



Graphic items on the front page are not included

KARL-FRANZENS-UNIVERSITÄT GRAZ  
UNIVERSITY OF GRAZ



# How long will MOOCs be open?



Michael Kopp  
December 5<sup>th</sup>, 2014  
Online Educa Berlin

# Openness

- Freely accessible
- No prerequisites required
  
- Copyright protection
- Long-term availability
- Reuse of content

# High Production Costs

Institution	MOOC-Type	Weeks	Estimated costs
Teachers College, Columbia University*	xMOOC	8	\$ 38,980
University of Manitoba*	cMOOC	12	\$ 65,800 – 71,800
American Museum of Natural History*	xMOOC	4	\$ 104,620
Large Midwestern University*	xMOOC	5-8	\$ 203,770 – 325,330
University of Graz / Graz University of Technology	xMOOC	6-9	\$ 31,200 – 37,500

\* Hollands, F. M., & Tirthali, D. (2014). MOOCs: expectations and reality. Full report. Center for Benefit- Cost Studies of Education, Teachers College, Columbia University, NY.  
Retrieved from: [http://cbcse.org/wordpress/wp-content/uploads/2014/05/MOOCs\\_Expectations\\_and\\_Reality.pdf](http://cbcse.org/wordpress/wp-content/uploads/2014/05/MOOCs_Expectations_and_Reality.pdf)

# Poor Business Models

- Certificates
- Personal Mentoring
- Licensing Models
- Advertising and Sponsoring
- Trading Data
- Venture Capital

# Announcements

*I think [Stanford] will have low cost, high volume, but non-free courses online that will help make our online programmes sustainable.*

**John Mitchell** (August 2014)

Vice-provost for online learning and  
overseer of Stanford's Mooc programme

# Announcements

*Professional education courses are fee-based and will help us further this goal of sustainability, for both edX and our partners.*

**Anant Agarwal** (January 2014)  
edX CEO

# In the Future

- (Continental European) Universities will not any longer afford to offer MOOCs for free
- Further / Professional Education will become an (even more) important market segment
- A gap will arise between MOOC-platform-providers and universities

# Open Educational Resources?

- Educational resources that can be freely used and modified
- Using Creative Commons licenses
- Business model that suits taxpayers
- Avoidance of copyright issues



# Thank you for your attention!

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Presentation on Slideshare  
<http://de.slideshare.net/anmw/2014-kopp-how-long-will-moocs-be-open>