E-learning and Digital Cultures

by Jeremy Knox, Sean Bann, Dr. Jen Ross, Dr. Christine Sinclair, Dr. Hannah A. Macleod

Week 1 Resources

Popular cultures

**Film 1: Bionic Machine III (6:35)**

Bionic Machine III - Now in 4D

*Watch on YouTube*

This animated film tells the story of technological development in terms of ritual and worshipping - the characters in the film treat each new technology as god-like, appearing from the sky and causing the immediate substitution of the technology before it. What is this film suggesting about the ecological and social implications of an obsession or fixation on technology? Do the film’s characters have any choices in relation to their technologies? What are the characteristics of various technologies as portrayed in this film?

**Film 2: Inbox (8:37)**

Inbox - Short Film

*Watch on YouTube*

Inbox is a cursory representation of the ways in which web-based technology connects people, the limitations of these connections, and the nature of communication in a mediated world. Depending on how you interpret the relationship between the two main characters, and the ending, you might argue that this is a utopian account, or a dystopian one - what do you think, and why?

**Film 3: Thursday (7:34)**

Thursday

*Watch on YouTube*

Thursday depicts a tension between a natural world and a technological world, with humans caught between the two. What message is the film presenting about technology? What does it mean, and does it make any sense? Is what has happened in this

**Film 4: New Media (2:21)**

New Media

*Watch on Vimeo*

A very short, very grim representation of the effects of technology on humanity. There is a definite visual emphasis on making the human experience as bleak as possible.

#edcmooc
4,820 in the student Facebook group
1,945 in the student G+ group
700 #edcmooc tweets a day
26,859 twitter accounts 'reached'
1,416 #edcmchat tweets in the last chat
915 blogs being pulled into EDCMOOC News
1323 blog posts pulled into the EDCMOOC News
8,000 posts in Coursera forums (4,700 comments)
# Introduction to Social Research Methods

<table>
<thead>
<tr>
<th>Exploring Methods</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Choice of quantitative and qualitative methods</em></td>
<td>Mid-point assessment</td>
</tr>
<tr>
<td><em>Blogging community</em></td>
<td>* • Critical review of published research*</td>
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<td></td>
<td>* • Multiple choice quiz*</td>
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</table>

<table>
<thead>
<tr>
<th>Analysing Data</th>
<th>2</th>
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<tbody>
<tr>
<td><em>Key approaches, issues, and challenges</em></td>
<td>Final assessment</td>
</tr>
<tr>
<td><em>Peer Instruction task</em></td>
<td>* • Peer review exercise*</td>
</tr>
<tr>
<td></td>
<td>* • 500 word review of published paper*</td>
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</tbody>
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September 2017
January 2018

Jeremy Knox  
Rory Ewins
Contributions

- Dragan Gasevic
- Ellen Boeren
- Yi-Shan Tsai
- Pete Evans
- Jen Ross
- Philippa Sheail
- Sian Bayne
- Judy Robertson
- Callum McGregor
- Karen Gregory
- Kate Orton-Johnson
Reflection: Bad Survey Questions

First of all, this questionnaire doesn’t include an introduction about the purpose of this survey. Generally, the participants will be confused about why the questions are structured and what they are for.

1. Which subject did you enjoy the most at

... Read the rest
MSc in Digital Education

> Introduction to Digital Environments for Learning - 40 credits
  - x3 20 credit course options

> Introduction to Social Research Methods – 20 credits

> Dissertation – 60 credits
## MScDE >> MOOC

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<th>Introduction</th>
<th>MOOC 8 weeks</th>
<th>Conclusion</th>
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<td>2 weeks</td>
<td>8 weeks</td>
<td>2 weeks</td>
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<tr>
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<tr>
<td><strong>MOOC</strong></td>
<td><strong>Conclusion</strong></td>
<td><strong>Introduction</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 weeks</td>
</tr>
</tbody>
</table>

### MOOC 8 weeks

1. Exploring methods
   - Google Hangout tutorials

2. Analysing data
   - Practical work with data sets

### Conclusion 2 weeks

- Planning a dissertation project
- Research ethics

### Assessment

1. MScDE assessment 1: Research review
2. MScDE assessment 2: Data Analysis
3. MScDE assessment 3: Dissertation proposal
## Introduction to Social Research Methods

| Integration       | • All MScDE students to take a MOOC  
|                   | • Integrating accredited online provision with open access  
|                   | • Developing a MOOC-for-credit model  |
| Reusability       | • Inter-School links through collaboration with SPS Digital Sociology  
|                   | • Research training for off-campus students  
|                   | • Reconfiguration by other University programmes  |
| Partnerships      | • Partnership with the SAGE Research Methods Database  |
I am nominating Jeremy Knox for overall best teacher because he always responds quickly and usefully to countless discussion board contributions and replies to emails promptly in support of online learners. The courses he has run have been innovative, interesting and challenging and run in a variety of formats and technologies with lots of excellent resources. He is a hard marker but provides helpful and thoughtful feedback which encourages increased effort and performance. His constructive criticism has helped me to improve my work and any good comments have given a real sense of achievement.
Integration

• All MScDE students to take a MOOC
• Integrating accredited online provision with open access
• Developing a MOOC-for-credit model

Course evaluation – student feedback

• MOOC discussions vs Moodle discussions
• ‘What am I paying for if the MOOC is free?’
• Clear value in ‘openness’ for ‘public’ participants
Reusability

- Inter-School links through collaboration with SPS Digital Sociology
- Research training for off-campus doctoral students
- Reconfiguration by other University programmes

MSc in Digital Society

How to Apply

Applications must be made online via the MSc Digital Society ‘Applying’ links
The deadline for applications is 13th July 2018.

A Message from the Programme Director

Welcome to the MSc in Digital Society at the University of Edinburgh! We are proud to offer an innovative, new programme in one of the top Sociology programmes in the UK. This degree directly responds to a growing need for our graduates to be able to critically and creatively study and analyze a world undergoing rapid digital transformation. Digital sociology provides a vital foundation for understanding how digital technologies and data are shaping our social institutions, social relations, and everyday life.
Reusability

- Inter-School links through collaboration with SPS Digital Sociology
- Research training for off-campus students
- Reconfiguration by other University programmes

MSc Social Justice and Community Action

Callum McGregor

Programme Handbook 2017/18
Partnerships

- Partnership with the SAGE Research Methods Database

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<tr>
<th>SRM Type</th>
<th># of items</th>
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<tr>
<td>Cases</td>
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<tr>
<td>Core Video</td>
<td>5</td>
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<tr>
<td>SRM Video</td>
<td>15</td>
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<tr>
<td>Datasets</td>
<td>1</td>
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<tr>
<td>Total</td>
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</table>
Age Metrics

- **30.5**
  Median Learner Age
- **23.7%**
  Learners 25 and Under
- **58.0%**
  Learners 26 to 40
- **18.3%**
  Learners 41 and Over
What level of education do my learners have?

- **High School Diploma or Less**: 10.2%
- **College Degree**: 42.1%
- **Advanced Degree**: 47.1%
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<tr>
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<th>Average Complete Views</th>
<th>Average Incomplete Views</th>
<th>Completion Percentage</th>
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<tr>
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<td>Welcome to weeks 2 &amp; 3: Choose your own adventure</td>
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<td>226.0</td>
<td>46.0</td>
<td>83.1%</td>
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<td>13.0</td>
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Next steps

• Shift to an always-open format?

• Different integration with the MScDE programme

• Wider university collaboration

• Further partnerships