Increasing the Usage of OpenCourseWare in the COVID-19 Epidemic — An Analysis Based on Data of National Ilan University

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I. Background

OCW @ NIU

2013 > 2015 > 2020

Site of OCW

Virtual Studio

NIU’s MOOCs

OCW @ NIU

NIU's MOOCs
I. Background

Structure of the NIU’s OCW

Text + Video + Sound → NIU’s OCW content → unidirectional

Audience over the world
I. Background

Scenario Analysis in 2020

COVID-19

SOCIAL DISTANCING & NO GATHERINGS

BORDER CLOSED
II. Methodology

Case Study
Taking NIU as a research case, analysis the statistical data generated by platform of NIU’s OCW.

Event Study
Since the beginning of 2020, the outbreak of the COVID-19 epidemic, the policies of many countries have affected the mode of interaction among people, and also changed the mode of domestic and international academic teaching and exchanges.

Quantitative Survey
Through the collected objective data, statistics, analysis and comparison, to describe and explain the factual results caused by emergencies factors, to prove the necessity and importance of OCW.
From 2018 to Jun. 2020, there are no new courses published on the NIU’s OCW site. The number of website visits had declined from 2018 to 2019, but the number of website visits has a reverse growth trend from Jan. to Jun. 2020, with 10.45% rate. The growth rate of new users has increased from 2.64% to 11.33% compared to 2018-2019 and 2019-2020, indicating that the epidemic has affected the number of OCW usage.
In 2020, what is the trend of NIU’s MOOCs?
III. Data Analysis & Result

Usage Analysis of NIU’s E-Learning & IRS Platform

Semester II (Jan. - Jun.) of NIU’s e-learning platform

Year

- Total of assignment
- Total of exam

Semester II (Jan. - Jun.) of NIU’s IRS platform

Year

- Rate of usage
- Total of course with using IRS
- Total of lecturer using IRS
The demand of e-learning and its application is growing rapidly!

- For example: OCW, MOOCs

More external factors

- For example: COVID-19
IV. Summary & Suggestion

Summary

- OCW can help slow down the spread of the epidemic.
- Effective advance deployment of OCW can reduce the impact of external factors on teaching and learning.
- If you can provide a more diverse learning environment and a more flexible teaching mode, it will be more conducive to the learning effectiveness of the students!

Someone asked: After the epidemic, will OCW disappear?

Our answer is: With the right time and enough factors, people will reuse OCW again.
Suggestion

Crisis is turning point! We suggest:

• Branding & Quality
• Correctness of Knowledge & Content
• Targeted Audience & Niche Market
• To collect more users’ feedback, we should perform interactive activities to create two-way communication for connecting users.