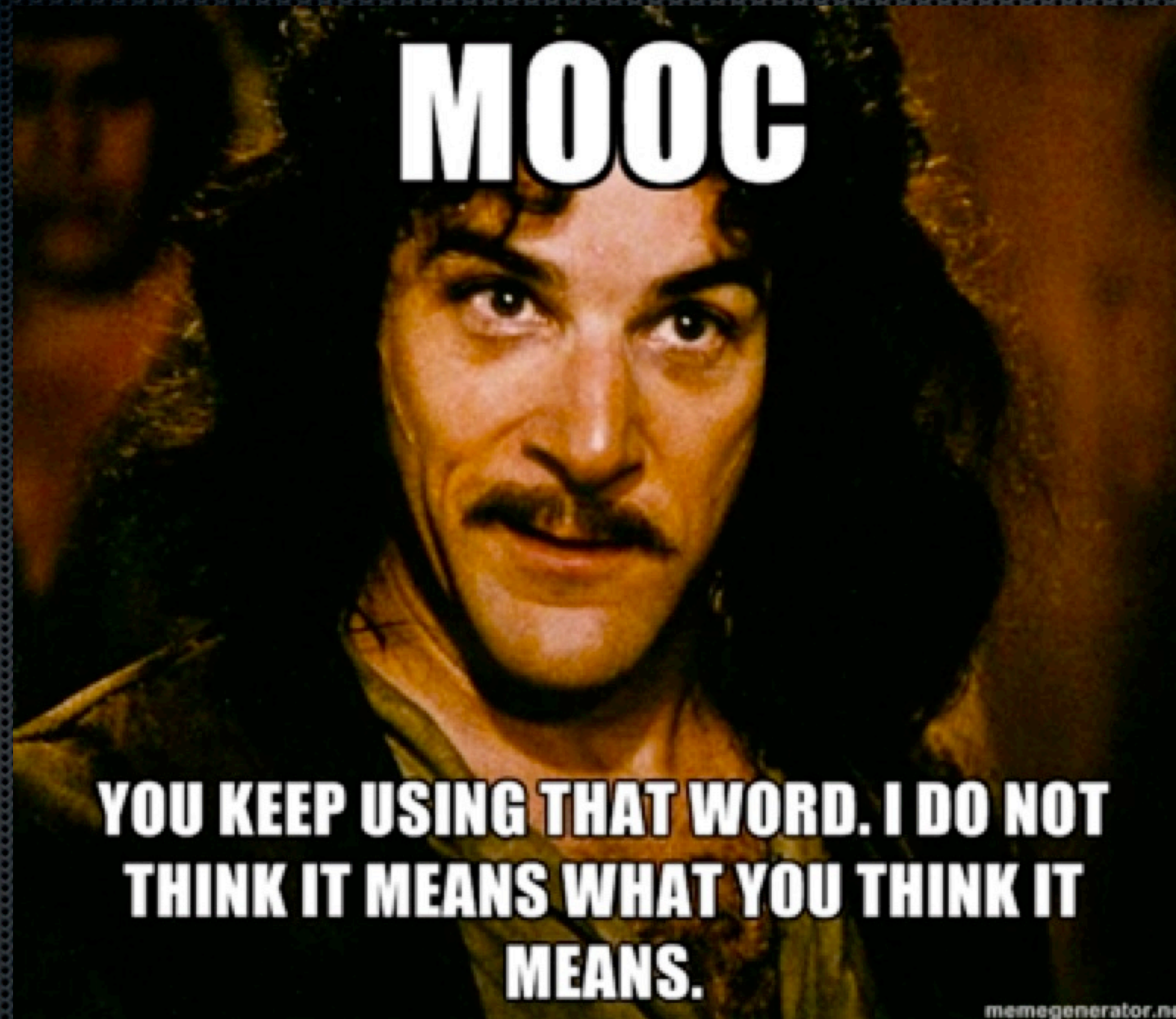


Workshop 2 - Wie innovativ sind MOOCs wirklich?

{Markus.Deiman; Sebastian.Vogt}@FernUni-Hagen.de, #ExIF13

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<http://memegenerator.net/instance/37740106>

Something New in Shock-thriller Education

EdUCCA presents An Infinite Scale Production

MOOC HYSTERIA

x

starring

Stanford University

University of Virginia

<Insert your institution here>

Produced by Daphne Koller

Directed by Sebastian Thrun



*Arrested
Development's
Reality-
Warping Power*

**The Roman
Ruins on
Libya's Coast**

**Do Bicycle
Helmet Laws
Really Make
Riders Safer?**

**How to Chase a
Cheese Wheel
Down a Hill**

Politics | **Business** | **Tech** | **Entertainment** | **Health** | **Sexes** | **National** | **Global** | **China** | **Magazine**



Special Reports | Video | Photo | Ebook | Newsletters | **JUST IN** | How Did Work-Life Balance in the U.S. Get So Awful? *Derek Thompson*

The Big Idea That Can Revolutionize Higher Education: 'MOOC'

LAURA MCKENNA | MAY 11 2012, 10:50 AM ET



Massive open online courses combine the best of college -- exceptional instruction -- with the best of technology -- online interactive learning. Is this the future of efficient, effective education?

VIDEO



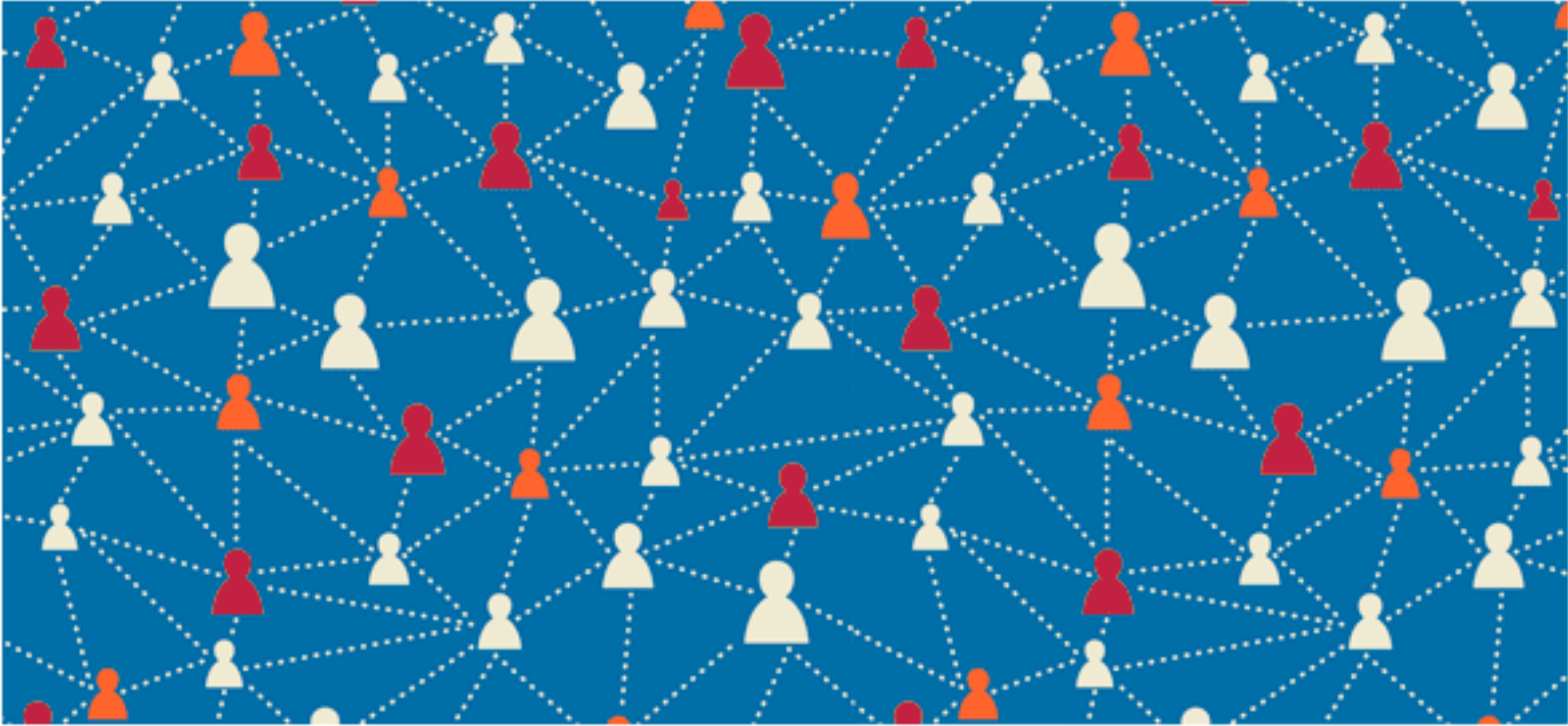
**The Best
Experimental
Film About Cats
Ever Made**

The genre is older
than you think

<http://www.theatlantic.com/business/archive/2012/05/the-big-idea-that-can-revolutionize-higher-education-mooc/256926/>

Globaler Wettbewerb: MOOC Nationalism


FUTURELEARN MOOCS EXPLAINED NEWS



Futurelearn will bring together a range of free, open, online courses from leading universities, in the same place and under the same brand.

OpenupEd Courses Features Partners Events

Welcome



You are visiting the portal of a brand-new initiative around so-called MOOCs (Massive Open Online Courses). Most of the MOOCs movement is based in the US. Some European universities join US initiatives, and recently the...

[Tweet](#) [+1](#) [Like](#) 590

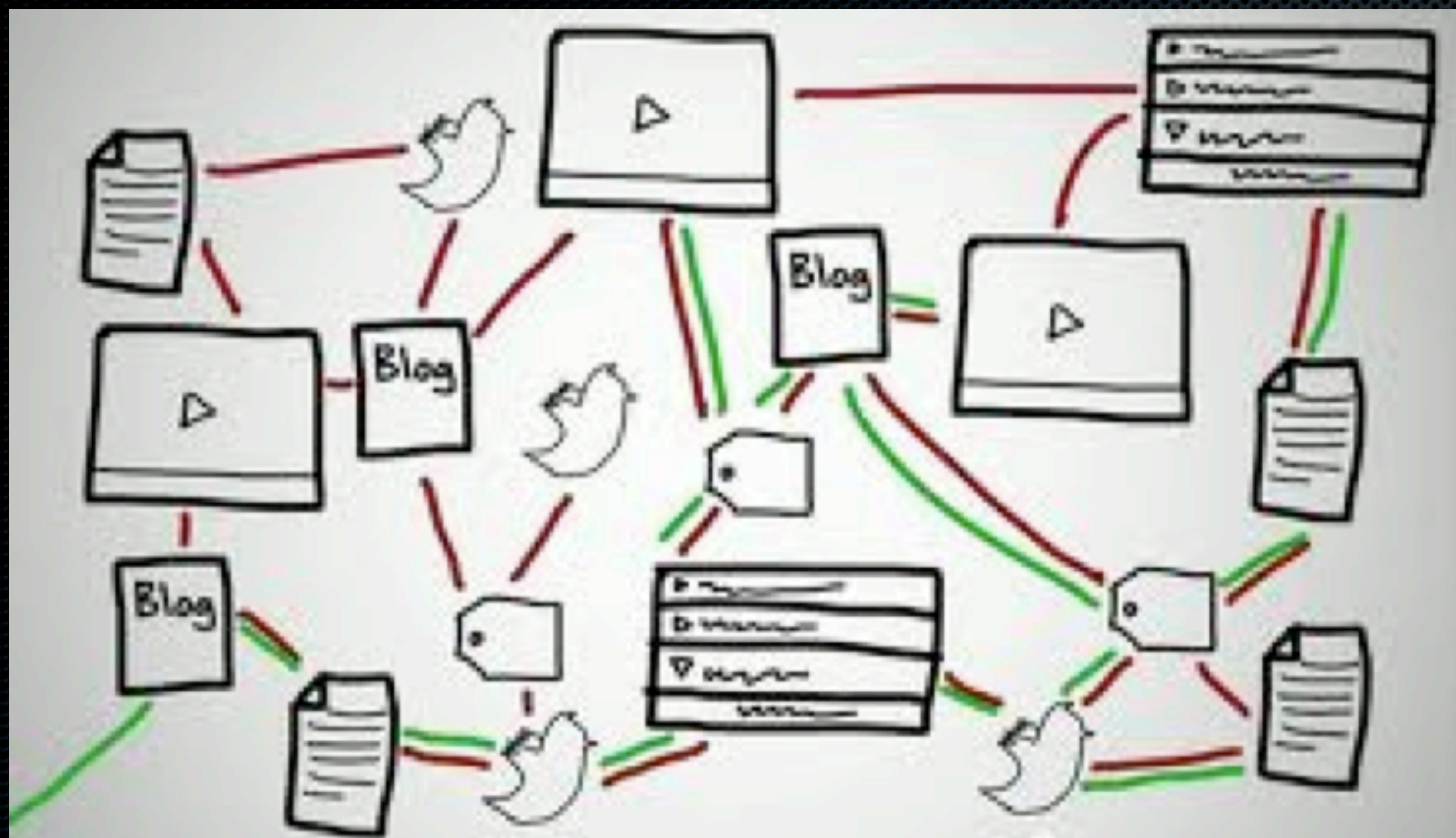
OPEN 2 STUDY
open2study.com

»





National Library of Ireland on The Commons @ flickr.com



The Coursera logo, featuring a stylized infinity symbol followed by the word "coursera" in a blue, sans-serif font.

VS

Wrapped MOOCs

The Creative Commons logo, consisting of a circle containing the letters "cc" followed by the words "creative commons" in a bold, sans-serif font. A large orange 'X' is drawn over the entire image, crossing through the Coursera logo, the 'VS', the Creative Commons logo, and the text "Wrapped MOOCs".

"We now understand the educational business model. The idea is not "send your students to us!"; the idea is to become yet another online vendor of services to higher ed." <http://hapgood.us/2012/11/09/coursera-praises-mooc-wrapping-as-they-attempt-to-ban-it/>

10 US State University Systems and Public Institutions Join Coursera to Explore MOOC-based Learning and Collaboration on Campus. <http://blog.coursera.org/post/51696469860/10-us-state-university-systems-and-public-institutions>

Offene Bildungsressourcen -



Der Online Course



ExIF13

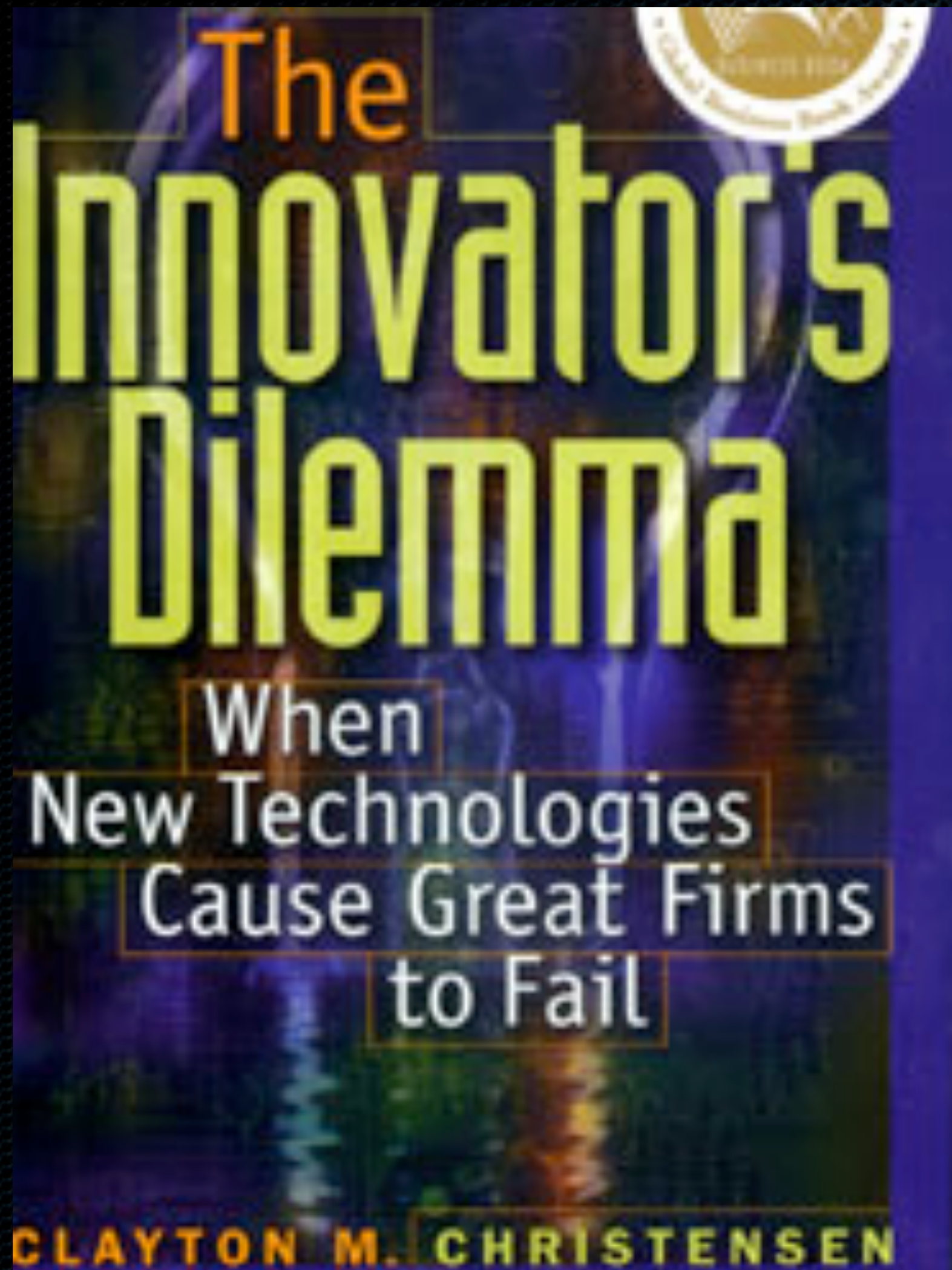
@ExIF13

cMOOC „Entdecke die Insel der Forschung“ (#ExIF13)

The Mechanical MOOC Presents...

A Gentle Introduction to Python





Disruptive Innovation

In this vein, almost every new app, every new startup, every new tech - if you believe the myth-making-as-marketing at least - becomes a disruptive innovation

<http://hackeducation.com/2013/05/24/disruptive-innovation/>

Is K-12 Blended Learning Disruptive?

An introduction of the theory of hybrids

by Clayton M. Christensen, Michael B. Horn, and Heather Staker

"A hybrid is a combination of the new, disruptive technology with the old technology and represents a sustaining innovation relative to the old technology."

But as with any promise of democracy and liberation, we should be cautious about what lies behind the hype.

<http://hnn.us/articles/why-moocs-are-music-industry>

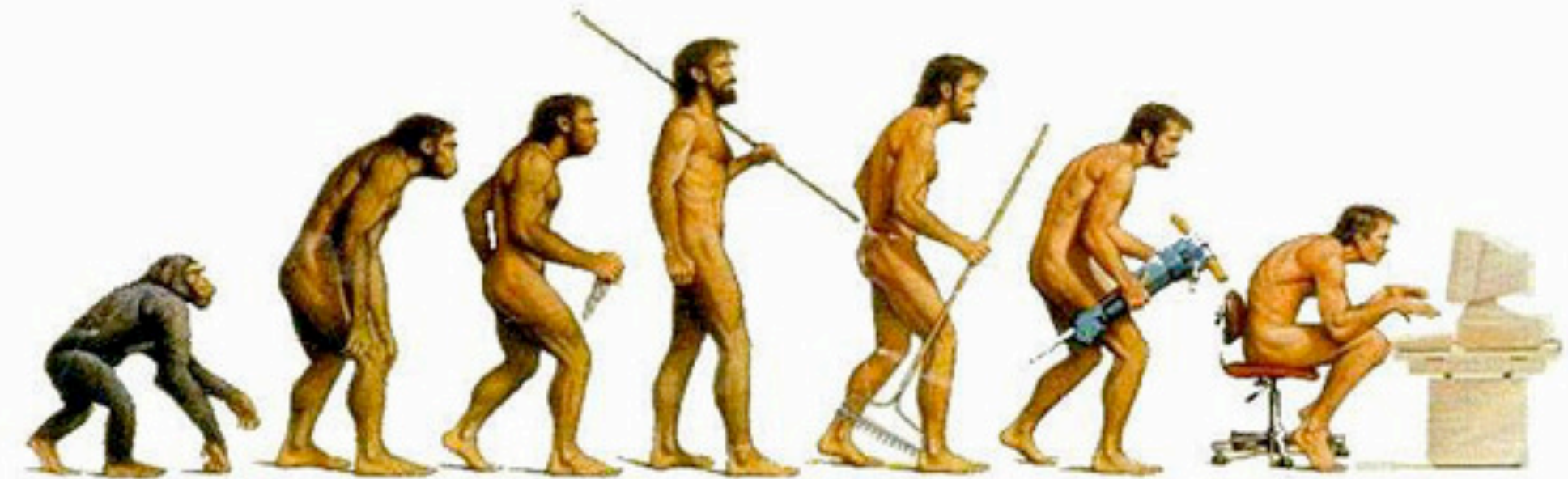
MOOC

MOOCs und Innovation

- ▶ Experimentieren mit PLA (Prior Learning Assessment)
-

MOOC Darwinismus

- ▶ Survival of the ~~fittest~~ richest??



Was ist eine Innovation?

Innovation

Rogers, 1962

= eine Idee, eine Praktik (Methode) oder ein Objekt, welches von einem Individuum oder von anderen adaptierenden Einheiten als neu wahrgenommen wird

Schumpeter, 1939

= Aufstellung einer neuen Produktionsfunktion, die den Fall neuer Waren, die Erschließung neuer Märkte und / oder einer neuen Organisationsform umfasst

Innovationstypen

Kondrat'ev & Oparin, 1928

Theorie der langen Wellen / Basis- und Schlüsselinnovationen

Christensen, 1997

Theorie der disruptiven und inkrementellen Innovationen

Moore, 2005

Disruptive
Innovation

Application
Innovation

Product
Innovation

Platform
Innovation

Enhancement
Innovation

Marketing
Innovation

Experiential
Innovation

Value-Engineering
Innovation

Integration
Innovation

Process
Innovation

Value-Migration
Innovation

...

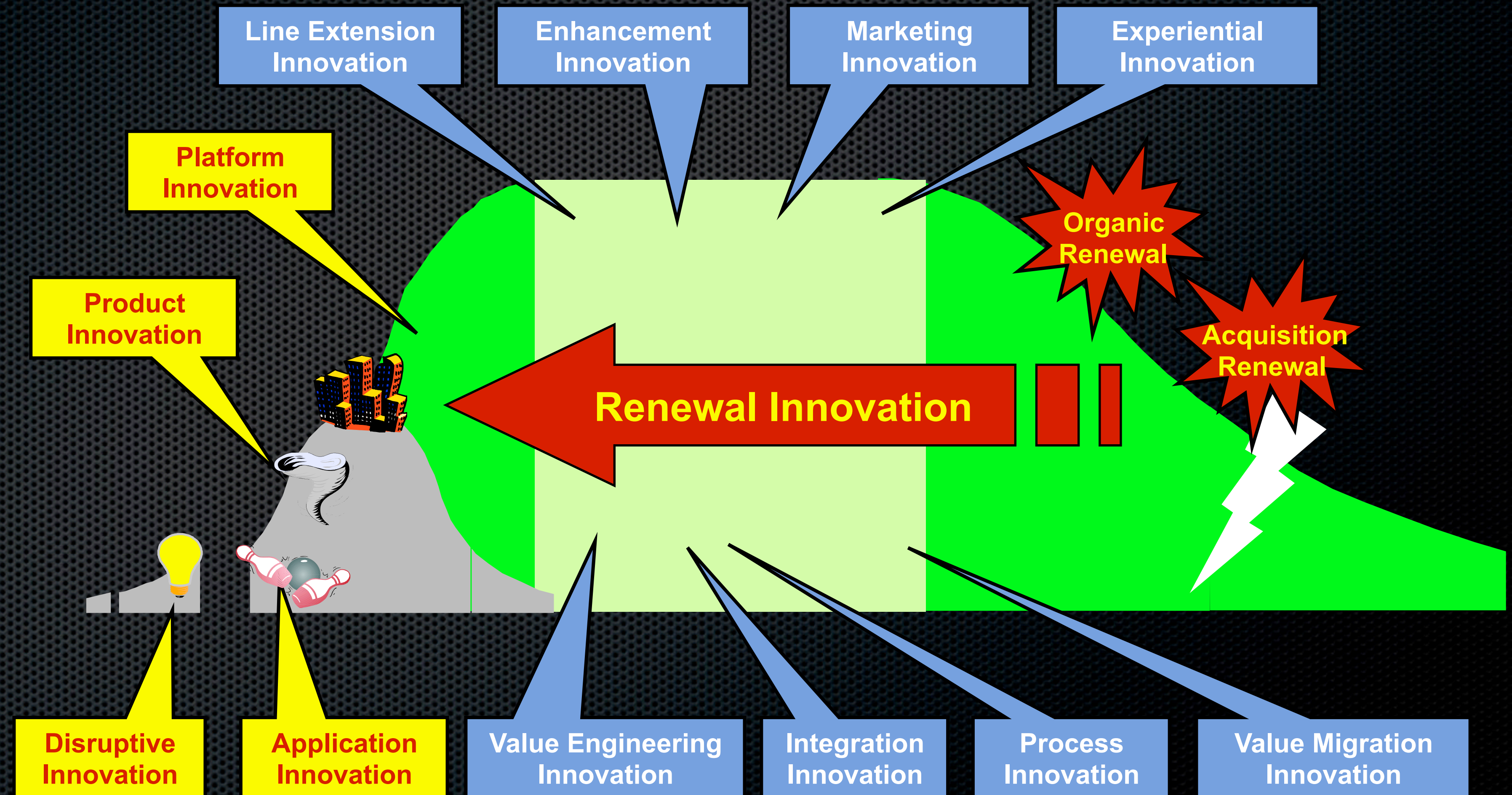
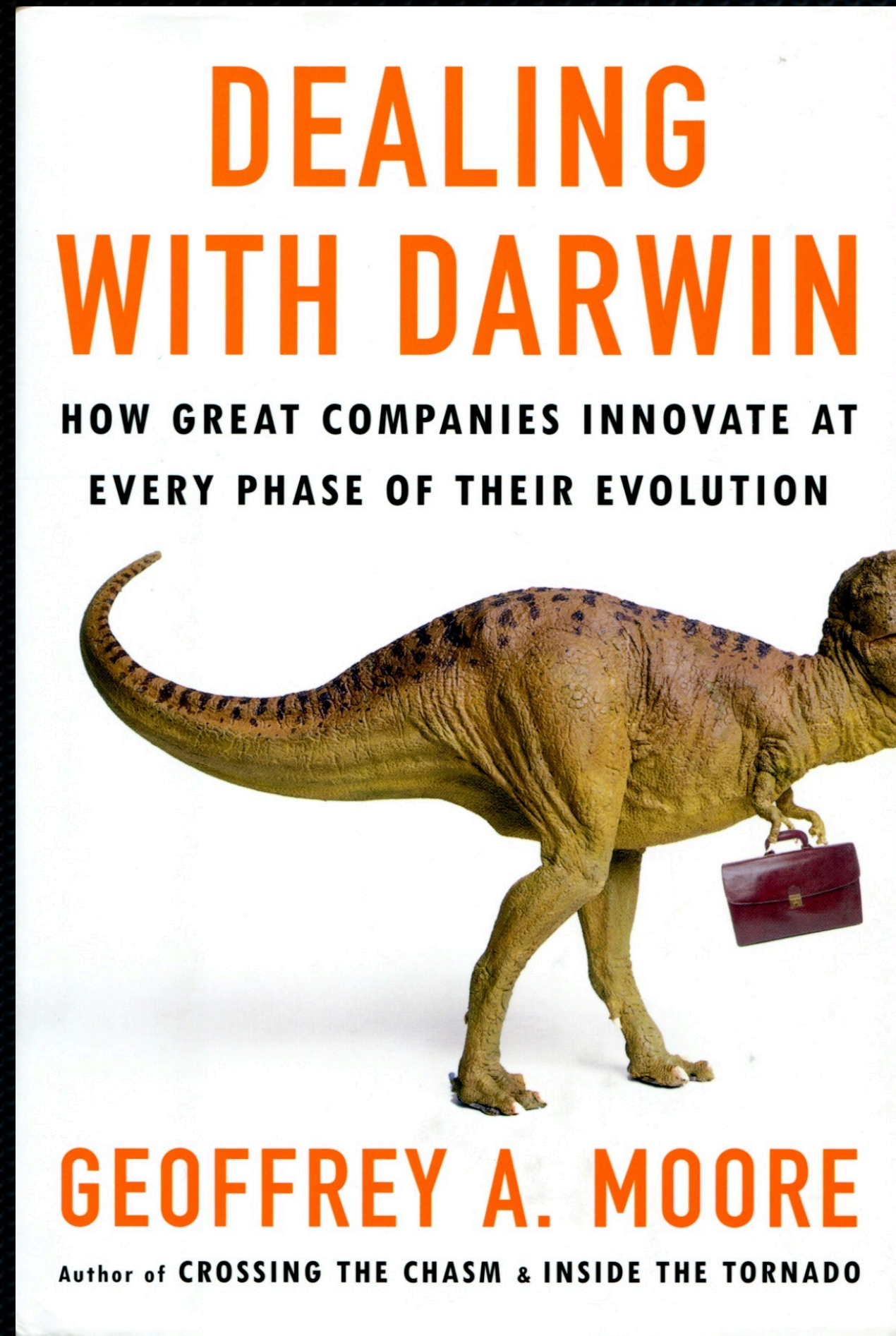
Chesbrough, 2006

Open Innovation

Govindarajan & Trimble, 2012

Reverse Innovation

Was ist eine Innovation?



Wie innovativ sind MOOCs wirklich? - Analyseraster

<p>Disruptive Innovation: new market categories based on a discontinuous technology change or a disruptive business model</p>	<p>Line-Extension Innovation: structural modifications to an established offer to create a distinctive subcategory</p>	<p>Value-Engineering Innovation: extracts cost from the materials and manufacturing of an established offer without changing its external properties</p>	<p>Organic Innovation</p>
<p>Application Innovation: new markets for existing products by finding unexploited uses for them</p>	<p>Enhancement Innovation: improve existing offers in existing markets by modifying a single dimension, thereby reawaking customers' interest</p>	<p>Integration Innovation: reduces customer costs by integrating a large number of hitherto self-sufficient functionalities into an individual system</p>	<p>Acquisition Innovation</p>
<p>Product Innovation: existing markets for products, differentiating through features and functions that current offers do not have</p>	<p>Marketing Innovation: focuses on differentiating the interaction with a prospective customer</p>	<p>Process Innovation: extracting waste not from the offer itself but from the enabling processes that produces it</p>	<p>Harvest and Exit</p>
<p>Platform Innovation: interposes a simplifying layer to mask an underlying legacy of complexity and complication</p>	<p>Experiential Innovation: is based not on differentiating the functionality but rather the experience of offering</p>	<p>Value-Migration Innovation: switch from products to consumables</p>	<p>??? Innovation</p>

Mikro-, Meso-, Makroebene