

# The **MOOCs** Experience at EPFL

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# **Part 1.** Adopting a MOOCs Mindset

Context, opportunities, and challenges

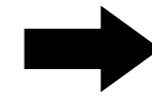
# 1. Adopting a MOOCs mindset

## 1.1 Place of MOOCs in History



**400 BC**

Philosophical thinking

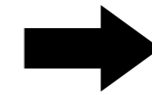


Academy & Lyceum



**300**

Rise of Christianity

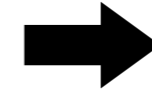


Focus on Theology



**1400**

The Renaissance

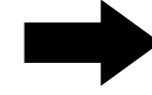


Focus on Humanism



**1700**

Enlightenment

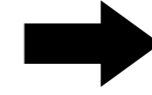


Science & Reason



**1800**

Industrial Revolution

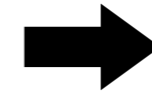


Streamlining of education



**1950**

Digital Revolution

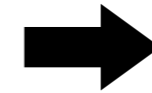


Computational power



**1990**

Internet Revolution



Massive connectivity

# 1. Adopting a MOOCs mindset

## 1.1 Place of MOOCs in History



### **The fundamentals never changed**

After 2,500 years, it's still true that:

1. Societies rely on educational institutions
2. Teachers are the ones who teach students
3. The basics of pedagogy are the same

# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

### **New opportunities in MOOCs**

What is different today:

1. Students are internet natives
2. Prosuming and the power of crowds
3. Big data and powerful data analytics
4. Infrastructure is accessible to anyone



# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

New opportunities in MOOCs

### **Students are Internet Natives**

- While students are internet natives, educators are not;
- The older generation does not understand the young;
- The young don't question technology, they take it for granted;
- They don't make a distinction between bits and atoms; digital products are as valuable as physical ones;
- They buy digital products, but expect information to be free;
- They never experienced privacy, so they don't care.

# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

New opportunities in MOOCs

### **Prosuming and The Power of Crowds**

- Prosumers not only consume products but also participate;
- Power is shifting to people. They can help you or destroy you;
- Influence grows exponentially in networked environments;  
*(examples: “dell hell”, “united breaks guitars”)*
- Giving away value for free to a massive number of people brings back massive value to us.

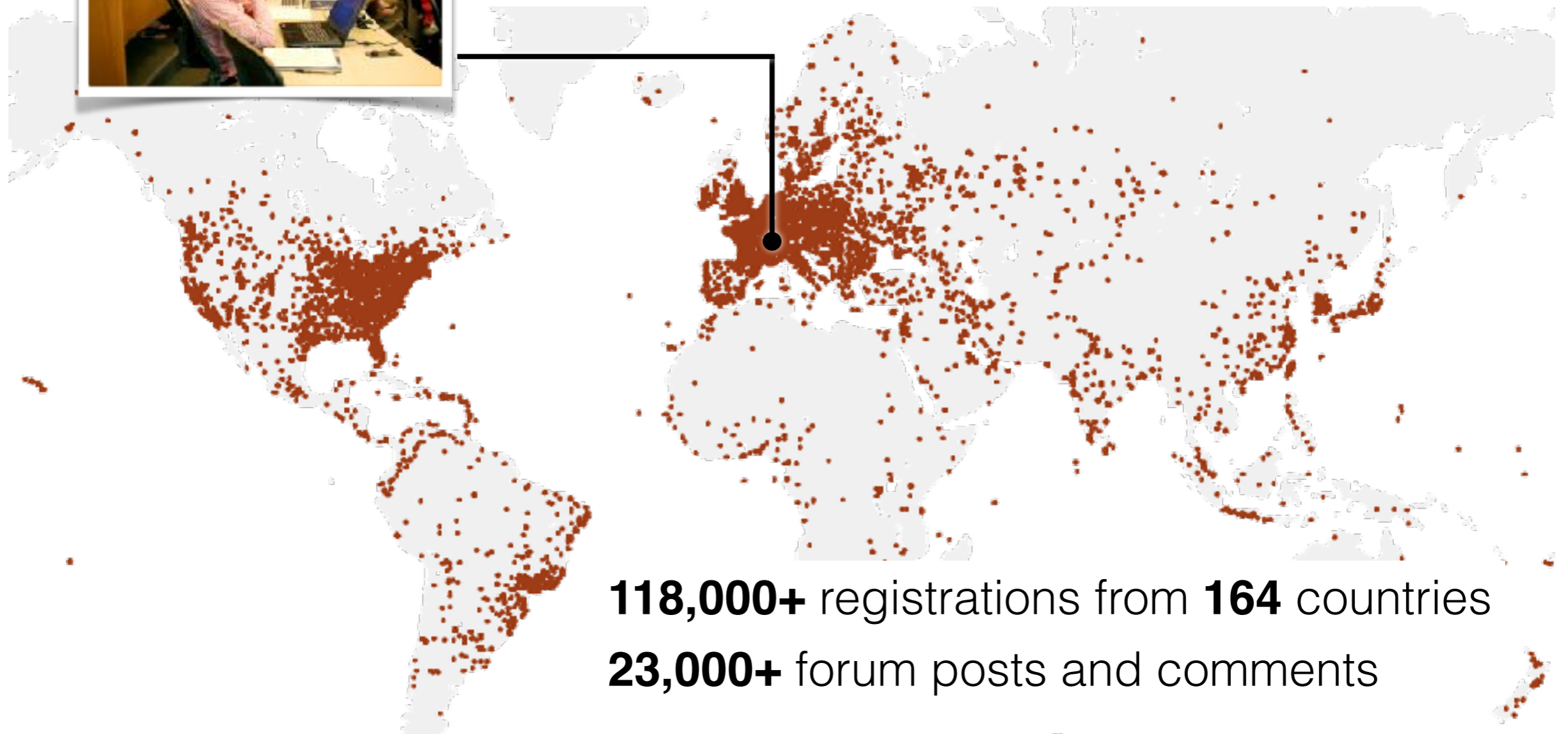
# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

### Flipped Classroom Experiment: Java and C++ Programming



**100** EPFL students in classroom  
MOOC open to the world at the same time





# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

New opportunities in MOOCs

### **Big Data and Powerful Data Analytics**

- MOOCs platforms produce k's of Gigabytes of tracking data;
- Everything is tracked, from video navigation to forum activity;
- Data science and machine learning methods can be used to analyse user behaviour and make various predictions;
- Applications in market research, pedagogy, psychology, etc.

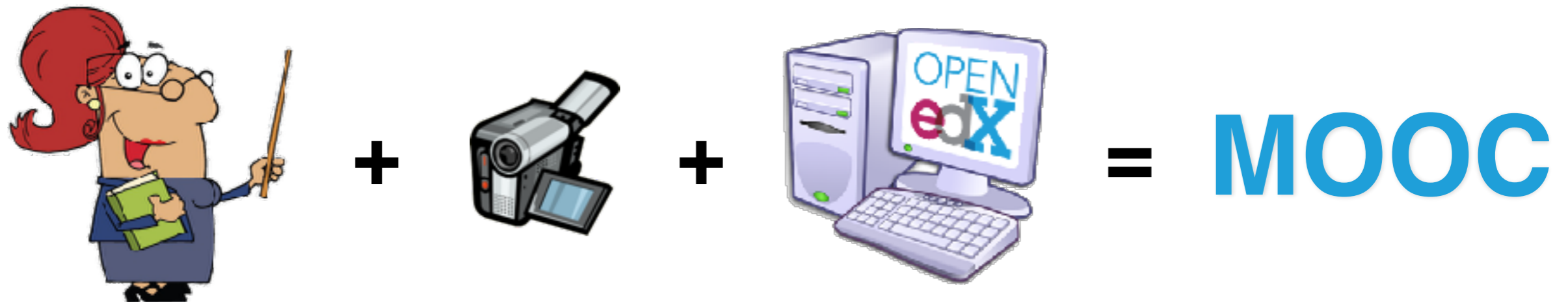
# 1. Adopting a MOOCs mindset

## 1.2 New Opportunities in MOOCs

New opportunities in MOOCs

### **Infrastructure is Accessible to Anyone**

- Unlike in the past, online courses are now easy to produce;
- Hardware is cheap, software free and promptly available;
- Yet, few institutions have truly committed to it.



# 1. Adopting a MOOCs mindset

## 1.3 Challenges of MOOCs

### Challenges of MOOCs

What makes it harder to succeed:

1. Focus on self-motivation
2. Exposure to the marketplace
3. Low perceived value of information



# 1. Adopting a MOOCs mindset

## 1.3 Challenges of MOOCs

Challenges of MOOCs

### **Focus on Self-Motivation**

- MOOCs have less than 10% completion ratio;
- Will power is in short supply in most people;
- At the university, students are driven by external motivators;
- MOOCs don't benefit from those motivating forces;
- To understand MOOCs, you need to understand motivation.

# 1. Adopting a MOOCs mindset

## 1.3 Challenges of MOOCs

### Challenges of MOOCs

#### **Exposure to the Marketplace**

- Universities are controlled environments; the market is not;
- Outside the university, your rules do not apply anymore;
- Professors are shocked by the indifference of the market;
- MOOCs often taken by people who're not the intended target;
- The production quality and intellectual caliber of an information product has little correlation with the money it makes.

# 1. Adopting a MOOCs mindset

## 1.3 Challenges of MOOCs

### Challenges of MOOCs

#### **Low Perceived Value of Information**

- We live in an over-communicated society;
- Information used to double every 100 years; now it's every 1 year;  
*“Between the birth of the world and 2003, we’ve created the same amount of information we create now every 2 days. See why it’s so painful to operate in information markets?”—Eric Schmidt, CEO of Google*
- People expect information to be free and promptly available;
- Noise is increasing, confusion is increasing, competition, etc;
- Targeting a massive audience requires raising above the noise.

# **Part 2.** Creating successful MOOCs

Subjects, motivation, and targeted marketing

# 2. Creating successful MOOCs

## 2.3 Marketing and targeting

Marketing of MOOCs

### Two Types of Marketing We've Used



#### **Branding**

(get your name out there)



#### **Direct Response**

(get their name in here)



# 2. Creating successful MOOCs

## 2.3 Marketing and targeting

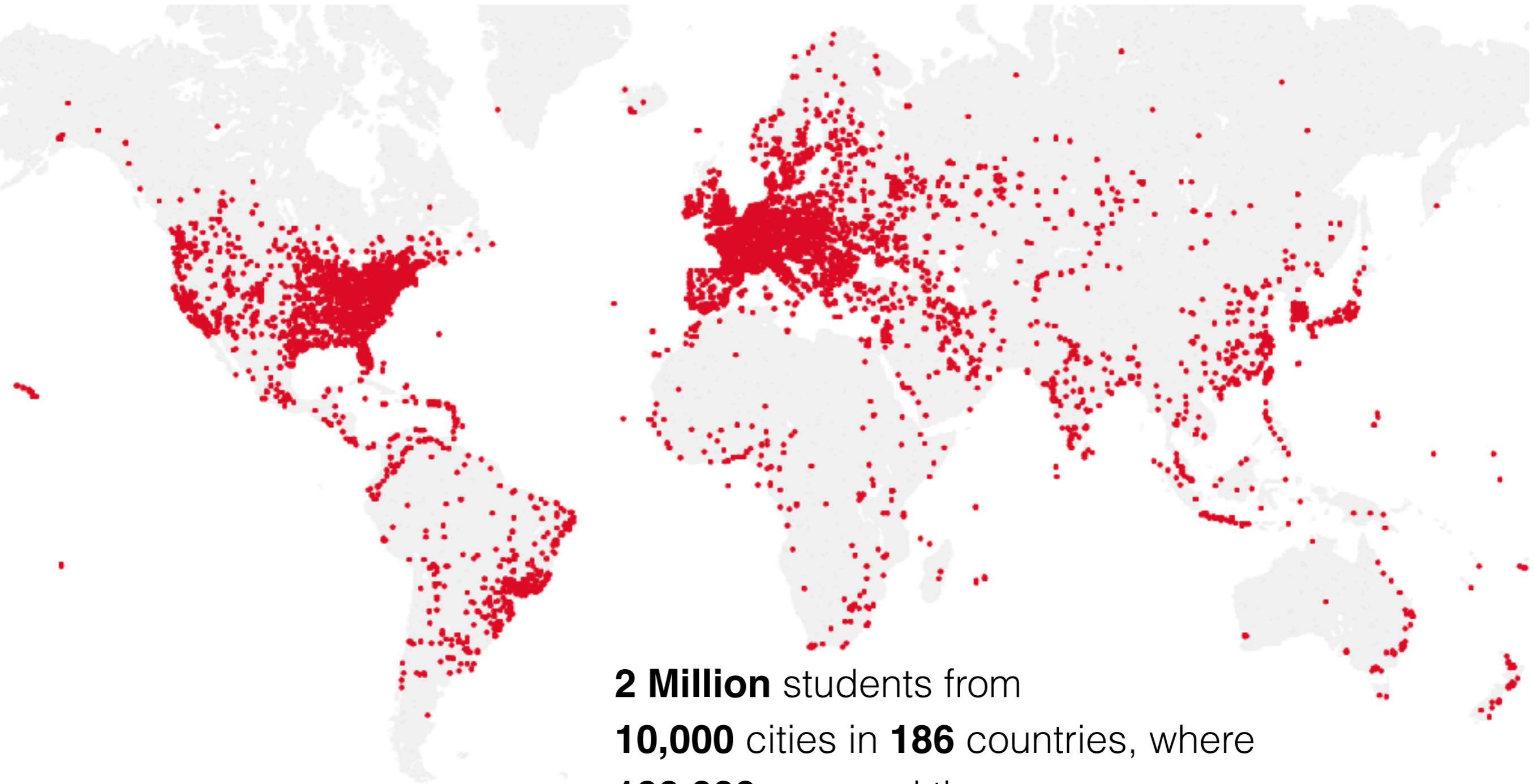
### Marketing of MOOCs

#### **How it started...**

- No hesitation, went big from the start;
- Created a new team exclusively for MOOC production (10+);
- Recruited as many professors as possible;
- Rode with the hype / used first-mover advantage;
- Partnered with both Coursera and EdX (= more leverage);
- Created a new team exclusively for MOOCs in Africa;
- Partnered with prestigious foundations that are active in Africa;
- Offered a path to certification.

## 2. Creating successful MOOCs

### 2.3 Marketing and targeting



**2 Million** students from  
**10,000** cities in **186** countries, where  
**100,000+** passed the course

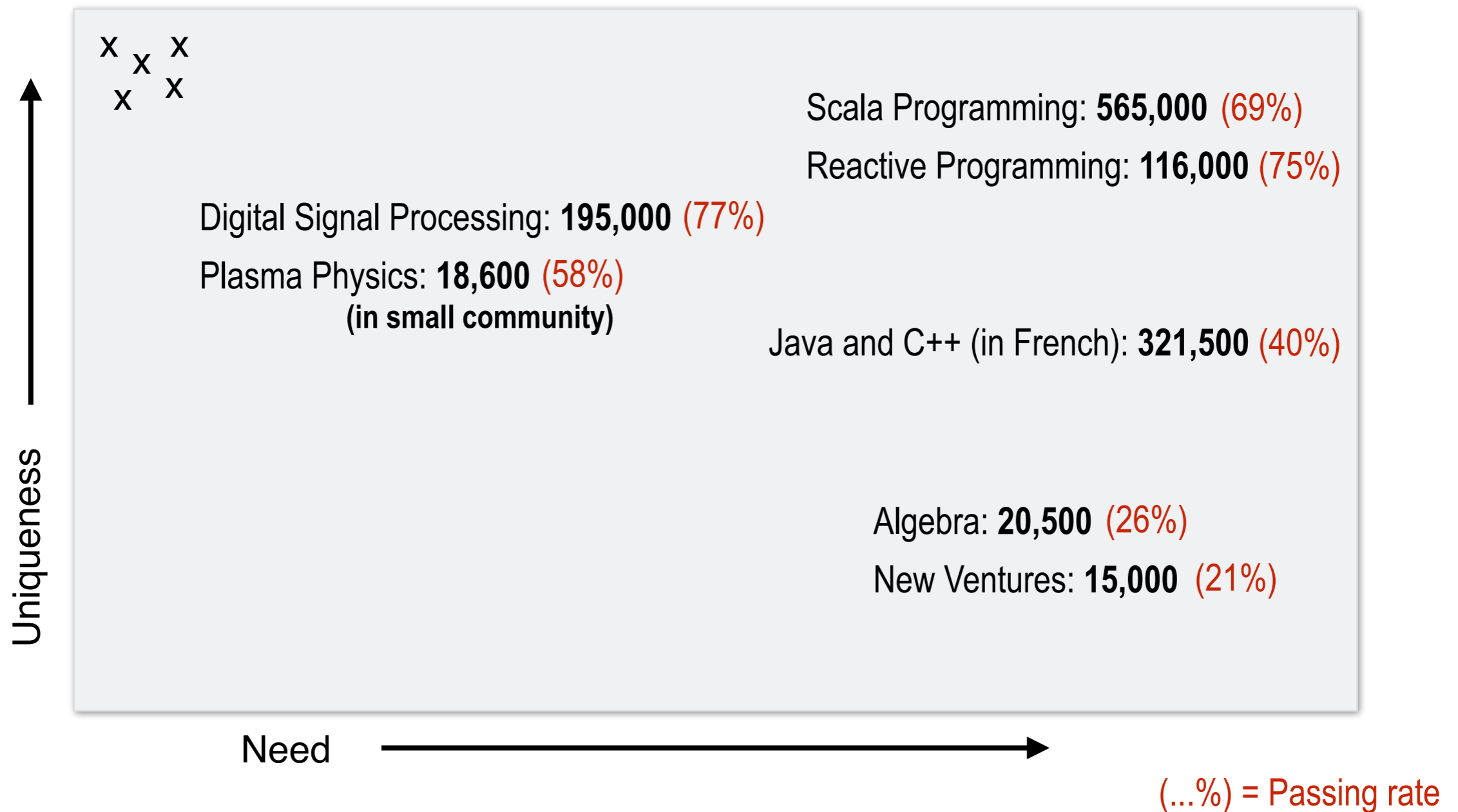
All countries except:



# 2. Creating successful MOOCs

## 2.1 Choosing the right subject

### Number of Registrations in EPFL MOOCs as a function of need and uniqueness



# 2. Creating successful MOOCs

## 2.3 Marketing and targeting

### Marketing of MOOCs

#### **Increasing focus on Targeted Advertising**

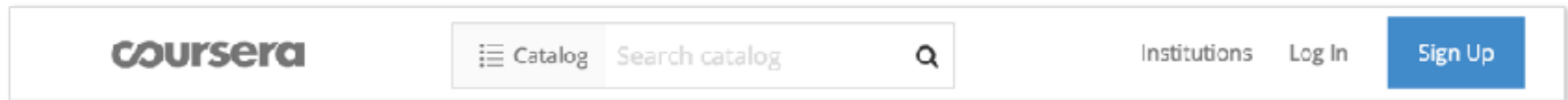
- Less focus on branding (which is losing steam), and more focus on street smarts;
- Leverage data analytics for market research;
- Use MOOCs to capture leads and identify potential partners;
- Help the smaller MOOCs with targeted advertising;
- Leverage social media and communities to attract students;
- Created a new team for \$-making MOOCs (Extension School).

# 2. Creating successful MOOCs

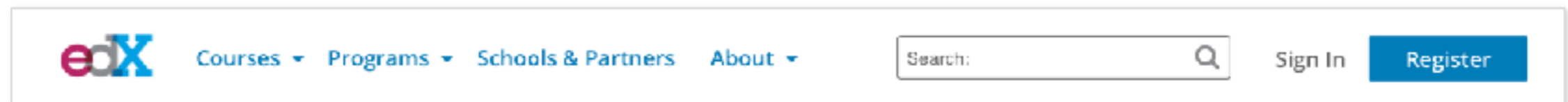
## 2.3 Marketing and targeting

### Horizontal Channels

How we use them: Outsource to platforms



Potential Reach: **17 million students** in Dec 2015



Potential Reach: **7 million students** in Mar 2016



**Google** and **Mailing Lists** are used by Coursera and EdX themselves to attract new people into their user-base, and they use it aggressively!

# 2. Creating successful MOOCs

## 2.3 Marketing and targeting

### Horizontal Channels

How we use them: Outsource to platforms

**coursera**

Explore Specializations from top universities in Europe and the UK

Coursera's 140+ university partners include some of the best schools in Europe and the UK. We're celebrating graduation season by highlighting a few of their most popular Specializations in topics like business, data science, and programming.

[Explore All Specializations](#)

Penn UNIVERSITY OF MICHIGAN Duke JOHNS HOPKINS UNIVERSITY Northwestern University Yale UNIVERSITY OF LONDON

**POPULAR IN COMPUTER SCIENCE**

NEW! FEATURED SPECIALIZATION

**Functional Programming in Scala**

École Polytechnique Fédérale de Lausanne

Learn the popular Scala programming language directly from its chief architect - Professor Martin Odersky of EPFL.

[Join Now](#)

- Example newsletter sent out by Coursera to their mailing list.
- Used smart and effective marketing message, highlighting uniqueness of our Scala course
- Reach: **3.7 million students**

# 2. Reaching the right audience

## 2.3 Targeting

Facebook Targeting

### Protected Areas in Africa

**Age:** 18 - 65+



**Language:** French

**Location:** Francophone Africa


**Employment:**

- Greenpeace,
- Nature reserve,
- World Wide Fund for Nature,
- Sierra Club,
- Nature conservation,
- Park ranger
- National park
- Marine protected area

Suggested Post






 **IUCN Papaco**  
Sponsored (demo) · 




Dernière chance pour s'inscrire! Cours online gratuit Gestion d'Aires Protégées en Afrique  
[See Translation](#)



**Cours Aires Protégées**

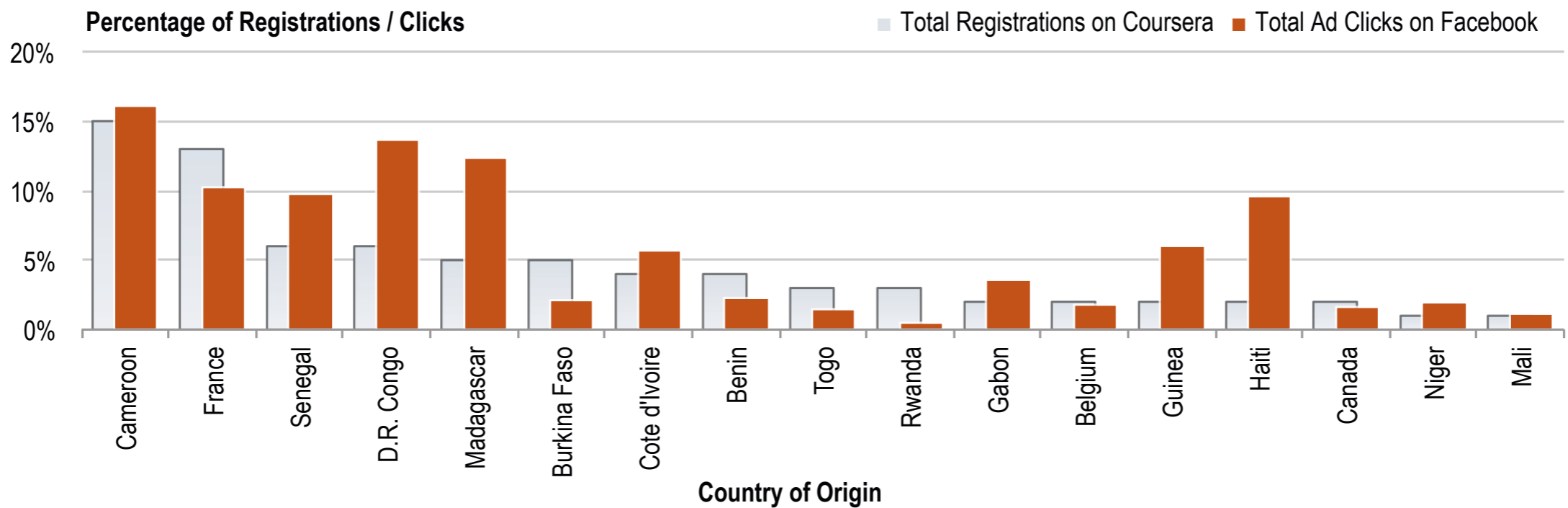
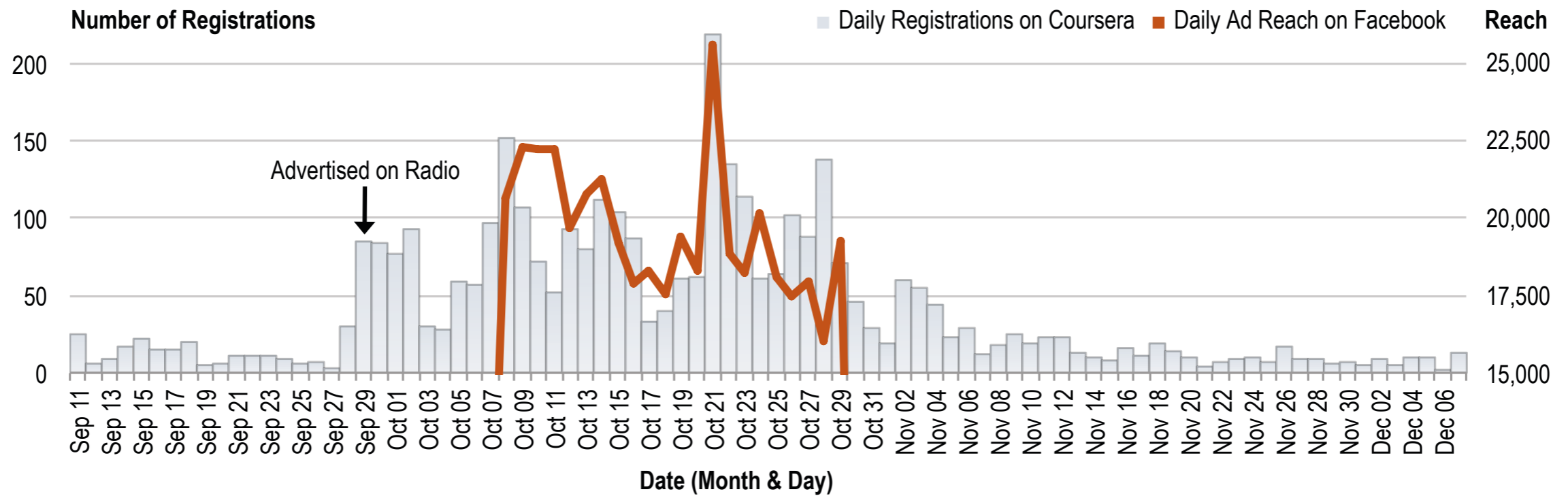
CE COURS GRATUIT PARLE DE CONSERVATION DE LA NATURE, D'AFRIQUE, DE PARCS, ET DE RÉSERVES. DÉCOUVRE ET COMPRENDS COMMENT AMÉLIORER LA GOUVERNANCE ET LA GESTION DE CES TERRITOIRES UNIQUES [Learn More](#)

 2.5K  113 Comments  419 Shares  52K Views 

 Like  Comment  Share

# 2. Creating successful MOOCs

## 2.3 Marketing and targeting





# 2. Reaching the right audience

## 2.3 Targeting

The image shows a Facebook post from the IUCN Papaco page. The post is titled "Join the MOOC on PA management in English" and describes a course on conservation challenges in Africa. The post includes a link to the course on Coursera and a diagram of the course content. A blue circle highlights the course launch in October 2015, with statistics: 6000+ participants, 97% satisfaction, and 400+ graduates. The post also features a "Like" button and a "Message" button. The IUCN Papaco profile information is visible on the left, including the name, handle, and location (Pretoria, South Africa). A pink box highlights the "1,359 people like this" text at the bottom right of the post.

**Join the MOOC on PA management in English**  
Learn about conservation challenges in Africa and how protected areas can help face them, from local to global level.

Free registration, now open on Coursera  
[www.coursera.org/learn/protected-areas](http://www.coursera.org/learn/protected-areas)

6000+ participants  
October 2015: launch of the MOOC in French  
97% satisfaction  
400+ graduates

4 professors  
57 videos  
Multiple exchanges with the teaching team (forum, Facebook, live chats...)  
7 online exams  
1 on-site exam  
16 training quizzes  
- 5 readings per week

Like Message Share More

Status Photo / Video

Write something on this Page...

IUCN Papaco  
September 27 · 🌐

Our MOOC on protected areas management is now available in English!

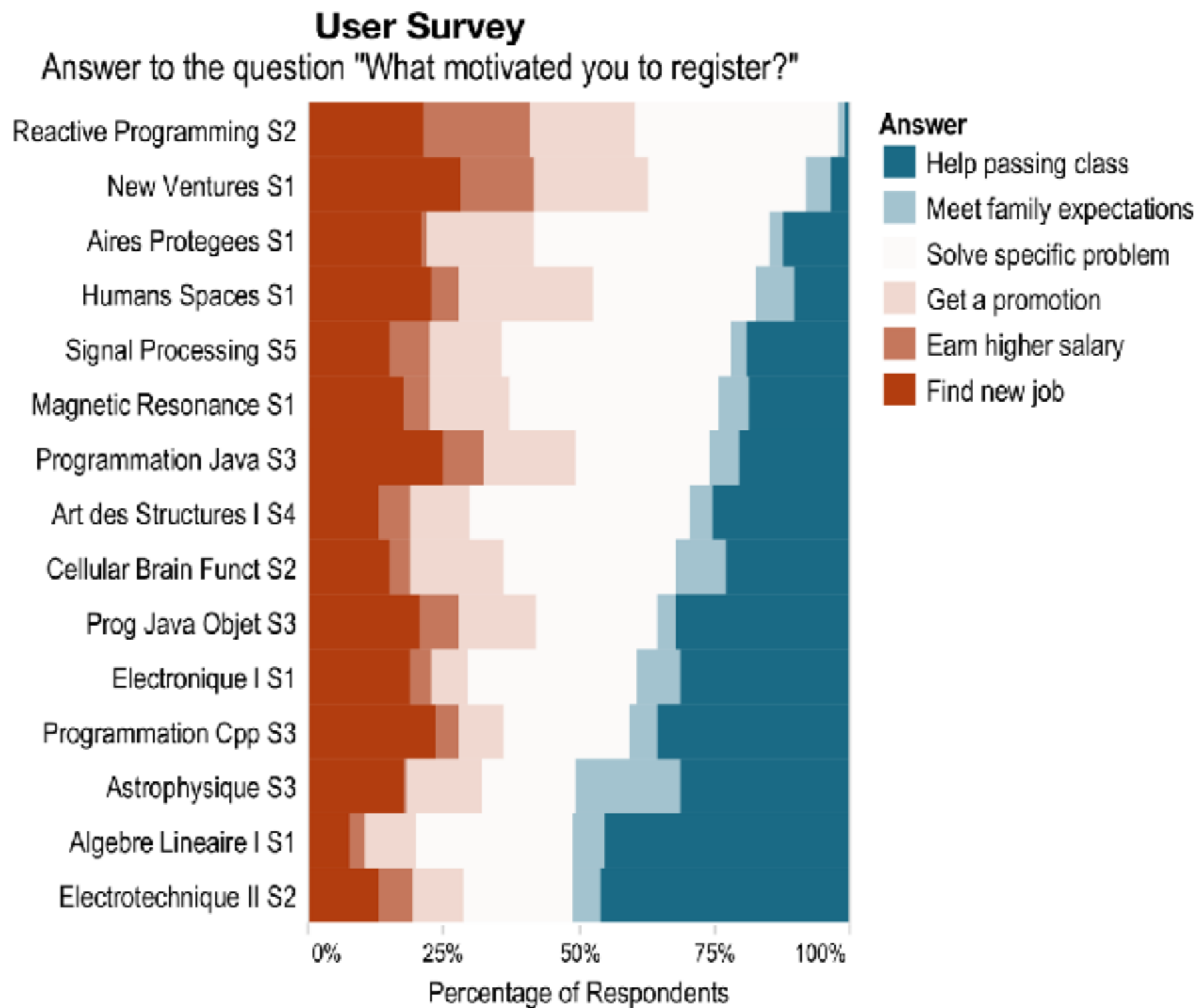
Organization in Pretoria, South Africa  
Always Open

Search for posts on this Page

1,359 people like this

# 2. Creating successful MOOCs

## 2.2 Finding the right motivation

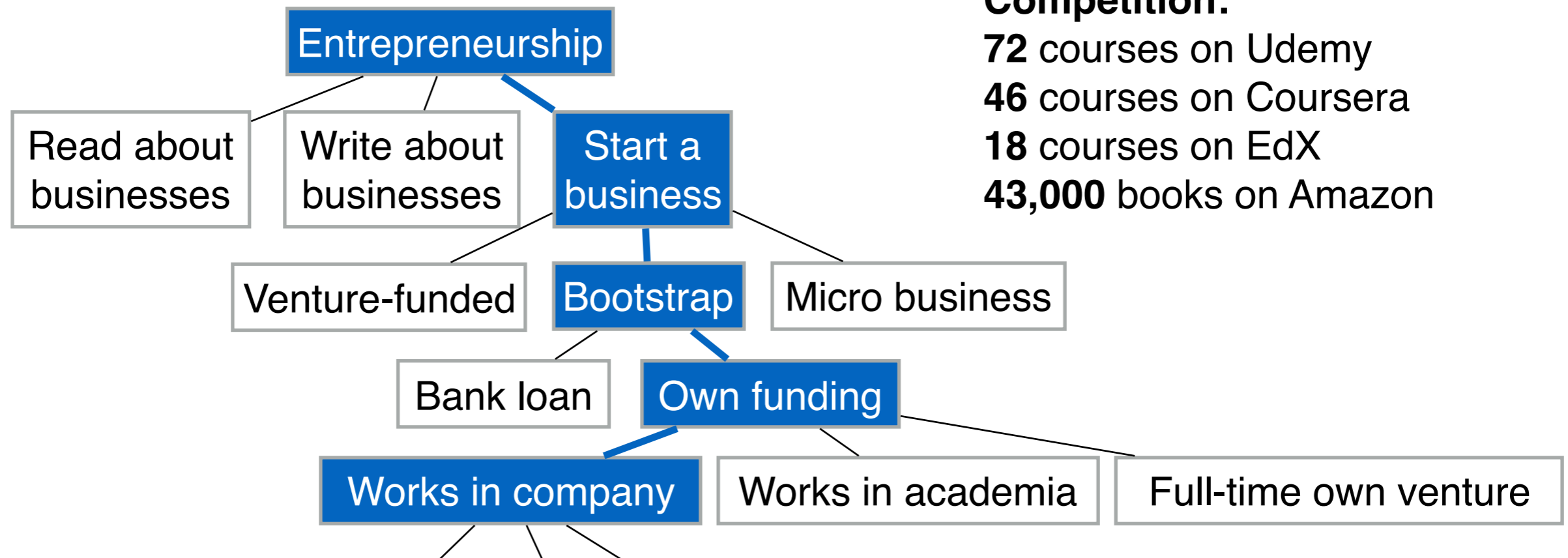


# 2. Creating successful MOOCs

## 2.3 Marketing and targeting

### How to do Effective Targeting

De-abstraction exercise



**Target:** Everyone interested in **entrepreneurship**.

**Competition:**

72 courses on Udemy

46 courses on Coursera

18 courses on EdX

43,000 books on Amazon

**Target:** People who **work for a company, but want to bootstrap a business in part-time, using their own funding**

**Software engineer**

Sales person

Manager

**Target:** **Software engineers** who **work for a company, but want to bootstrap a business in part-time, using their own funding**

**Thank you!** Any questions?