WOW! EUROPE EMBRACES MOOCS

Introduction

MOOCs (Massive Open Online Courses) have continued to attract considerable media coverage as governments and universities respond to the open and online education movement. The MOOCs business seems to be dominated by the big U.S. providers such as Udacity, Coursera and edX.

However, this is about to change rapidly as Europe seizes the opportunities offered by MOOCs (see Porto declaration of last year’s conference). Three independent studies confirm that the European Higher Education Institutions (HEIs) are more broadly involved in MOOCs compared to the U.S. institutions. Moreover, it seems that European HEIs are clearly confident regarding MOOC development and implementation. The European institutions are having a more positive attitude towards MOOCs and those offering MOOCs have positive experiences.

After the successful conference in Porto the HOME project will organise another network event showcasing the uptake of MOOCs in Europe. The conference will present the results of the new European survey on Institutional MOOC strategies in Europe and elaborate on case studies in Europe.

This conference “WOW! Europe embraces MOOCs” will take place in Rome on the 30th of November

Rome, Italy 30 November 2015

UNINETTUNO’s Multimedia Classroom
Full address: Piazza Grazioli 17, 00186 Roma

Registration
Invitation only.

Fee
No fee

Papers & presentations
All submitted draft papers are available at the end of this document. Most papers will be presented during the conference, others will be summarised by the chairs. All papers will be reviewed after the conference and the final papers will be published in a separate report early 2016. The PowerPoint presentations are available by clicking on ‘ppt.’ in the programme.
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30 November : HOME Conference

WOW! Europe embraces MOOCs

Date: 30 November 2015 09:00-18:00

Venue: Multimedia Classroom of the International Telematic University UNINETTUNO. The full address: Piazza Grazioli 17, 00186 Roma

Simultaneous translation English-Italian will be provided

Programme Committee:
- Darco Jansen (EADTU) - Chair
- Nicola Paravati (UNINETTUNO)
- Maria Amata Garito (UNINETTUNO)
- Mark Brown (Dublin City University)
- Eamon Costello (Dublin City University)
- Antonio Teixeira (Universidade Aberta)
- Cengiz Hakan Aydin (Anadolu)
- Lourdes Pérez Sánchez (UNED)
- Fred de Vries (Open University of the Netherlands)
- Arne Kjær (Danish Association of Open Universities)

Participation only on invitation (limited to 150 attendees)

Final programme

09:00 - 09:30 Registration

09:30 - 10:00 **Opening ceremony** chaired by Piet Henderikx
- Welcome speech by Maria Amata Garito (Rector UNINETTUNO)
- Opening speech by Alessandro Fusacchia (Chief of cabinet; Ministry of Education, University and Research)

10:00 - 10:30 **Cross-national MOOC strategies** chaired by António Teixeira
- **Global perspectives on MOOCs** by Mariana Pâtru (UNESCO)
- **How Europe embraces MOOCs** by Darco Jansen (EADTU)

10:30 - 11:15 **Regional MOOC initiatives** chaired by Darco Jansen
- **The CRUI project: MOOCs Italia** by Flavio Corradini (Rettore Università di Camerino)
- **EduOpen network in Italy** by Pierpaolo Limone (Università di Foggia)
- **Building OOC layers on top of existing courses** by Christian Dalsgaard (Aarhus University)
- **(M)OOCs in Iceland: Language and learning communities** by Sólveig Jakobsdóttir (University of Iceland)
- Discussion and summary as input for Rome declaration

11:15 - 11:45 Coffee break

11:45 - 12:15 **Role media exposure on MOOC development** chaired by Eamon Costello
WOW! EUROPE EMBRACES MOOCs

12:15 - 13:00 Supporting the selection of MOOC platforms chaired by Mark Brown
- MOOCs in the News: A European Perspective by Vitomir Kovanović (University of Edinburgh)
- Hold the Front Page: The Story of MOOCs in the Irish Media by Mark Brown (Dublin City University)
- Discussion and summary as input for Rome declaration

13:00 - 14:00 Light lunch

14:00 - 14:45 Business models European MOOCs chaired by Cengiz Hakan Aydin
- Can MOOCs be a beginning not a fad in HE by Cengiz Hakan Aydin (Anadolu)
- Is there a sustainable business model for TU Delft Extension School? by Willem van Valkenburg (TU Delft)
- Governmental business models for MOOCs by Piet Henderikx (EADTU)
- MOOCs as one of catalysts of big changes in HE systems by Andrzej Wodecki (Maria Curie Sklodowska University)
- Discussion and summary as input for Rome declaration

14:45 - 15:45 Pedagogical approaches in European MOOCs chaired by Fred de Vries
- UNINETTUNO and the MOOCs, Origins, results and new perspectives by Alessandro Caforio (UNINETTUNO)
- How we use video in KU Leuven MOOCs by Mariet Vriens (KU Leuven)
- OpenQuest: Designing a Motivational Framework for MOOCs Instruction by Stylianos Mystakidis (Open Education Europa)
- The Research Results on Pedagogical Approach in MOOCs: Lithuanian Case by Danguole Rutkauskiene (Kaunas University of Technology)
- MOOCs pedagogical and didactical approaches by Fred de Vries (Open University of the Netherlands)
- Discussion and summary as input for Rome declaration

15:45 - 16:15 Coffee break

16:15 - 17:15 Shared services in European MOOC context chaired by Sebastián Rubén Gómez Palomo
- Methods and models of MOOCs integration in traditional higher education by Dr. Diana Andone (Politehnica University of Timisoara)
- How to design for persistence and retention in MOOCs? by Andrew Brasher (The Open University)
- Shared Services for MOOC Offerings: A Vision for Turkey by Ali Ekrem Özkul (Anadolu)
- Discussion and summary as input for Rome declaration
- **Shared European educational services from the perspective of Finland** by Teija Lehto (Finnish Online University of Applied Sciences & Tampere University of Applied Sciences)
- **Shared Educational Services for the development of MOOCs. A proposal for European Collaboration** by Sebastián Rubén Gómez Palomo (UNED)
- Discussion and summary as input for Rome declaration

17:15 - 17:30 **General MOOC reflections** by Silvia Costa (Chair of the Culture and Education Committee, European Parliament)

17:30 - 17:45 **Closure and conclusions** chaired by Darco Jansen
- Rome Declaration: The future of European’s MOOCs with recommendations to the EC, national governments and educational institutions

**Post-conference event 1 December 2015**
09:30 - 12:30 **Expert groups on MOOCs (only for HOME partners & those who submitted a paper)**
- Finalising Rome declaration on European MOOCs
- Review process to final report
- Additional articles to be published
- Development of Guidelines and policy briefs
- Preparation Policy event June 2016

14:00 - 18:00 **All partners project meeting HOME (closed session)**
- MOOCs: Present and Future; International Perspectives.

Location: Multimedia Classroom of the International Telematic University UNINETTUNO. Address: Piazza Grazioli 17, 00186 Roma
All draft papers (Please, click on title to read the draft paper)

**Regional MOOC initiatives**
- Bang, J., Dalsgaard, C., Kjaer, A., & O’Donovan, M. (Aarhus University) *Building OOC layers on top of existing courses*
- Corradini, F. (Rettore Università di Camerino) *The CRUI project: MOOCs Italia*
- Jakobsdóttir, S. (University of Iceland) *MOOCs in Iceland: Language and learning communities*
- Limone, P. (Università di Foggia) *EduOpen network in Italy*

**Role media exposure on MOOC development**
- Brown, M., Costello, E., Donlon, E., Giolla-Mhichil, M., & Kirwan, C. (Dublin City University) *Hold the Front Page: The Story of MOOCs in the Irish Media*
- Kovanović, V., Gašević, D., Joksimović, S., Siemens, G., & Hatala, M. (University of Edinburgh; University of Texas at Austin; Simon Fraser University) *MOOCs in the News: A European Perspective*

**Supporting the selection of MOOC platforms**
- De Rosa, R., & Kerr, R. (Università di Napoli Frederico II) *Out of the Fishbowl: The Uberization of Teaching*
- Hallissy, M. (H2 Learning) *Feasibility of creating a collaborative MOOC for Ireland: Opportunities and Challenges*
- Henrick, G., De Raadt, M., & Costello, E. (Learning Technology Services; Moodle HQ; Dublin City University)

**Business models European MOOCs**
- Aydin, C. H. (Anadolu) *Can MOOCs be a beginning not a fad in HE*
- Henderikx, P. (EADTU) *Governmental business models for MOOCs*
- Kalman, Y. M. (The Open University of Israel) *Innovating with MOOCs: Five Mistakes, and One More*
- Limone, P. (Università di Foggia) *EduOpen network in Italy*
- Wodecki, A. (Maria Curie Sklodowska University) *MOOCs as one of catalysts of big changes in HE systems*
**WOW! EUROPE EMBRACES MOOCS**

*Pedagogical approaches in European MOOCs*
- Bang, J., Dalsgaard, C., Kjaer, A., & O’Donovan, M. (Aarhus University) *Opening up education the Danish way: some pedagogical considerations*
- Caforio, A. (UNINETTUNO) *UNINETTUNO and the MOOCs: Origins, results and new perspectives*
- Huion, P. (University Colleges Limburg-Leuven) *The Importance of Teachers as Transmedia Storytellers for MOOC Implementation in HEI*
- Mystakidis, S., & Herodotou, M. (University of Patras & University of Jyväskylä; The Open University) *OpenQuest: Designing a Motivational Framework for MOOCs Instruction*
- Rutkauskiene, D., Gudoniene, D., & Butkeviciene, E. (Kaunas University of Technology) *The Research Results on Pedagogical Approach in MOOCs: Lithuanian Case*
- Schroeters, S. (Amsterdam University of Applied Sciences) *Predeparture; A summer-day’s MOOC* (in final report)
- Stoyanov, S., & De Vries, F. (Open University of the Netherlands) *MOOCs pedagogical and didactical approaches*
- Vriens, M. (KU Leuven) *How we use video in KU Leuven MOOCs*

*Shared services in European MOOC context*
- Andone, D. (Politehnica University of Timisoara) *Methods and models of MOOCs integration in traditional higher education*
- Brasher, A., Weller, M., & McAndrew, P. (The Open University) *How to design for persistence and retention in MOOCs?*
- Lehto, T. (Finnish Online University of Applied Sciences & Tampere University of Applied Sciences) *Shared European educational services from the perspective of Finland*
- Özkul, A. E. (Anadolu) *Shared Services for MOOC Offerings: A Vision for Turkey*