What is wrong with MOOC?

HE: Industrialization or individualization?

Wei Zhao
American University of Sharjah
MOOC

- Massive: Serving a lot of people
- Open: Cheap
- On-line: Each access by a lot of people
- Courses
Higher Education: Industrialization

- From private schools (私塾) to universities
- From lecture notes (讲义) to text books
- From diversified programs to accredited programs

Advantages

- Reduced costs
- Access by many
- Standardized educational products
Higher Education: Industrialization

- From private schools (私塾) to universities
- From lecture notes (讲义) to textbooks
- From diversified programs to accredited programs

Advantages

- Reduced costs
- Access by many
- Standardized educational products

Are these the purposes of HE?
Purposes of Higher Education (?)

- Preparation for employment
- Connection to the real world
- A stepping stone from home to society
What is happening in the real world?

Globally Speaking 全球現象：

- Terrorist attack and global economic crisis 恐怖襲擊，全球經濟危機。
- Color revolution and social media rise 顏色革命，社交媒體興起。
- High inflation and rich-poor polarization accelerated 通貨膨脹，貧富分化加速。
Response from Higher Education

高等教育的回應

- Ranking
- Accreditation
- MOOC technique

“MOOC”技術
Response from Higher Education

高等教育的回應

- Ranking
- Accreditation
- MOOC technique

"MOOC"技術
What is happening in the real world?

Higher education: high expectation, high disappointment

Lost universities? Anxious youth?

迷loo大學？焦慮的青年人？
“.... however difficult life may seem, there is always something you can do and succeed at. ”

“......無論生活看似多麼艱難，總有你能成功勝任的事情。”
Fundamental Purpose of Higher Education

Let youth discover her/himself

讓青年人发现“自己”
“人啊，认识你自己！”
希臘阿波羅神廟上的銘文

"Knowing yourself is the beginning of all wisdom."
-Aristotle
A Case Study: 
the University of Macau
Goal of UMacau’s Education
澳大的教育目標

**To discover her/himself** 培養學生認識自我

- *What do I want to do?* 我想做什麼？
  - Integration of personal ambition and external aspirations
    個人抱負與外部激勵相結合

- *What can I do?* 我能做什麼？
  - Integration of personal competence and external resources
    個人才幹與外部資源相結合
An Unique Educational Model

獨特的教育模式
The “4-in-1” Educational Model
四位一體教育模式

**Inside the classroom**
- Discipline-specific Education
  專業教育
- General Education
  通識教育

**Outside the classroom**
- Research or Internship Education
  研習教育
- Community & Peer Education
  社群教育
The Educational Model of UMacau

- 體驗式 Experiential
- 多方位 Multi-dimensional
- 全天候 At all times
The “4-in-1” Educational Model
四位一體教育模式

Implementation 實現:

- **Graduation Criteria 畢業要求:**
  Students have to meet requirements in all **four areas** for bachelor degrees.
  學生必須滿足所有**四個方面**的要求方可取得學士學位。

- **Faculty Involvement 教師參與:**
  Each faculty member is required to contribute at least one hour per week on **Community and Peer Education**.
  每位教師必須每星期貢獻至少一小時在社區教育。

- **Collegiate Learning Day 博學日:**
  *No classes are scheduled on Wednesday afternoons* to make way for research or internship as well as community and peer education.
  *每週三下午不設課堂*，專門讓師生進行研習和社群教育。
四位一體的教育成效

Outcome of the 4-in-1 Education

<table>
<thead>
<tr>
<th>Civil Responsibility</th>
<th>Leadership</th>
<th>Community Care</th>
<th>Cultural Engagement</th>
<th>Art Appreciation</th>
<th>Emotional Health</th>
<th>Physical Fitness</th>
<th>Health Maintenance</th>
<th>Peer Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0</td>
<td>3.5</td>
<td>4.0</td>
<td>4.5</td>
<td>4.1</td>
<td>4.3</td>
<td>4.6</td>
<td>4.5</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Students with 4-in-1 experience

Students without 4-in-1 experience
Academic Outcome of the 4-in-1 Education

四位一體的學術成效

<table>
<thead>
<tr>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.71</td>
<td>2.89</td>
<td>3.02</td>
</tr>
</tbody>
</table>

All students

平均績分

書院學生

非書院學生
Percentage of Students Receiving their 1st Offer in Various Months

Before June June July August September October November

Class of 2013 Class of 2014 Class of 2015
科研进展 Research Progress

每年出版量 Top publications per year

香港浸会大学 HKBU

香港科技大学 HKUST

Source 来源: WOS, 26/10/2017
科研进展 Research Progress

每年出版量 Top publications per year

Source 来源：WOS, 26/10/2017
UMacau is experimenting a new education model

- 体验式  Experiential
- 多方位  Multi-dimensional
- 全天候  At all times

To discover oneself

➢ 我想做什么？  What do I want to do?
➢ 我能做什么？  What can I do?

要自由，先自知

To be free, one must first know oneself.
UMacau is experimenting a new education model

- 体验式 Experiential
- 多方位 Multi-dimensional
- 全天候 At all times

To discover oneself

培养学生认识自我

我想做什么? What do I want to do?
我能做什么? What can I do?

要自由，先自知

To be free, one must first know oneself.
<table>
<thead>
<tr>
<th></th>
<th>2008 Webmetric</th>
<th>2017 T.H.E.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>排名 Ranking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>全球 Worldwide</td>
<td>1,970</td>
<td>351-400</td>
</tr>
<tr>
<td>亚洲 Asia</td>
<td>---</td>
<td>No. 38</td>
</tr>
<tr>
<td>海峡两岸及港澳地区 Cross-straits, Hong Kong and Macao regions</td>
<td>---</td>
<td>No. 15</td>
</tr>
<tr>
<td>与内地大学比较 In comparison with Mainland universities</td>
<td>---</td>
<td>No. 8</td>
</tr>
<tr>
<td>葡语国家及地区 Portuguese-speaking countries and regions</td>
<td>---</td>
<td>No. 2</td>
</tr>
<tr>
<td>国际化 Internationalization</td>
<td>---</td>
<td>No. 4</td>
</tr>
</tbody>
</table>
Industrialization is a mean but shuld not a purpose (for HE)

- Advantages: cost cutting, standardization, etc.
- Universities cannot be and should never be factories

Higher Education is about nurturing each individuals

- Let each youth discover her/himself
- Progress of human societies depends on diversity of individuals
- Every job may be replaced by robots, but not professors!