



**LTAS13/3**

## **Overview statistics for the International Programmes' Coursera MOOCs**

### **Background and Context**

The University of London International Programmes launched its first Massive Online Open Courses (MOOCs) on the Coursera platform in June 2013. The courses launched were:

- Creative Computing for Digital Media and Apps (Goldsmiths) – launched 10 June 2013
- Malicious Software and its Underground Economy: Two Sides to Every Story (Royal Holloway, University of London) – launched 17 June 2013
- The Camera Never Lies (Royal Holloway, University of London) – launched 24 June 2013
- English Common Law: Principles and Structure (Undergraduate Laws Consortium) – launched 24 June 2013

Each of the MOOCs lasted a total of six weeks and following their successful completion an evaluation report detailing the International Programmes' experience of planning, developing and launching these four short courses, plus demographic data on, and feedback responses from, the student body is in the process of being drafted. In advance of the full report, some overview statistics are presented in this paper for information.

### **Recommended Action**

Members of the LTAS are asked to *note* **LTAS13/3a** – Overview data/statistics for the International Programmes' Coursera MOOCs

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**September 2013**

*Colour copies of the report are available from the LTAS Secretary.*

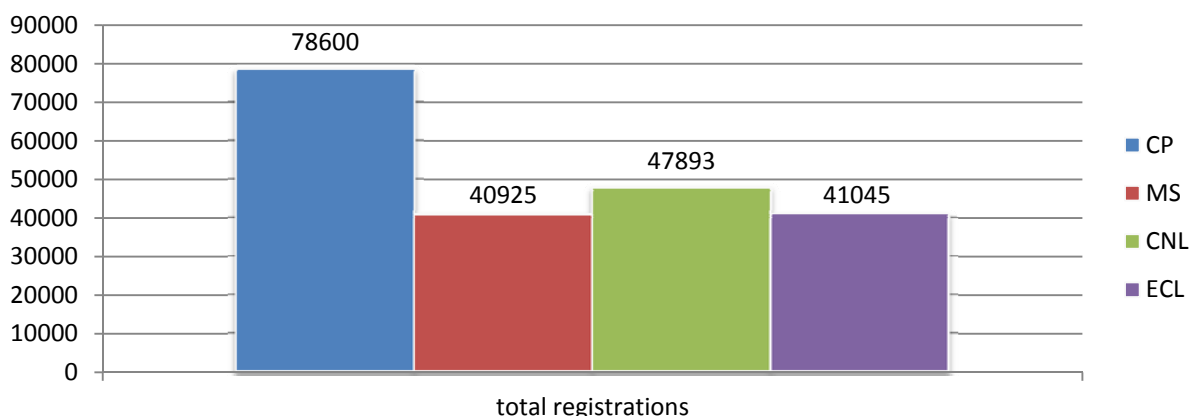
## Overview statistics for the University of London International Programmes' Coursera MOOCs

Following the successful completion and close of the University of London International Programmes inaugural Massive Open Online Courses (MOOCs), offered via the Coursera platform, the University of London International Programmes' Academic Development Directorate is in the process of evaluating the initiative. The review report will include the following sections:

- Introduction
  - Background
  - Objectives of initiative
  - Subjects
- International Programmes' MOOC design and development
  - Project structure
  - MOOC structure
  - Approval process
- International Programmes' MOOC user profiles
  - Pre-course survey data analysis (age, gender, ethnicity, location, education, employment etc.)
- International Programmes' MOOC usage profiles
  - Usage data analysis (total registrations, unique users, participation over time, video usage, forum usage, assessment etc.)
- Lessons learned
  - Post-course survey analysis
  - Instructor feedback
  - Administrative considerations
- Conclusion(s)

In advance of the full report being published (September/October 2013) early-stage overview statistics are presented in this paper for information.

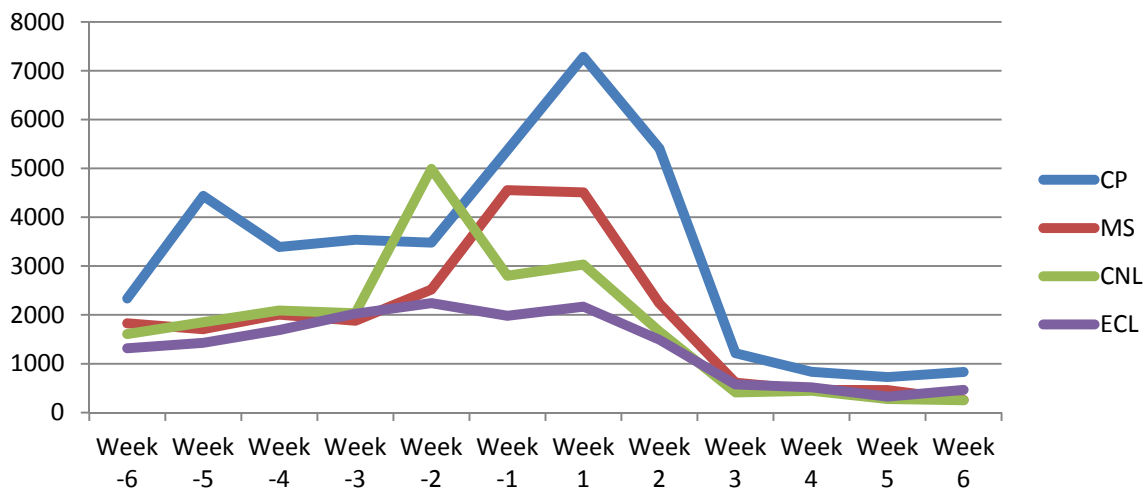
### Total Registrations (as of start date)



Key: CP = Creative Programming, MS = Malicious Software, CNL = Camera Never Lies, ECL = English Common Law

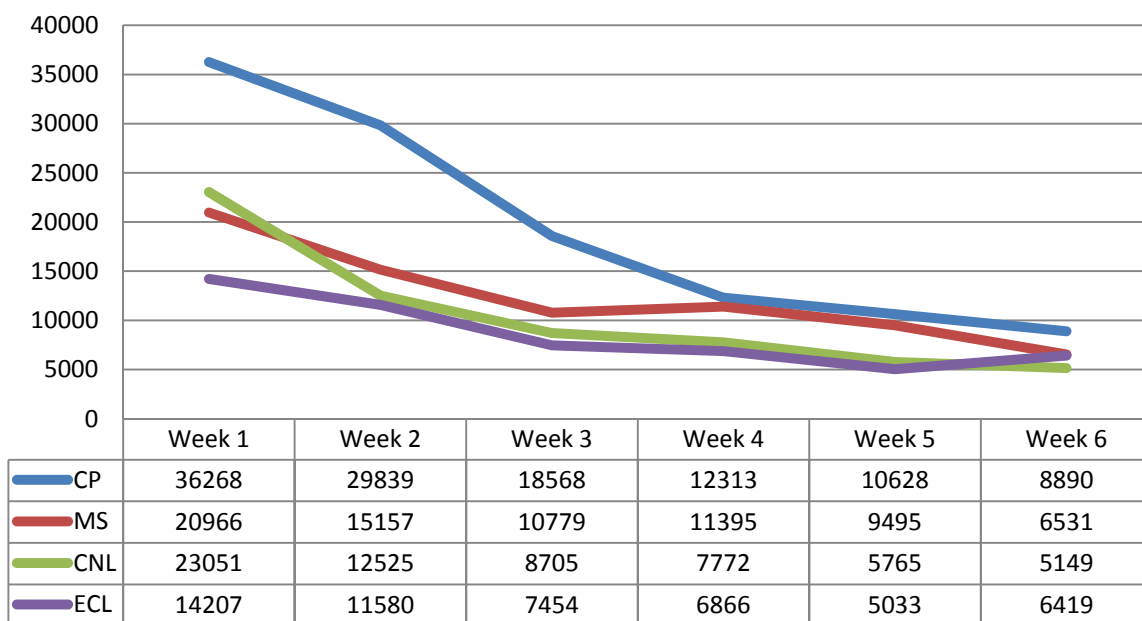
Registrations across the four MOOCs continued even after their respective start dates, with registrations falling off after week 3 of 6. By this point, total registrations for Creative Programming, Malicious Software, Camera Never Lies and English Common Law stood at 92508, 48278, 53000, and 45278 respectively. These peaks in registration can be seen below:

### Weekly Registrations



A challenge faced in evaluating the data collected across the four MOOCs is establishing the definition of an ‘active’ student. Research into MOOCs usage reveals that most MOOCs shed 50% of their registered students by the time the course starts<sup>1</sup>, and this was borne out in our experience. For the purposes of this paper, active students are classified as unique users who viewed or downloaded a lecture, attempted a quiz, registered after the MOOC start date and/or posted on the MOOC forums. Using this combined data reveals the following:

### Unique Active Users



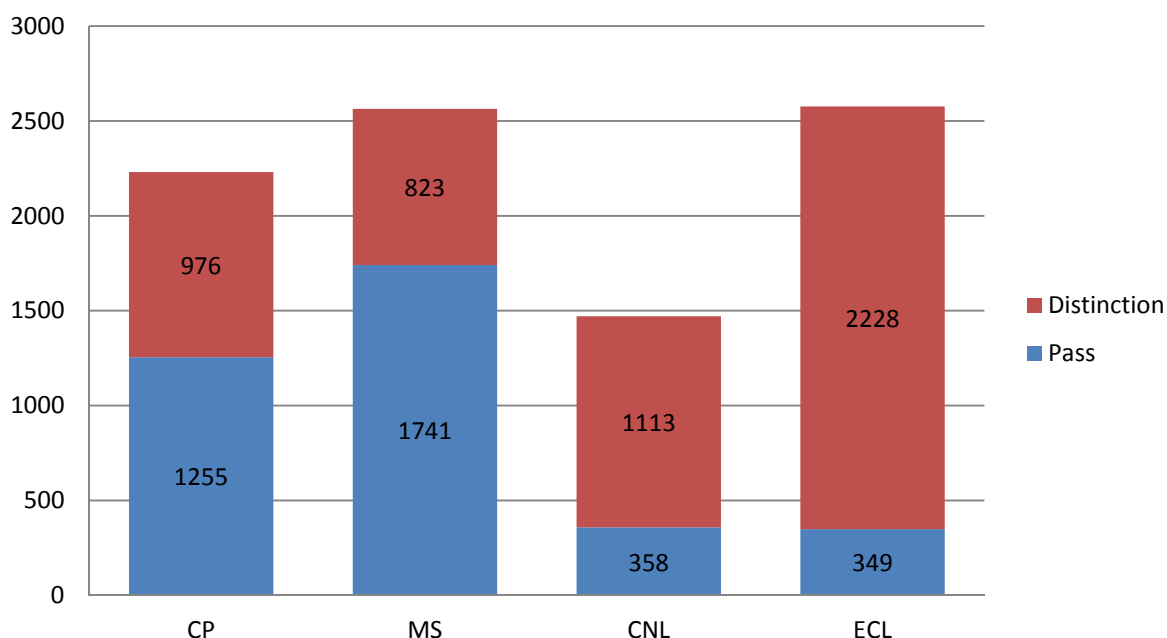
<sup>1</sup> This could be due to a number of reasons, including change of circumstance between registration and MOOC start date, lack of motivation, change in interests, or simply forgetfulness.

Taking this data and comparing it to the total registrations, gives us the following conversion rates:

MOOC Title	Total regs (at start date)	Active users (week 1)	Conversion Rate
CP	78600	36268	46%
MS	40925	20966	51%
CNL	47893	23051	48%
ECL	41045	14207	35%

Certificates (Statements of Accomplishment) issued at both pass and distinction level can be found below. The pass and distinction marks were set at 40% and 70% respectively across all International Programmes' MOOCs, in line with our full degree programmes:

### Certificates Issued



Using the first week active student figures as the 'true' figure for students both enrolled and active, completion rates for the four MOOCs are as follows:

MOOC Title	Active users (week 1)	Total Certificates Issued	Completion Rate
CP	36268	2231	6%
MS	20966	2564	12%
CNL	23051	1471	6%
ECL	14207	2577	18%

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September 2013