



TO MOOC OR NOT TO MOOC?



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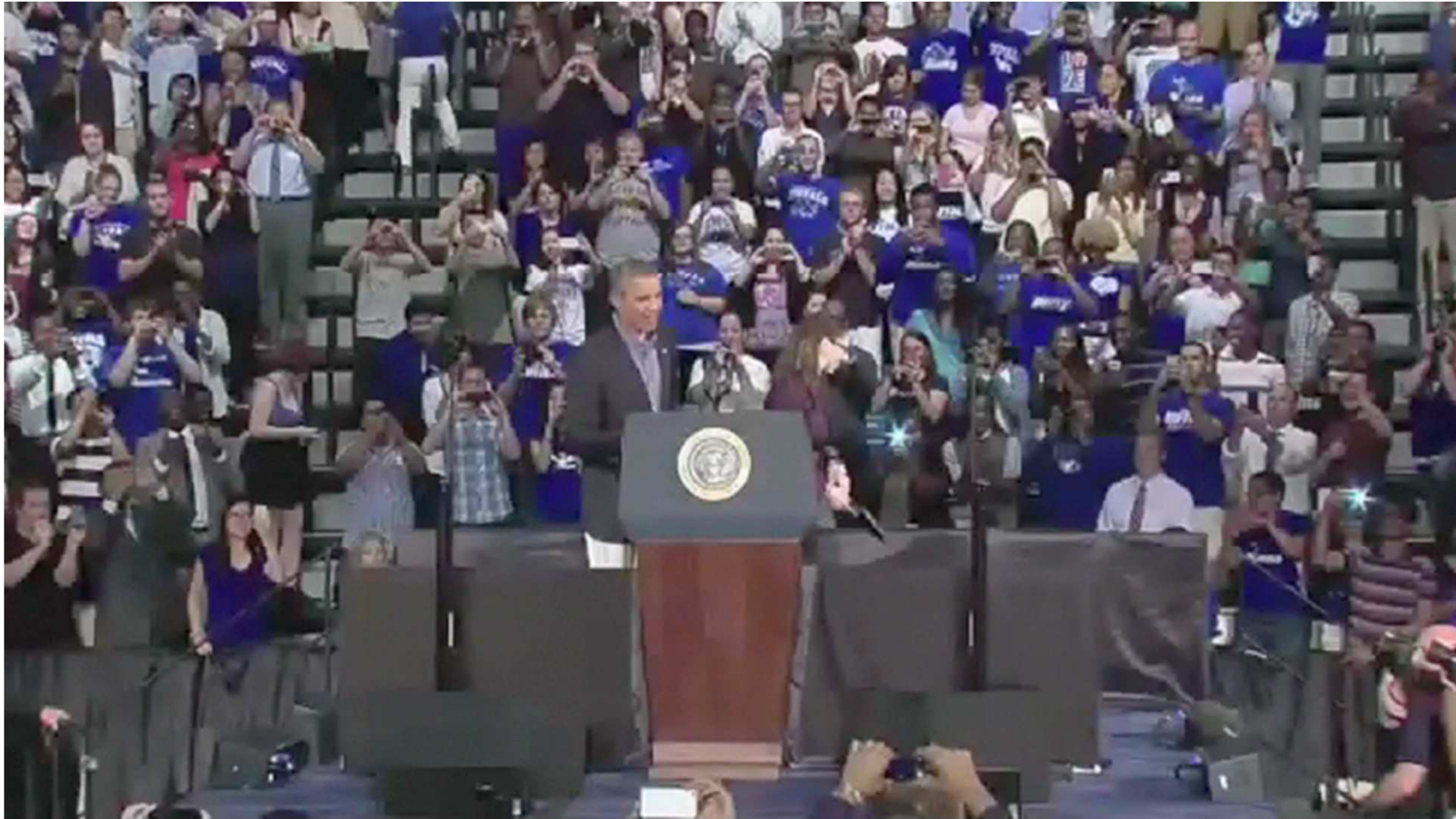
- Three drivers put universities in jeopardy:
- Financial crisis;
- Digital revolution;
- Online teaching and learning strategies.

Financial drive - Employers complain: young employees without the needed skills

- A recent survey found that 45 % of employers struggle to find people with the right skills for entry level positions.
- 70 % of the employers blame this shortfall on lack of adequate training.
- This survey question higher education value and people perceive one of the roots of unemployment.
- But there are others

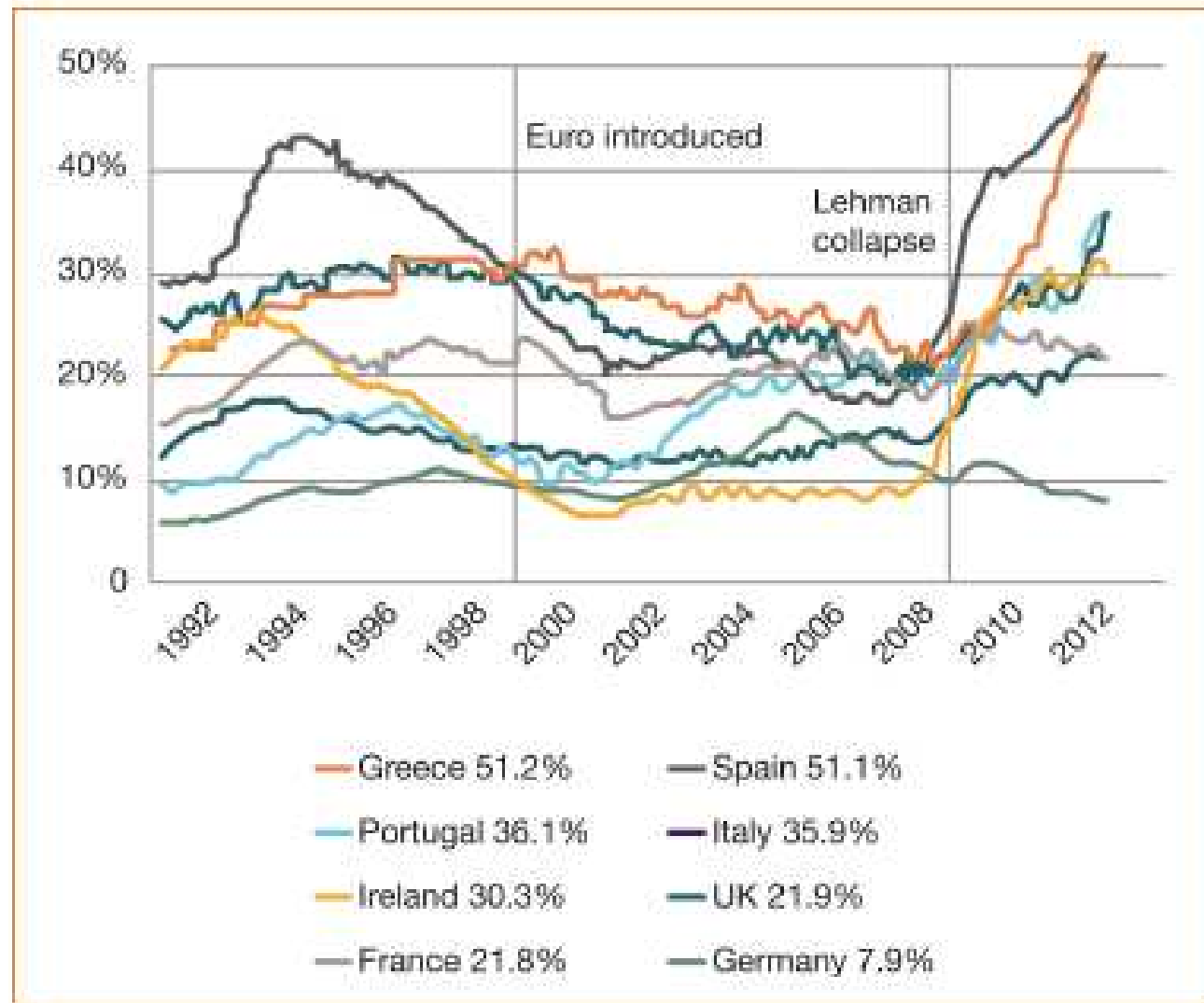
- Barber, M and alt. An Avalanche is Coming, pp.12

Barak Obama analysis on education costs



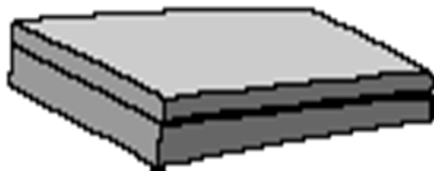
Financial crisis: European youth unemployment

Figure 2
European youth unemployment has increased dramatically in the past three years



Source: Thomson Reuters Datastream, Eurostat Reuters graphic/Scott Barber 3/2/2012

Second driver of the crisis situation: digital revolution



What Happens in an Internet Minute?



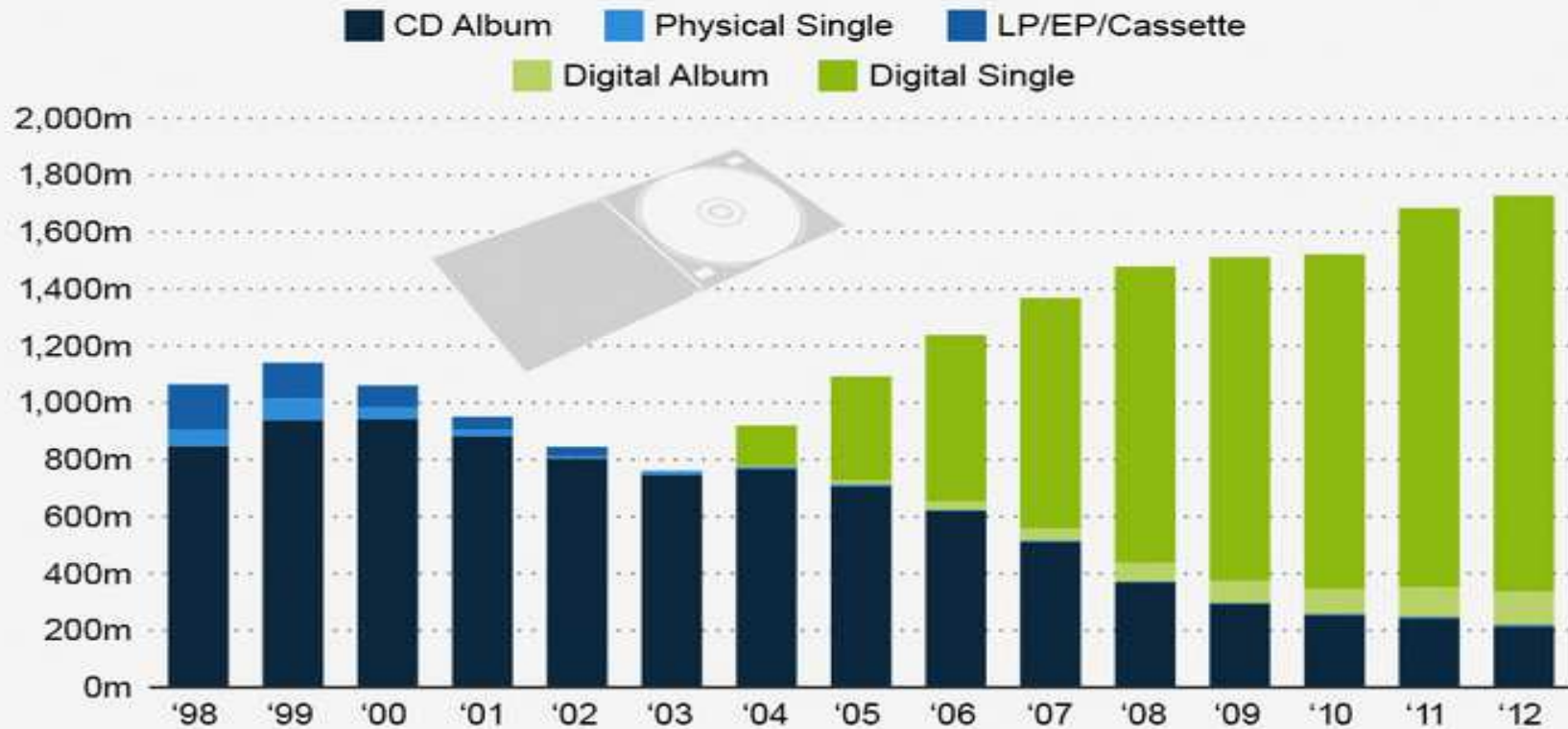
And Future Growth is Staggering



The Digital Music Revolution

How the U.S. music industry has changed in the past 15 years

Unit shipments/downloads (in millions)

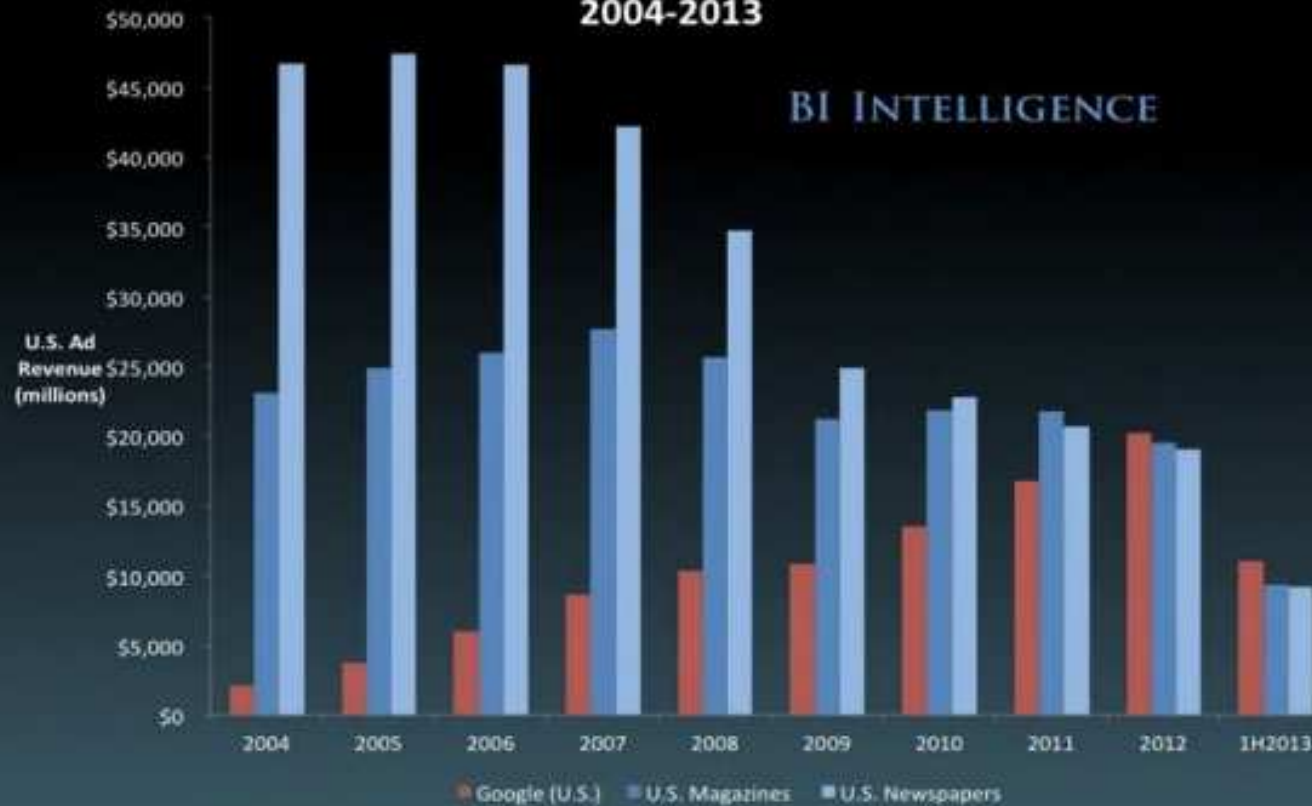


Revenue (in billion U.S. dollars)



Google now bigger than all newspapers, magazines

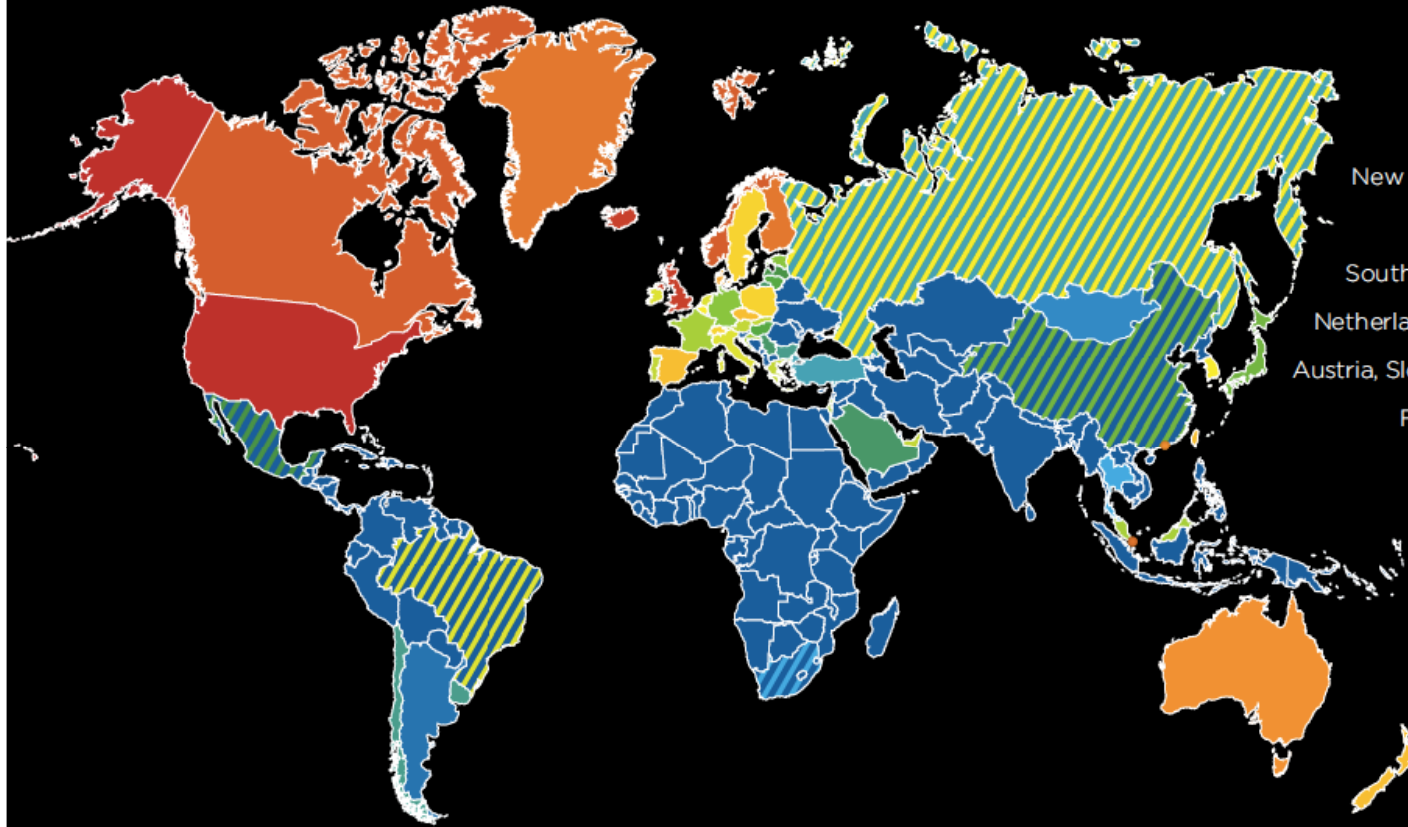
Google vs. Magazine vs. Newspaper Ad Revenue, 2004-2013




BUSINESS INSIDER

Newspaper extinction timeline

When newspapers in their current form will become insignificant*



- USA **2017**
- UK, Iceland **2019**
- Canada, Norway **2020**
- Finland, Singapore, Greenland **2021**
- Australia, Hong Kong **2022**
- Denmark **2023**
- New Zealand, Spain, Czech, Taiwan **2024**
- Poland, Sweden, Switzerland **2025**
- South Korea, Metro Russia, Belgium **2026**
- Netherlands, Ireland, Metro Brazil, Italy **2027**
- Austria, Slovakia, Greece, Portugal, U.A.E. **2028**
- France, Israel, Malaysia, Croatia **2029**
- Germany, Estonia **2030**
- Japan, Metro China **2031**
- Hungary, Lithuania **2032**
- Latvia, Metro Mexico **2033**
- Serbia, Saudi Arabia **2034**
- Bulgaria, Chile, Uruguay **2035**
- Russia, Turkey **2036**
- Metro South Africa, Thailand **2037**
- Mongolia **2038**
- Argentina **2039**
- Rest of the world **2040+**

 — stripes indicate that newspapers will be extinct in metropolitan areas before regional areas



- Media strategy
- Thought leadership content
- Scenario planning

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AN AVALANCHE IS COMING

HIGHER EDUCATION AND
THE REVOLUTION AHEAD

ESSAY

Michael Barber
Katalyn Donnelly
Saad Rizvi

Foreword by
Lawrence Summers,
President Emeritus, Harvard University

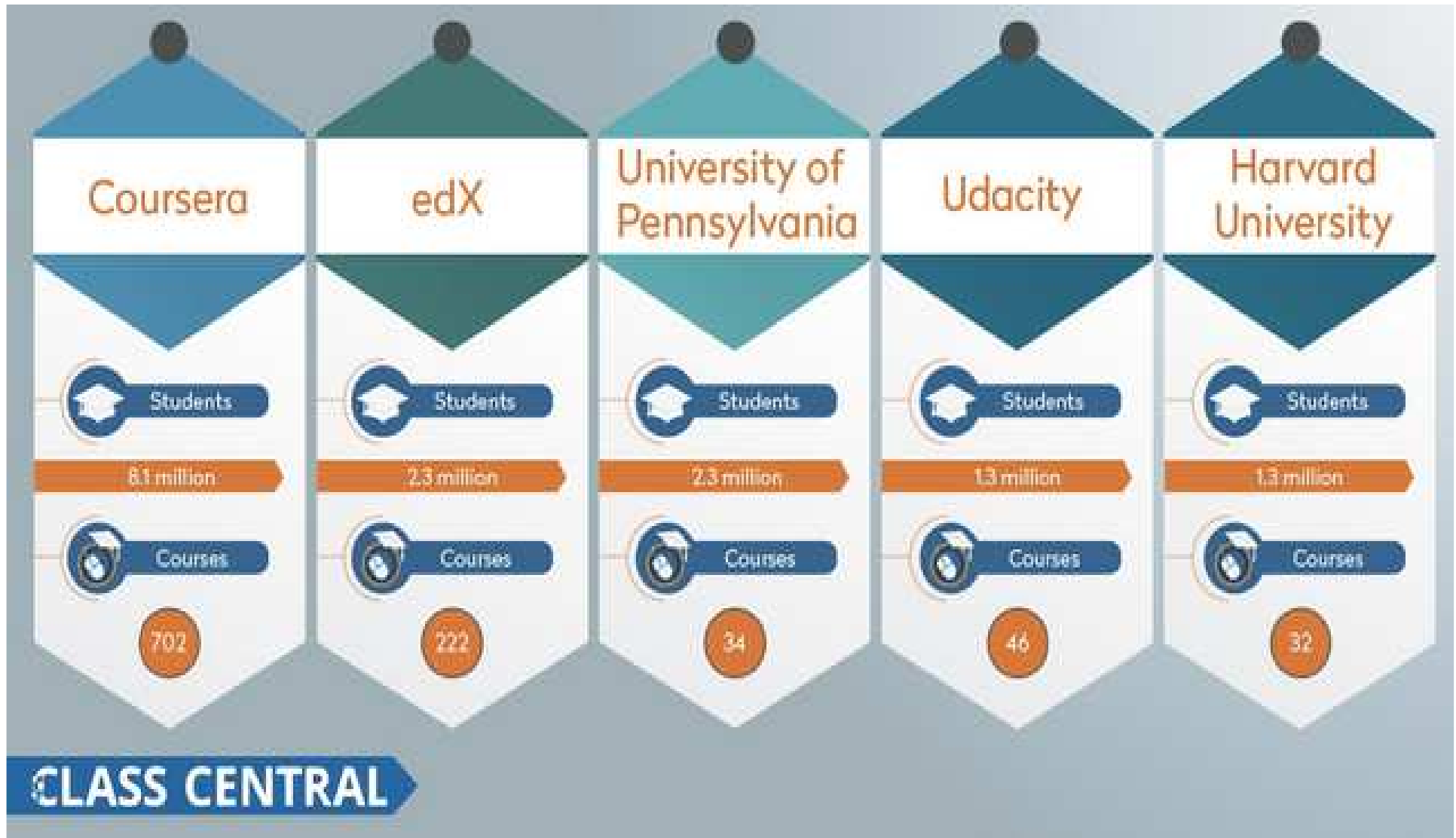
March 2013
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Institute for Public Policy Research

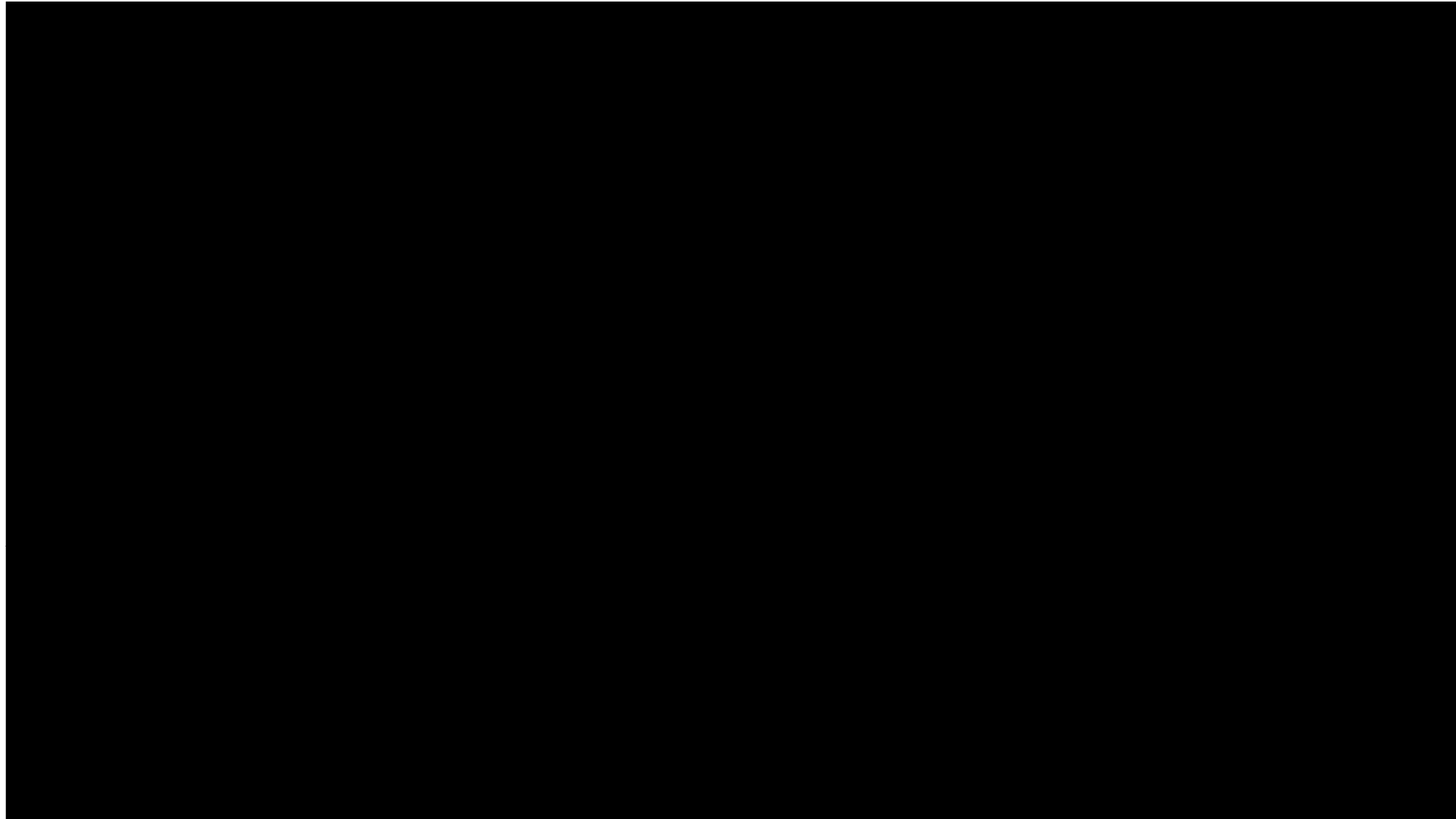
Third driver: Online teaching and learning strategies.

- “Moocs have been something of an **hurricane in universities**, making a lot of noise and promising to rip everything up.”
- Within MOOC courses student find:
 - **an instructivist pedagogical approach**
 - **an automatic assessment;**
 - **lack of identity verification;**
 - **absence of human tutors.**
- Barber, M and alt. *An Avalanche is Coming*, pp.18

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Edx Consortium



THE PRICE OF FREE

What's the Freemium Economy All About?

Some things in life are indeed free. But for a small fee, you can upgrade to something even better. At least that's the basic principle of the freemium model, a hot phenomenon in the cloud-run small business world. How does its economy work and what makes it so popular among businesses and consumers alike?



What Exactly Does Freemium Mean?



Freemium, a term combining "free" and "premium," is a marketing model based on the idea of charging absolutely nothing for a basic product or service.

Obama's opinion on online courses



Digital learning modalities

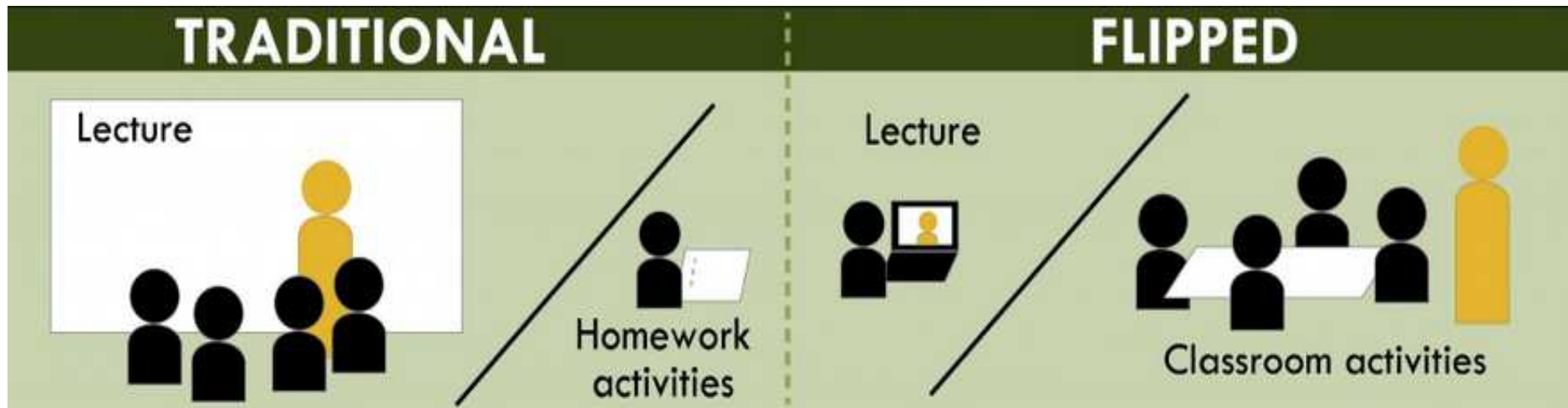
Mooc courses are just one of multiple online learning modalities. Some consider that the first version has been overtaken.

- “We're already in a post-Mooc era,” says Prof Robert Lue, from Harvard University.
- “The smaller online class size will allow:
- much more rigorous assessment;
- greater validation of identity;
- certification will be possible.”

- <http://www.bbc.com/news/business-24166247>

Digital learning modalities

flipped learning



Digital learning modalities: NOVA perspective

NOVA E-LEARNING

Distance learning courses provide the opportunity to study from anywhere in the world. NOVA offers various online opportunities to enable a successful learning experience.

[more info](#)



Lifelong Learning Strategy

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PORTEFOLIO
VÍDEOS
LIVROS DIGITAIS
TEMAS E AUTORES
TEATRO E MULTIMÉDIA
MESTRADO
INVESTIGAÇÃO

CURSOS EM REGIME E-LEARNING Inscrições: 10 a 28 de Fevereiro de 2014

DESIGN PARA A WEB

WEBDESIGN
DIMENSÕES TÉCNICAS E ARTÍSTICAS

DESIGN PARA A WEB
A dimensão artística dos projectos web é factor fundamental para o sucesso de

CENÁRIOS VIRTUAIS
VIDEO
TRATAMENTO DE IMAGEM
AUDIO DIGITAL
PROGRAMAÇÃO PARA A WEB
GESTÃO DE PROJECTOS MULTIMÉDIA
VOZ E EXPRESSÃO, LER E FALAR EM PÚBLICO
CRIAÇÃO TRIDIMENSIONAL
GUIÕES PARA JOGOS
MARKETING

Digital literacy at the heart of the learning process

- To finish let me quote Professor Rafael Reif, M.I.T. President: “the rising cost of education, combined with the transformative potential of online teaching and learning technologies, presents a long-term challenge that no university can afford to ignore.”
- <http://bostinno.streetwise.co/2014/09/24/mit-study-how-do-online-courses-compare-to-traditional-learning/>

Thank you

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