The MOOC’s Impact on Higher Education in China

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Abstract. As massive open online courses, MOOC has had global influence on higher educational teaching. The article summarizes the current developmental situation of MOOC at home and abroad. Based on the analysis of MOOC far-reaching influence on higher education in China, several suggestions is put forward to promote MOOC on the development of higher education and tried to explore a suitable development road of the higher educational information for MOOC in china.

The Development Status of MOOC

As a term, MOOC was proposed jointly by Dave Cormier, Manager of Web Communication and Innovations of the University of Prince Edward Island in Canada and Bryan Alexander, Senior Fellow from National Institute for Technology in Liberal Education, in 2008.

In 2011, over 160,000 people from more than 190 countries participated in the Stanford University's “Introduction to Artificial Intelligence” course and caused that “Udacity” platform was founded (https://www.udacity.com). In November 2011, Professors from Computer Science Department of Stanford University created a for-profit educational technology company and founded another important platform “Coursera” (https://www.coursera.org). In December 2011, MIT and Harvard took cooperation to found “edX” platform (https://www.edx.org).

The famous three major platforms of MOOC are “Udacity”, “Coursera”, and “edX”.

In February 2013, “Coursera” announced that its five courses had become a part of credit-recommendation plans of the American Council of Higher Education. By choosing these courses, students have get credits approved by universities, which means that MOOC has entered into the formally higher educational system in America.

Online education in China is developing rapidly: In 2000, ministry of education started “New Century Network Course Construction” project; in 2003, started “National Elaborate Courses Construction” Project; in 2011, started “National Quality Open Course Construction” project. In 2013, Peking University, Tsinghua University, Fudan University and Shanghai Jiao Tong University-four Universities, joined “edX” and “Coursera” successively. In addition, some colleges and universities set up the C9 alliance, the eastern and Western Union, etc. with the target for exploring the establishment of Chinese own MOOC platform.

Nowadays, the domestic MOOC platform is mainly including “MOOC”, “CNMOOC”, “Chinese University MOOC”, “XuetangX”, etc. Till March 2015, there are 336 courses of MOOC from Universities of 211 Project and 985 Project in China, all of which 168 courses are the most basic courses.

As a newly arisen teaching method, MOOC not only impacts the traditional teaching, but also embodies the concept of mobile and lifelong learning. Mobile learning means learners can study anywhere at any time, while the lifelong learning can make the learners receive further education after their school graduation.

MOOC is playing an import role in improvement of teaching method, design for teaching content, improvement of teaching efficiency, intensification of teaching results and improvement of learning method and learning effect for learners.
MOOC’s Impact on Traditional Higher Education

Transformation of Teaching Mode
Most colleges and universities currently adopt cramming teaching method in China which completes the teaching just during the class time, in order to make students accept mounts of knowledge in a short period. But the MOOC course is free from the limitation of time and space, students can learn in an informal and virtual learning environment.

Generally, one course of MOOC is composed by sections of the video and each video is ten minutes. Every video is interspersed with thinking, exercises, homework from teachers’ set. Students participate in more online discussion and test, and enhance the ability of analysis and solution by turning attention to practical problems.

Expansion of Educational Object
Although more and more Chinese people want to accept higher education, the traditional way is to take the college entrance examination and obtain a qualified score to enter the colleges or universities.

MOOC has broken the fence of higher education; its educational object is no longer limited to the college students, but to extend to the entire human society.

Everyone can improve their educational qualities by enjoying high-quality educational resources and even can get the corresponding learning certificate, as long as who has interest and willingness in knowledge learning.

MOOC has fulfilled that anyone can study in anyway, anytime and anyplace, and protected everyone to enjoy the opportunity of lifelong learning.

Abundant Teaching Content
Traditional college teaching materials have shortcomings of long time-updated, somewhat obsolete and single knowledge structure does not take into account the difference among students’ learning foundation and learning objectives.

On the basis of an elaborate team composed by some excellence teachers, MOOC platform provides reform and innovation for the teaching content and method, with the development of the times and different students' personalities. Such as dividing teaching contents into knowledge units, according to the chapter content and order of students' cognition; meanwhile embedding the tests or discussion between knowledgeable units for promoting communication between students and teachers and mastering the students' cognitive situation.

Moreover, teachers and students can also add more knowledge points and valuable learning content through the discussion module, so that the teaching content can be more abundant.

Variety of Teaching Method
Higher educational teaching method currently depends on classroom teaching in China and is assisted with writing on the blackboard or PPT form, which makes students’ acceptance and learning interest improve more slowly.

The design of MOOC courses pays more attention to the visual effect. It adopts the video, animation and FLASH to display various kinds of knowledge points that become easy to improve students’ learning interest during the learning process, and students build the knowledge structure by themselves.

MOOC platform utilizes modern educational technology to set up some kinds of virtual experiments, simulation practice or other functions, then rises from the students’ the level of theoretical analysis to practical level.

Role Change of Teacher and Student
In traditional classroom, teacher is always the center of teaching, and with the emergence of MOOC, teacher is no longer limited in teaching, but also a supporter, guider and server that guides
students to become a leading role to change their learning method from the passive learning to active learning.

Teachers should take full advantage of MOOC platform to cultivate students' individuality and diversity, with the intelligent analysis of amounts of data information. For example, through the date, students' learning state is reflected and teachers can grasp students' learning trajectories, analyze learning ability, and then give effective advice to cultivate students' independence and innovation.

The Reform of Evaluation System

Traditional teaching takes the examination as the only standard to test students' learning efficiency. This evaluation system is too simple, and does not pay attention to the students' learning process and practical ability.

MOOC platform can be used in the combined evaluation for both objective and subjective.

The objective evaluation not only provides the final assessment, but also considers the in-class quizzes and homework as a factor of overall results, which can reflect the learning level and mobilize students' learning enthusiasm.

And the subjective evaluation can reflect the real performance of students by students’ self-evaluation, students’ mutual-evaluation and teachers’ evaluation, and then improve the teaching quality.

In addition, from the actually social needs, the practice work of students such as innovative projects and school-enterprise cooperation projects can also be added to the students' evaluation system.

Suggestions about How to Promote the Development of MOOC on Higher Education in China

MOOC has a profound impact on traditional higher education in China, with its rapid development at home and abroad. So, the reform of higher education is imperative in China.

The Ministry of education 《Ten Years Development Plan (2011 - 2020) for The Education Informatization》 pointed that there is still an obvious gap between people's educational demand and the level of developed country. Our country is also facing so many difficulties and challenges to accelerate the educational informatization.

The educational informatization have important influence, this cognition still have to be deepened and improved; the policy environment and institutional mechanisms have not yet been formed, which should accelerate the development of educational informatization;

The infrastructure needs to be popularized and improved; the effective mechanism of digital educational resources sharing has not been formed, and the superior educational resources are especially deficient; Management of educational informatization system needs to be integrated and compositive; the effective promotion of educational informatization for educational reform should need to be further played.

Therefore, to promote the development of MOOC on higher education in China is an urgent and arduous task. Some suggestions as follows:

Perfect the Relevant System, to Ensure the Sustainable Development of MOOC

The education department should formulate the relevant rules and regulations, which should include to bring large-scale open educational resources into the strategies for university development as soon as possible, bring the level of educational informationization into quality assessment of colleges and universities and the appraisal mechanism of teachers’ professional title, and then make a further reform of evaluation standards for national elaborate courses construction and other Open course construction.

On the one hand, our country should refer to the foreign evaluation standards, combine the system of expert review and the system of public review and establish a learner-centered evaluation system.
On the other hand, to refine the existing standards, decompose the evaluation system of the network course construction into multi-module evaluation system. Each module should be further refined in order to improve the level of open courses construction.

**Guide Social Participation Actively, Explore the Situation of Multi Building and Sharing**

Nowadays are the transitional periods of market economy, when the social forces should be fully mobilized directly or indirectly to involve the co-construction and the sharing of resources, and then a fundamental role in the allocation of resources should be played by market mechanism.

Firstly, distinctive, powerful and socially-influential social forces should be introduced to participate in the MOOC projects, so that project management and resource development of MOOC can become more standard and the construction of the project team and the promotional team of MOOC can become more professional.

Secondly, our country should perfect the system of mutual recognition of credits and the system of certificate to meet the demand for continuing education from various social groups.

In addition, universities should utilize MOOC to promote cooperation with various types of enterprises which is beneficial to establish the docking of talent-training plan and complete the practical education.

For example, Udacity has collaborated with Google, Facebook and Twitter and established talent-recommendation service.

**Perfect the Adequate and Systematic Service, Propel a Healthy Development in MOOC**

With the advance and application of MOOC, the corresponding educational information technology is also constantly updated.

Relevant training is the strong support for development of MOOC, which includes the two parts of concept and skill.

As a kind of modern educational idea, the training of concept should include to establish the thinking of students as the center position and change the traditional educational ideas through the in-depth knowledge of background, development status and influential factor about MOOC.

In addition to learning how to use the MOOC platform, the training of skill should include to explore how to use the network resources to change teaching method.

Also, the training systems can be widely used in the collection and the solution of the teaching problems in time.

From the perspective of legal protection, the market operation mode and openness should be powerfully protected by laws, which will decide the development of MOOC.

Course content and form need to be identified as intellectual property and protected by laws. The plagiarism from others' idea should also be listed within the range of academic misconduct. If any reference from others' idea or content existed in the same kind of open-course construction, relevant references must be written clearly. Our country should also have any related laws or regulations to protect.

**References**


