

# Opportunity to disseminate research Experimentation, Innovation & Lessons learned

*Rogier van Erkel*

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**MOOCs**

Massive Open Online Courses

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II	Experiments
	MITx/ edX
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	Elsevier Online Courses
III	Summary, Conclusion of Lessons learned
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## In short

- Launched March 5, 2<sup>nd</sup> enrollment September 5, 2012
- Videos, online assessment developed by MITx on edX platform
- Elsevier contributed: 5 free online textbooks (view-only files) + discount on print version
- 200,000 students enrolled, ~7,500 finished the course with a passing grade & 340 earned a perfect score!

## Experience

- on average, > 900 discreet users accessing each page & > 1900 page views per page
- 2/3 male, average age of 22 from > 120 countries, mostly US, India, Egypt, and the UK

## Lessons learned

- Quick & global outreach to high number of people interested in a specific subject
- Triggers others = picked up by edX equivalent platform XuetangX from Tsinghua University\*\*
- MOOC was able to drive revenue via freemium model
- Allows Elsevier to learn more about university (its customer) needs:
  - Better understanding of education
  - How university needs to/ can market itself (and attract the best students in the world)\*



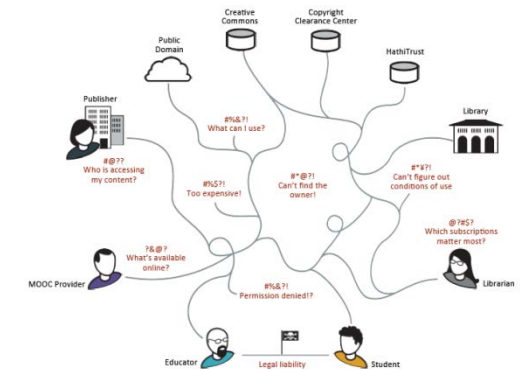
\* <http://www.nytimes.com/2013/09/15/magazine/the-boy-genius-of-ulan-bator.html>

\*\* <http://news.tsinghua.edu.cn/publish/newsen/6058/2013/20131228155729370259630/20131228155729370259630.html>

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## In short

- Signed agreement with SIPX in May 2013
- Experiment to Facilitate: MOOC creation, Copyright clearance (use of holdings), Obtaining content (transactional payment) & MOOC provision
- Innovative = one stop shopping for: MOOC Educator, MOOC Provider, Librarian, RRO, Publisher and Student
- MOOC platforms included: Coursera, edX, Futurelearn, and NovoEd



## Experience

- Most MOOC students do not have affiliations with universities (also see Report University of Columbia)
- Most activity in first four weeks of course & long tail students buying/reading after the official end of the course.
- Half of content use is outside of North America, with book and journal content is equally attractive
- Elsevier in 2 MOOCs, 3 imprints, 5 titles, 183 transactions for exactly \$600 (= Almost no revenue gained yet)

## Lessons learned

- Insight into the parties to be connected & need for over-arching platform
- Need for variety of pricing models (discounts, rental, part/whole work, geo-pricing, freemium model, etc.)
- Need for infrastructure to facilitate content delivery (holdings, content supply, rights, etc.) to new channels
- Universities wanting to try new things: teaching across multiple campus, outreach into high school programs, continuing education, alumni access, etc. (online learning continuum)

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# “How to get published” – Elsevier “Online Course”

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## In short

- Elsevier Publishing Connect developed its own online learning: “How to get published”\*)
- First course of a series of capacity-building webinars, stated 13<sup>th</sup> of May 2014
- Support young and new scientific authors become author and built a career by bringing publishing workshops to institutions across the globe & a library of training webcasts on Elsevier website.

## Experience

- Average of 17% of registrants go on to submit a paper (both existing and new authors)
- High interest in African countries, India, Taiwan & China \*\*)
- Great uptake: 300 workshops hosted at institutions & conferences globally, > 30,000 early career researchers
- Article written by Elsevier journal Editor Angel Borjas, titled “Six things to do before writing your manuscript,” > 6,000 views 1<sup>st</sup> 24 hours, > 400 people sharing it on Facebook.



## Lessons learned

- Sharing our experience & value we add as a publisher with our community is of high interest and comes back to us
- Because of successful uptake will be structural part of Elsevier its African Academy of Sciences (AAS) partnership in addition to Elsevier Foundation’s Innovative Libraries in Developing Countries program and Research4Life.
- Elsevier will continue to experiment with education program and build more Online Courses by Elsevier employees
- Challenge for a presenter: “90 minutes with no eye-to-eye contact,” & for the audience. “Webinar was therefore made more lively and interactive over time.” Lambert said

\* <http://www.elsevier.com/connect/new-webinar-series-how-to-get-published>

\*\* [http://taiwan.elsevier.com/htmlmailings/Event/AuthorWorkshop/Author\\_Pack\\_En.pdf](http://taiwan.elsevier.com/htmlmailings/Event/AuthorWorkshop/Author_Pack_En.pdf) & <http://www.elsevier.com/connect/online-author-workshop-draws-1200-in-india-watch-it-here>



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## In general

- Providing education & participating in MOOCs creates a very positive vibe in the Elsevier organisation
- Relationships are strengthened or created with editors, researchers, professors, authors, institutions, governments, etc.

## MIT/SIPX

- Experimenting with models & pricing is needed to get revenue (MIT vs. SIPX)
- Still not organized outside/ within Elsevier (information coordinated). Good way to continue learning
- Helps maximize usage of Elsevier content paid/ non-paid
- Reach out to complete new community

## Education

- Elsevier is able to reach out to a broader audience than we were before
- Elsevier has realized it has more to contribute to its community than content, workflow, database & analysis tools

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## In general

- MOOCs are not a revolution (complete change-/ disruptive total replacement of a system) but a form of innovation taking new ideas and products and making it better.
- Exciting new way to extend education beyond the walls of an institution. Potential to:
  - Compliment existing infrastructure- the role of the physical library may be changing we see that the university and its library continue to be core centers for student's information needs and are a way of maximizing class time for personal interactions and workshops.
  - Empower research to make students learn in more efficient ways- Interactive quizzes and automated scoring systems (Elsevier Adaptive Learning with Cerego)
  - Disseminate information: in order reach a wider audience and allow institutions to maximise the value of their collections and research.
- Not designed to replace universities or publishers

## Going forward, Elsevier

- Will continue to participate in MOOCs in all kind of ways
- Is open to (new) experiments with all our partners/ community
- Its involvement in MOOCs is part of its strategy to empower and disseminate knowledge

# Thank you

*Rogier van Erkel*

*Director Rights & Transactional Sales*

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