

courseera



Hello!

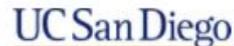
Kara A. Behnke, Ph.D.

Teaching & Learning Specialist, Coursera

kara@coursera.org

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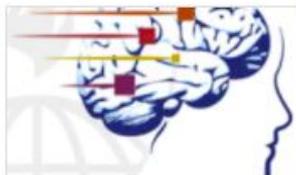
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Python for
Everybody



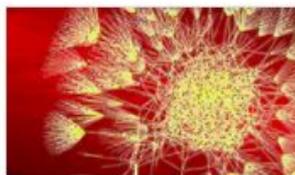
Duke University

Excel to MySQL:
Analytic



Duke University

Statistics with R



University of California, San Die...

Big Data



We're achieving impact at scale



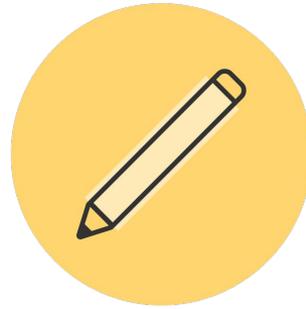
28 million

Learners worldwide



45%

From emerging
markets



104 million

Enrollments



100+

courses in Russian



1+ million

Learners in
Russian speaking
countries

Why Quality Matters

Course Quality Impacts Learner Success

- Course “star ratings” 
 - positively correlated with **tangible education & career benefits** (HBR, 2015; LOS, 2017)
 - positively correlated with **completion rates**
 - each additional star **reduces refund rate** by 2%
 - one full star rating corresponds to ~9% **higher course completion** rate



- Net Promoter Score (NPS)
 - positively correlated with **tangible career benefits**
 - increasing from 0 to 10 NPS **boosts completion** by 10%

Content Quality Assurance

Pre-Launch

Beta Testing
&
Pedagogical
Feedback

Pedagogy Strength: 

To create a great module

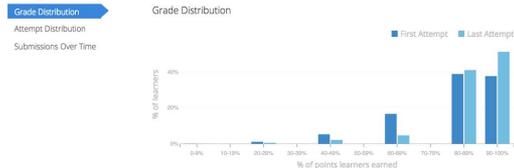
✓ **Estimated learning time is 2-5 hours per week**

Estimated learning time for each week should sum up to 2-5 hours. A week can have multiple modules.

Launch

Analytics
&
Learner
Feedback

96% Continuation rate
42,676 Learners who took this quiz
1.6 Avg. attempts per learner
81% First attempt average score
88% Last attempt average score



Post-Launch

Iteration
&
A/B testing



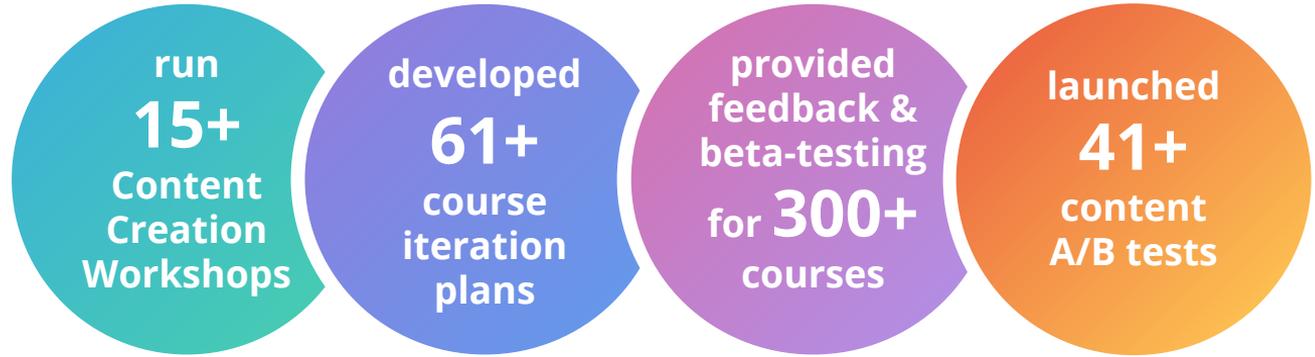
Variation A



Variation B

The Teaching & Learning Team

- **Workshops:** provides focused feedback for course production teams
- **Coursera101:** a MOOC about creating MOOCs
(coursera.org/learn/coursera101)
- **Research:** Ongoing pedagogical innovation & empirical studies



Overview

FAQs

Creators

Coursera 101: Teaching and Learning

[Go to Course](#)

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Preview Course Materials

Home > Social Sciences > Education

Coursera 101: Teaching and Learning

About this course: Coursera 101 will provide you with a broad overview of best practices required to create a successful MOOC.

After taking this course, you will be able to:

- design and develop a MOOC with great content and learning activities
- engage with learners in different ways after course launch
- keep iterating your MOOC based on learner data and feedback
- conduct research on Coursera platform

[Show less](#)

Who is this class for: Coursera 101 is designed for the instructional team who plan to open MOOCs on Coursera platform or currently operating MOOCs. Potential audience could be instructors, project managers, instructional designers, video producers, teaching assistants and etc.

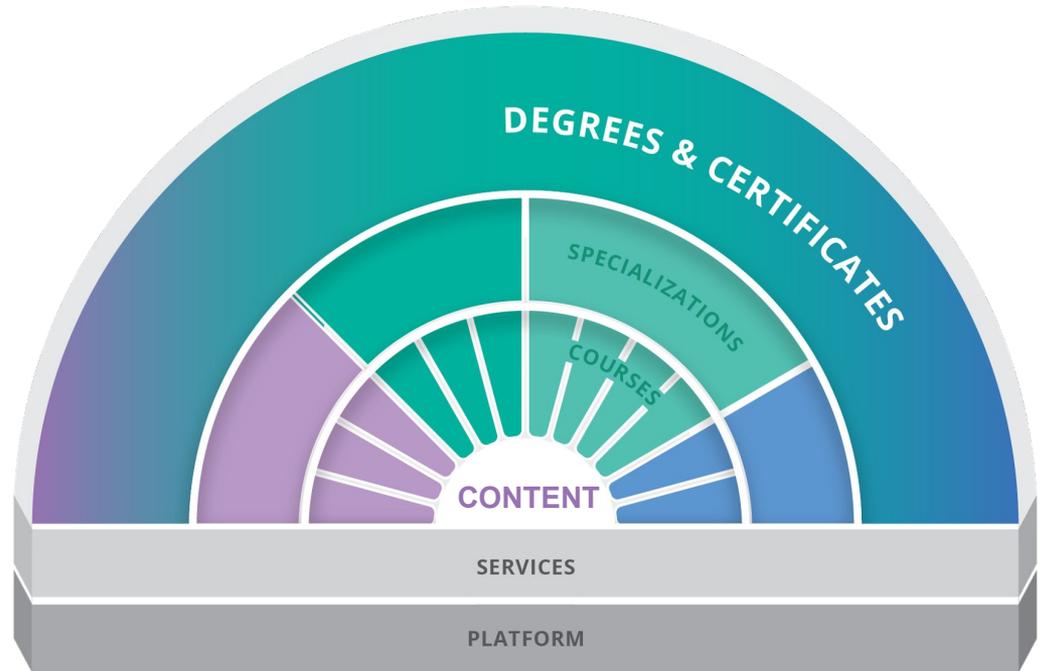
Quality & Credit: Challenges & Opportunities

Opportunities

- Broadening learner access to education & career skills
- Expanding institutional recognition & influence

Challenges

- Technological & pedagogical innovation, research
- Ensuring course quality & learner success “at scale”



Thank you!

kara@coursera.org