



THE UNIVERSITY *of* EDINBURGH

Online learning at the University of Edinburgh

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Unpicking complexity: 20 years of investment

- Some context: The University of Edinburgh, online learning and me.
- Behind the infographic.
- 20 years of strategic investment.
- An Edinburgh Model for Teaching Online.
- Sharing expertise and open educational resources (OERs).



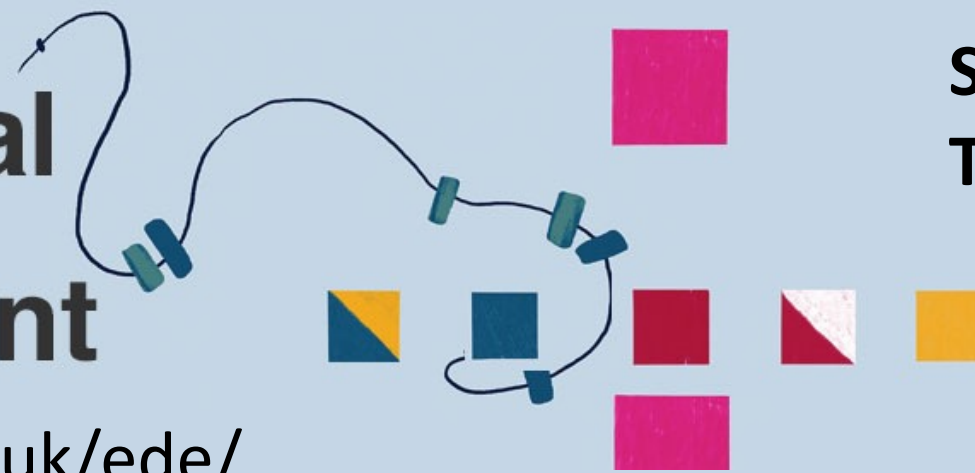
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>45,000 students
3 Colleges, 24 schools
13,550 PGT
~36% PGT fully online
~93% CMVM PGT fully online

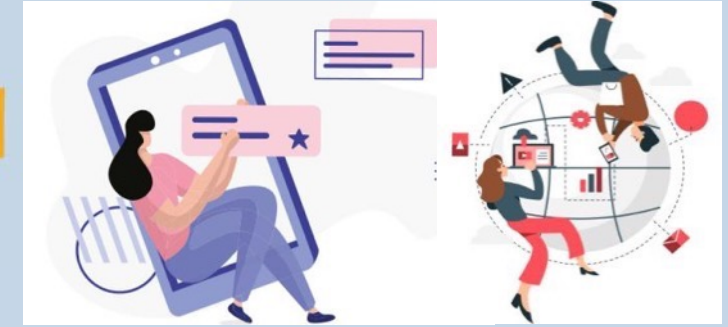
CRICHTON STREET

Educational Design & Engagement

<https://blogs.ed.ac.uk/ede/>



Support for Learning and Teaching Technologies



<https://open.ed.ac.uk/>

Online Course Production



<https://open.ed.ac.uk/elder-edinburgh-learning-design-roadmap/>

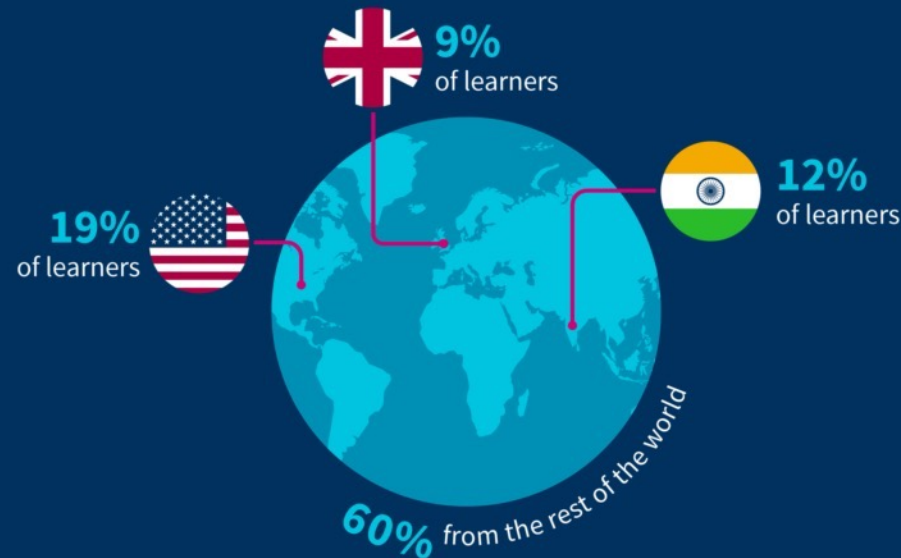
Online Learning at



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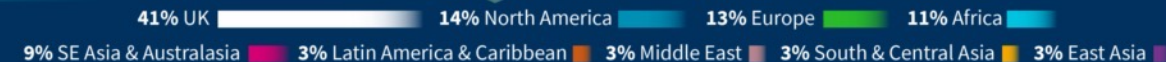
Free short online courses

Online masters

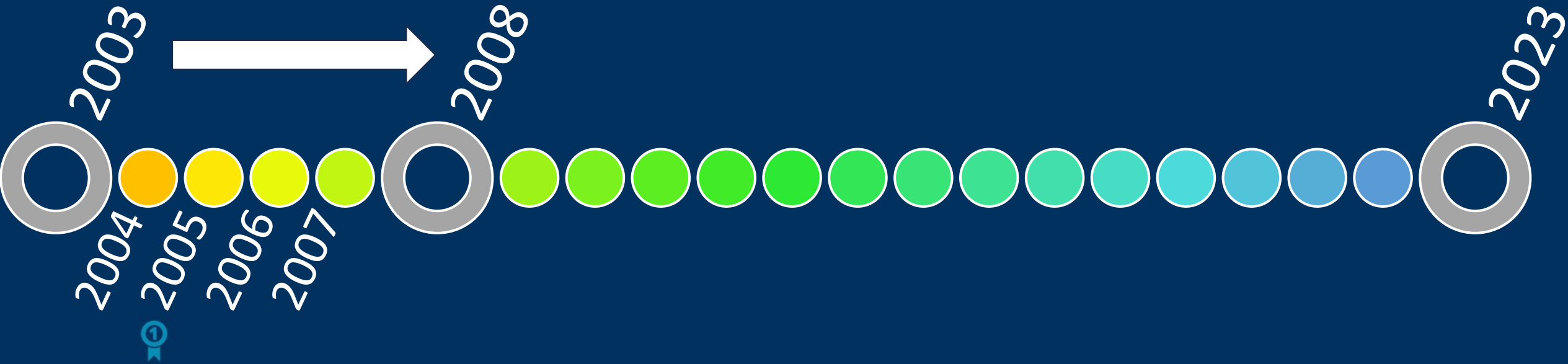


- Arts and Culture
- Business
- Data Science
- Education
- Environment and Sustainability
- Health and Medicine
- Law
- Philosophy and Religion
- Social and Political Sciences
- Veterinary and Animal Welfare

Students come from **180** different countries



Principal's eLearning Fund (PeLF)



“Distance education has traditionally not been seen as an area of activity for the University of Edinburgh. Consequently the nine PeLF projects directed towards the development of courses and programmes offered for participation at a distance can be seen as marking a watershed.”

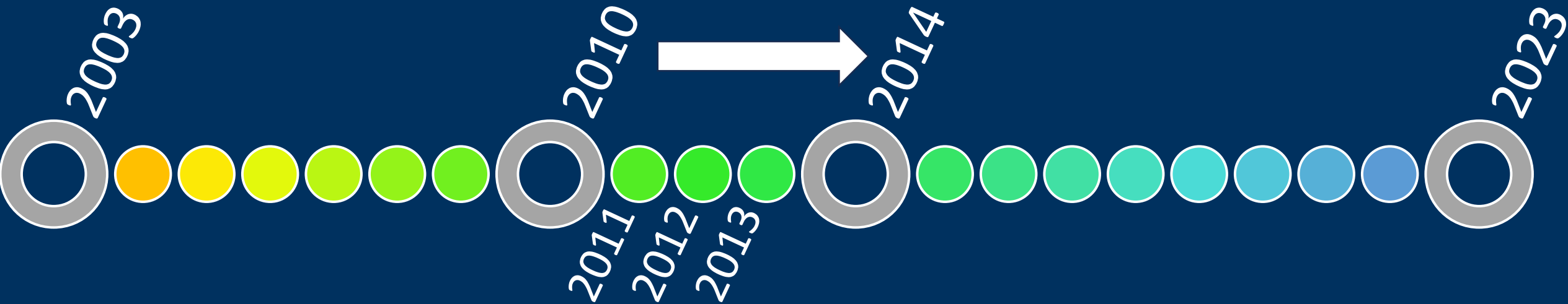
PeLF, final report 2009

Principal's eLearning Fund (PeLF)

- 14% of projects (9 programmes) received 21% of funding.
- Highest profile: the most difficult projects to ratify and QA within the university.
- Online degrees are professional education (& CPD):
 - Medicine
 - Veterinary Medicine
 - Law
 - Education
- Capitalise on the "Long tail"
- Fits internationalisation agenda (**in the early 2000s**).
- Socially and culturally heterogeneous student cohorts.
- Widening participation: p/t facilitates career change and progression.
- Cannot be seen to fail by those who commit to running them.



Distance Education Initiative (DEI)



“With £5M of funding over 5 years, we are developing a wide range of fully online taught Masters programmes, enabling potential students to access advanced education without breaking their careers ... These high quality courses are subject to our normal QA processes. We are re-designing many of our student services to be fully online, to the benefit of all students. Online graduations are now regular features.” *Professor Jeff Haywood*

Distance Education Initiative (DEI)

1. Fees the same no matter where you live.
2. Online the same quality as on-campus; “online” not mentioned on degree transcripts.
3. Online courses should not copy of on-campus. Don't just put on-campus lectures online.
4. Online teaching and assessment will be different.

E.g. we should not have to use online invigilated exams or local exam centres. Be conscious of time zones.



Distance Education Initiative (DEI)

Student experience

- Change student systems so info going to online students is relevant.
- Don't just send online students the same info as on-campus
- Online student support
- 24 hour (out of hours) helpline support

Staff development

- Dedicated staff development for online teachers
- Building a community of practice (eLearning Forum)

Learning technology

- Virtual classroom
- Social hubs (WordPress)

Marketing and market intelligence

- Marketing support
- Online marketing community of practice

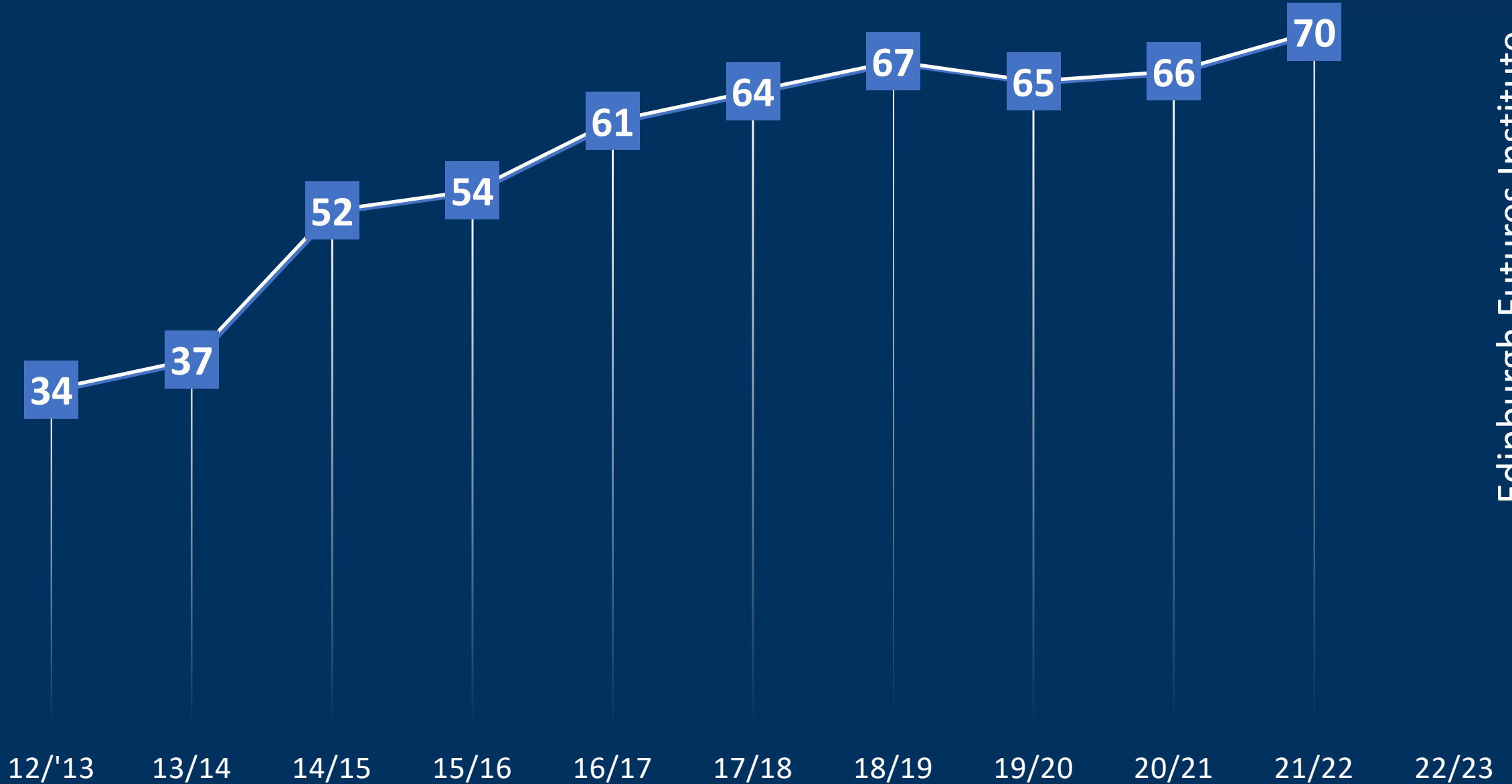
- MSc eLearning
- 6-week online tutoring course



NUMBER OF ONLINE DEGREES

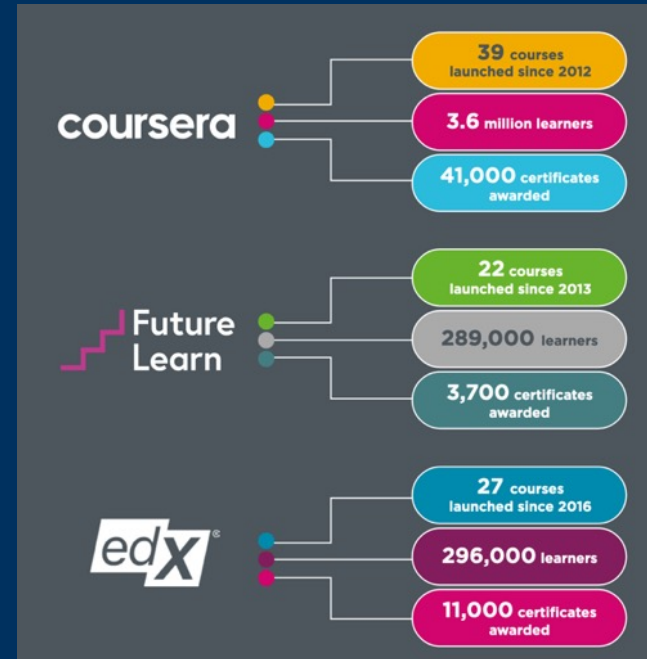
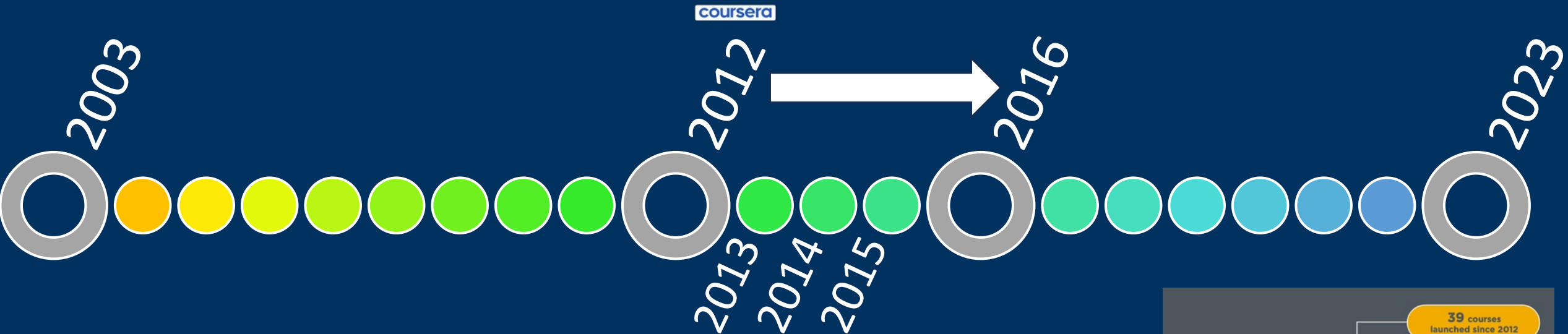


80+
online
degrees

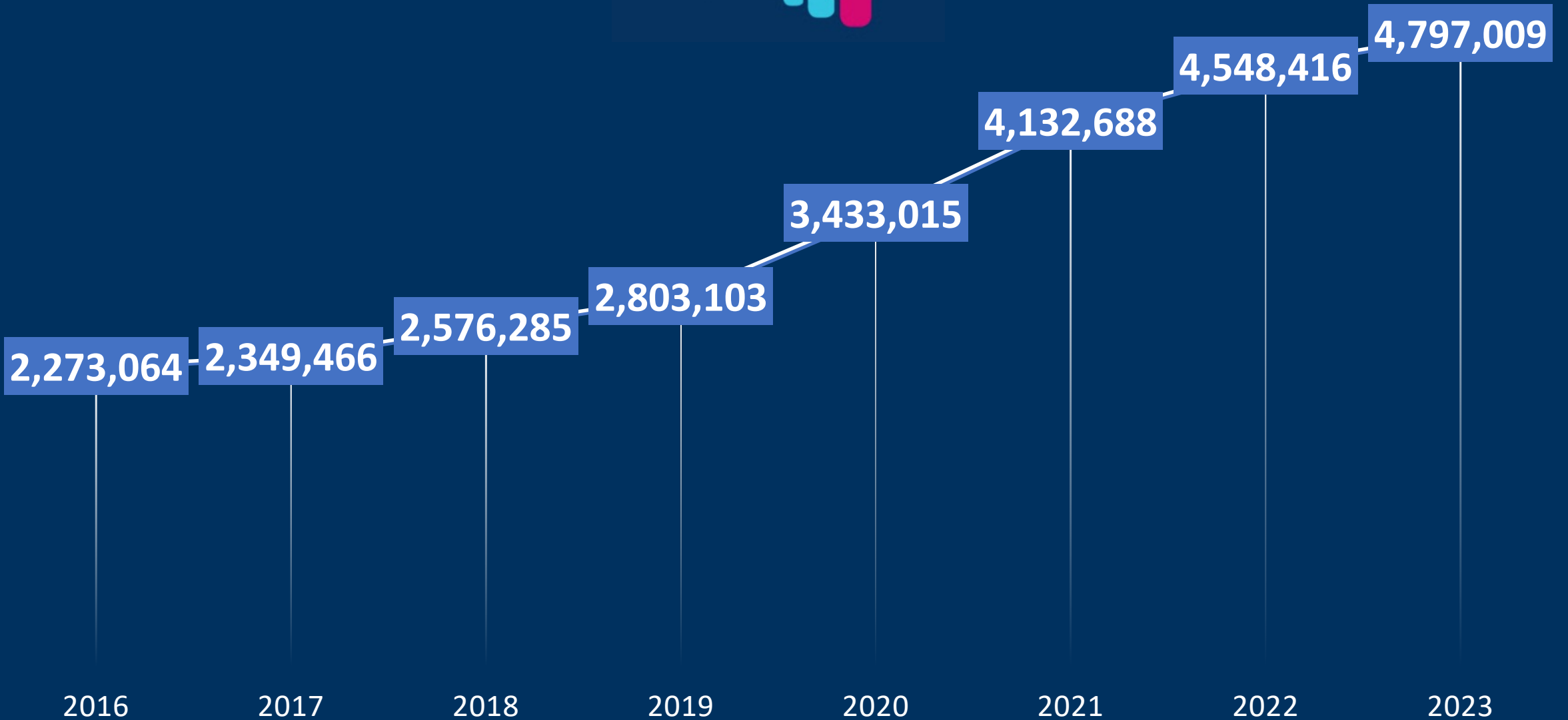


Edinburgh Futures Institute

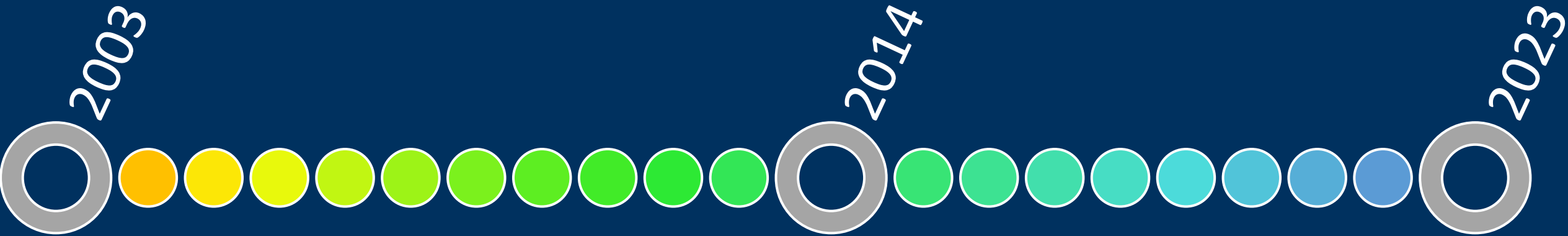
Initial investment in MOOCs



MOOC ENROLMENTS



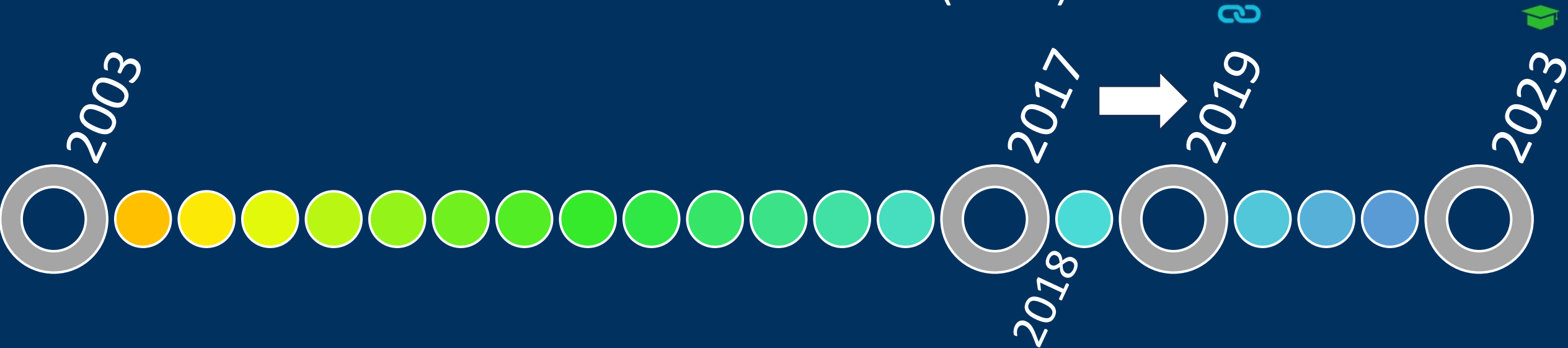
Learning, Teaching and Web services



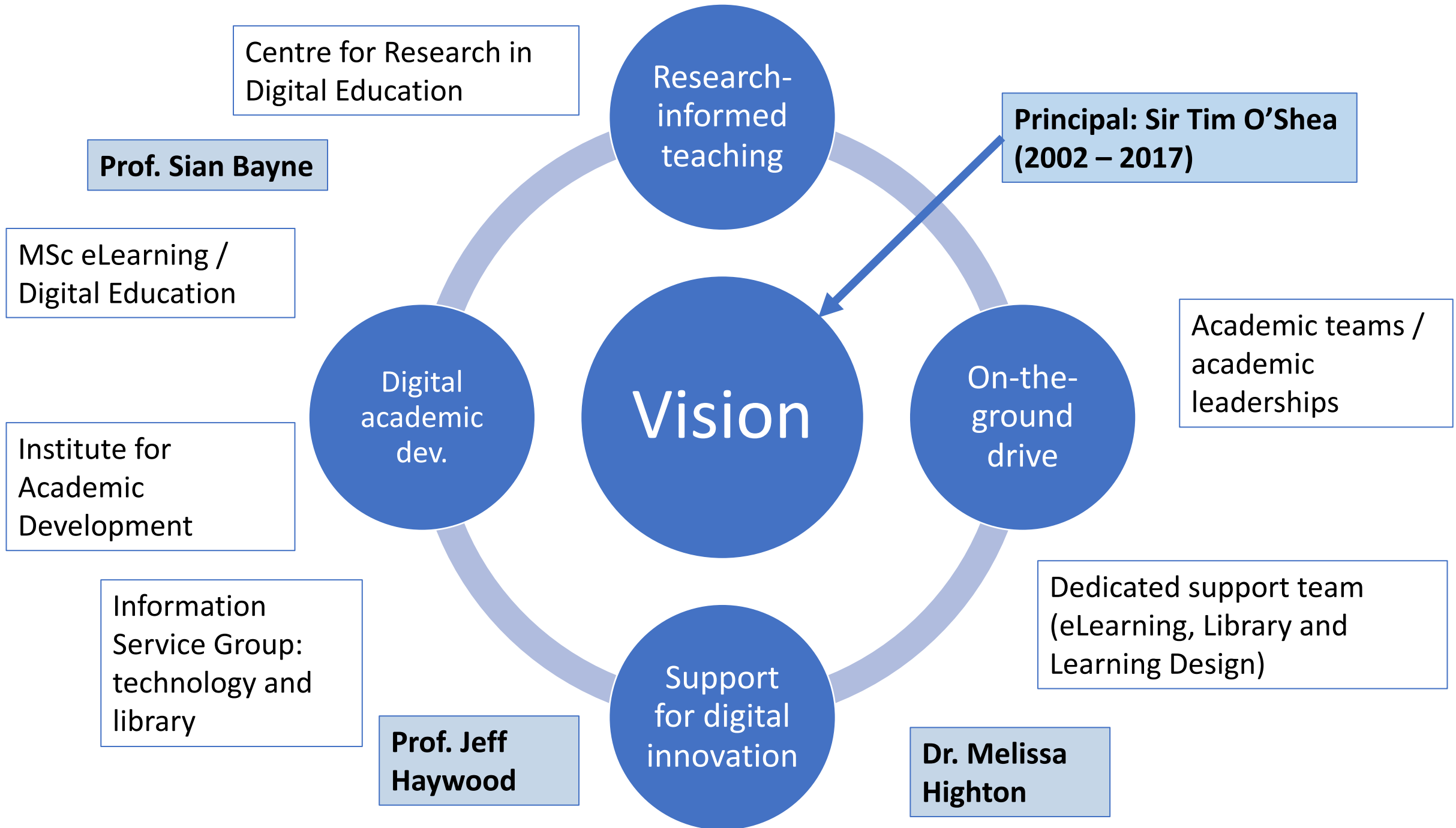
Mainstreaming support services for online learning (and learning technology more generally).

- New directorate bringing support for learning and web technology into one place.
- New director is also Assistant Principal for Online Learning.
- OER service (2015) and policy (2016).
- MOOCs: from 'special project' to service (incl. marketing for online programmes).

Distance Education at Scale (DEI)



- ‘Serious experiments’: can a small number of masters level online programmes be taught at scale using the reach of MOOC partners, new technologies for teaching, and research-led pedagogical practices.
- The first European university to offer a MicroMasters with edX in 2019.
- Research into new technologies and approaches for teaching online.
- Innovative staff development (The Edinburgh Model for Teaching Online).



Centre for Research in Digital Education

Research-informed teaching

Principal: Sir Tim O'Shea (2002 – 2017)

Prof. Sian Bayne

MSc eLearning / Digital Education

Academic teams / academic leaderships

Vision

On-the-ground drive

Institute for Academic Development

Digital academic dev.

Dedicated support team (eLearning, Library and Learning Design)

Information Service Group: technology and library

Support for digital innovation

Prof. Jeff Haywood

Dr. Melissa Highton



An Edinburgh Model for Teaching Online






Transactional distance (*Dr. Michael Moore*)

- "Distance is temporal, affective, political: not simply spatial"
- Transactional distance = the psychological and communicational distance that may arise in any instructional context.
- Reducing "distance":
 - the dialogue that develops between the teacher and the student;
 - the structure of the educational program; and
 - the autonomy of the student.




'How to Create' courses

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How to Create an Online Course

Discover key skills and practical tools to create engaging online learning experiences.

★★★★★ 4.8 (123 reviews) 6,627 enrolled on this course



How to Create an Online Course


★★★★★ 4.8 (123 reviews)

6,627 enrolled on this course

- ⌚ 2 weeks
- 🕒 3 hours per week
- ✓ Accreditation available
- 📄 Digital certificate when eligible
- 📖 Introductory level

[Join course](#)


[Find out more](#) about how to join this course

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How to Create Video for Online Courses

Discover tools and techniques to plan, film, and edit high-quality videos for online learning.

★★★★★ 4.6 (30 reviews) 2,802 enrolled on this course



How to Create Video for Online Courses

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- ⌚ 2 weeks
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- 📖 Open level

[Join course](#)

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Open Educational Resources

Open Media Bank

A collection of high quality media resources originally created for The University of Edinburgh's MOOCs (Massive Open Online Courses) and free short online courses. These media resources have been made available under Creative Commons licence for sharing, reuse and remixing.

Want to know how to make the most of these resources?
Watch our **Open Media Bank video**.
Looking for more reusable content? See our **Open Media Stock Footage**.

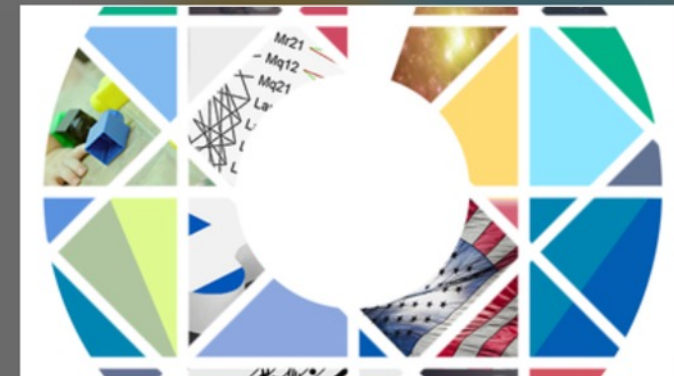
<https://media.ed.ac.uk/>



Open Media Stock Footage

A collection of free, openly licensed media snippets from the Online Course Production Team at the University of Edinburgh, for downloading, sharing, remixing and reuse.

If you are looking for open licensed videos from our MOOCs and free short online courses, please visit the **Open Media Bank**.





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Thank you! And please feel free to get in touch

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