

**MOOK - massive open online  
courses**

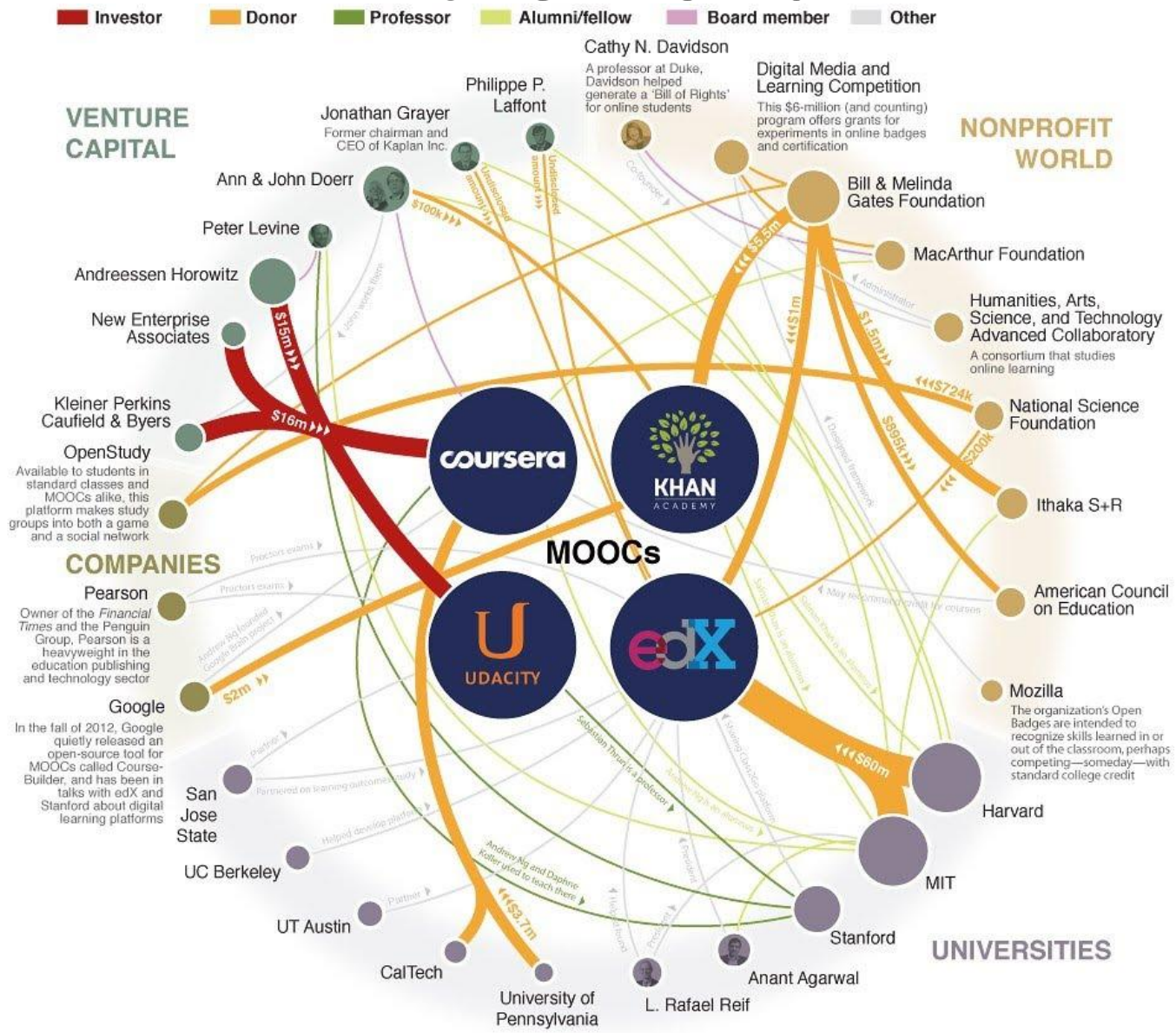
What is a  
MOOC ?

# Definition

Mass open online course (MOOC) is a type of distance online learning, characterized by the following characteristics:

- A large number of course participants compared to regular university courses.
- The course, in spite of the commercial nature of the MOOC business, has an open (accessible without payment) character in its basic elements in terms of its structure, content and learning objectives. However, it may have an additional commercial component, for example, paid certificates, selection and employment of graduates of the course.
- The course is fully conducted online using both asynchronous and synchronous (webinars) teaching methods, although it does not exclude imitation of the campus atmosphere through a meetup

# Key representatives to the MOOC in the world



# MOOK technology

- Video lectures with embedded presentations, graphics, text, interactive tasks.
- Crowdsourcing projects (wikis)
- Peer-to-peer evaluation
- multimedia short videos with embedded questions and semantic analysis of answers to questions
- team character of the course teachers, project and research nature of the tasks
- interactive interaction of not only students with teachers, but also students among themselves through forums, communities, mutual evaluation of works and tasks
- team, joint work on projects, etc.

# Pluses MOOK

- Flexibility in class time, subject to a specific time frame
- Modern educational technology
- Any chance for third world students to gain access to advanced education
- Big data on the student portfolio and the possibility of further scientific and educational trajectory and employment

# Pluses MOOK

- You can organize a MOOC in any environment that has connectivity (which can include the Network, but also local connections)
- You can organize it in any language (taking into account the main language of your target audience)
- You can use any online tools that are relevant to your target area or that are already used by participants.
- You can move outside of time zones and physical boundaries.
- Courses can be organized as quickly as you can inform participants
- Content studied in context can be shared among all participants.

# Pluses MOOK

- Learning takes place in a more informal setting.
- Learning can also happen by chance due to the unknown knowledge that appears as soon as course participants begin to exchange notes during the course study.
- You can connect transdisciplinary, trans-corporate, and trans-institutional
- You do not need a diploma to participate in the course, only the willingness to learn (at high speed)
- You add to your own personal learning environment and / or network communities by participating in MOOC
- You will improve your lifelong learning skills, participation in the MOOC forces you to think about your own learning and learning.



# Cons MOOK

- A large percentage of incomplete courses
- The inaccessibility of the professor leading the course for the individual student
- The difference in the level of training of students, language, culture - the inadequacy of assessment with peer-to-peer
- The problem of fraud in the performance of tasks

# Requirements

- Feel the chaos of the process as participants create their own content
- Participation in courses requires digital literacy
- Participating in courses takes time and effort from participants.
- Participation in courses is organized, which means that the course takes place along its own trajectory.
- As a participant, you should be able to independently regulate your knowledge acquisition and, possibly, independently set an achievable learning goal.
- The problem of learning unmotivated students

## Why do MOOK need leading universities?

- Promotion of the university brand in the international educational world, attracting talented youth
- The introduction of advanced educational technologies in full-time, campus training of their students
- Possible to obtain a small additional funding through the co-founding of the MEP
- Fear of possible lag from current educational trends

# Distinctive features of a successful MOOC

- Agreement with leading universities on the use of brands
- Business process as in a commercial company - MIP at universities and research organizations - attracting investments
- Agreement with regional and other universities on the recognition of courses
- Modern technology platform

Why we designed MOOCs the way we did...  
In Education...



**this does not scale**



**this does**