MOOC INSTRUCTIONAL DESIGN PRINCIPLES
ENSURING QUALITY ACROSS SCALE AND DIVERSITY

Q: Which online instructional design and delivery principles are applicable to MOOCs, given increased class-size, unpredictable and wide ranging academic backgrounds, and varied purpose among learners? Which ID principles must be added in consideration of unique MOOC characteristics?

A: MOOCs afford us the opportunity to take the lead in supporting broad participation and expanding the reach of higher education without careful reference to the constraints of place-based institutions. It is unrealistic to expect the MOOC environment to support the same approach to learning as traditional classroom instruction. However, the MOOC environment does provide opportunities to support personalized learning, which can contribute to the development of higher-order thinking skills, critical thinking, and problem-solving abilities. Therefore, MOOCs are not just an alternative to traditional classroom instruction, but a tool for supporting diverse learners and expanding access to higher education.

The instructional design principles that are applicable to MOOCs include:

1. **Motivation:** This principle is essential in MOOCs because learners may have different motivations for enrolling in a course. MOOCs must provide opportunities for learners to engage with the material in ways that are meaningful to them.

2. **Subject Mastery:** MOOCs must ensure that learners have a deep understanding of the subject matter, as well as the ability to apply that knowledge to real-world situations.

3. **Evidence of Learning:** MOOCs must provide evidence of learning through assignments, projects, and assessments. This evidence should be assessed to ensure that learners have achieved the learning goals of the course.

4. **Credential Completion:** MOOCs must provide a clear path to credential completion, including recognition of prior learning and the ability to transfer credits to other institutions.

5. **Recognition of Diversity:** MOOCs must recognize and accommodate diverse learning styles, abilities, and socio-economic backgrounds.

6. **Collaborative Learning:** MOOCs must provide opportunities for learners to engage in collaborative learning, which can enhance their understanding of the subject matter and develop their social and communication skills.

7. **Feedback:** MOOCs must provide learners with feedback on their progress and performance, allowing them to identify areas for improvement and adjust their learning strategies accordingly.

8. **Assessment:** MOOCs must provide assessments that are meaningful and relevant to the learners, allowing them to demonstrate their understanding of the subject matter.

9. **Ownership:** MOOCs must provide learners with ownership of their learning, allowing them to take control of their learning process and make decisions about their learning goals and strategies.

10. **Technology:** MOOCs must provide learners with access to appropriate technology, allowing them to engage in learning activities that are not limited by geographic location or time constraints.

11. **Adaptability:** MOOCs must provide learners with the adaptability to learn in a variety of environments, allowing them to choose the most appropriate learning environment for their needs.

12. **Personalization:** MOOCs must provide learners with personalization of their learning experience, allowing them to tailor their learning to their individual needs and preferences.

13. **Accessibility:** MOOCs must provide learners with accessibility to the learning materials, allowing them to engage in learning activities that are not limited by physical or social barriers.

14. **Scalability:** MOOCs must provide learners with scalability of their learning experience, allowing them to engage in learning activities that are not limited by the number of learners.

15. **Efficacy:** MOOCs must provide learners with the efficacy of their learning, allowing them to achieve their learning goals and objectives.

16. **Efficiency:** MOOCs must provide learners with the efficiency of their learning, allowing them to achieve their learning goals in the shortest possible time.

17. **Economically:** MOOCs must provide learners with the economy of their learning, allowing them to achieve their learning goals at the lowest possible cost.

18. **Information:** MOOCs must provide learners with the information they need to achieve their learning goals, allowing them to engage in learning activities that are not limited by the lack of information.

19. **Engagement:** MOOCs must provide learners with engagement in their learning process, allowing them to be active participants in their own learning.

20. **Communication:** MOOCs must provide learners with communication opportunities, allowing them to engage in social interactions and develop their communication skills.

21. **Knowledge:** MOOCs must provide learners with knowledge and understanding of the subject matter, allowing them to achieve their learning goals and objectives.

22. **Skill:** MOOCs must provide learners with the development of skills, allowing them to achieve their learning goals and objectives.

23. **Self-Determination:** MOOCs must provide learners with the development of self-determination, allowing them to achieve their learning goals and objectives.

24. **Identity:** MOOCs must provide learners with the development of identity, allowing them to achieve their learning goals and objectives.

25. **Community:** MOOCs must provide learners with the development of community, allowing them to achieve their learning goals and objectives.

26. **Critical Thinking:** MOOCs must provide learners with the development of critical thinking, allowing them to achieve their learning goals and objectives.

27. **Creativity:** MOOCs must provide learners with the development of creativity, allowing them to achieve their learning goals and objectives.

28. **Flexibility:** MOOCs must provide learners with the development of flexibility, allowing them to achieve their learning goals and objectives.

29. **Resilience:** MOOCs must provide learners with the development of resilience, allowing them to achieve their learning goals and objectives.

30. **Empowerment:** MOOCs must provide learners with the development of empowerment, allowing them to achieve their learning goals and objectives.

31. **Equity:** MOOCs must provide learners with the development of equity, allowing them to achieve their learning goals and objectives.

32. **Responsibility:** MOOCs must provide learners with the development of responsibility, allowing them to achieve their learning goals and objectives.

33. **Undergraduate Research:** MOOCs must provide learners with the development of undergraduate research, allowing them to achieve their learning goals and objectives.

34. **Graduate Research:** MOOCs must provide learners with the development of graduate research, allowing them to achieve their learning goals and objectives.

35. **Professional Development:** MOOCs must provide learners with the development of professional development, allowing them to achieve their learning goals and objectives.

36. **Self-Regulation:** MOOCs must provide learners with the development of self-regulation, allowing them to achieve their learning goals and objectives.

37. **Reflection:** MOOCs must provide learners with the development of reflection, allowing them to achieve their learning goals and objectives.

38. **Evaluation:** MOOCs must provide learners with the development of evaluation, allowing them to achieve their learning goals and objectives.

39. **Communication:** MOOCs must provide learners with the development of communication, allowing them to achieve their learning goals and objectives.

40. **Collaboration:** MOOCs must provide learners with the development of collaboration, allowing them to achieve their learning goals and objectives.

41. **Cultural Competence:** MOOCs must provide learners with the development of cultural competence, allowing them to achieve their learning goals and objectives.

42. **Social Justice:** MOOCs must provide learners with the development of social justice, allowing them to achieve their learning goals and objectives.

43. **Ethics:** MOOCs must provide learners with the development of ethics, allowing them to achieve their learning goals and objectives.

44. **Innovation:** MOOCs must provide learners with the development of innovation, allowing them to achieve their learning goals and objectives.

45. **Leadership:** MOOCs must provide learners with the development of leadership, allowing them to achieve their learning goals and objectives.