

Research on MOOC-based Undergraduate Individuation Cultivation Model

Liya Luo

School of Marxism

Guizhou University of Finance and Economics

Guiyang, China 550025

Abstract—With the rise of MOOC model, it provides more path choices for undergraduate individuation cultivation as well as new education models for promoting innovation development of undergraduates and cultivating new-type talents. In this article, it mainly conducts exposition from the aspects of characteristics and concept of MOOC, influences of MOOC development having on individuation cultivation model and MOOC pragmatic strategy of undergraduate individuation cultivation model, providing scientific and reasonable choices for undergraduate individuation cultivation model.

Keywords—MOOC; individuation; undergraduate cultivation

I. INTRODUCTION

In the wake of the “90’s” becoming the main force of college students group gradually, individuation cultivation model is desired rather than single educating methods due to their strong individual consciousness. For now, the individuation education-based undergraduate cultivation model has caught the attention of educators. For these years, the widely application of new media, in particularly the rise of MOOC model, has provided more path choices for undergraduate individuation cultivation as well as new education models for promoting innovation development of undergraduates and cultivating new-type talents.

II. CONCEPT AND CHARACTERISTIC OF MOOC

A. MOOC Concept

“Massive Open Online Courses”, “MOOC” in short, can be traced back to the year of 1962. In 2008, Dave Cormier and Brayan Alexander coming from Canada jointly put forward the term “MOOC” and in 2012, which is called “the first year of MOOC”, top colleges of the USA such as Harvard, Stanford built online education platform successively, providing online courses for free. The MOOC model including the three online education platforms of Coursera, Udacity and edX has gradually established and developed rapidly. In 2013, some of domestic famous colleges, such as Peking University and Tsinghua University joined edX while Fudan University and Shanghai Jiao Tong University announced to join Coursera platform. For now, relying on the various forces promoting the educational informationization development, the development of MOOC with irresistible force has swept the globe rapidly, affecting people’s work, study and life, in particularly the

thought and behavior manners of undergraduates. Hence, it is necessary for higher education researchers to develop thoughts, innovate ideas and shift gears, going with the stream to realize individuation cultivation on undergraduates based on the application of MOOC.

B. Characteristics of MOOC

Main characteristics of MOOC include: large information capacity, quick propagation speed, wide scope of influence and more communication modes. While in comparison to traditional education, the propagation mode of MOOC is non-linear, but it affects the way audiences receiving education by propagation modes of full-time, whole people, all rating as well as wide media. Due to having many pickup points, MOOC realizes two-way communication and multi-directional propagation so that the audiences can chose whatever courses they like according to their own needs instead of being limited by time or space. The popularity of digital information technology and internet as well as the application of internet terminal, make the propagating carrier of MOOC break away from the original single media form, but bear a function of a large amount of information by the propagating ways of individuation, multi-select, flexibility and refining, realizing the information synchronization of the educators and educatees.

III. THE INFLUENCES OF MOOC DEVELOPMENT HAVING ON THE UNDERGRADUATE INDIVIDUATION CULTIVATION MODEL

In January of 2016, the CNNIC issued the 37th Statistical Report of China Internet Network Development Status (hereinafter referred to as Report). The Report shows that up to the end of December of 2015, the user number of online education reaches 110 million people, accounting for 16.0% of net citizen number, of which user scale of mobile phone terminal is 53.03 million people, accounting for 8.6% of mobile net citizen. [1] In April of 2015, the Ministry of Education issued the Opinion on Strengthening the Application and Administration of Open Online Courses Construction in Institution of Higher Education, promoting a large scale of open online courses to step into the healthy development way of “university-based, government support and social participation”: the Chinese University MOOC of ICourse net, XuetangX of Tsinghua University, CNMOOC of Shanghai Jiao Tong University as well as various MOOC

platforms developed by universities and internet companies go online in succession, developing the best higher education courses for free and driving the constant growth of the user scale of online education. [2] The MOOC, which has been one of obtaining equal opportunity of learning for numerous undergraduates, will be inevitable to have important influence on individuation cultivation for undergraduates.

A. MOOC Promotes the Integration of Formal Learning and Non-Formal Learning

The Horizon Report (2016 Higher Education Version), jointly completed by New Media Consortium (NMC) and the EDUCAUSE Learning Initiative (ELI), was issued at the official website in February of 2016 in due form. It was pointed in the report that in comparison to the higher education faced main challenges and 2015 Horizon Report, the integration of formal learning and non-formal learning put forward in former time and digital literacy improvement were still considered to be solvable challenge; while the competition of individuation learning and educational pattern was regarded as a challenge. [3] With respect to MOOC the newly-developing model, it satisfies the requirements of undergraduate for individuation cultivation so that they can chose courses based on their interest, personal advantages or occupational planning instead of rigidly adhering to the school arranged courses and credit. In addition, the MOOC model adopts online-offline mixed integration, which makes for realization of undergraduate non-formal learning under individuation guidance.

B. Quality MOOC Resources Provide a Variety of Choices for Individuation Cultivation

MOOC aggregates a large number of high-quality teachers and rich curriculum resources. By sharing educational resources and using network advantages, MOOC breaks the limitation of traditional course teaching mode, do not set limits for qualification of the learner's access and effectively disseminates online quality course resources, so that increase students' learning interest and make scale and individuation cultivation mode be possible. Through the dissemination of MOOC taking network as medium and spreading on various intelligent terminals, undergraduates can timely and conveniently access to massive knowledge and information, and can choose information that they have interest according to their needs. Diversified carriers also provide medium for undergraduates' individuation cultivation to achieve individualized education and education in accord with aptitudes. Relying on the development of MOOC mode, the educational ideas of undergraduates' cultivation has been expanded and the actual effect of undergraduates' individualized learning has been strengthened.

C. Mooc Enhances Students' Autonomous Learning Experience and Is Conducive to The Realization of Individuation Cultivation

Exactly as the Horizon Report (2016 higher education) referred to, the competition of individual learning and educational model is regarded as a difficult challenge. The future core goal of education development in the era of big

data will be individuation education according to students' aptitude. The multidimensional and individualized teaching orientation of MOOC breaks the traditional evaluation model and establishes the evaluation of each other who study this course. Under equal status, students can speak his mind freely and truly express their views. This evaluation method for the assessment of students also reflects the individual characteristics but not pursuing for a unique answer. Of course, different perception and value judgment of the same course will emerge from learners of different countries and areas, sparks of wisdom will be collided out and the star of views will be flashed out. Due to the reduction of fear for assessment and creating an atmosphere of equality for each other, it is very beneficial to students' autonomous learning experience, so that realize undergraduates' individuation cultivation.

IV. THE APPLICATION OF MOOC TO UNDERGRADUATES' INDIVIDUATION CULTIVATION MODEL

The individuation cultivation model stresses people-oriented and individualized education. Under the new situation in the information age, undergraduates' individuation cultivation should not only emphasize the individuation of content but focus on the diversification of content carriers; while the higher education should conform to the trend of the times, focus on the psychological needs and behavior modes of contemporary college students, respect the subject status of college students and realize the undergraduates' individuation learning through the training modes satisfying education information requirements.

A. Strengthen the Attention on MOOC of Universities

In 2012, MOOC in America is development of blowout. Soon afterwards, quoted companies such as Google, Alibaba and Baidu have entered online education one after another. Known as the greatest educational reform since the invention of printing, MOOC announces the arrival of a new era. [4] Waves of MOOC has swept the world, and Ministry of Education also made the following clear in the issued Key Points of Education Information Work in 2016: continue to build about 800 quality online open courses to encourage universities to widely share; guide universities to explore the reform of teaching methods such as flipped classroom, mixed teaching and other teaching methods by using online open courses; promote China's quality online open courses to the world. [5] However, in reality, due to the imperfect computer hardware facilities and the lag network environment, a lot of universities are difficult to promote MOOC development and participate in the educational information reform, and the undergraduates' individuation cultivation is out of question. If the goal of building undergraduates' individuation cultivation is achieved by MOOC, the attention on MOOC of universities must be strengthened. The following ways can be adopted: by cooperating with network operators to improve network operating environment and to promote teachers' participation in team work so as to break through the limitations of personal knowledge and ability, create quality course resources and a professional curriculum management platform; encourage innovate teaching mode in promoting MOOC and strongly support the effectiveness test of innovation awareness in

teaching activities. As the important subject of MOOC building, universities can actively participate in it only by completely understanding the great influence of information technology to universities' educational reform, so that the significant role that MOOC played in undergraduates' individuation cultivation is highlighted. Improve Teachers' Ability in Using MOOC

MOOC is the combination of information technology and educational concept and has a highly flexible learning process which requires the discovery, establishment and optimization of learning between teachers and students and between learners. What's more, based on this, it requires the integration, communication and sharing of learning information and to form individuation meaning through filtering, integrating and selecting according to the requirements of individuals and problems. [6] For teachers, the opening of MOOC courses will change their one-way and linear-pattern teaching role to interactive teaching model of teaching students according to their aptitude. Therefore, qualitative transition is taken on the requirements for teachers. Teachers are changed from the original course giver to participator which is not only director but also playwright and actor; students are no longer the passive receiver in class but need to actively learn, research and feedback course content under the leading of teachers. Thus, the MOOC using ability of teachers can influence the real effect of MOOC in higher education. Only skillfully using educational information technology to create quality MOOC, attract people by online courses and inspire people by offline teachers, as well as to increase the interaction and individual communication between students and teachers, the MOOC can be the driving force in undergraduates' individuation education model.

B. Enhance Students' Interest in Learning the MOOC Courses

During the teaching process, the subjective initiative of students is the factor deciding whether teachers' teaching is effective on students. [7]The development of MOOC is aiming to promote students from "passive learning" to "active learning" and to develop undergraduates' individualized learning ability so that improve learning effectiveness.

In MOOC mode, students should be provided more choices for auditioning all kinds of online quality courses and different teachers' teaching so that choose a course and teacher that is suitable for their own learning style; through online tools, teachers follow students' participation in the courses and analyze students' online learning behavior so that they can adjust teaching in feedback and better satisfy learning needs of students by guiding them to consolidate what they have learned through autonomous learning, research, teamwork and discussing-analysis method. Therefore, the interest for MOOC is inspired and learning enthusiasm is extended from MOOC to content and is continued from offline to online. Then change students from knowledge-receiver to autonomous learner. Only in this way, the effect of MOOC mode on undergraduates' individuation cultivation can be highlighted.

V. CONCLUSION

Under the new situation, undergraduate individuation cultivation model is in the face of challenges, but also unprecedented opportunity. As the new thing aroused from new mode, MOOC has brought education into a digital age. Because there is many joint points between MOOC and innovative consciousness needed for education model reform, MOOC has been the eye-catching carrier, while the historical trend of the innovation of educational information must choose MOOC as propellant. Although MOOC cannot completely address the problem of individualized learning, MOOC has proposed a new learning possibility, namely in the learning process of combining MOOC and traditional classroom, research the scientific orientation of the relationship between MOOC and undergraduate individuation cultivation model, and the important role that organic combination based on this played in promoting college students' individuation cultivation.

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