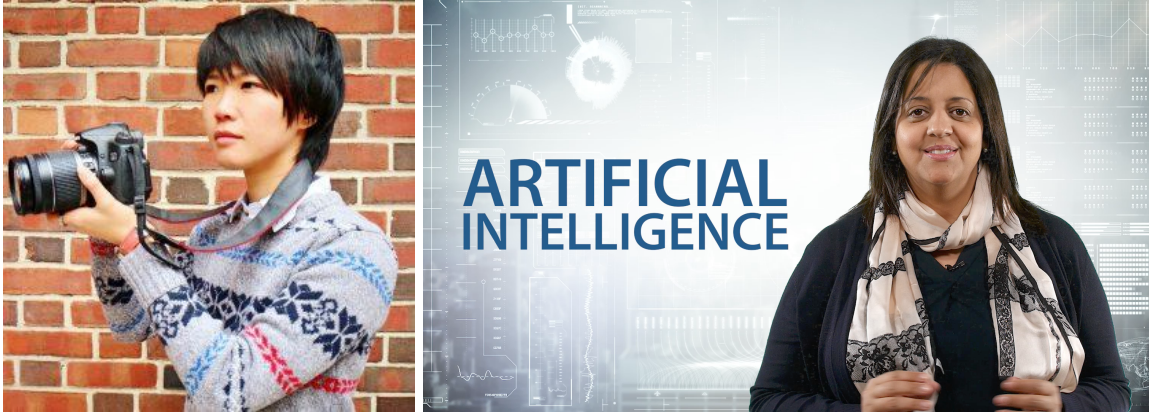


Integrative Project: Redesigning an AI MOOC Production

Abby Lee

agl2130@columbia.edu

Teachers College Columbia University



Abstract

There are many challenges when it comes to creating a successful MOOC with the core challenge being creating content that will engage and retain our learners. While there are many contributing factors to learner retention rate such as the ones detailed by Hone & Said (2016), experiences with the instructor, experience with other learners and the course, and experience with the design and implementation of the course, this design project will specifically focus on design experience and specifically on the process of creating engaging video content for learners. Engagement will be defined in this case by students actively watching the videos and how long they are watching the videos. Columbia Video Network is an online graduate engineering school that offers full time programs, certificate programs, and MOOCs or massive open online course on a variety of fields in engineering. Among the many MOOCs in the CVN catalogue, the Artificial Intelligence MOOC is chosen for this project as a result of a small number of negative student reviews from our 2018 survey and from comments on www.coursetalk.com. While the majority of the reviews are positive, there are a couple reviews and comments that point specifically at the design of our video content. This project will e-examine, re-design 7 video lectures of the Artificial Intelligence MOOC and propose future redesign processes in creating MOOCs through the lens of existing guides and best practices in creating engaging video-based learning content with the intent of improving learner retention rate.