MOOC INITIATIVE @ CUHK: CASE STUDIES

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About our paper

NEW!

Course Activities → **Learners' Behavior** → **Future Planning**

- Announcement
- Emails
- Forum

Experience - - - - - - - - → Better Course Planning

MOOC: Massive Open Online Course

Coursera

edX

JMOOC

Khan Academy

XuetangX

To Combine Tradition with Modernity
To Bring Together China and the West

結合傳統与現代
融會中國与西方

MOOC @ CUHK

Partnered with Coursera since 2013 to bring CUHK's courses online worldwide and available to everyone for free

- Launched 6 MOOCs

Business	The Role of Renminbi in the International Monetary System
Mathematics	Information Theory
Statistics	Structural Equation Model and its Applications
Chinese Humanities	Classics of Chinese Humanities: Guided Readings (one in Chinese and one in English)
	The Beauty of Kunqu Opera

To Combine Tradition with Modernity
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MOOC @ CUHK

- MOOC Project Team
  - led by PVC Prof. Poon Wai Yin Isabella
  - Course design
  - Course management and review
  - Course technical support and production

The success of MOOC courses?

180+ countries

52K active learners

105K enrollments

68K quizzes

1.3 million videos

How to measure the success of MOOC courses?

Most Frequently Asked Questions for MOOC

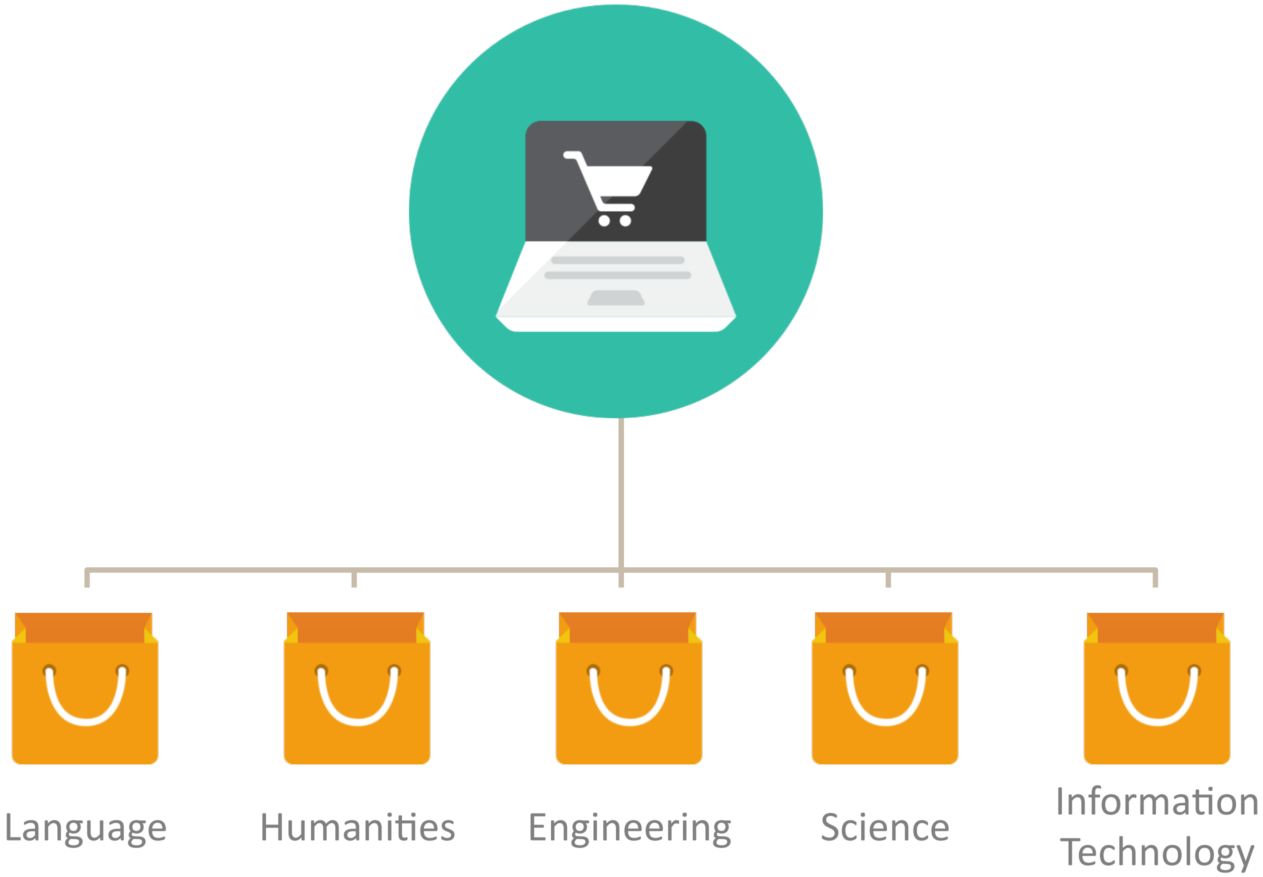
- How many students enroll in the course?
- What is the course completion rate?

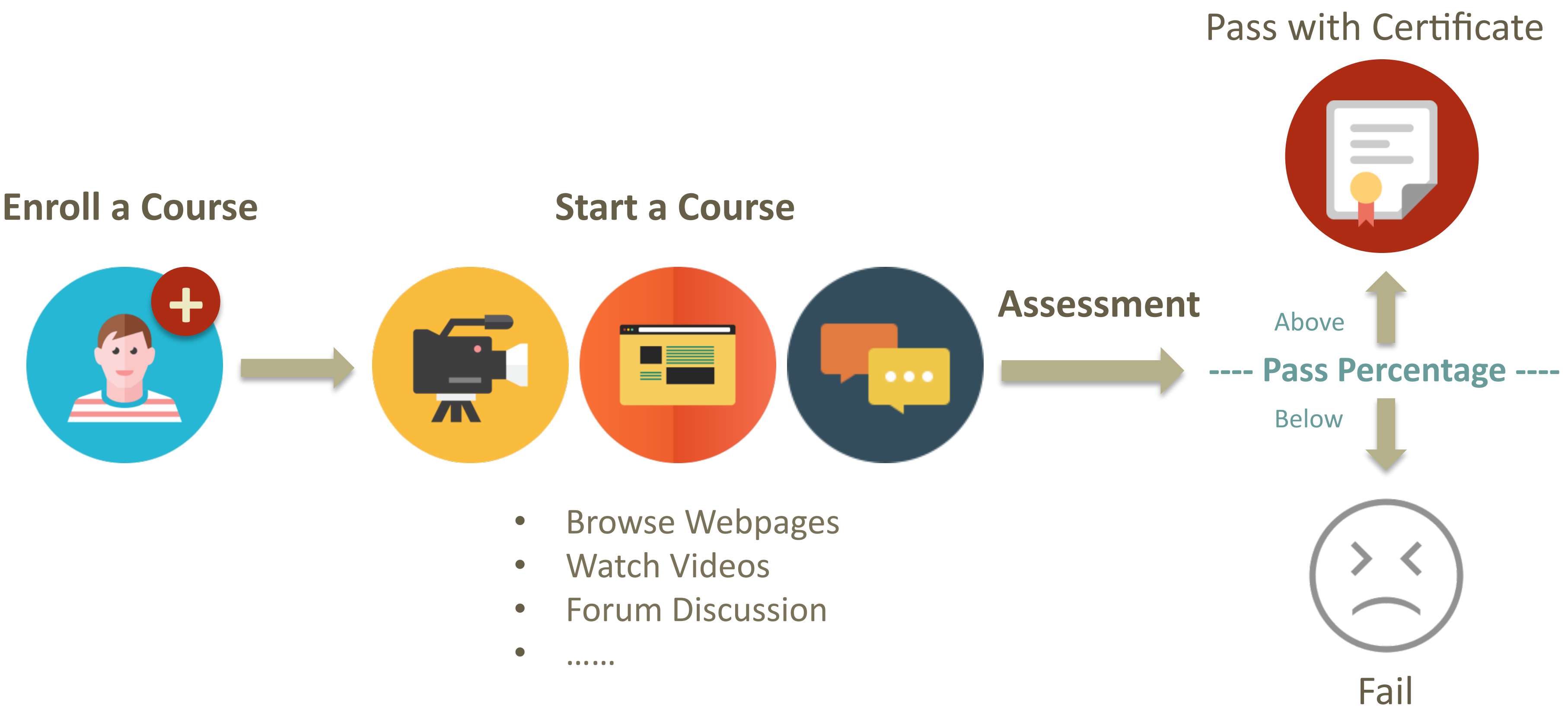
The success of MOOC courses?

52K active learners

105K enrollments

MOOC Store


Language
Humanities
Engineering
Science
Information Technology



Enroll a Course

Start a Course

- Browse Webpages
- Watch Videos
- Forum Discussion
- ……

Assessment

Pass with Certificate

Above

---- **Pass Percentage** ----

Below

Fail

The videos are even better than live lectures as I can pause and rewind as many time as I need :) After completed 20+ MOOC classes, the ***Information Theory*** *class is by far one of the most arduous and longest course I have taken. I am glad that I have made it here!*

Wai Yip Tung, San Francisco

I cannot thank Coursera enough for presenting this particular course. It is by far the best of the many courses I have taken with Coursera since the inception of the MOOCs.

I have visited China and delved into much of China's cultural life, its poetry and aspects of life in the various provinces but this all pales in the face of the superb presentations we have been fortunate to receive from ***Professor Ou Fan Leo Lee****, whose knowledge and professionalism provides a deeper, richer layer to the works presented.*

(Lillian Alden, Australia)

*Thank you so much **Dr. Hau**. I found your course on Coursera and it may help in my research work recently. It is great to learn online. I have learnt a lot from these several lectures. Thank you so much for you and your team's effort!*

Jingguang Li, China

香港中文大學
The Chinese University of Hong Kong

How to measure the success of MOOC courses?

MOOC in CUHK

- **Good Active Learners' Completion Rate**
- **Active Forum Discussion**
- **Success Localization**

FINDING #1

Relationship Between Learners’ Behavior And Course Announcements And Emails

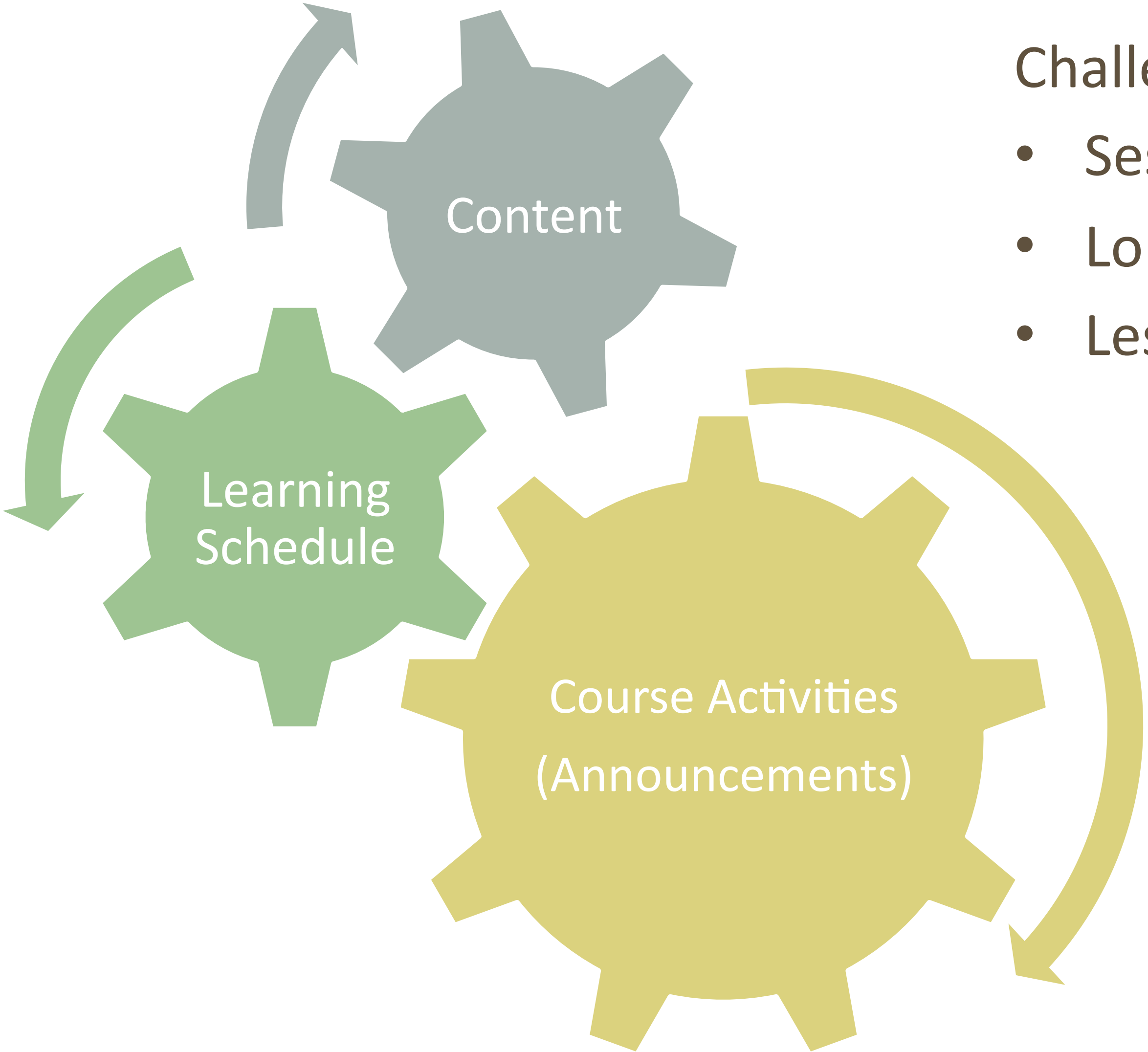
The Beauty of Kunqu Opera (Kunqu)

Leading Professors	Prof. Hsien-yung Kenneth Pai Prof. Wei Hua
Time	October 2014 – February 2015
Content	13 weeks of study + 4 weeks post-course grading and survey
Assessment Method	weekly exercises
Course Model	Session-based with a start date and end date

The Beauty of Kunqu Opera (Kunqu)

Registered learners	15476
Active Learners*	9958
Statement of Accomplishment (SoA) criteria	Normal: 70% of final grade Distinction: 100% of final grade
SoA Earners	1522
SoA Earners with distinction	1139
Active Learner Completion Rate	**15.3% (The average completion rate of all Humanities course on Coursera is 7.7%)**

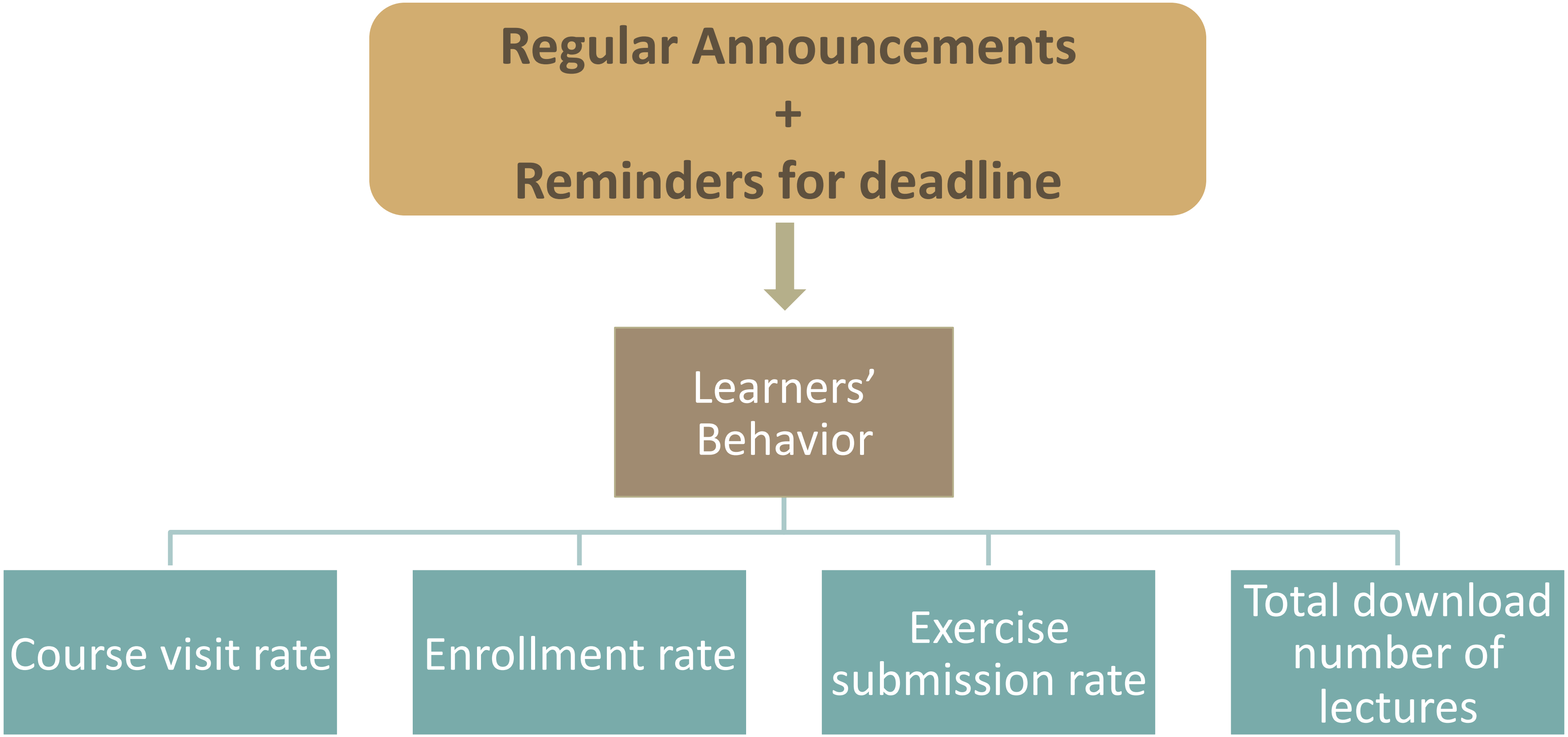
The Beauty of Kunqu Opera (Kunqu)


Content
Learning Schedule
Course Activities
(Announcements)

Challenges we faced:

- Session-based mode
- Long course length
- Less instructors engagement

The Relationship between Course Announcement and Learners' Behavior



Regular Announcements

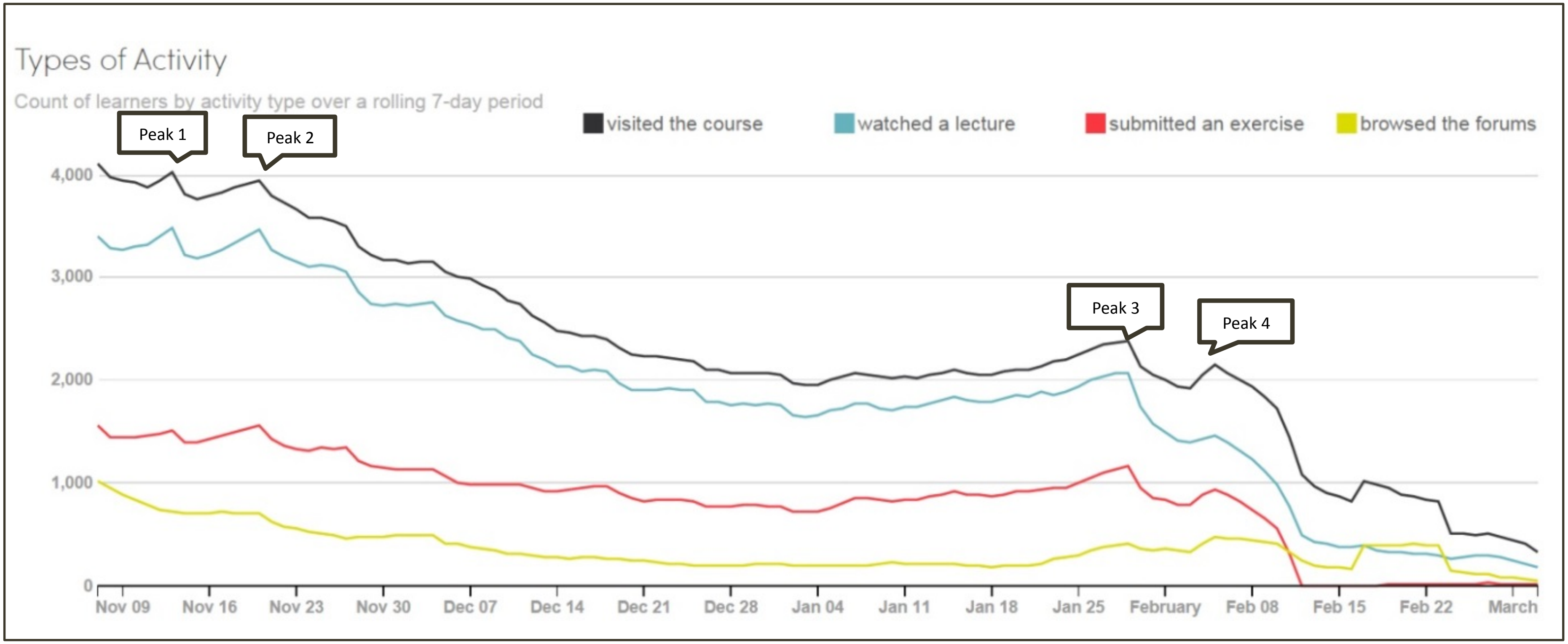
+

Reminders for deadline

Learners' Behavior

- Course visit rate
- Enrollment rate
- Exercise submission rate
- Total download number of lectures

Learners' Activity



Types of activity by learners over a rolling 7-day period

(Adapted from Coursera, 2015)

Tips for a Good Announcement

- Content
  - Regular base with important dates
  - Personal tone
- Lucky draw
- Add links to forum, video, files, survey results

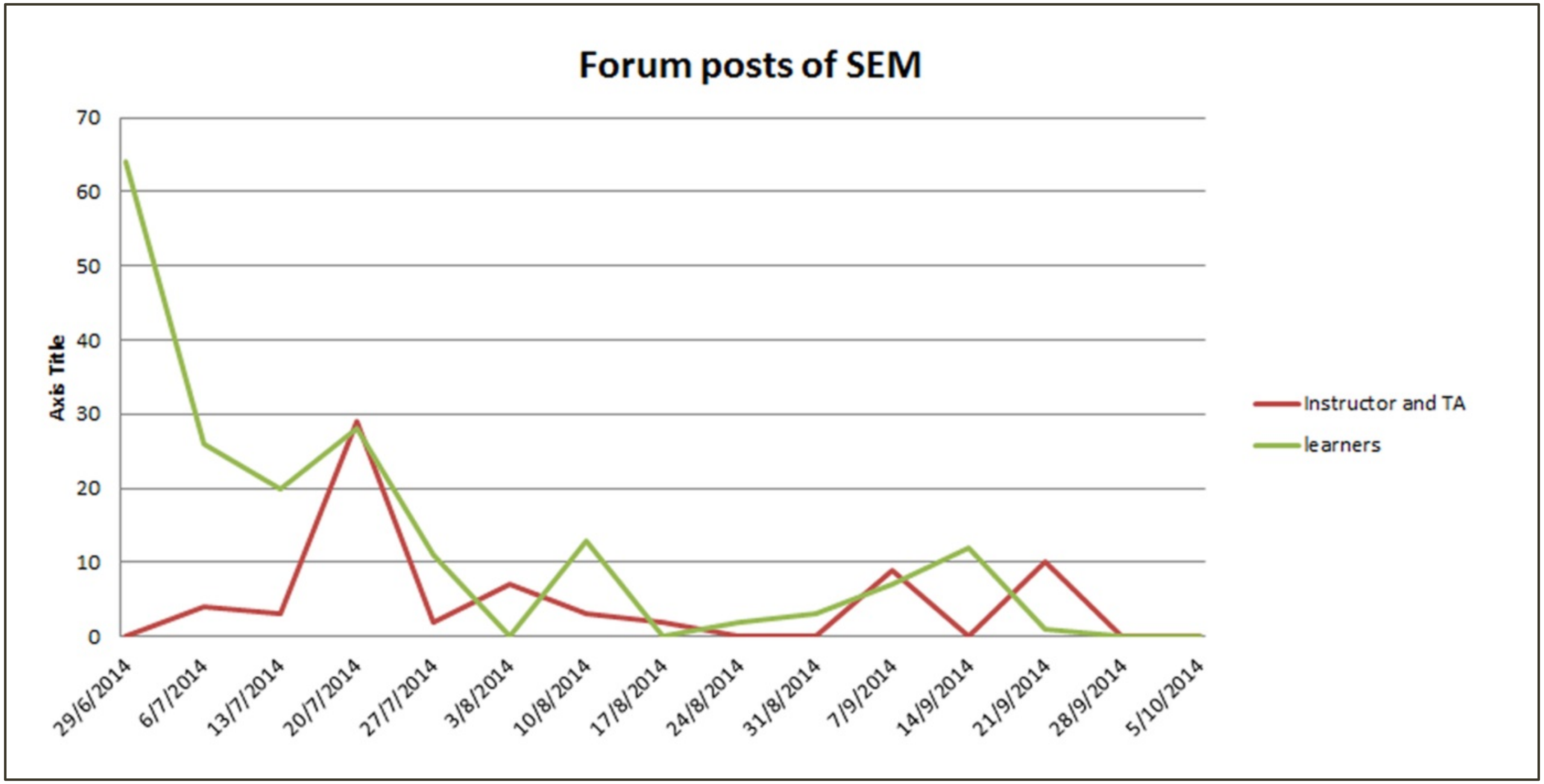
FINDING #2

Instructor Intensity in Forum Participation

Structural Equation Model and its Applications (SEM)

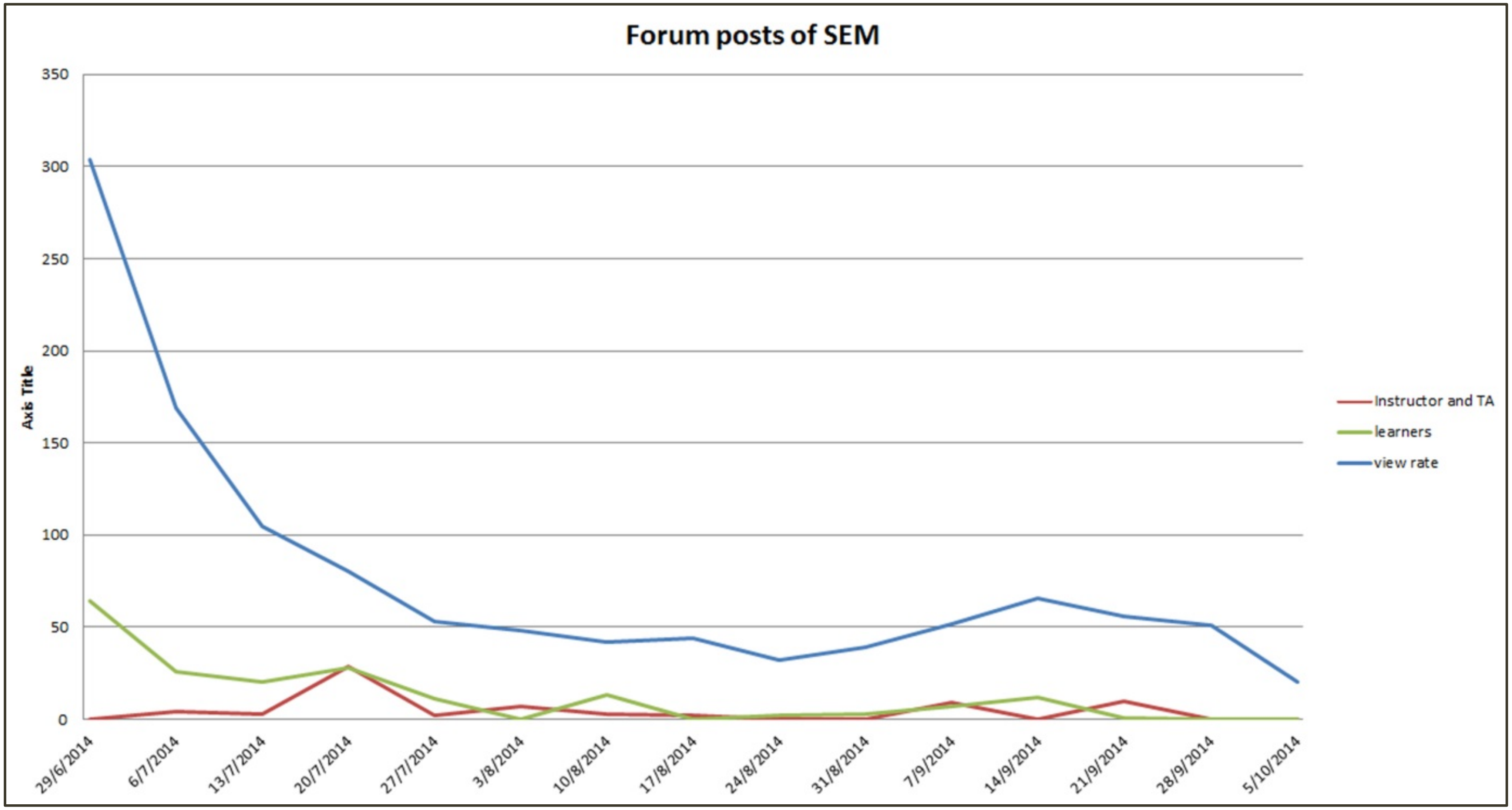
Leading Professors	Prof. Hau Kit Tai
Time	July 1 – September 23, 2014
Content	12 weeks of study + 2 weeks of post-course grading and survey
Assessment Method	weekly exercises and 1 final exam
Statement of Accomplishment (SoA) criteria	Normal: criteria: 60% of final grade Distinction: 80% of final grade
Course Model	Session-based, Self-paced; videos and assignments were released for access all at once when the course began

Instructor Intensity in Forum Participation



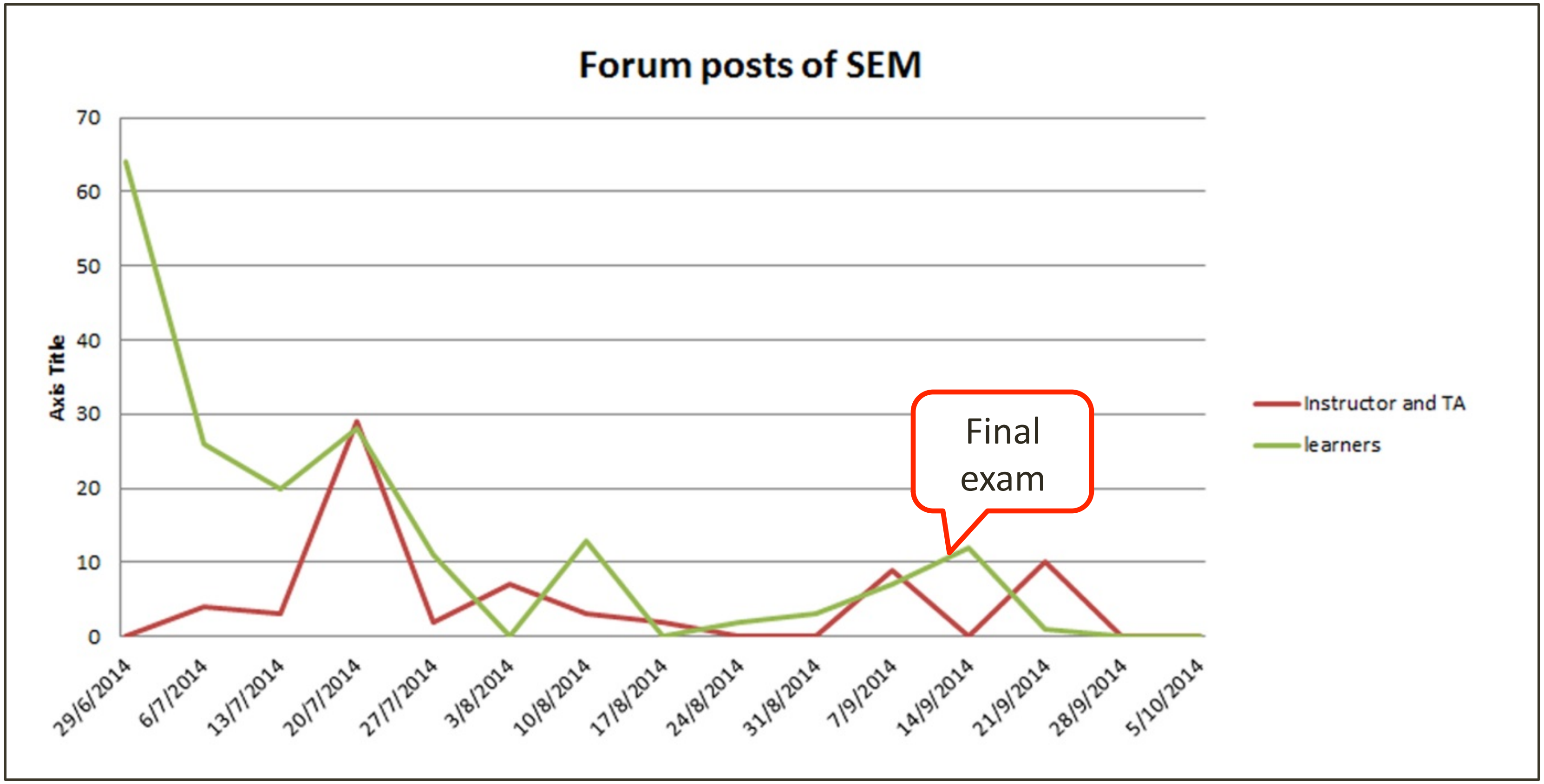
Forum posts by Instructor and TA, learners
(Adapted from Coursera, 2015)

Instructor Intensity in Forum Participation



Forum posts by Instructor and TA, learners, forum view rate
(Adapted from Coursera, 2015)

Instructor Intensity in Forum Participation



Forum posts by Instructor and TA, learners
(Adapted from Coursera, 2015)

Summary

- Forum engagement is an important part of learning. More posts from instructors, more learners engaged.
- Learners appreciated useful information from instructor and peer study environment.

"Thanks so much for your helpful comment, Dr. Hau." (Xuejun Ji, 2014)

"Thanks to Dr. Hau and Coursera for such a great learning platform." (Lee Chiu-yen, 2014)

*"I have not used SEM for a while in my research study. However, I found your course on Coursera and it may help in my research work recently. It is great to learn online. I have learnt a lot from these several lectures. Thank you so much for you and your team's effort." (Jingguang Li, 2014)**

*The English version of comments is translated from Chinese version.

Summary

- When the course rerun,
  - Peer learning
  - Archived question set (FAQs)
  - *Community Teaching Assistants (CTA)

  can reduce instructor’s involvement.

*CTA refer to recruited online learners who have a high number of forum posts and a top grade when they have completed the course.

FINDING #3

MOOC Engagement With Chinese Learners

MOOC Engagement with Chinese Learners

- Percentage of learners from China, Taiwan and Hong Kong are much higher in Chinese courses.
  - e.g. 83% in Kunqu, 71% in SEM

Course	1	2	3	4	5
Kunqu	China 62%	US 13%	Taiwan 7%	Hong Kong 14%	India 4%
Chinese Humanities (Chi)	China 66%	US 12%	Taiwan 5%	Hong Kong 5%	Canada 2%
SEM	China 43%	US 17%	Taiwan 6%	Hong Kong 5%	India 2.5%
Information Theory	US 25%	China 9%	India 8%	UK 3%	Russia 3.4%
Renminbi	US 23%	China 15%	Hong Kong 9%	India 6%	UK 4%
Chinese Humanities (En)	US 25%	China 24%	UK 4%	Canada 3%	Hong Kong 3%

Country distribution of CUHK MOOC courses on Coursera

MOOC Engagement with Chinese Learners

- Proportion of learners in 18-24, 25-34 range is much higher in CUHK’s courses.
  - Even higher in Chinese courses. (e.g. 71% in Kunqu, 66% in SEM)

Course	Language	Age 13-17	Age 18-24	Age 25-34	Age 35-44	Age 44-54
Kunqu	Chinese	0.1%	27%	44%	14%	4%
Chinese Humanities (Chi)	Chinese	0.8%	26%	43%	13%	8%
SEM	Chinese	0.3%	18%	48%	19%	2.5%
Information Theory	English	0.22%	17%	47%	18%	3.4%
Renminbi	English	0.4%	18%	45%	17%	10%
Chinese Humanities (En)	English	0.2%	16%	32%	18%	15%

Age distribution of CUHK MOOC courses on Coursera

Summary

- Language is an important factor of learners in picking MOOCs.
  - Chinese learners are particularly interested in Chinese courses.
  - Localization of language is important to target a particular group of learners.
- In the future, CUHK may…
  - Provide bilingual courses
  - Translating English courses into Chinese or other languages
  - Take care of post-education learners or life-long learners

CONCLUSION

Conclusion

- Continuous development of MOOC
- Different ways of MOOC course design
  - Course subjects
  - Difficulty levels
  - Languages
- Future plan
  - New courses development

For more information about our courses, visit https://www.coursera.org/cuhk

THANK YOU !