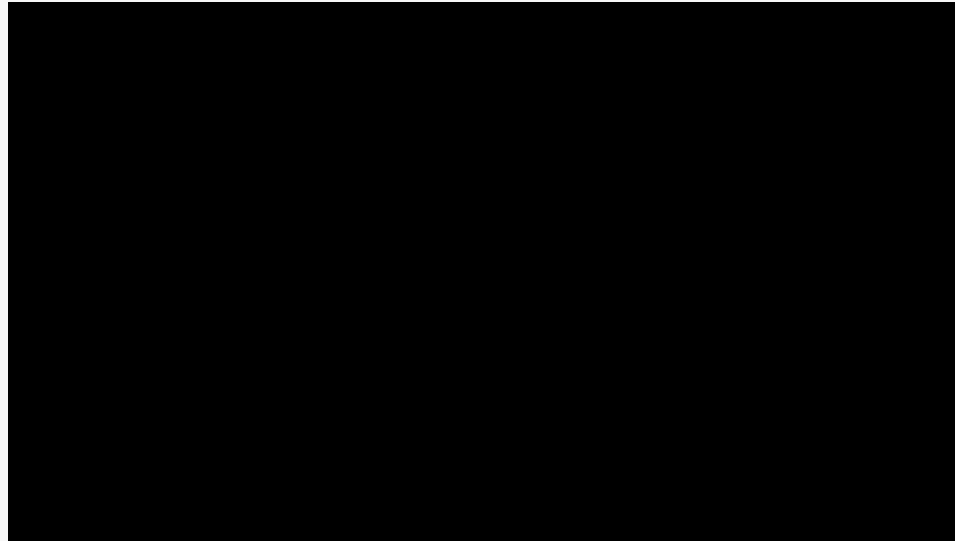
MOOC

- Was ist ein Massive Open Online Course (MOOC)?
 - Open = Bildungselite?
 - Massive = westliche Welt?

- x oder cMOOCs? (didaktische Ausgestaltung)

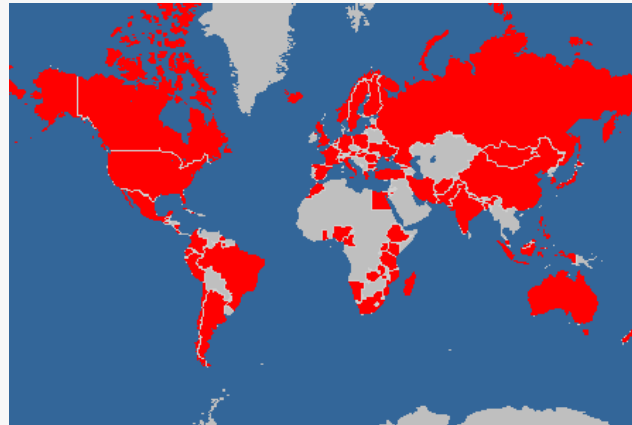
- Business Modell?
 - Drop-Out?
 - Zertifikate?
 - Große Anbieter?

WAS WOLLEN STUDIERENDE VON EINEM MOOC?



xMOOC-DATEN

- 2908 Teilnehmende, 302 Teilnahmezertifikate
- Studierende aus 78 Ländern

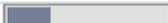



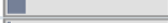


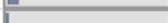
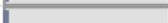

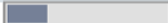
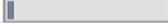
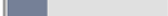
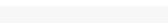


EVALUATION

- Quantitative Befragung:
 - Teilnehmende
 - Erste Umfrage: 744
 - Zweite Umfrage: 303
- Qualitativ: 55 semi-strukturierte Interviews (weltweit)
 - Interviewfragen: Kompetenzen, Lernmotivation und Lernziele




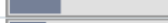
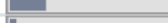


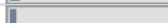
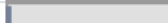
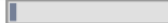

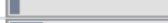

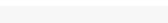
ERGEBNISSE QUANTITATIV

Figure 2: Why did you sign up for the MOOC? (multiple answers possible)

Curiosity	181	28.59%	
Interest in the topic	519	81.99%	
I work in this field	247	39.02%	
I take other courses in this thematic field	137	21.64%	
I want to learn what a MOOC is	88	13.90%	
I know a speaker in this MOOC	27	4.27%	
The program sounded interesting	285	45.02%	
The trailer raised my interest	58	9.16%	
My friends signed up	14	2.21%	
I want to be entertained	7	1.11%	
Spontaneous decision	57	9.00%	
I want to gain the certificate of completion	166	26.22%	
My university teacher highly recommended to sign up	41	6.48%	
I want to network with other people from this thematic field	165	26.07%	

n633

Figure 3: Why did you sign up for the MOOC? (multiple answers possible)

Curiosity	74	43.02%	
Interest in the topic	149	86.63%	
I work in this field	66	38.37%	
I take other courses in this thematic field	58	33.72%	
I wanted to learn what a MOOC is	42	24.42%	
I know a speaker in this MOOC	12	6.98%	
The program sounded interesting	112	65.12%	
The trailer raised my interest	15	8.72%	
My friends signed up	12	6.98%	
I want to be entertained	3	1.74%	
Spontaneous decision	12	6.98%	
I want to gain the certificate of completion	74	43.02%	
My university teacher highly recommended to sign up	15	8.72%	
I want to network with other people from this thematic field	39	22.67%	

n175

QUALITATIVE BEFRAGUNG: ERFAHRUNGEN MIT DEM THEMA

Name	Häufigkeit	Prozent	Prozent (Gültig)
education	39	70,91	70,91
career	22	40,00	40,00
None	5	9,09	9,09
Gesamt (Gültig)	55	100,00	100,00
Fehlend	0	0,00	-
Gesamt	55	100,00	-

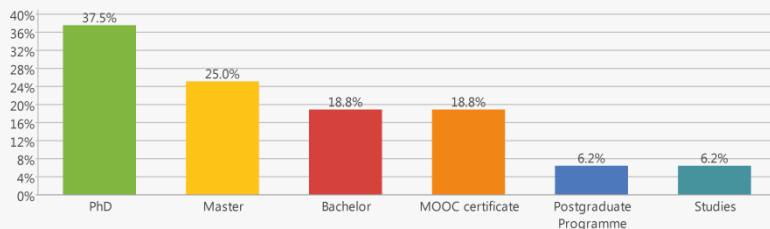
GRÜNDE TEILNAHME AUS SICHT DER STUDIERENDEN

Name	Häufigkeit	Prozent	Prozent (Gültig)
education	32	58,18	59,26
knowledge acquisition	32	58,18	59,26
career	18	32,73	33,33
take part in a MOOC	3	5,45	5,56
access to structured knowledge	2	3,64	3,70
Gesamt (Gültig)	54	98,18	100,00
Fehlend	1	1,82	-
Gesamt	55	100,00	-

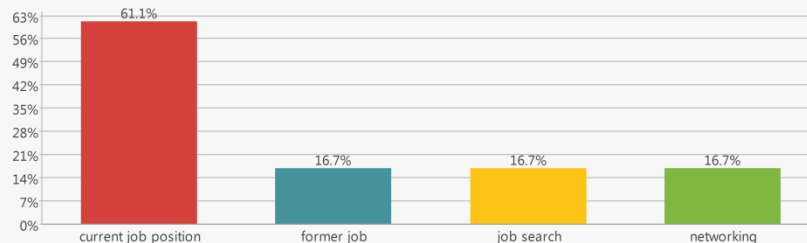
UNTERKATEGORIEN: GRÜNDE FÜR TEILNAHME

Name	Häufigkeit	Prozent	Prozent (Gültig)
informal education	20	36,36	62,50
formal education	16	29,09	50,00
Gesamt (Gültig)	32	58,18	100,00
Fehlend	23	41,82	-
Gesamt	55	100,00	-

formal education (n16)



career(n18)



LERNMOTIVATION AUS SICHT DER STUDIERENDEN

Name	Häufigkeit	Prozent	Prozent (Gültig)
knowledge acquisition	28	50,91	51,85
access to structured knowledge	28	50,91	51,85
education	17	30,91	31,48
ambition	13	23,64	24,07
quizzes, badges	11	20,00	20,37
career	3	5,45	5,56
voluntary commitment	2	3,64	3,70
evaluation interview	1	1,82	1,85
Gesamt (Gültig)	54	98,18	100,00
Fehlend	1	1,82	-
Gesamt	55	100,00	-

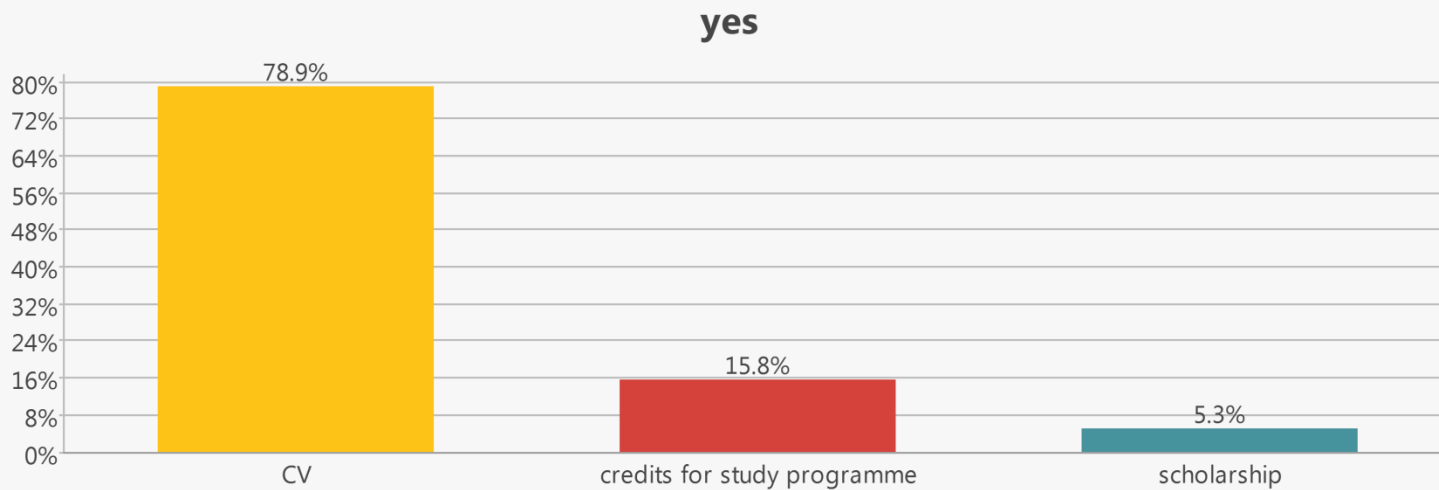
MEHRWERT DES MOOCs

Benefits from the course	Häufigkeit	Prozent	Prozent (Gültig)
career	27	49,09	50,94
education	25	45,45	47,17
knowledge acquisition	25	45,45	47,17
access to structured knowledge	13	23,64	24,53
Gesamt (Gültig)	53	96,36	100,00
Fehlend	2	3,64	-
Gesamt	55	100,00	-

IST DAS ZERTIFIKATE NÜTZLICH?

Name	Häufigkeit	Prozent	Prozent (Gültig)
yes	21	38,18	52,50
no	12	21,82	30,00
don't know	7	12,73	17,50
Gesamt (Gültig)	40	72,73	100,00
Fehlend	15	27,27	-
Gesamt	55	100,00	-

DAS ZERTIFIKAT WAR NÜTZLICH



FAZIT?

- Differenzierte Sichtweise auf MOOCs
- Lernziele und Lernmotivation der Studierenden berücksichtigen
- Hat alles ein Ende mit dem SPOC (Small Private Online Course)?
- Ist das alles neu in der Fernlehre? SPOC = 500 Studierende

Vielen Dank für Ihre Aufmerksamkeit!
