



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

Presenter: Dar-Yeong Ju 、 Yun-Chueh Lin 、 Yen-Fu Chen

Table of Contents

I

Background

II

Methodology

III

Data Analysis & Result

IV

Summary & Suggestion

I. Background

OCW @ NIU

2013

2015

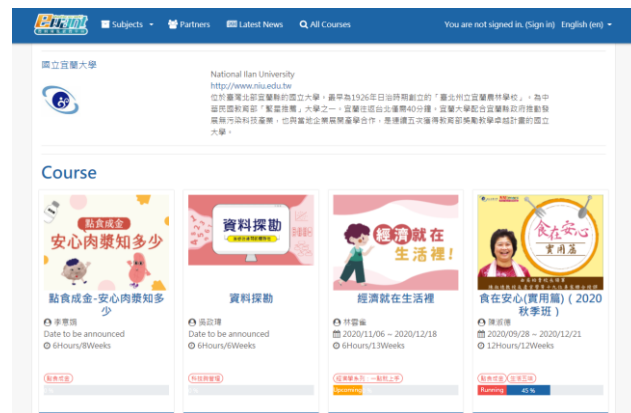
2020



Site of OCW



Virtual Studio



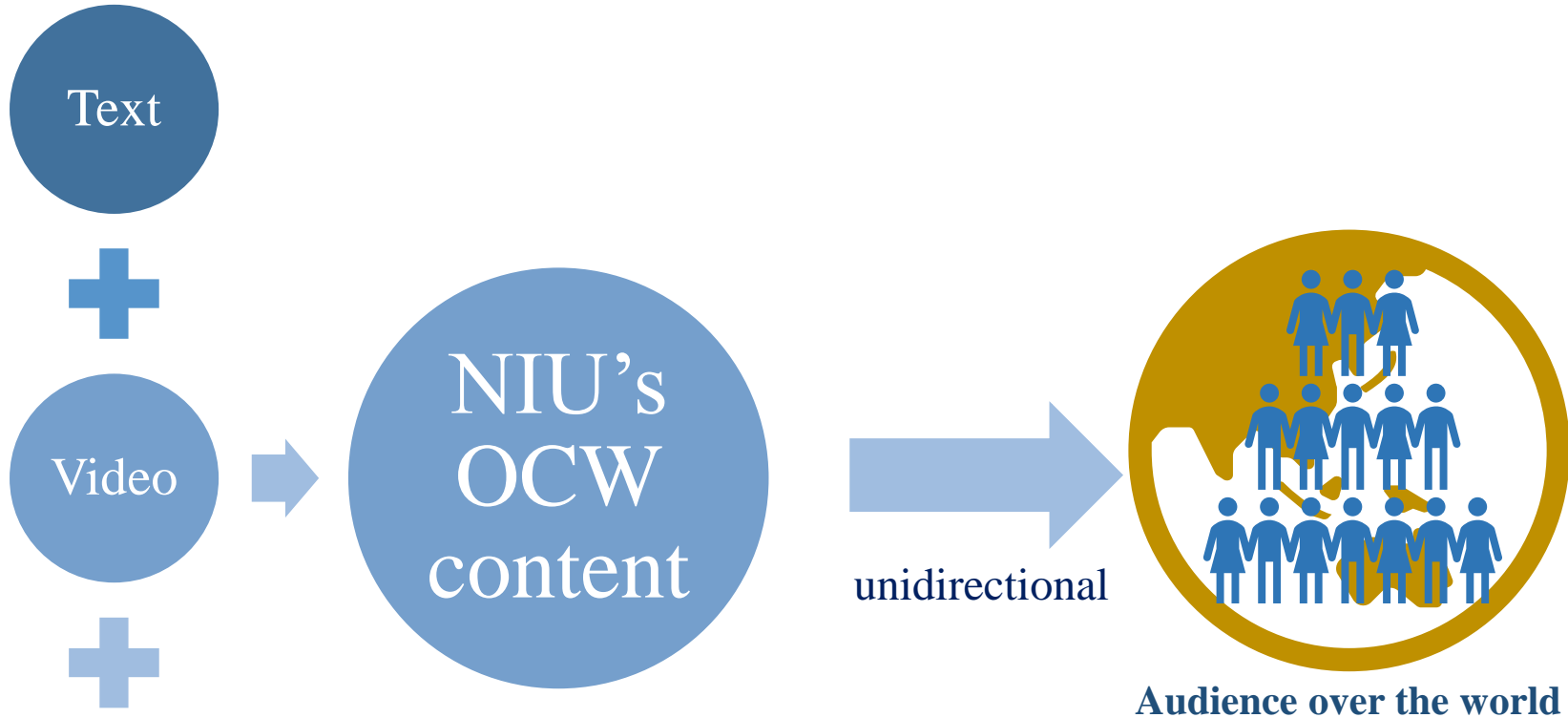
NIU's MOOCs



I. Background



Structure of the NIU's OCW



I. Background

Scenario Analysis in 2020

**SOCIAL
DISTANCING
& NO
GATHERINGS**



COVID-19



BORDER CLOSED



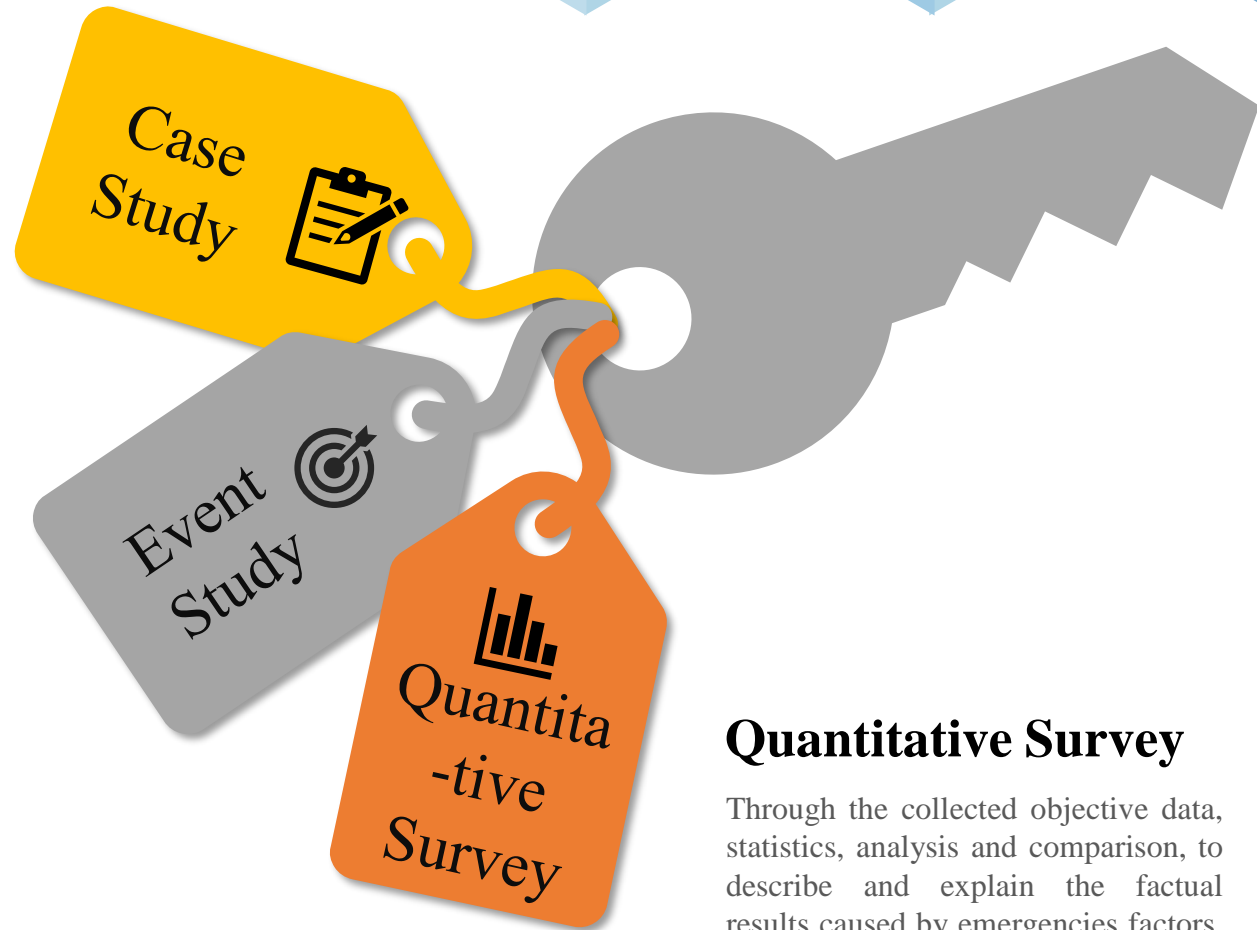
II. Methodology

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

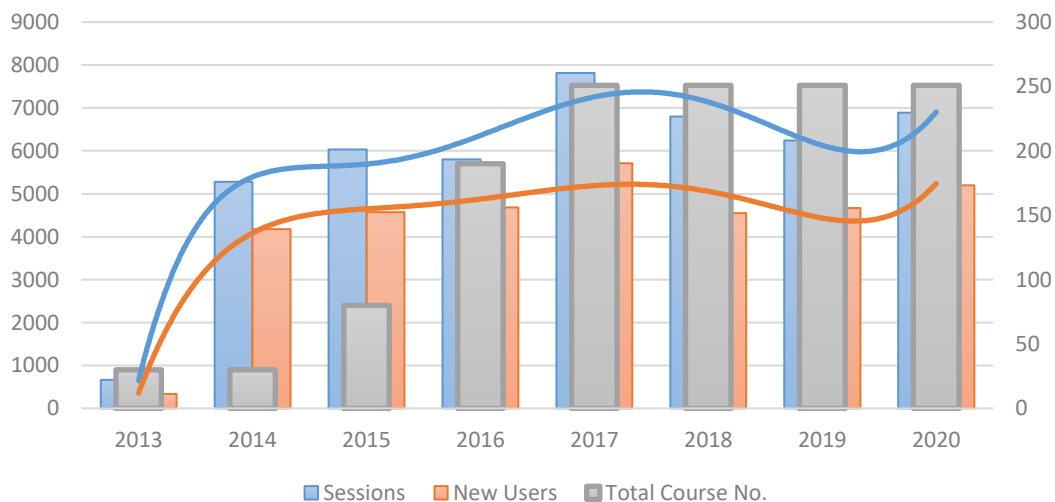
Through the collected objective data, statistics, analysis and comparison, to describe and explain the factual results caused by emergencies factors, to prove the necessity and importance of OCW.

III. Data Analysis & Result



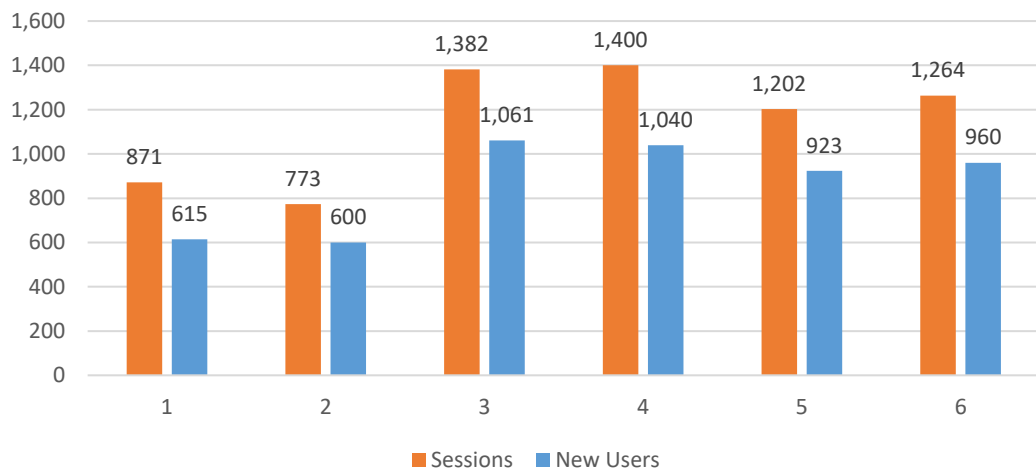
Usage Analysis of NIU's OCW

NIU's OCW Semi-annual Usage Analysis (Jan. – Jun.)



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.

NIU's OCW Monthly Usage Analysis in 2020



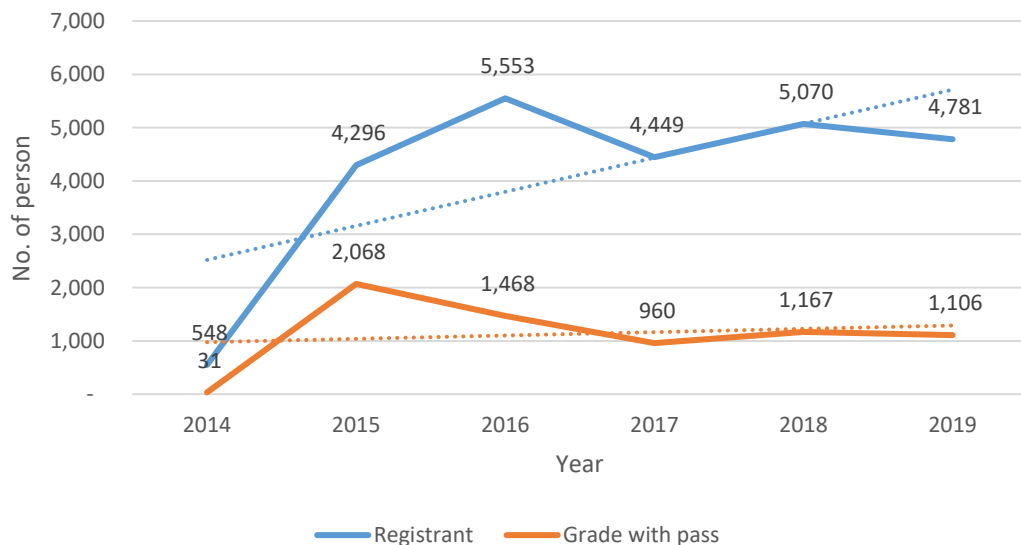
III. Data Analysis & Result



Usage Surmise of NIU's MOOCs

In 2020, what is the trend of NIU's MOOCs?

Course Statistics of NIU's MOOCs (2014-2019)



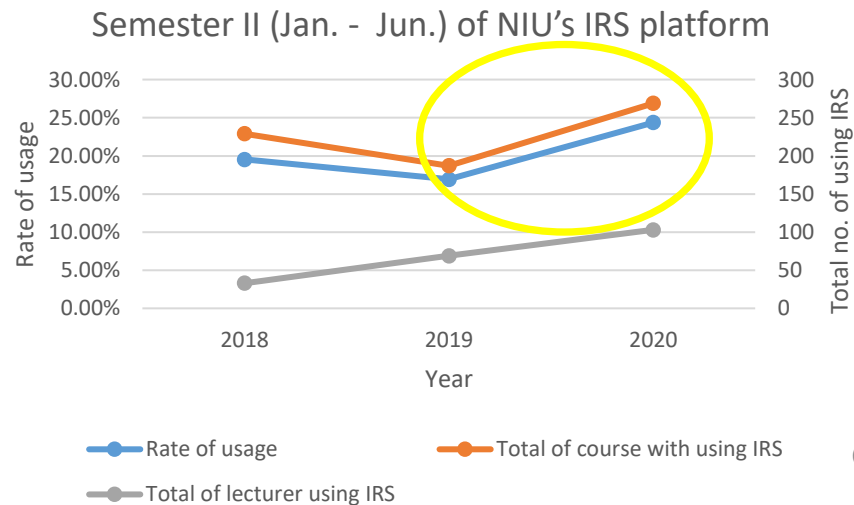
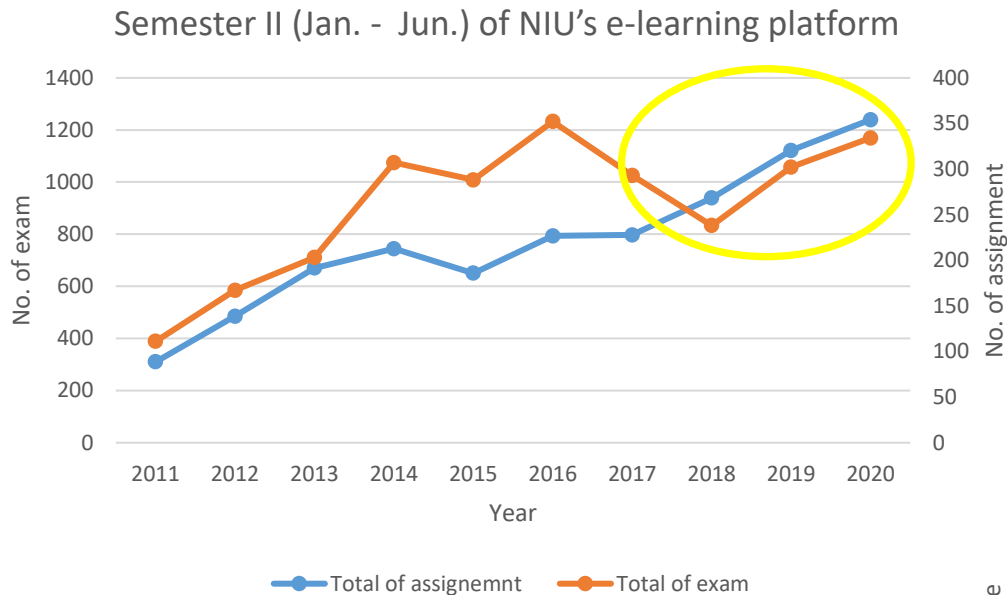
or



III. Data Analysis & Result



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



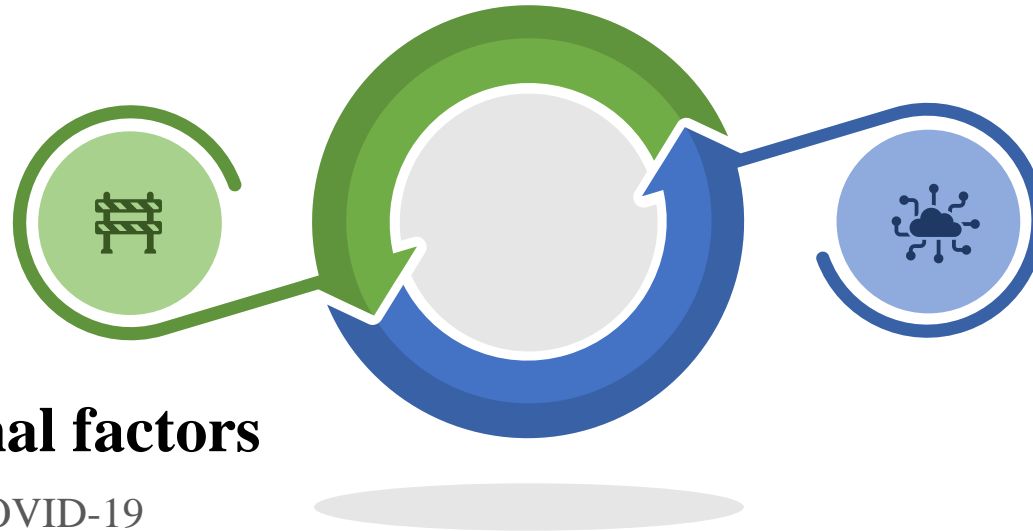
IV. Summary & Suggestion



The Relationship Between OCW and External Factors

The demand of e-learning and its application is growing rapidly!

-For example: OCW, MOOCs



More external factors

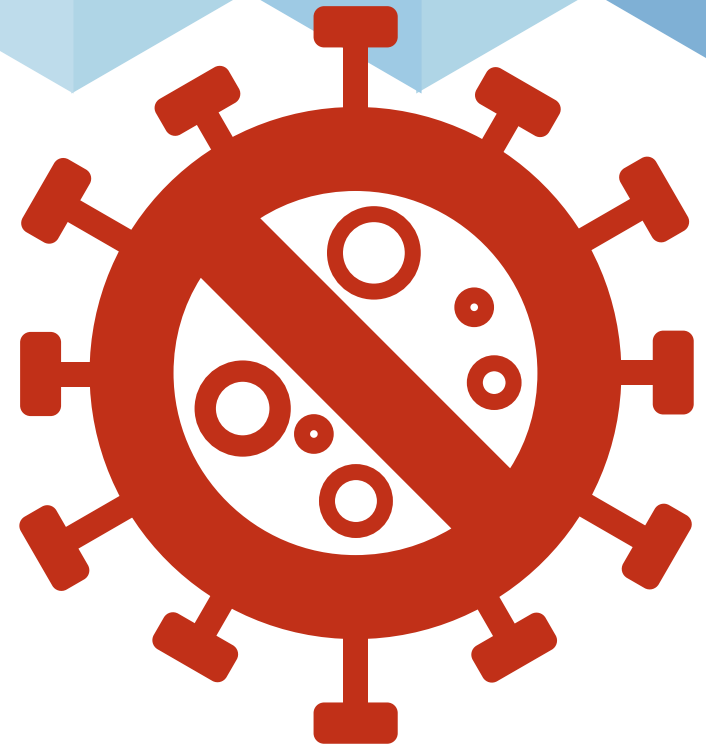
-For example: COVID-19

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.

IV. Summary & Suggestion



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.