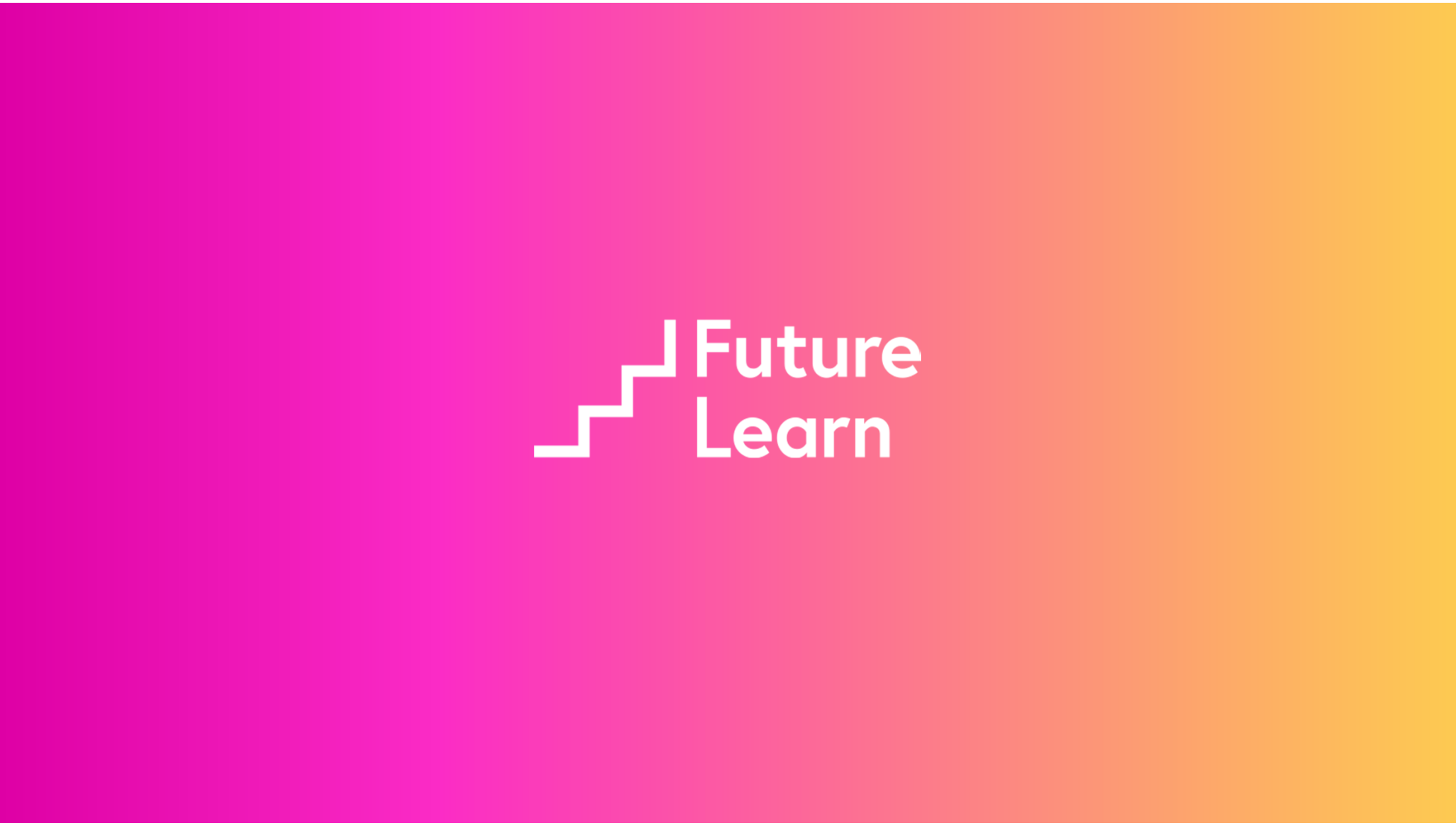
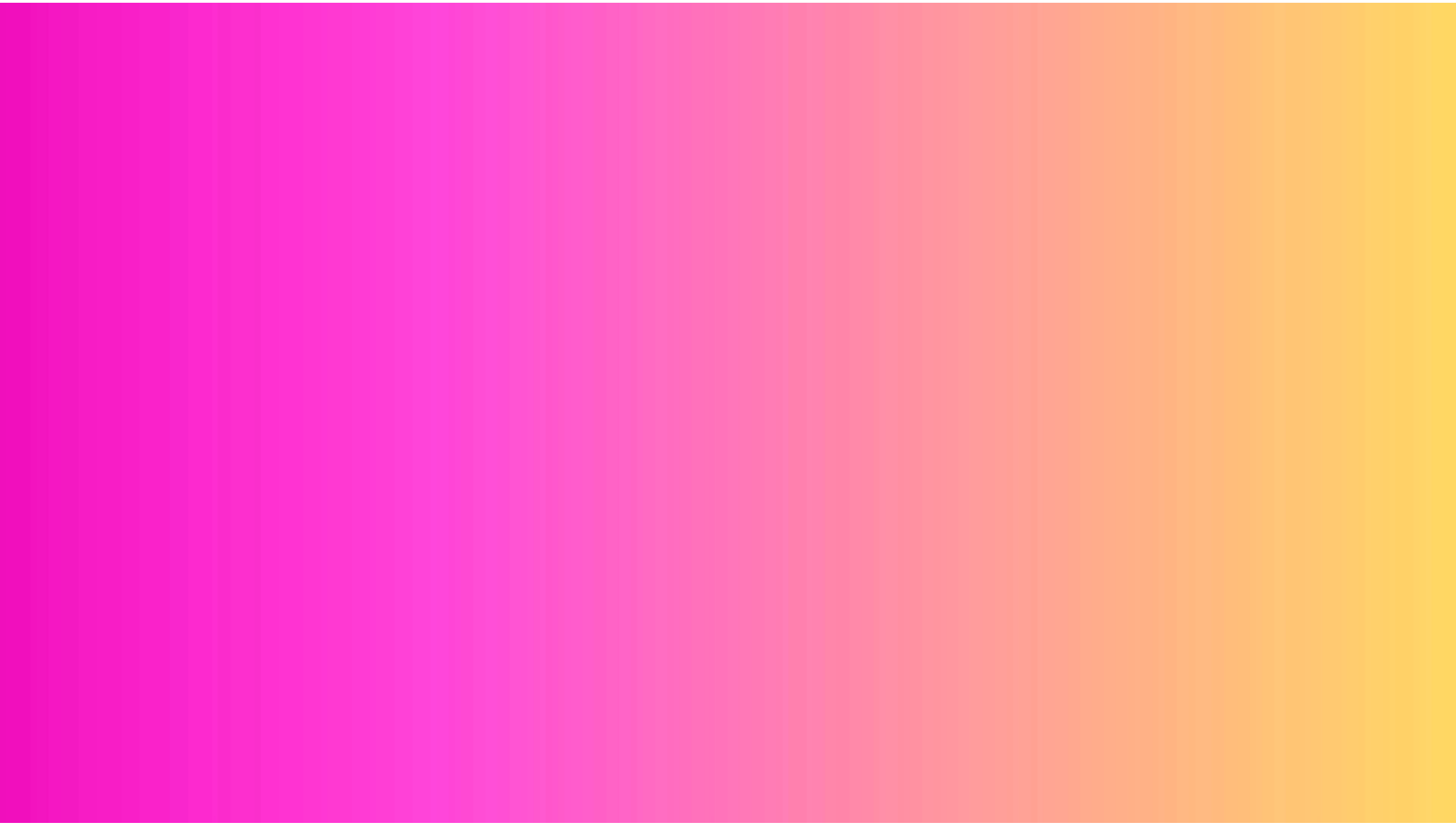

Future
Learn

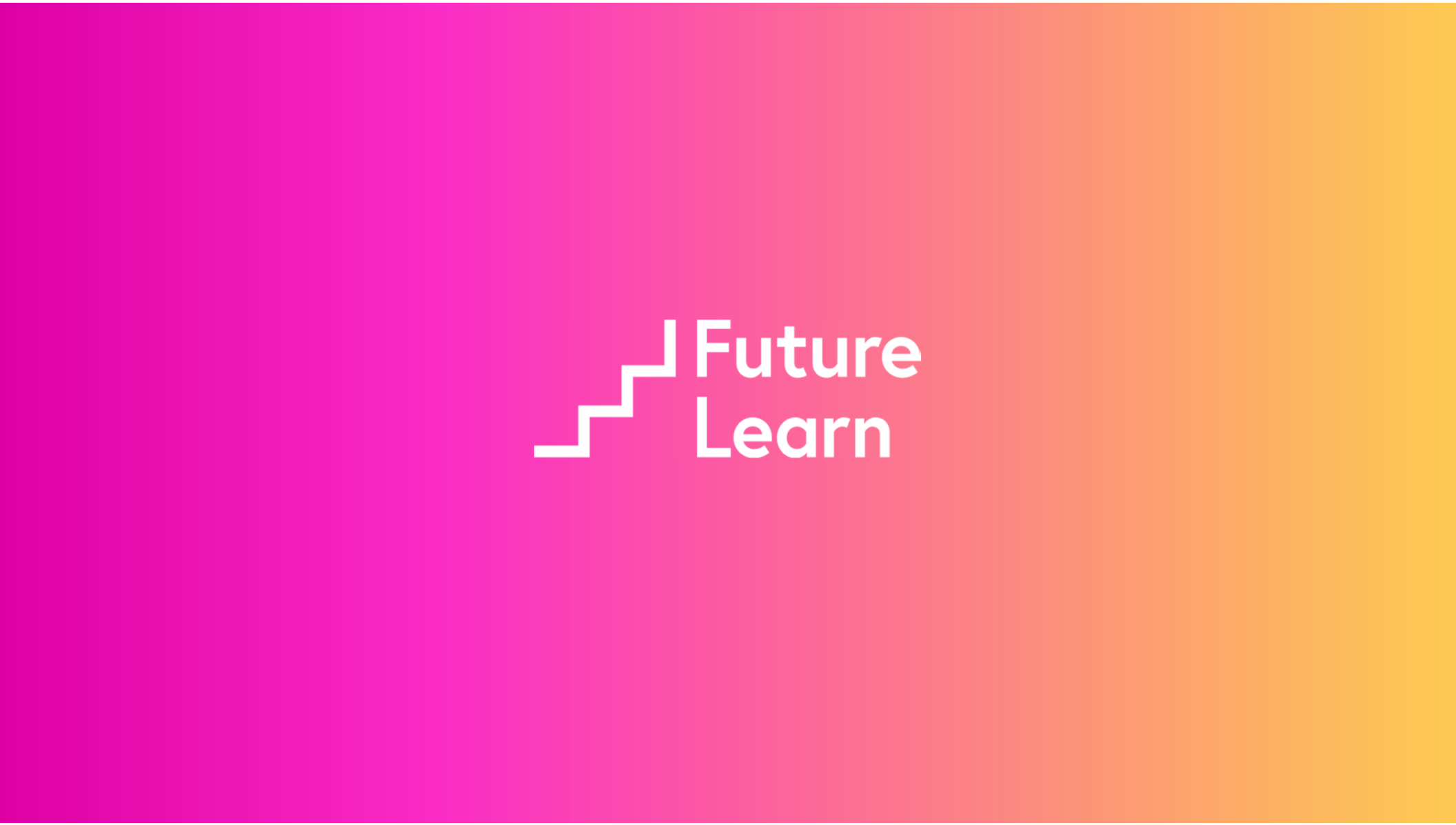
Future Learn

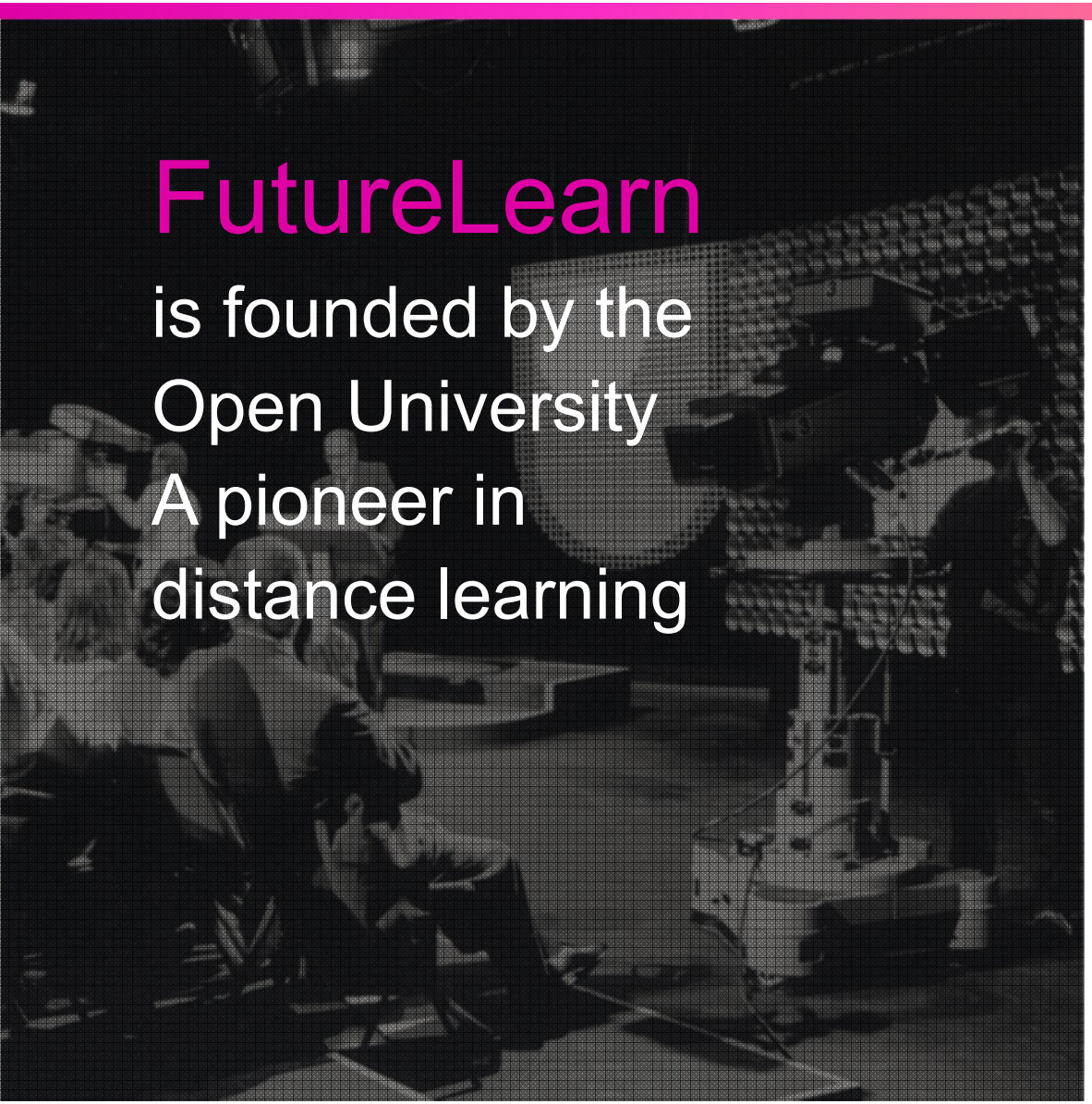
Learning on a massive, global scale

INTERNATIONAL CONFERENCE ON BIG DATA FOR OFFICIAL STATISTICS

NIGEL SMITH | HEAD OF CONTENT | AUGUST 2016




Future
Learn



FutureLearn

is founded by the Open University
A pioneer in distance learning

80+ World Class partners

Designed and built by experts from online, mobile and media

Effective learning design embedded in all aspects of the platform

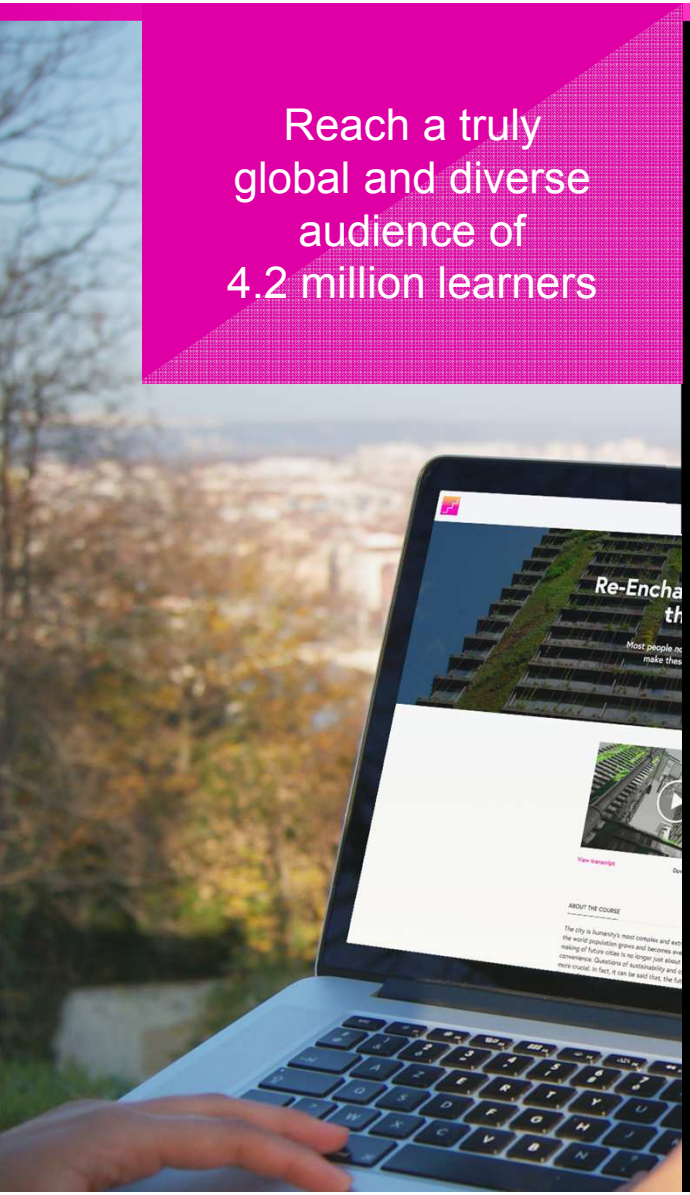
Uniquely designed for multi-platform use - mobile first

Incorporates the best of the social web with in built social architecture

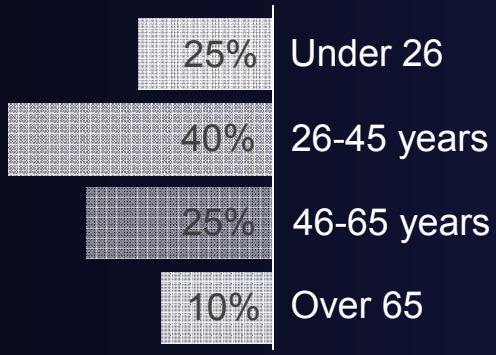
OUR MISSION

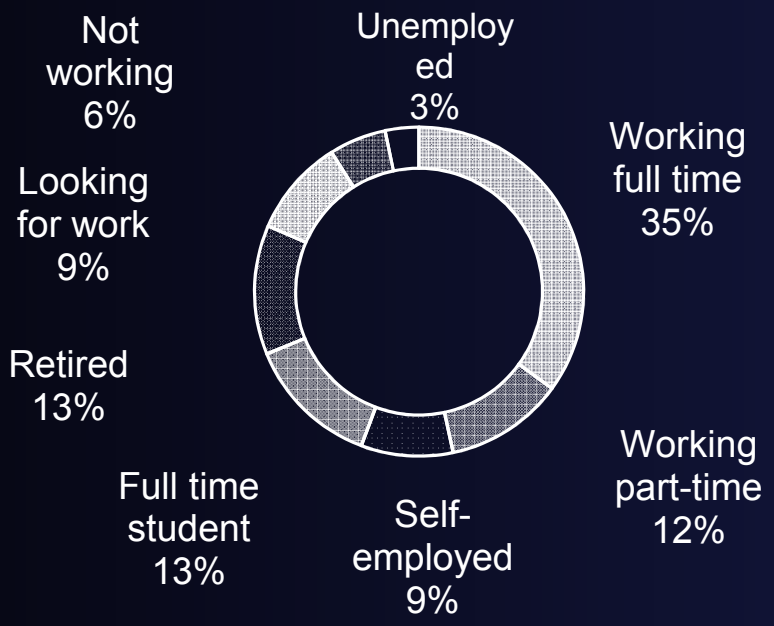
To pioneer
the best social learning experiences
for everyone, anywhere

10 million course sign ups
4 million registered learners
from 190+ countries

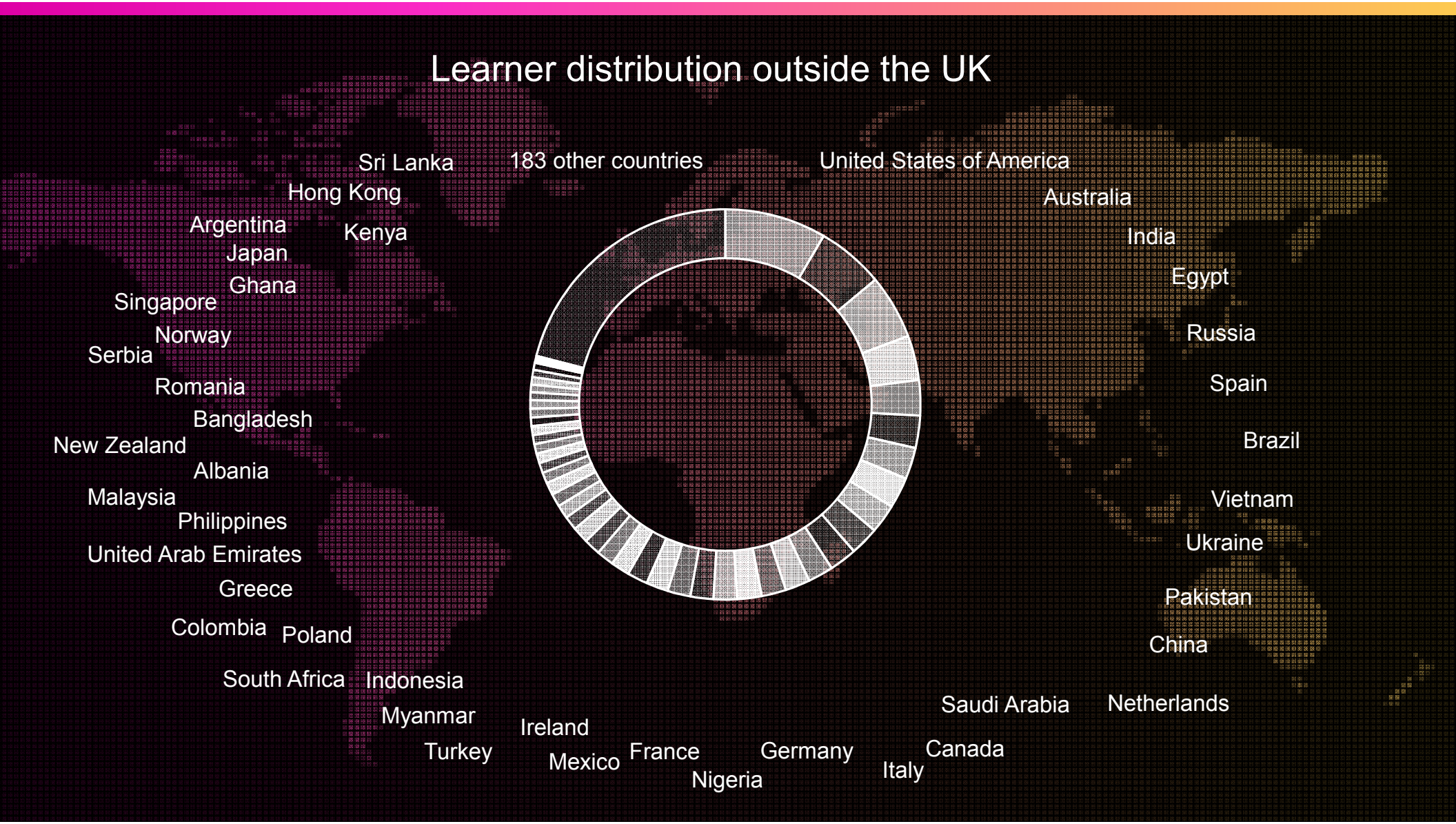


Reach a truly global and diverse audience of 4.2 million learners





Learner distribution outside the UK



Leading UK Universities

+ 24 more

Leading International Universities

+ 20 more

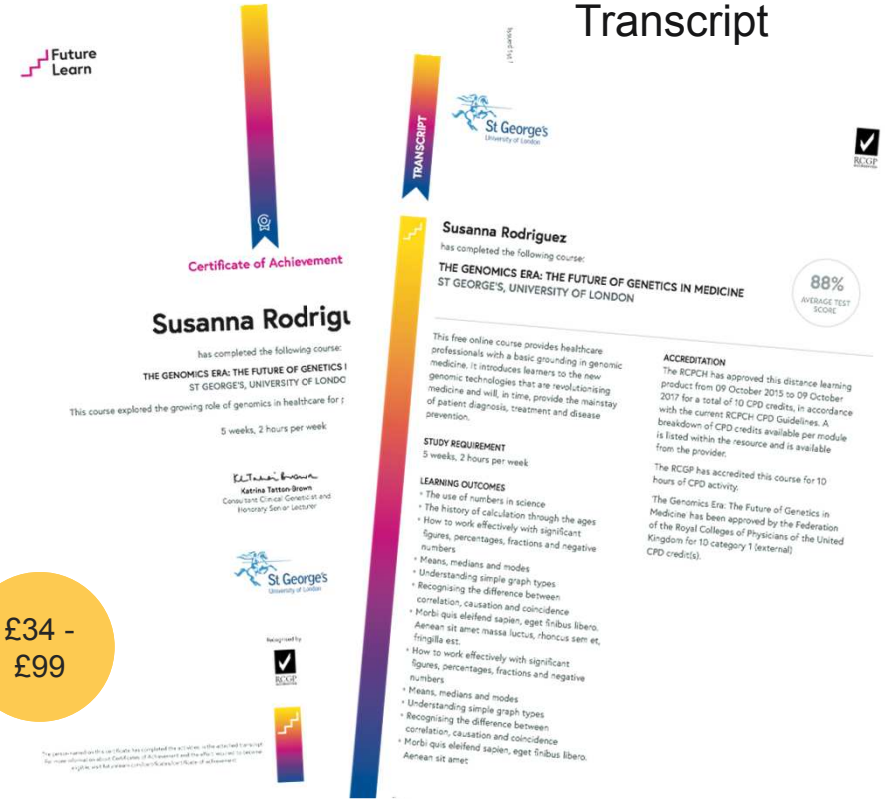
Specialist Organisations

+ 19 more

Paid products for proof of learning

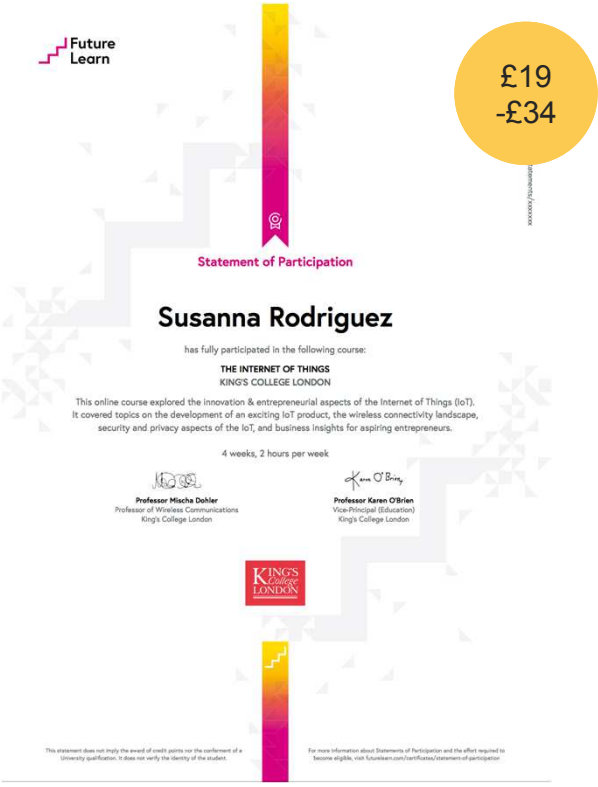
Certificate of Achievement

Transcript



£34 - £99

Statement of Participation



£19 -£34

WHY DO OUR PARTNERS JOIN FUTURELEARN?

FutureLearn offers partners new, innovative digital marketing and brand development services

Future Learn

Global audience

Branding and digital marketing to a global audience of over 4 million learners

International partnerships

The world's top universities and institutions, sharing knowledge and building a network

Digital presence

Grow an online footprint – utilising search and social advantages

Widening participation

Opening access to new demographics at unprecedented scale

Alumni relations

New ways to reach, engage and build relationships with alumni

ANALYTICS AT FUTURELEARN

The systematic analysis of data to yield insights which improve learning

Future Learn

DATA VISUALISATIONS
to foster and celebrate learners' progress

REAL-TIME STATS
to enable effective course delivery

Research using

BIG DATA

to advance the learning sciences

PLATFORM ANALYTICS
to inform product development

POST-HOC ANALYSIS
for course evaluation and to inform best practice

LEARNER INSIGHTS
to support university admissions

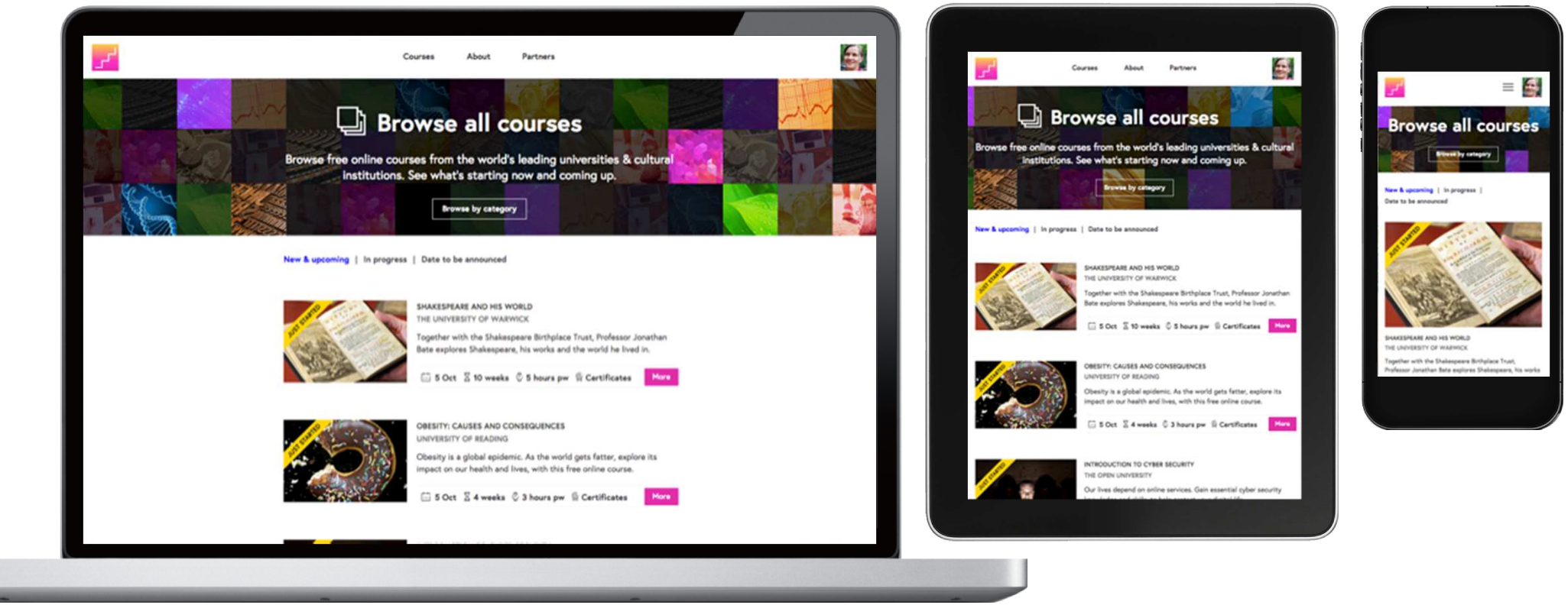
A world-leading social learning platform

Simple, delightful, flexible user experience

An innovative social learning approach

High quality content, building on the best of the web

Simple, delightful, flexible user experience



Telling stories: beyond video lecture recordings

Engaging video

Interactive content

FEL TEMP REPARATIO ('fallen horseman') issue of the House of Constantine, 348-361 © Portable Antiquities Scheme CC-BY-SA 3.0

This coin refers to:

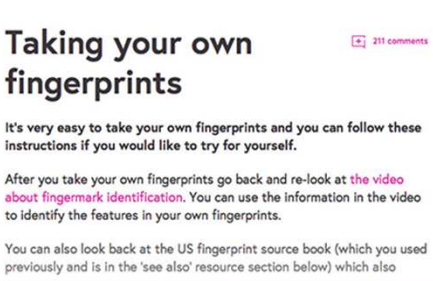
- **A.** An attempt to reinforce confidence in the strength of Constantius II and his co-emperors
- **B.** A period of peace and prosperity ushered in by the heirs of Constantine I
- **C.** Constantius II success in defeating usurpers and maintain frontier security

Incorrect - try again?

Ian Haynes (Lead Educator)

Partially correct. Constantius II defeated the usurper Magnentius in 353, but the coin does not explicitly refer to Magnentius. What other message is the coin also trying to convey?

You may find 5.11 Controlling the chaos: the 4th century useful.



Taking your own fingerprints

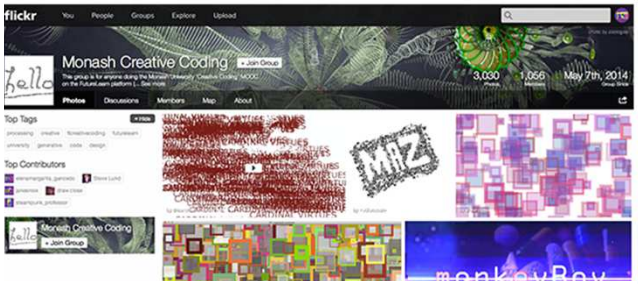
211 comments

It's very easy to take your own fingerprints and you can follow these instructions if you would like to try for yourself.

After you take your own fingerprints go back and re-look at the video about fingermark identification. You can use the information in the video to identify the features in your own fingerprints.

You can also look back at the US fingerprint source book (which you used previously and is in the 'see also' resource section below) which also

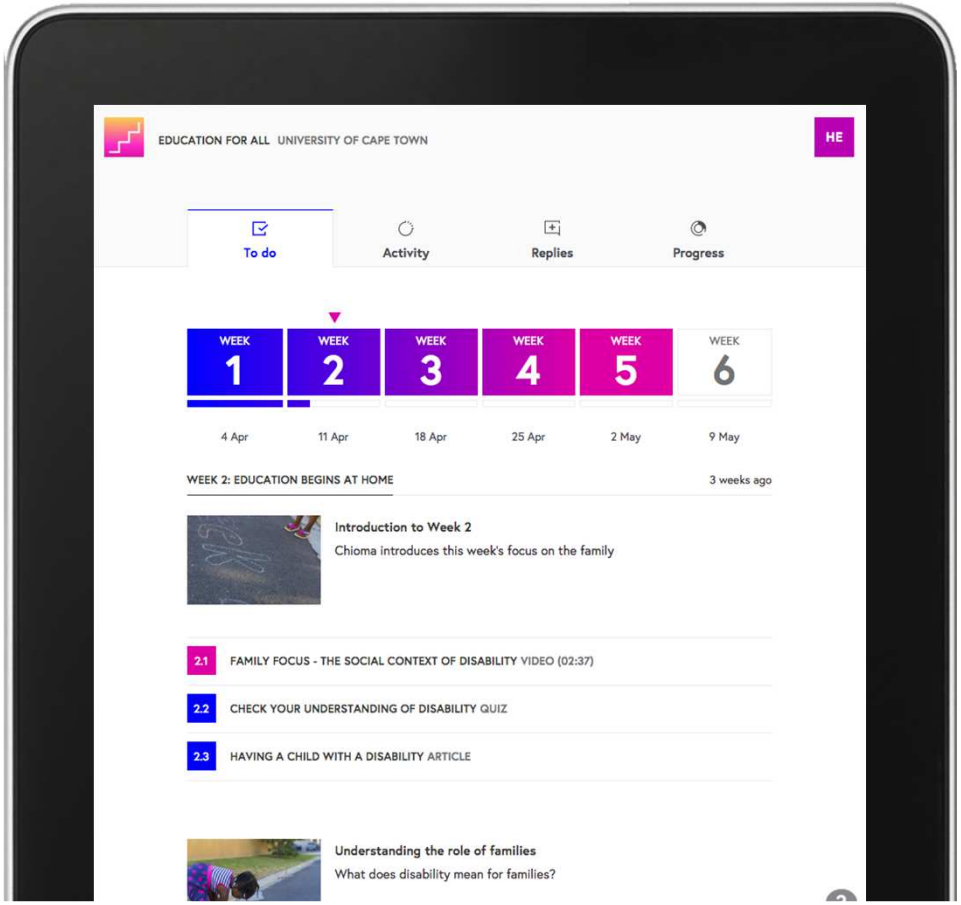
Practical experiments



The best of the web

Robust learning design

Intuitive and easy course structure & navigation



Courses are from 2-8 weeks

Weeks run Mon-Sun and have a title telling you what you're going to learn

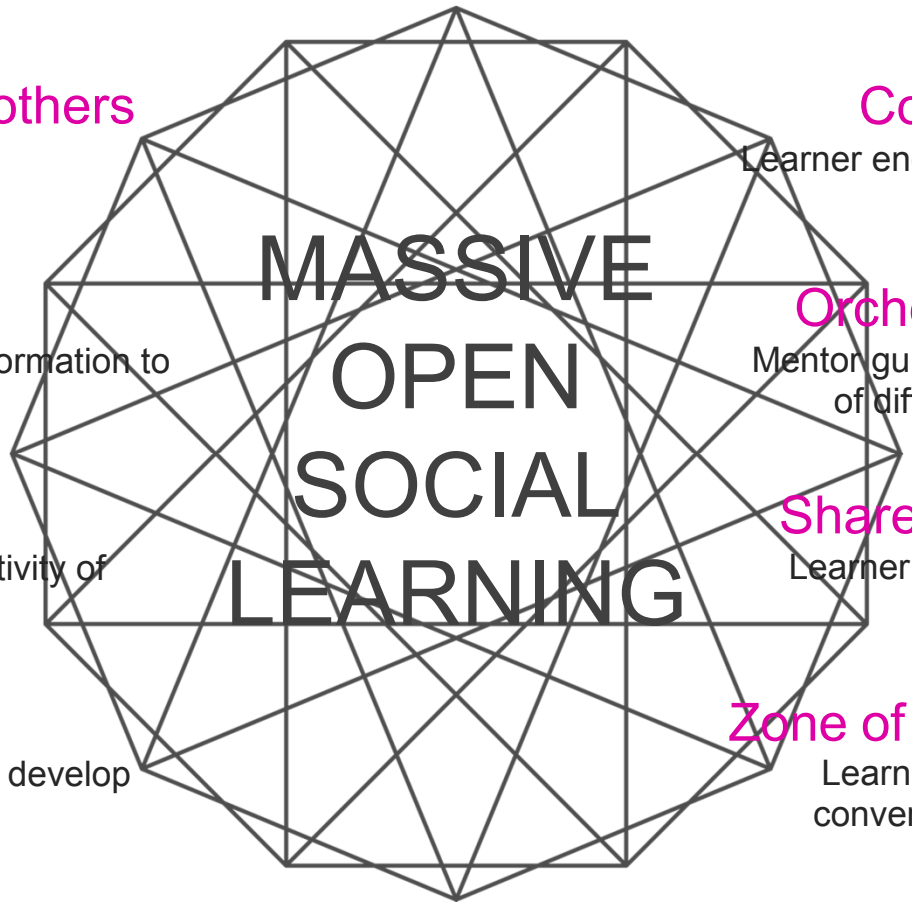
Weeks are made up of activities

An activity is a set of steps with a clear learning objective

Activities are made up of steps

A step could be an article, video, discussion, test, quiz, assignment…

Social learning pedagogy



Direct learning from others

E.g. Learner posts questions and gets answers

Knowledge sharing

Learners pass on ideas and information to others

Vicarious learning

Learner is aware of learning activity of others (e.g. notes)

Implicit learning

Learner engages with others to develop shared representations.

Conversational learning

Learner engages in sustained dialogue with others

Orchestrated collaboration

Mentor guides a group towards exploration of difference or shared understanding

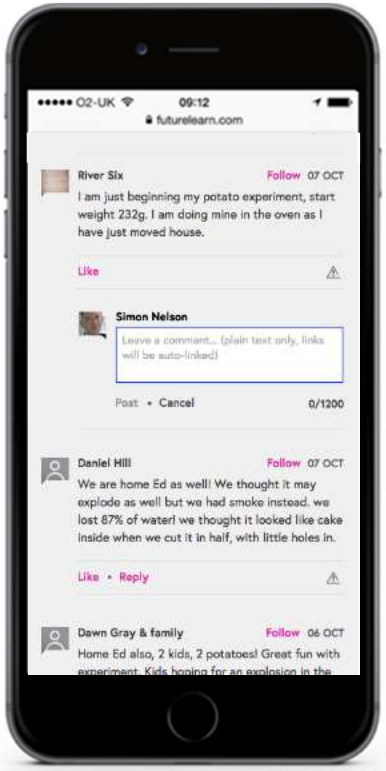
Shared knowledge building

Learner develops knowledge with others through dialogue and interaction

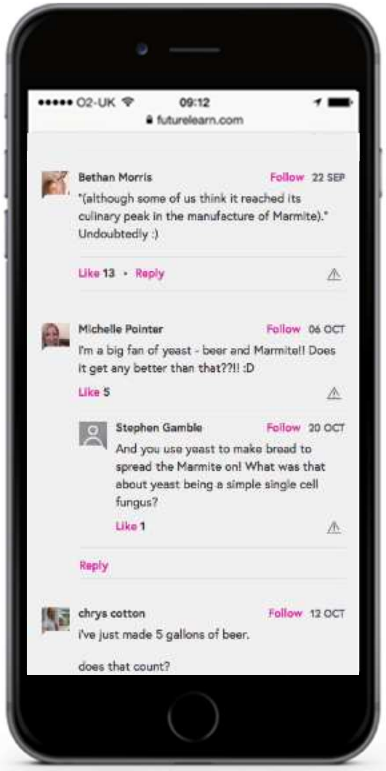
Zone of proximal development

Learner learns through interaction and conversation with more knowledgeable other

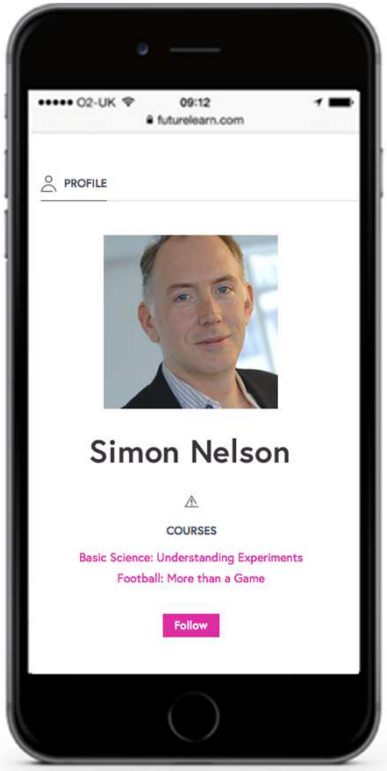
An innovative social learning approach



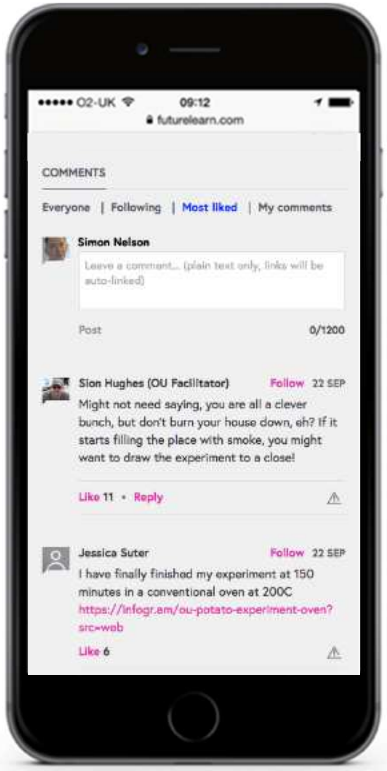
Replies



Likes

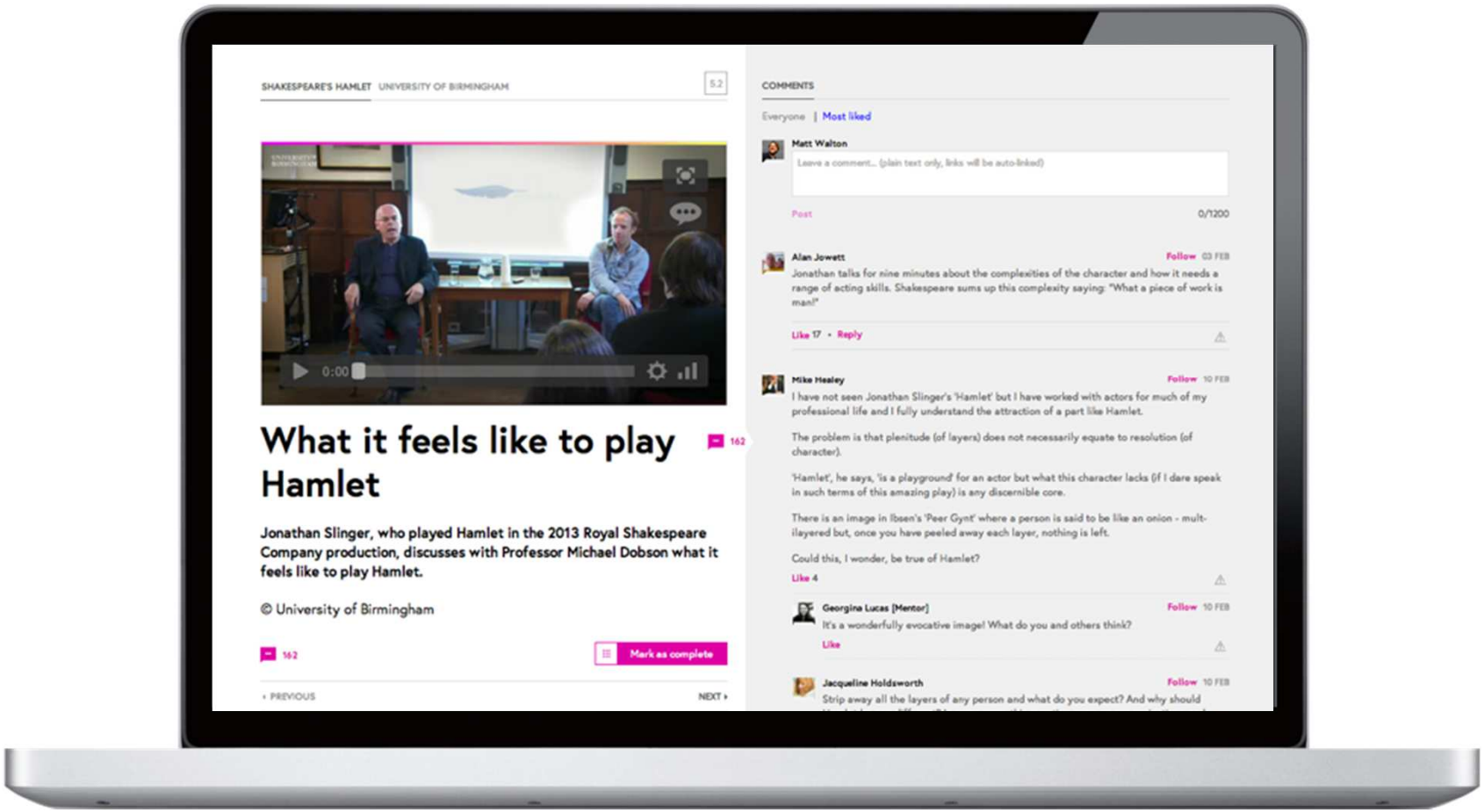


Following

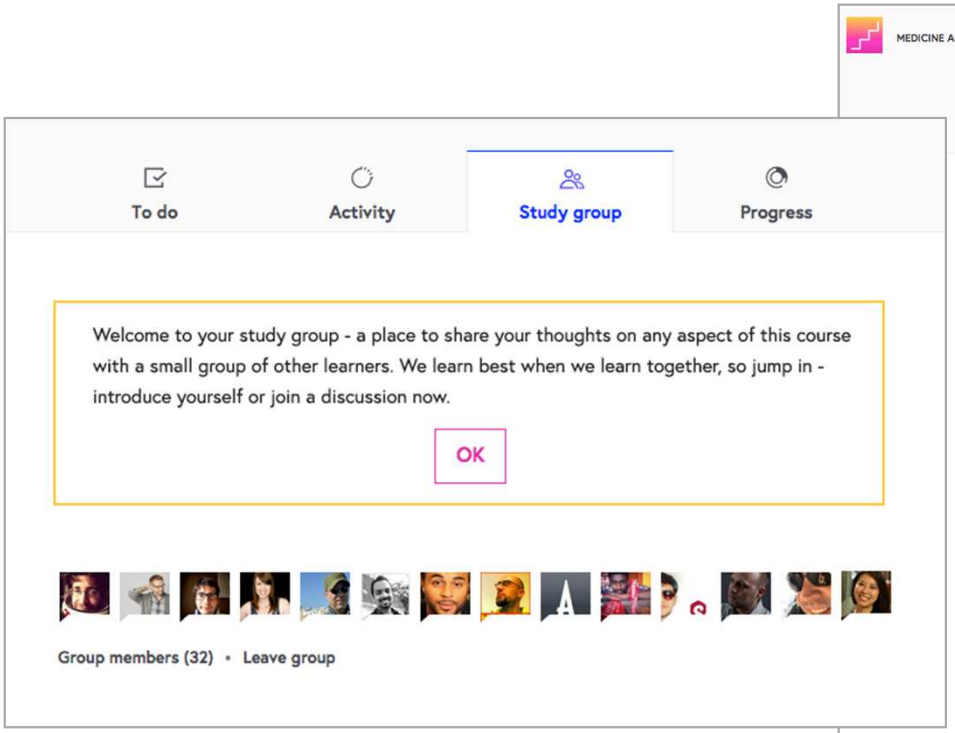


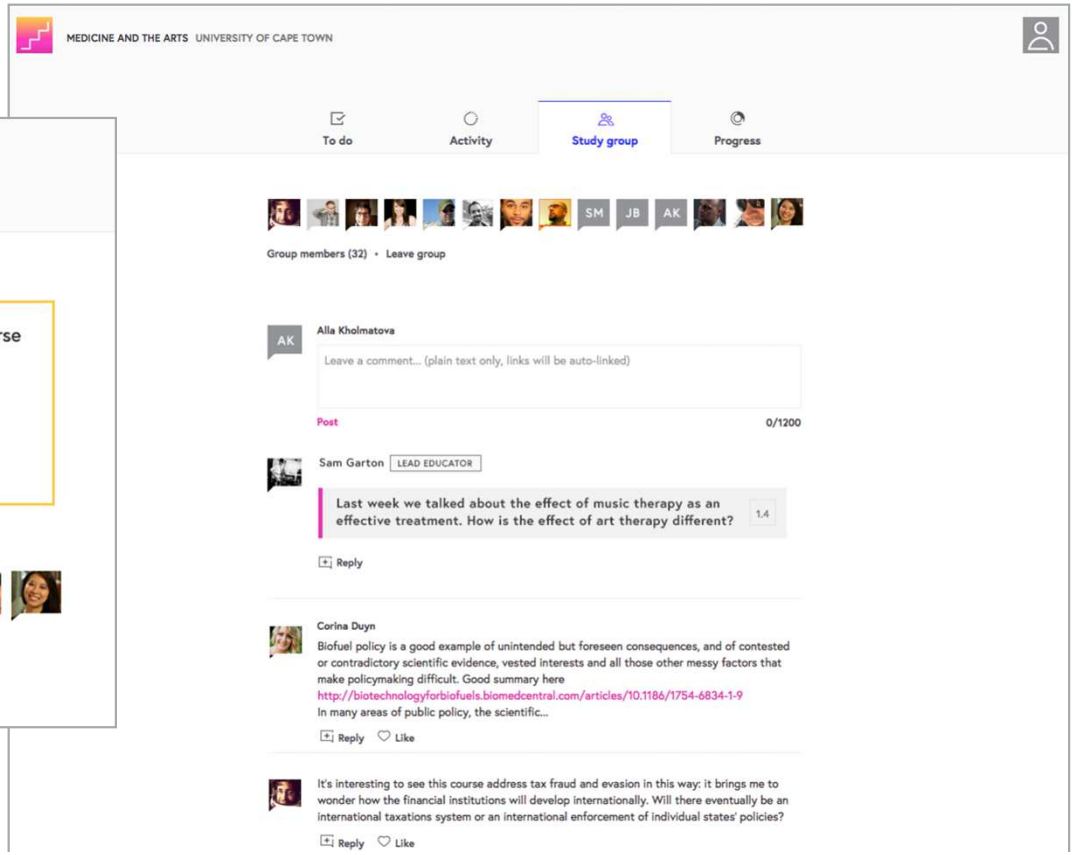
Filtering

Contextual Conversation

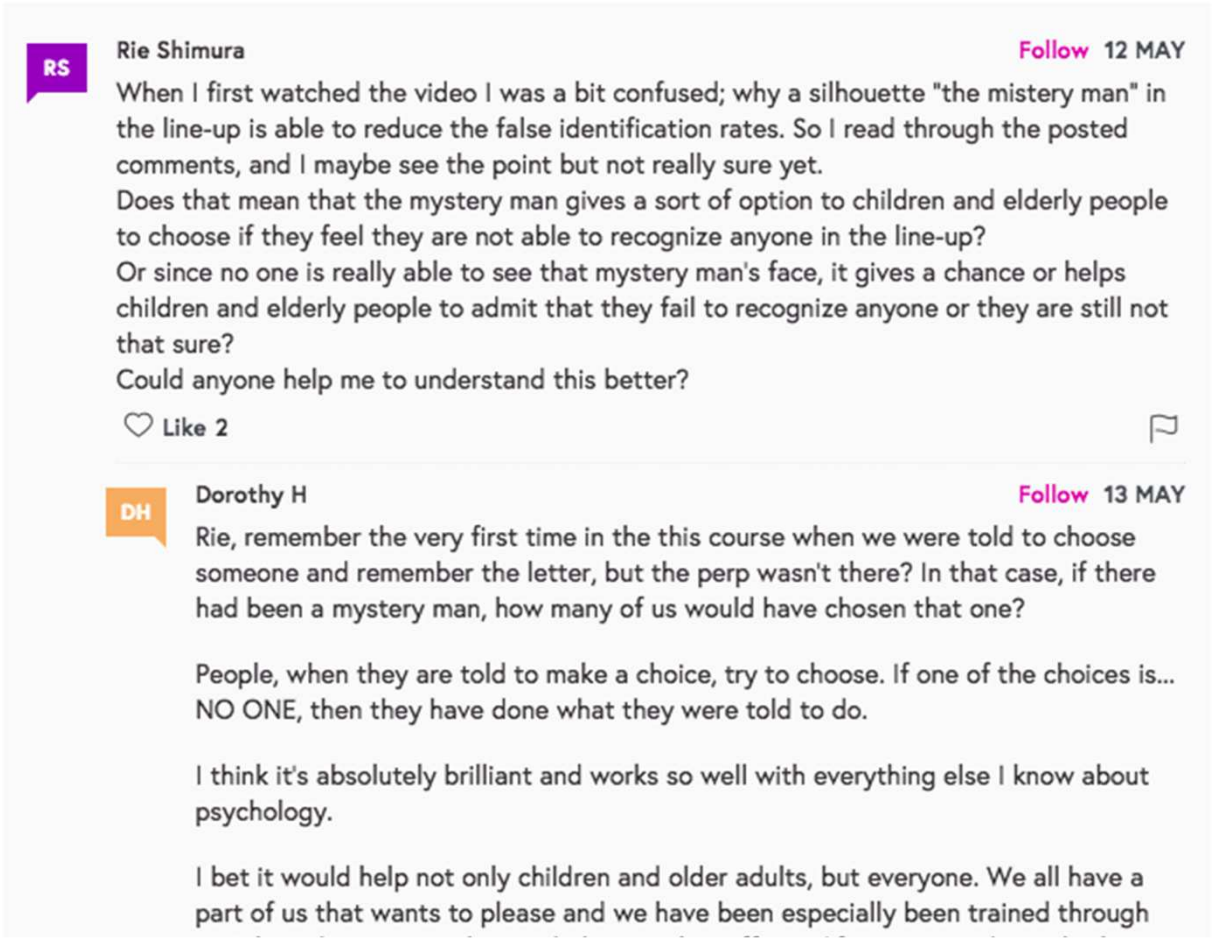


Study groups





Social learning in action



RS

Rie Shimura Follow 12 MAY

When I first watched the video I was a bit confused; why a silhouette "the mistery man" in the line-up is able to reduce the false identification rates. So I read through the posted comments, and I maybe see the point but not really sure yet.
Does that mean that the mystery man gives a sort of option to children and elderly people to choose if they feel they are not able to recognize anyone in the line-up?
Or since no one is really able to see that mystery man's face, it gives a chance or helps children and elderly people to admit that they fail to recognize anyone or they are still not that sure?
Could anyone help me to understand this better?

♡ Like 2

DH

Dorothy H Follow 13 MAY

Rie, remember the very first time in the this course when we were told to choose someone and remember the letter, but the perp wasn't there? In that case, if there had been a mystery man, how many of us would have chosen that one?

People, when they are told to make a choice, try to choose. If one of the choices is... NO ONE, then they have done what they were told to do.

I think it's absolutely brilliant and works so well with everything else I know about psychology.

I bet it would help not only children and older adults, but everyone. We all have a part of us that wants to please and we have been especially been trained through

FREE ONLINE COURSE

Africa: Sustainable Development for All?

Learn what progress Africa has made towards inclusive development and consider challenges post-2015 in this free online course.

Go to course – started 25 Jan

View transcript

Download video: standard or HD

UNIVERSITY OF ABERDEEN

FREE online course

Duration: 6 weeks

3 hours pw

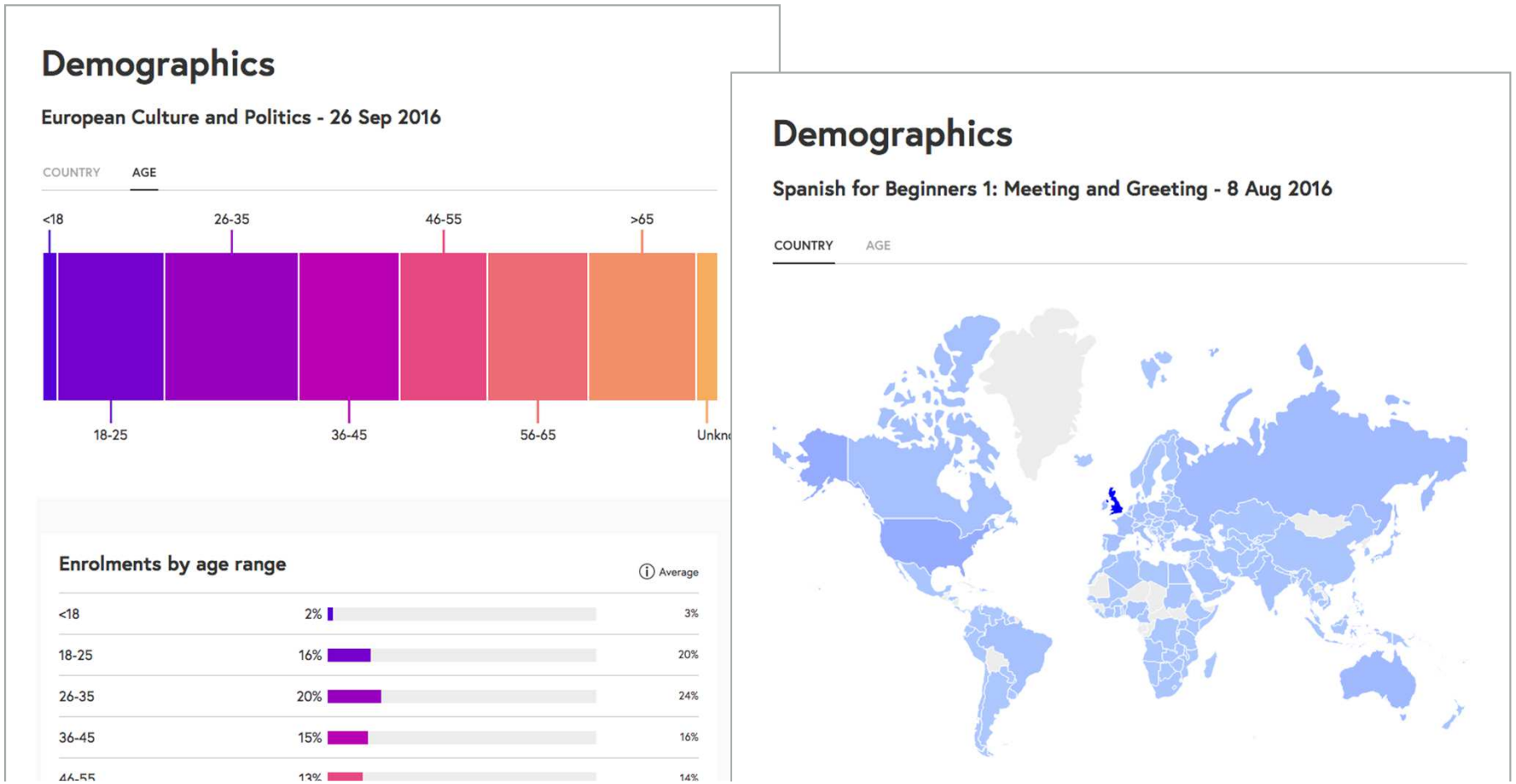
Certificates available

ABOUT THE COURSE

Africa as a continent is rich in natural resources and minerals and has increasing rates of wealth in some countries. The course will explore why there continues to be many sub-Saharan African countries which perform poorly on development indicators for reducing poverty, hunger and unemployment and improving maternal health and access to quality reproductive health services.

SHARE

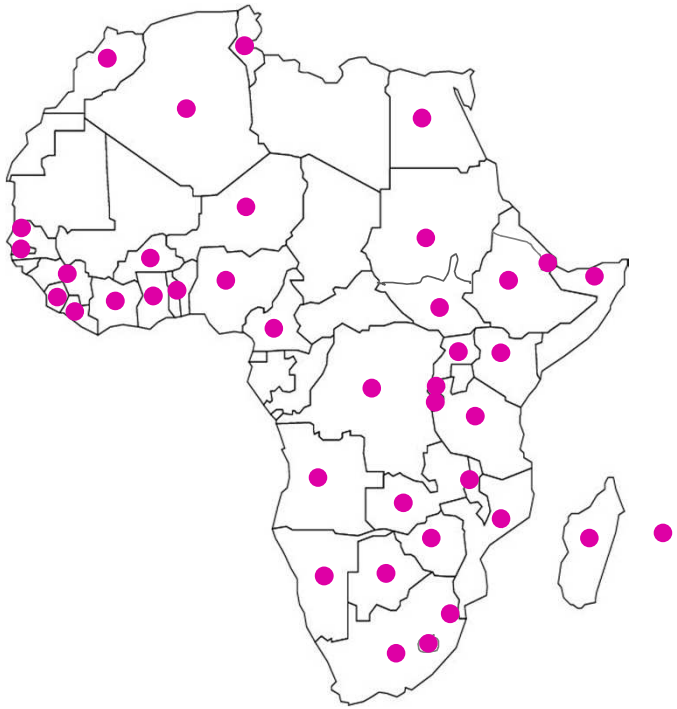
Data dashboards



COURSE DEMOGRAPHICS

Africa: Sustainable Development for All?

- 43% of joiners were from 39 African countries. Of these, the largest cohorts were from Nigeria, Kenya, Ghana, South Africa, Ethiopia and Uganda
- Approximately 50% of these learners were female



Source: data from run 3 (25 Jan 2016) of the course (across 3 runs there were 15,254 enrolments)

> once and for all. Dressed all in white, hundreds of them sat by the roadside, on the route taken daily by President Charles Taylor, rebel leader-turned-president.

© Women of Liberia Mass Action for Peace (https://en.wikipedia.org/wiki/History_of_Liberia#/media/File:LiberianWomen.jpg) by USChick licensed under CC BY-SA 3.0

> The president's motorcade swept past, slowing down only briefly for a contemptuous glance. But the women returned, day after day. In pouring rain and blazing sunshine alike, they danced and prayed. In the words of Comfort Lamptey, author of a book on the Liberian peace movement of those years, the women were 'fighting for the right to be seen, heard, and **counted**.' (emphasis added)
>
> Taylor mocked the women for 'embarrassing themselves.' Still, though, the protests gained momentum. Religious leaders - imams and bishops alike - spoke out in support of the women's demands. Radio stations

patricia erdmann Follow 20 FEB
Recently women protested in Malawi against girls being forced into early marriage. They worked in their local community first and then moved on to working with Parliament members. There is now a new law that makes the legal age for marriage for girls at 18 rather than 15.
Like 5 Reply

ADEKUNLE IBUKUN Follow 15 FEB
The event is still fresh in my memory,few years ago when the world was thrown into state despair by the kidnapping of over 200 female students in Chibok, Nigeria. many series of peaceful protest follows after it all around the world.
Like 5 Reply

Elliot Pfebve Follow 16 FEB
HOZA(women of Zimbabwe arise) is a peaceful civic group of women who every year demonstrate by giving out roses on Valentine day demanding the end of government brutality. But each year they are rounded up and beaten by government security forces. Jane the leader has been arrested and detained several times Mugabe's brutality has been forceful and merciless..
Like 4 Reply

Phumla Ngwenya Follow 16 FEB
1956 Women's march in South Africa where women marched against the apartheid pass laws.
Like 4 Reply

Sylvia Hove Follow 18 FEB
The women in Nigeria in ref to taxes
http://www.vanguardngr.com/2013/06/awka-market-women-protest-tax-imposition/
Like 3 Reply

Oluwafemi Yanga Follow 29 FEB
The Bring back our Girls.. civil society and advocacy group agitating for the release of the school girls , kidnapped by Boko-Haram in Northern Nigeria
Like 3 Reply

Discuss

Can you think of any other consequences of migration and displacement in sub-Saharan Africa? If so, please share some examples.

© University of Aberdeen

235 comments

Mark as complete

PREVIOUS NEXT

COMMENTS

Everyone | Following | Most liked | Your comments

HE Holly Edwards

Leave a comment... (plain text only, links will be auto-linked)

Post Max 1200 chars

Phoebe Mitchell Follow 24 FEB

Other consequences could include the fact that families disintegrate as it is often the male members of the community who have to migrate to search for work. This results in further

FREE ONLINE COURSE

Occupational Health in Developing Countries

Learn how occupational health can reduce illnesses or injuries caused by working conditions, with this free online course.

Go to course – started 7 Mar

View transcript

Download video: standard or HD

UNIVERSITY OF BERGEN

FREE online course

Duration: 6 weeks

4 hours pw

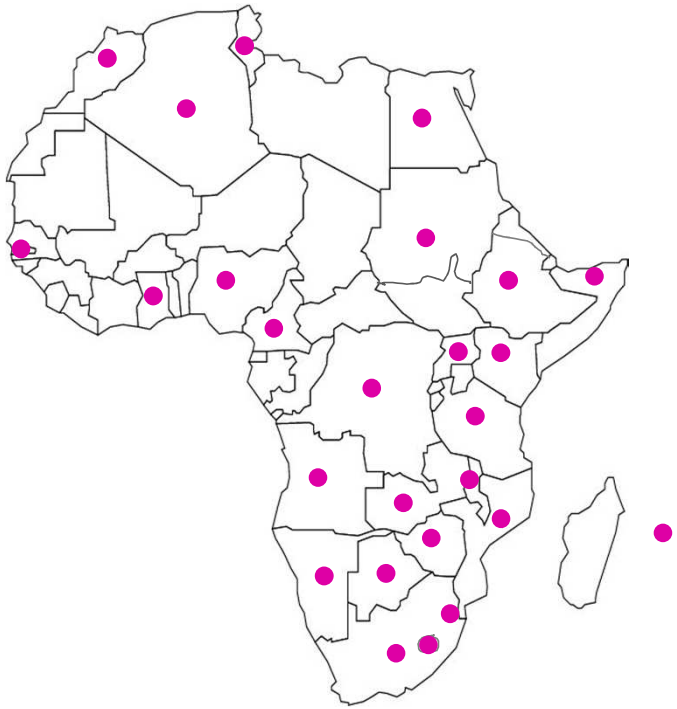
Certificates available

ABOUT THE COURSE

COURSE DEMOGRAPHICS

Occupational Health in Developing Countries

- 41% of joiners were from 26 African countries. Of these, the largest cohorts were from Nigeria, Ghana, South Africa, Kenya, Tanzania and Uganda
- Approximately 45% of these learners were female



Source: data from run 1 (7 March 2016) of the course (there were almost 6,000 enrolments in total)

SN **Samuel Nwaokoru** Follow 18 APR

Male, public health officer in a HIV/AIDS programme
I live in Nigeria
My motivation is to improve my knowledge on occupational health and safety because I work with potential hazards everyday
Occupational health in healthcare

Like Reply

AA **Arit Archibong** Follow 16 APR

I am a family physician /F/ Nigeria. In my previous roles, I have been responsible for ensuring the health and wellness of employees from diverse industries. This course will equip me with the skills and knowledge to provide better care.

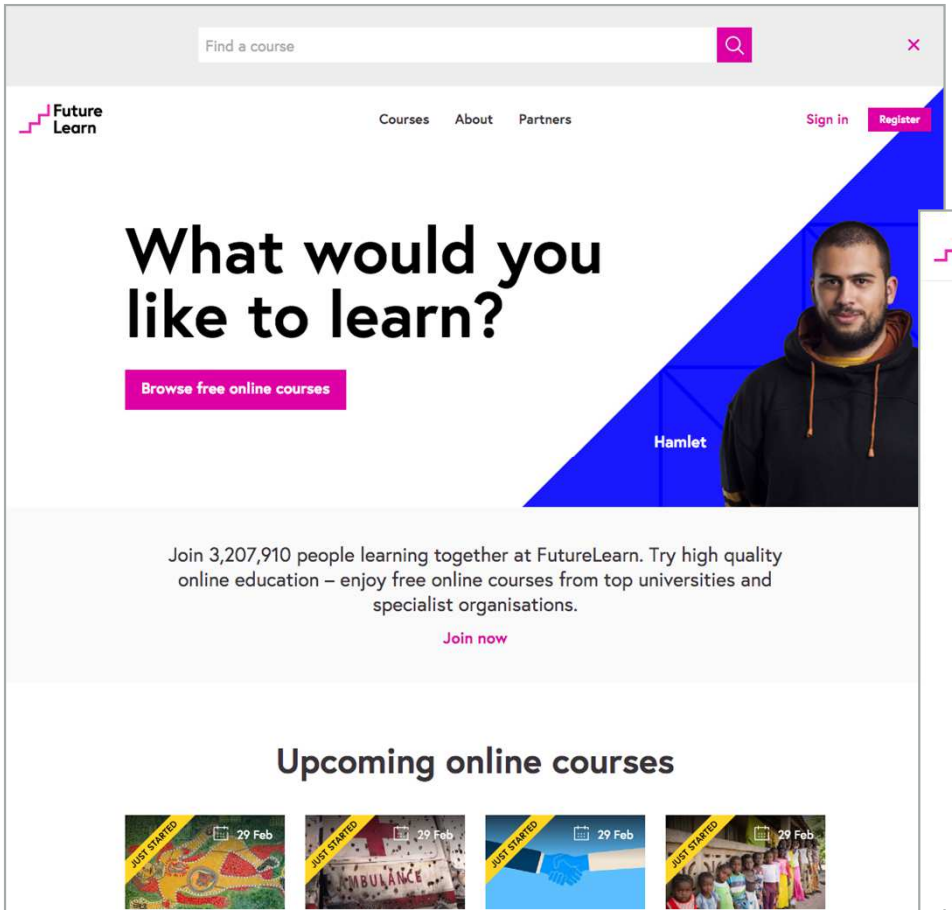
Like Reply

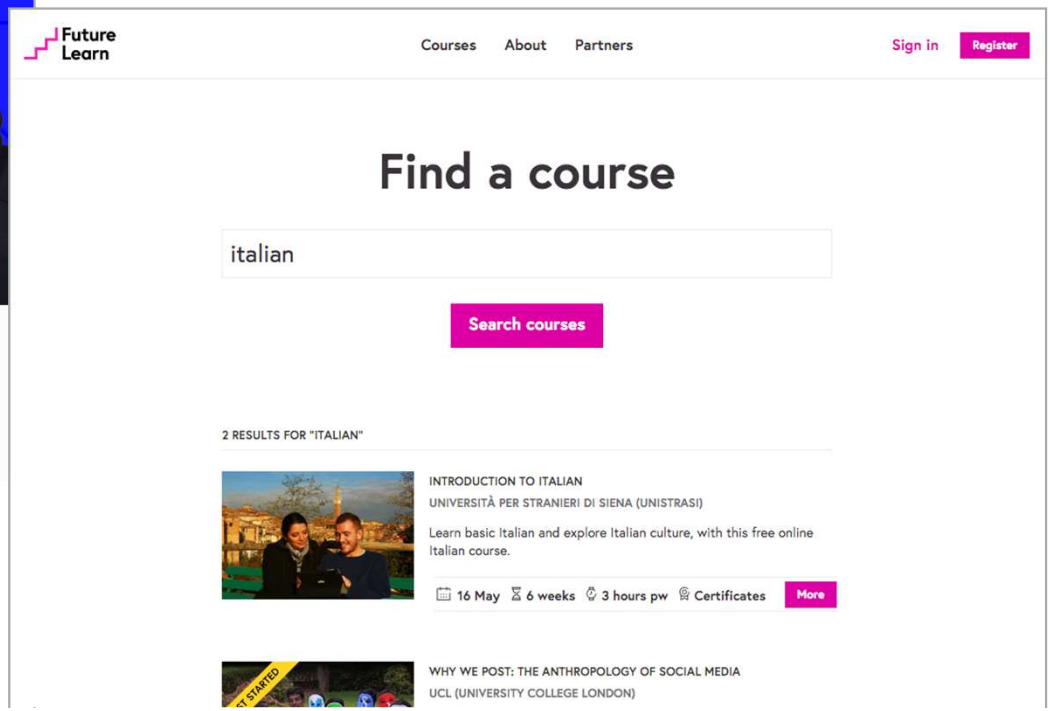
OO **oluwamayokun ojo** Follow 13 APR

My name is Mayo, I am a medical doctor and i am currently practicing as a occupational health practitioner at a mining company. this course will enrich my knowledge and help me to give my patients optimum care through prevention of occupational health diseases.

Like Reply

Search for over 500 courses





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Big Data Analytics
Get a practical insight into big data - and popular tools for collecting, analysing and visualising it - with this flexible program of online courses from Queensland University of Technology.
4 courses

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Business and Finance Fundamentals
Develop your fundamental business and finance skills, with the prospect of earning 30 credits towards a Business Management BA, with this flexible program of online courses from The Open University Business School.
8 courses

THE OPEN UNIVERSITY
Management and Leadership
Take your first step to becoming a Chartered Manager with this flexible program of online courses from The Open University Business School and CMI.
2 courses

MIDDLESEX UNIVERSITY BUSINESS SCHOOL
Social Enterprise
Understand what it takes to launch and run a sustainable social enterprise with this flexible program of online courses from Middlesex University Business School.
3 courses

THE OPEN UNIVERSITY
The Digital Economy
Develop the business, management and marketing skills to thrive in the digital economy and take your first steps towards an MBA, with this flexible program of online courses from The Open University Business School.
4 courses

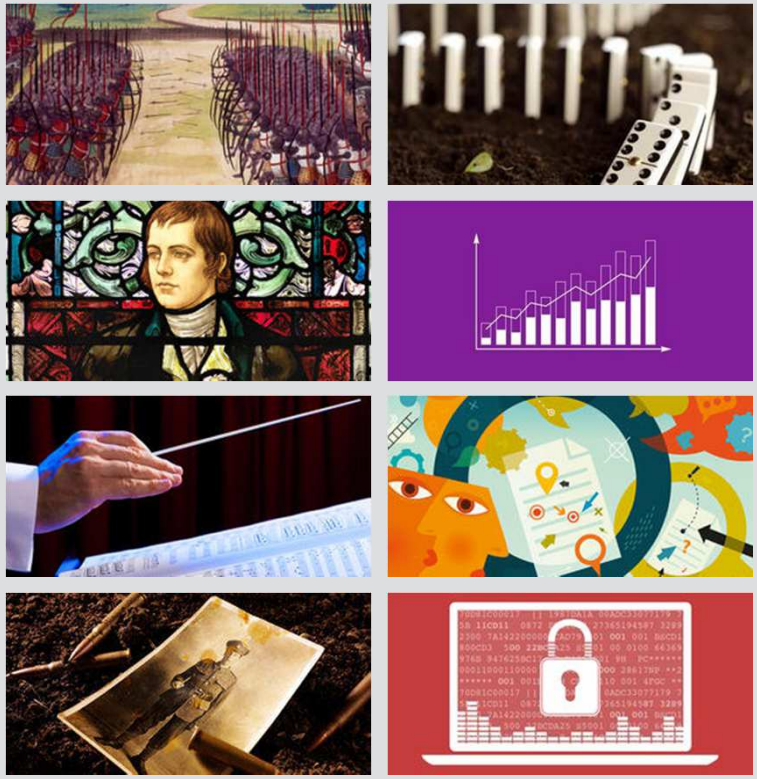
RMIT UNIVERSITY
Online Business Success
Gain the skills to launch, market and run your own online business with this program of online courses from successful entrepreneurs at RMIT University.
4 courses

THE OPEN UNIVERSITY
Finance Fundamentals
Develop your understanding of financial planning, budgeting, borrowing and investments with this flexible program of online courses from The Open University Business School.
4 courses

ST GEORGE'S, UNIVERSITY OF LONDON
Genomics in Healthcare
Gain insight into the role of genomic technologies across the breadth of medicine, with this flexible program of online courses from St George's, University of London.
3 courses

BRITISH COUNCIL
Teaching for Success: Practices for English Language Teaching
Understand and plan your professional development as an English language teacher, with this flexible program of online courses from the British Council, looking at the 12 professional practices from its CPD Framework.
3 courses

COURSE RUNS BY FULL PARTICIPATION



23%

Average full participation (of joiners) across top 50 courses

50%

Average full participation (of learners) across top 50 courses

Source: all open course runs from May 2015 through April 2016

IELTS COURSE GIVES US THE WORLD'S BIGGEST MOOC (OVER 440,000 LEARNERS)

The news was broken by the BBC

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NEWS

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Education School Report

UK 'biggest online university course'

By Sean Coughlan
Education correspondent

13 May 2015 Education & Family

THE TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKINGS

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HOME › 'BIGGEST-EVER MOOC' STARTS ON FUTURELEARN

'Biggest-ever Mooc' starts on FutureLearn

FutureLearn, the UK massive open online course platform, has this week commenced what it believes is the biggest-ever Mooc.

MAY 15 2015

BY CHRIS PARR
FOLLOW AUTHOR ON CHRISPARRTHE

Download video: standard or HD

LONDON SCHOOL of HYGIENE &TROPICAL MEDICINE

FREE online course

Duration: 3 weeks

4 hours pw

Certificates available

WEEK 1: THE EPIDEMIC

54 weeks ago

Introduction

Welcome to the course on Ebola in Context. Understand the key principles that underlie infectious disease spread, and the role of context in determining transmission and shaping the control efforts in the Ebola outbreak

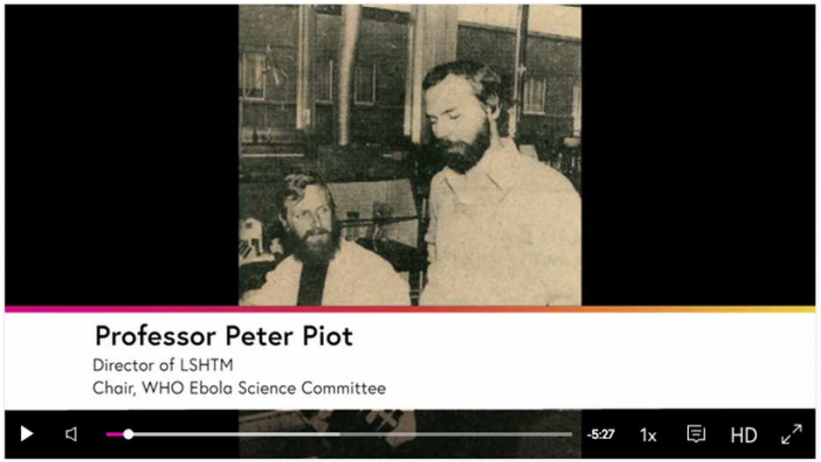
1.1 WELCOME TO THE COURSE VIDEO (01:32)

Infection and the importance of context

Understand what Ebola does, modes of transmission, the first outbreak, and why this outbreak is different

1.2 PETER PIOT INVESTIGATING THE FIRST OUTBREAK VIDEO (05:43)

1.3 WHAT IS AN INFECTIOUS DISEASE? INFECTION AND MODES OF TRANSMISSION VIDEO (04:09)



View transcript

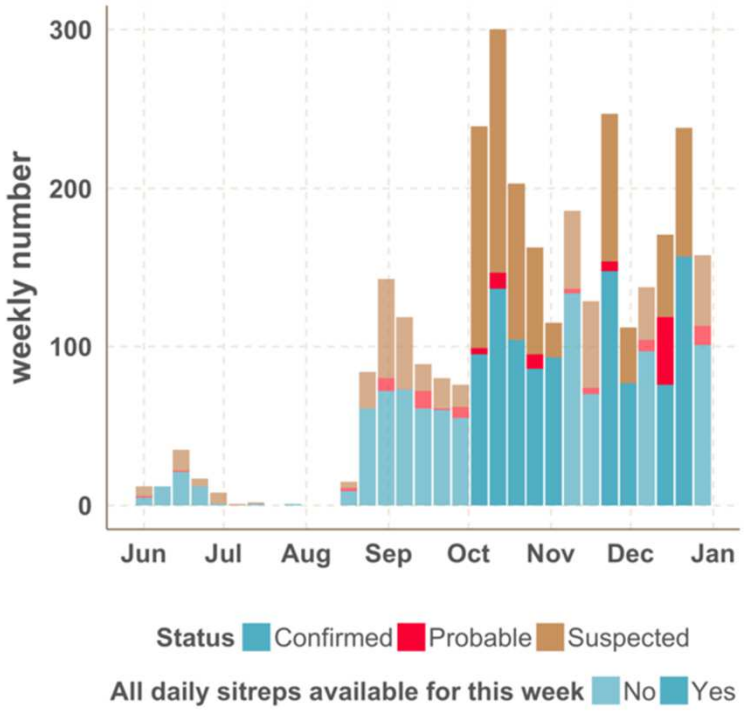
Peter Piot investigating the first outbreak

130 comments

In this video, which uses archive footage from 1976 and narration

Below are the epidemic curves for Guinea, Liberia and Sierra Leone as of December 2014. Note they are drawn to different scales.

Guinea



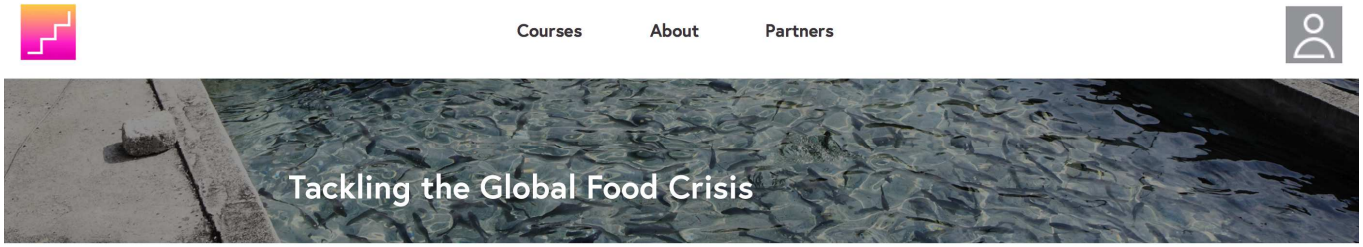
Click to expand

MSF Group

sed our level of knowledge about the
ransmission of infectious diseases.”

SIERRA LEONE

Analytics Dashboard – illustrative

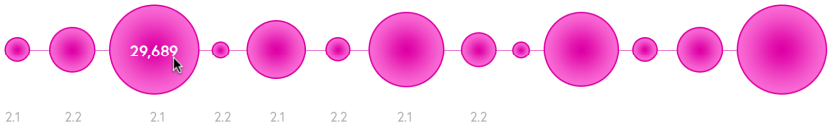


Course analytics

Course joiners	Avg. Time on step	Avg. Steps completed	Comments in last 24 hrs
2,453	05:43	1,253	352

CURRENT ACTIVITY

Week 2 32,054 total comments



COMMENT HIGHLIGHTS

STEP HIGHLIGHTS

Completion Time spent Social

Top comments

It's got to be The Euler line! I love the way this theorem reveals surprising patterns in simple, familiar shapes. The beauty and power of mathematics...

Susie Mothimontot
4 HOURS AGO, 17 LIKES

I really love Euler's equation. It's such a simple formula but encapsulates something beautiful and pure about the nature of sphere.

Maggie Santahgiy
4 HOURS AGO, 15 LIKES

It's got to be The Euler line! I love the way this theorem reveals surprising patterns in simple, familiar shapes. The beauty and power of mathematics...

Susie Mothimontot
4 HOURS AGO, 12 LIKES

I really love Euler's equation. It's such a simple formula but encapsulates something beautiful and pure about the nature of sphere.

Maggie Santahgiy
4 HOURS AGO, 5 LIKES

Most popular steps

2.4 **SEEING BENEATH THE LAKE** ARTICLE
Completed by 2545 people

2.5 **THE HEXAGON - TRAJANIC EXPANSION OF PORTUS** VIDEO
Completed by 2545 people

2.10 **SEEING BENEATH THE LAKE** ARTICLE
Completed by 2545 people

2.18 **PORTUS AND ROME** VIDEO
Completed by 2545 people

2.20 **SUMMARY OF THE WEEK** VIDEO
Completed by 2545 people

Least popular steps

2.4 **SEEING BENEATH THE LAKE** ARTICLE
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Recent Twitter activity

#FLhiggs

I really love Euler's equation. It's such a simple formula but encapsulates something beautiful and pure about the nature of sphere. #FLhiggs

1 = 0.999999999…. The quantity 0.999, followed by an infinite string of nines, is equivalent to one. Beautiful. #FLhiggs

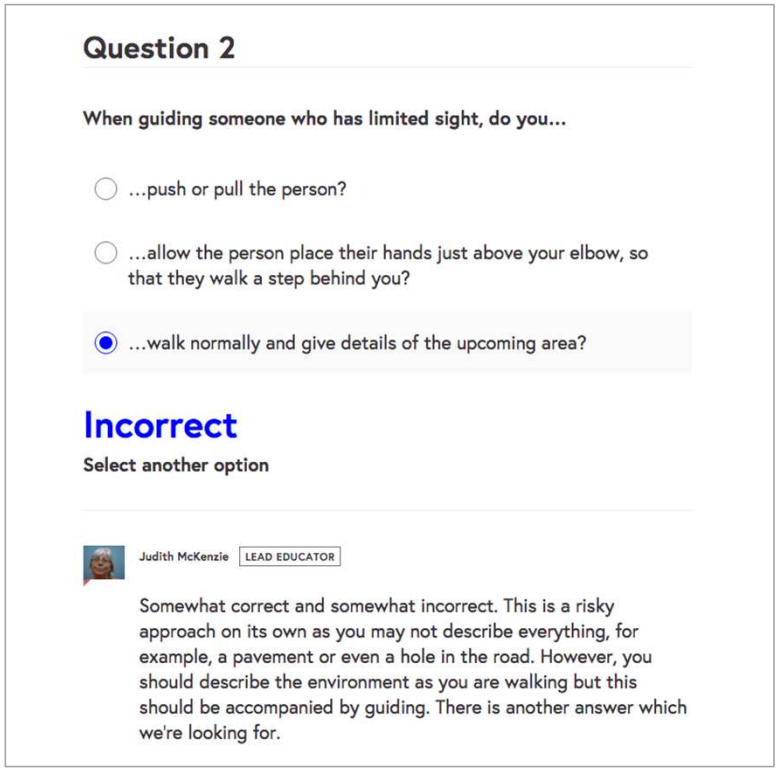
OPPORTUNITIES TO IMPROVE LEARNING

FutureLearn works with partners to capture and analyse learning data and analytics

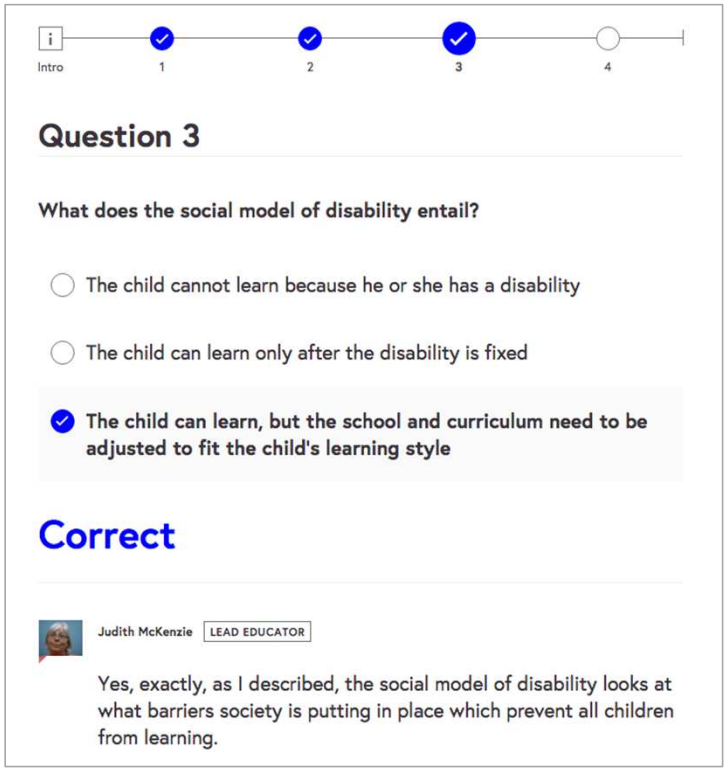
We generate course reports to highlight cohort or whole-course patterns, enabling improvements to future iterations of the course in the pursuit of increased retention and stronger learning outcomes.

Enrolment cumulative growth	Conception change	Learner demographics
Quizzes/tests: attempts to correct	Activity by step and by week	Learner retention
Comments overview	Activity heat-maps: step completions, comments	Comment sentiment

Formative Assessment



Immediate Feedback

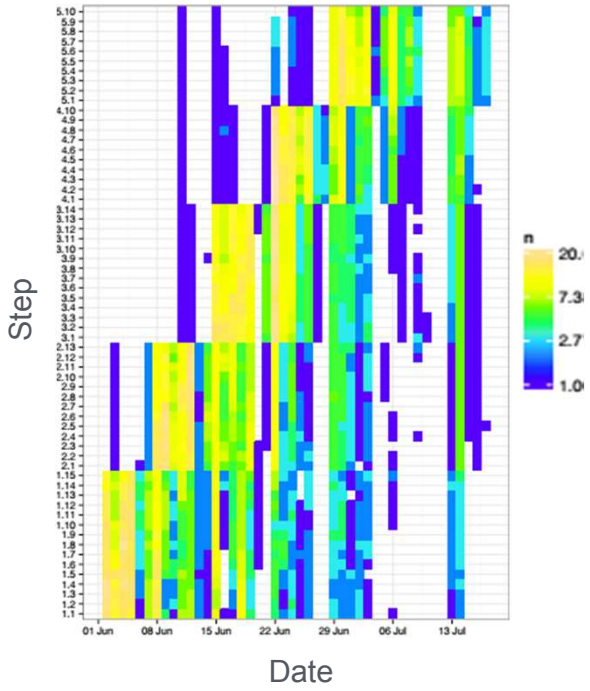


Celebrate Progress

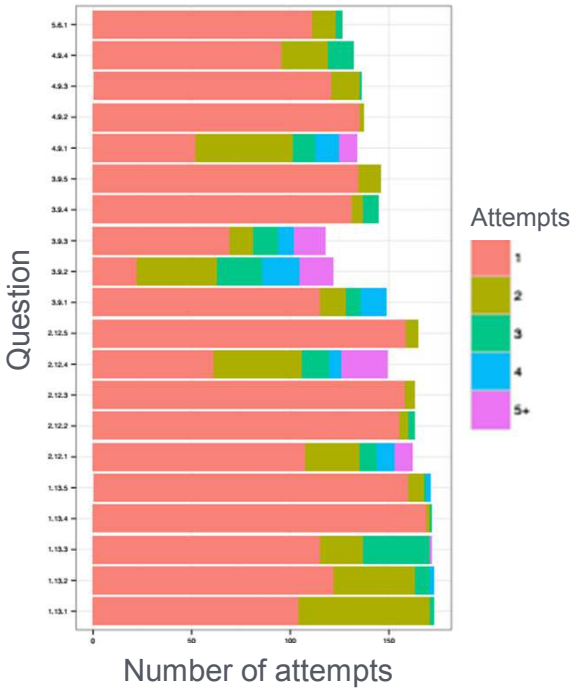
Rich data and course reports

- Gain insights into the links between content, course length and retention
- Assess efficacy of test questions and quizzes, and see which areas need more attention
- Monitor engagement levels through comment length, sentiment and prolificacy
- Rich data source provided to enable bespoke analysis by partners themselves

Activity Heat-maps
Step completions

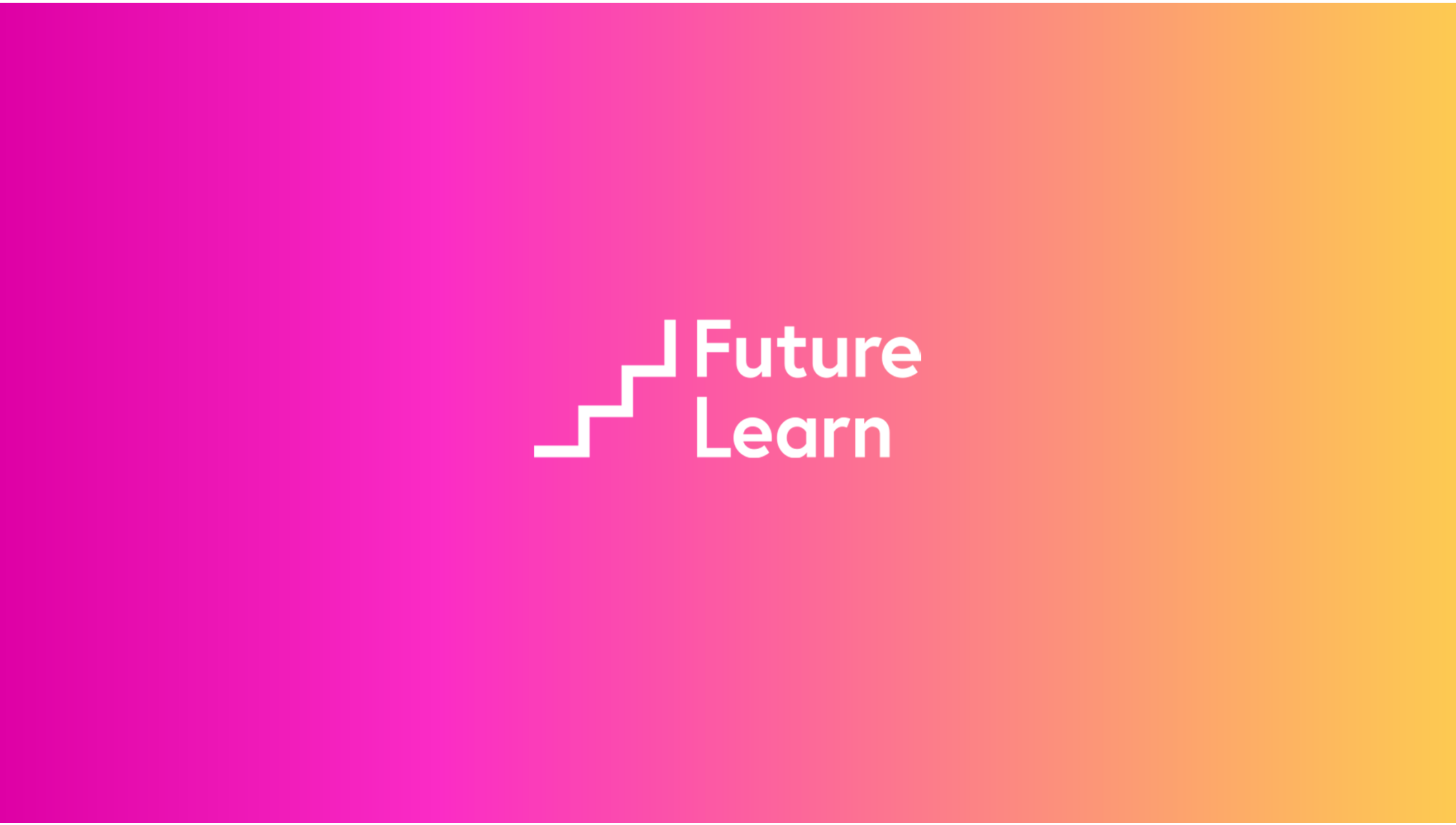


Quizzes and Tests
Attempts to correct



Thank you

@nigelcsmith


Future
Learn