

PROJECT OVERVIEW

- P2PU & OKFN to partner on a series of project-based, innovative learning experiences.
- P2PU will:
 - Analyze curriculum & contribute instructional design assistance
 - Design and implement voice and tone guidelines
 - Host and maintain MOOC on our servers
 - Offer the MOOC on P2PU.org
 - Recommend a MOOC Script to group cohorts and implement it
 - Recommend Badges to correspond to skills mastered
 - Implement badges on badges.p2pu.org
- OKFN will:
 - Contribute the resources Subject Matter Expert to ensure the quality of the content and award first round of badges
 - Provide a Community Manager to help learners with subject-matter questions

PHASE I: Data Love

This project will:

- Design and support a 4 week-long project-based School of Data course on “Data Love”
- Bring together the content from OKFN’s handbook and Population Content:
https://docs.google.com/document/d/1KbLoAvPsnxrTNqyeDtdvfDtJx4Wuub0taRv1V_X8Suk/edit

P2PU’s Pedagogical Suggestions:

- “Groupifying” content to prompt group interaction
- Calls-to-action on splash page and solicitation emails
- Recommendation for script
- Recommendations for questionnaire
- Recommendations for post-course survey design

P2PU Tech Deliverables:

- Iframe of questionnaire for splash page
- Mailgun account set up and maintenance
- Implement group names suggested by OKFN:
https://docs.google.com/document/d/1mDUBIzvA5-tuCI_SY-kMrYKzYDGCw5wI_YX-QyDvi54/edit

Questionnaire Qs:

- Howdy data lover. What’s your email address?
- We want to help you be a mighty data wrangler and earn your spurs. But first, why are you here?
 - To sharpen my skills for my job

- To help with a hobby project
- To meet some smart people and learn from them
- To tell stories using data
- To satisfy some wild internal curiosity
- {Other}
- ~~Alright, slicker. Of these options, which area interests you most?~~
 - ~~Financial data—how are government funds are raised, distributed, and gifted to others?~~
 - ~~Demographic data—how do people live?~~
 - ~~Environmental data—what's up with the climate?~~
 - ~~{other}~~
- Good stuff. What's your experience with data wrangling?
 - I can count to “potato”—I’m a n00b.
 - I know my way around an excel spreadsheet. Nothing fancy.
 - I am Nate Silver. Worship me.
- Timezone. Where's your stomping ground?
- In your ideal Data Mission, what role would you take on in the team?
 - Facilitator--
- Familiarity with tools
 - G+: I've used it, I have no idea, I am a Hangout Master.
 - Email: I'm online all the time, I check it once a day, I barely have an email address.
 - Spreadsheets: MACROS are my friend, I can sort data, I've never used a spreadsheet

Introductory Email/Group Me Email

~~Howdy, Data Wranglers—~~

~~The Data Wrangling MOOC is slated to begin shortly. But for your learning delight, we reckon you might like to learn with a group over the next 8 weeks. With your group, you can:~~

- ~~○ Meet other smarties looking to learn the same things as you~~
- ~~○ Ask each other questions and enjoy a smaller network of support~~
- ~~○ Increase the likelihood that you'll actually [finish the darn course](#)~~

~~We'll even corral folks together on your behalf, grouping you into cohorts intended to maximize your learning experience.~~

~~We won't put you in a group until you let us know you're into the idea. After all, some folks might be lone rangers in this new data frontier. But if you want to get as hip as online learning gets, let P2PU match you up with a team. We'll let you know when it's~~

~~time to get crackin'.~~

~~Confirm your group learnin' here.~~

~~Over and out, slickers—~~

~~Data MOOC Cowboys~~

MOOC Script Recommendations:

- Size: 10-1
- Expertise: Mix of beginner, intermediate and experienced
- Timezone: 50% of folks grouped by proximity, 50% variable

Splash Page Copy Recommendations:

- What info does a learner need to know?
 - Dates the course will run
 - Topics covered in the course
 - Who is “teaching”?
- What is their intended next action?
 - Sign up for a course
 - Click through to find out more about OKFN and/or School of Data
- What is their emotional context and state of mind?
 - Intrigued
 - Curiosity
 - Confusion

Call to Action

“Calling all folks interesting in learning how to wrangle data! In this roundup of a course, you’ll learn how to answer questions using data, how to process data sets and spreadsheets, and all the basics of lassoing data.

Weekly lessons will prompt you to go out into the world and start using data straightaway. Lessons will be culled from Open Knowledge Foundation and Tactical Tech, the gold standard experts when it comes to data, with help from Peer 2 Peer University.

The course will run February 1-March 29, and we’ll finish up with a final project so you can show the world how you’ve harnessed the raw power of data. Sign up here, partner.”

About OKFN

We seek a world in which open knowledge is ubiquitous and routine – both online and offline. We promote open knowledge because of its potential to deliver far-reaching societal benefits which include the following:

- **Better governance:** openness improves governance through increased transparency

and engagement.

- **Better culture:** openness means greater access, sharing and participation in relation to cultural material and activities.
- **Better research:** for research to function effectively, and for society to reap the full benefits from research activities, research outputs should be open.
- **Better economy:** openness permits easier and more rapid reuse of material and open data and content are the key raw ingredients for the development of new innovative tools and services.

About P2PU

[P2PU](#) is as hip as online learning gets...we're a grassroots organization that runs experiments on the future of learning. P2PU will be driving the "Mechanical" aspect of the Mechanical MOOC—sending your emails, grouping learners together in cohorts, and delivering all of your resources with a smile.

About the Mechanical MOOC

A massive open online course (MOOC), and an experiment in how people can learn online. Rather than trying to create a platform that structures the end-to-end learning experience, as recent MOOCs have done, we're taking the best OKFN, Tactical Tech, and open content from the web, and joining them loosely with a mailing list that will coordinate learner activity and engagement.

Instead of a professor or university organizing the class, our e-mail scheduler and your small groups will do so--that's why it's mechanical.

Timeline:

- Curriculum completion & feedback from OKFN
- Testing
- Badge creation and implementation
- Go
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- ~~Friday, January 11: Tactical Tech completes curriculum additions, content for splash finalized~~
- ~~Monday, January 14: Launch splash page for signup launched, P2PU Groupification curriculum recommendations, signup confirmation email prepared~~
- ~~Monday, January 21: Notification email for grouping launched~~
- ~~Monday, January 28: Deadline to be grouped~~
- ~~Friday, February 1: Email 1~~
- ~~Friday, February 8: Email 2~~
- ~~Friday, February 15: Email 3~~
- ~~Friday, February 22: Email 4~~
- ~~Friday, March 1: Email 5~~

- ~~Friday, March 8: Email 6~~
- ~~Friday, March 15: Email 7~~
- ~~Friday, March 22: Email 8~~

PHASE II:

Project Milestones

- Data Expedition/Project-based MOOC
- Badges and assessment
- Ethics of Data Visualization