Diversifying MOOC Towards Rural Development: Exploring the Affordances through Participatory Approach

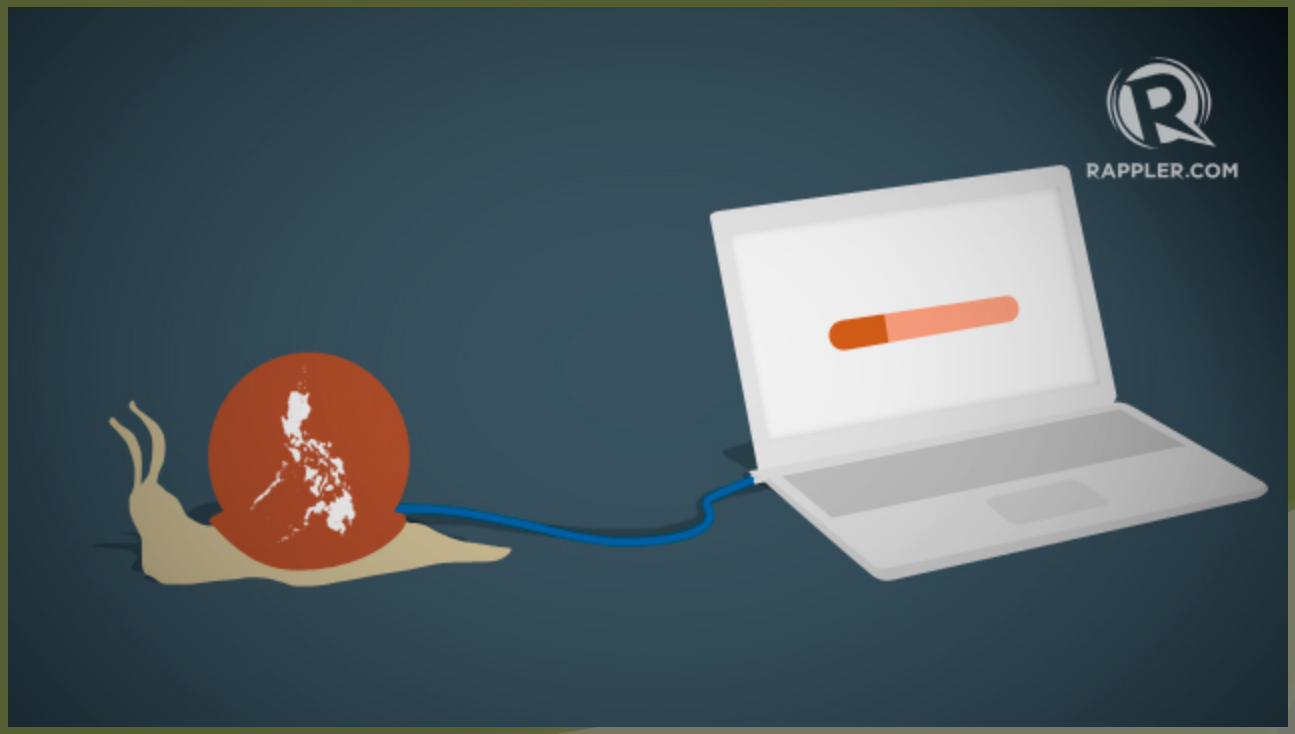
Sherry B. Marasigan
Assistant Professor
UP Los Banos
Los Banos, Laguna, Philippines
sherry.b.marasigan@up.edu.ph

Joane V. Serrano, PhD
Associate Professor
UP Open University
Los Banos, Laguna, Philippines
jserrano@upou.edu.ph

MOOC has revolutionized and disrupted both traditional and distance learning in terms of delivery and content

MOOC continues to flourish because of the growing need for a more flexible, affordable, and practical mode of learning in higher education (Cairneagle Associates 2014)

However in the Philippines, MOOC has slow adoption among universities and education providers.



TESDA, the government agency in the Philippines tasked to manage and supervise technical education and skills development, offers the first MOOC to make technical education more accessible to Filipinos

As an emerging economy, the Philippines should not take for granted the agricultural and rural sector as this sector plays a very important role in the country's growth and development.

Objectives of the Study

- a) develop a set of criteria to evaluate MOOC which diversified into agriculture through participatory approach; and

- b) identify both the positive and negative affordances of MOOC and how it can contribute towards rural development.

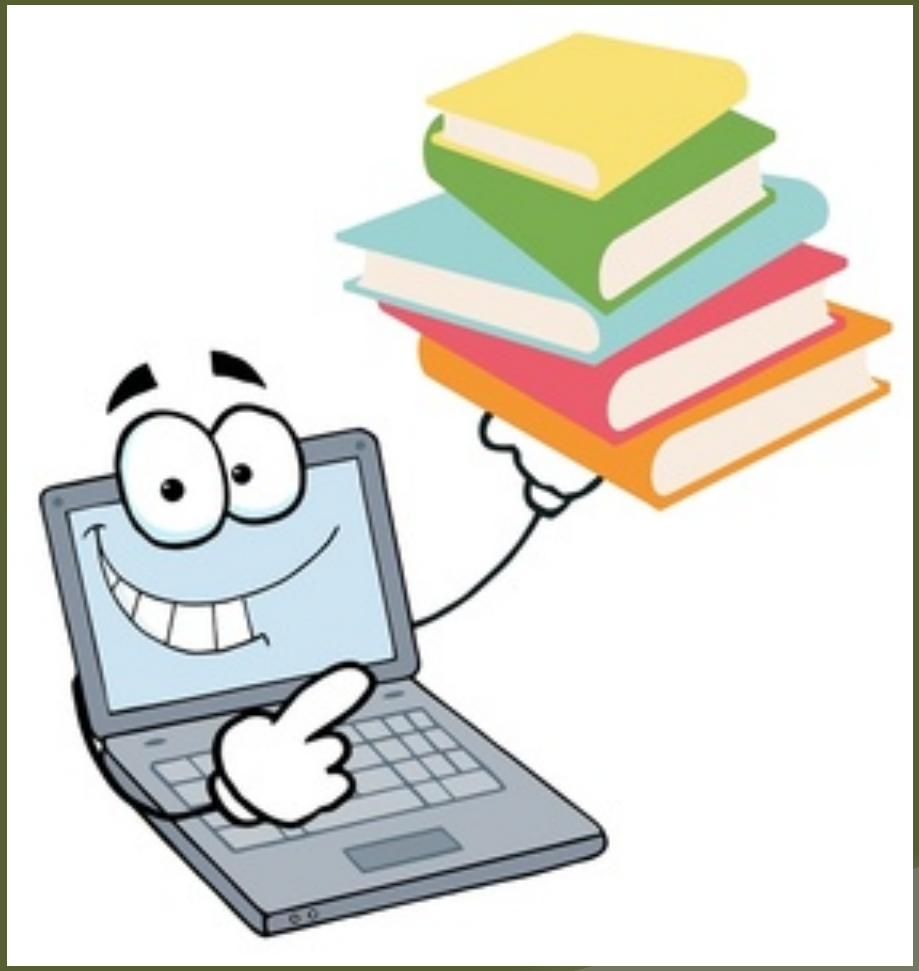
Methodology

- Participatory approach of evaluation
- Thematic analysis

Evaluation Criteria

Accessibility

Content



Design

Contextualizing to the local Filipino culture

Positive Affordances

Convenience of the MOOC for students

Improvement of Farming Methods

Cost Effective Training for Farmers

Contribution towards Rural Development

MOOC as a Source of Information

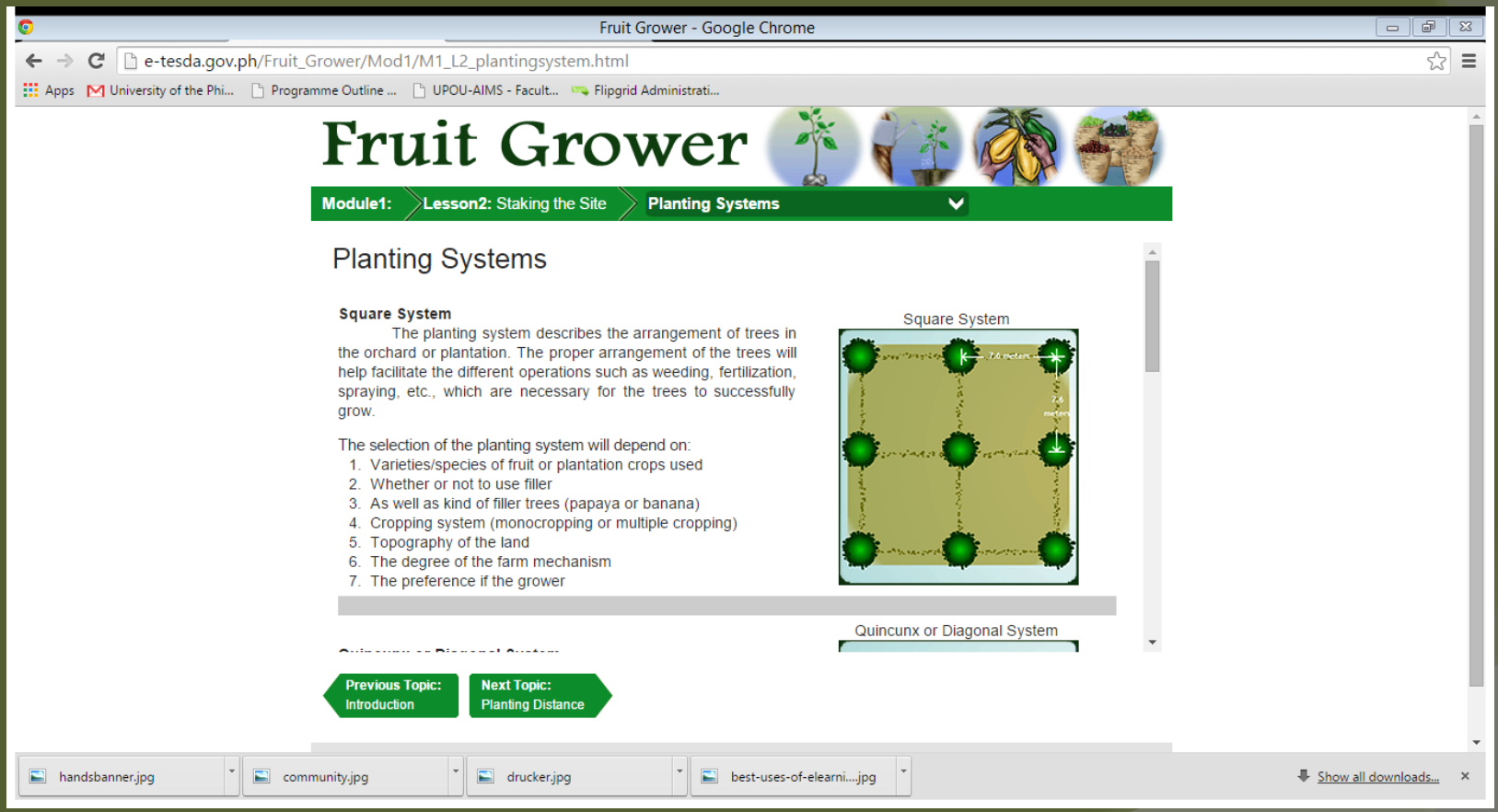
Negative Affordances

Technical Language and Jargons Used

Lacks Practical and Hands-on Opportunities

No feedback mechanism

Lack of Visuals



Conclusion

The Philippine government is off to a good start in utilizing ICT particularly the MOOC in order to enhance rural development

The identified positive affordances can be enhanced to fully maximize the potential of MOOC for rural development

The negative affordances can be addressed by improving its design and content and carefully taking into account the target beneficiaries

The study showed that students welcome technological innovation towards rural development.

Salamat po!