Why "about this course" might be a bad way to start

Some reluctantly necessary biographies

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Alan has spent 6 years of experience as an analyst/manager of edX/2U teams that measure student outcomes.

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Product-minded Pedagogy at Scale

As a professional generalist - designer, strategist, facilitator, researcher, collaborator, life-long learner - I speak for the learner in all aspects of my work.
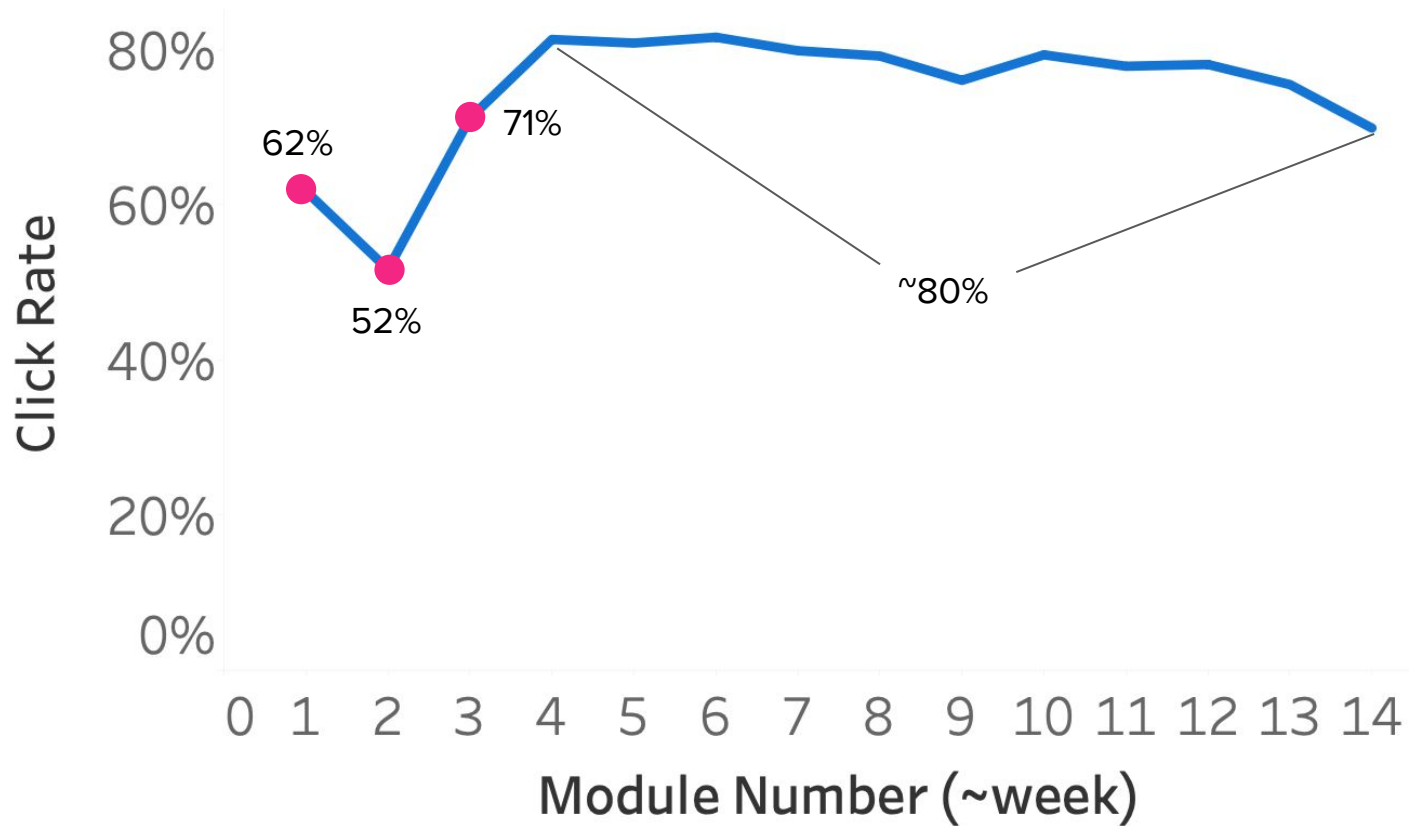
A Thought Exercise...

What is a click rate?

of students that viewed an individual piece of content in a section
———————————————————————————————
# of students that viewed ANY content in a section

= Click Rate

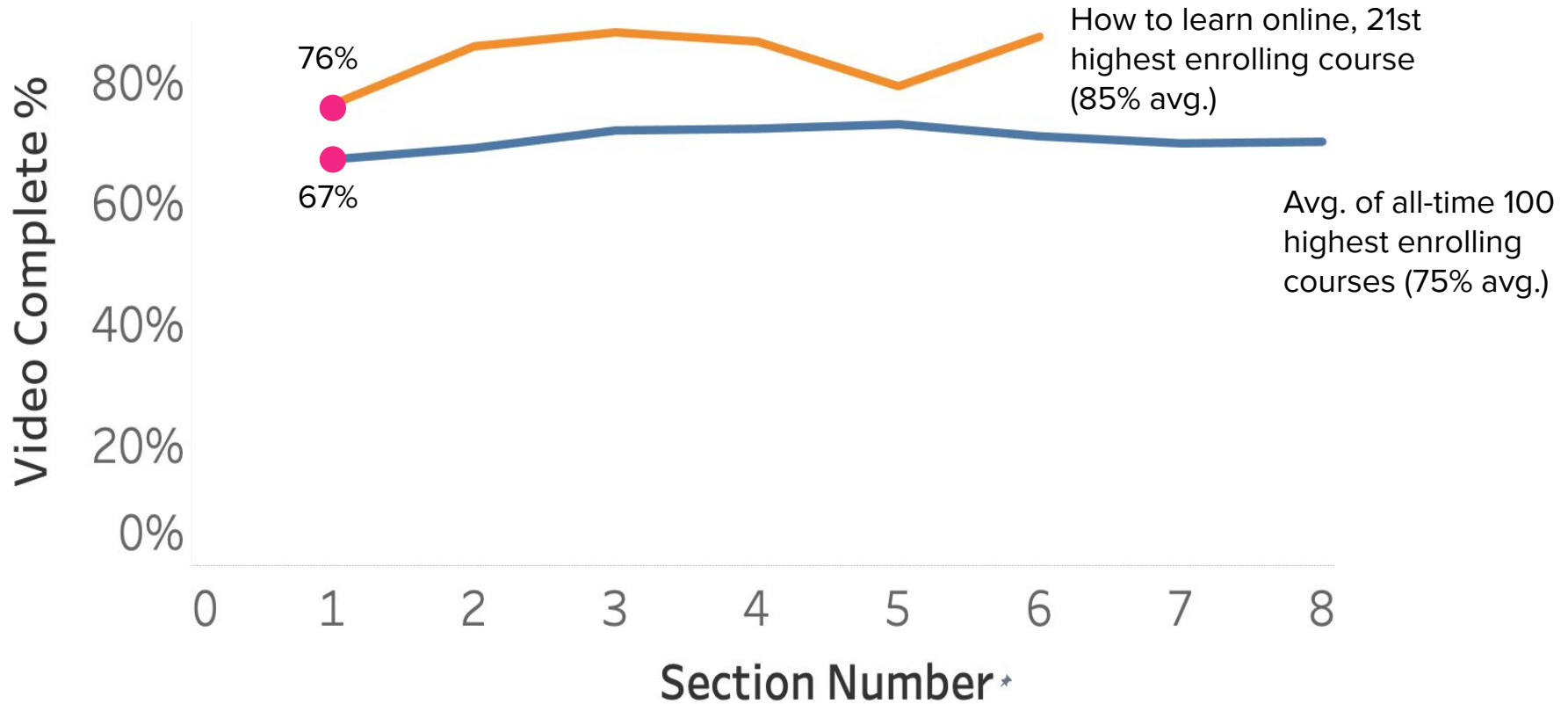# How this started... what are students doing at the start? (2U Degrees)

The culprit? "Intro content"

Content Category	Click Rate	Count
Intro Content	46%	6,091
Optional Cont..	48%	209
Other Content	66%	47,542

(Modules 1-3 only)

Content Title Keyword	Click Rate	Count
biography	39%	2,015
biographies	40%	454
professor overview	41%	18
faculty	41%	57
message from	44%	15
meet the	45%	79
course overview	49%	2,074
course structure	50%	57
welcome	50%	973
course introduction	54%	208
who	56%	9
why	58%	44
introduction to course	58%	11
what	64%	123
when	84%	3

We also see similar patterns in (edX.org)

76%

67%

How to learn online, 21st highest enrolling course (85% avg.)

Avg. of all-time 100 highest enrolling courses (75% avg.)

Video Complete %

Section Number

Is this a problem? Maybe not, but movie producers appear to think so

"When you start a movie with a helicopter shot of Manhattan, or these boring drive-up shots showing a car driving up to a building – I mean, this is not an idea," he said in 2010. "Especially the beginning of a movie when the audience is ready for *anything*. To waste that time with some boring geography shot mystifies me."
-- Brian de Palma, 3.24.22, Guardian

| Past	Present
Movies: "Movie Goers" had to physically "go" to the movie theater. Once the movie started they were already committed.	Popular theory: when TV channels started regularly playing movies, movies adapted the TV convention of puttings credits at the end so that viewers don't "click away"
Courses: Student's had to physically "go" to class or pre-schedule time for sync sessions	*What are we doing to stop students from "clicking away"? Have the changes worked?*

Our reflective exercise... and movies?

And the word is …?

Engaged.

edX's How to Learn Online Course
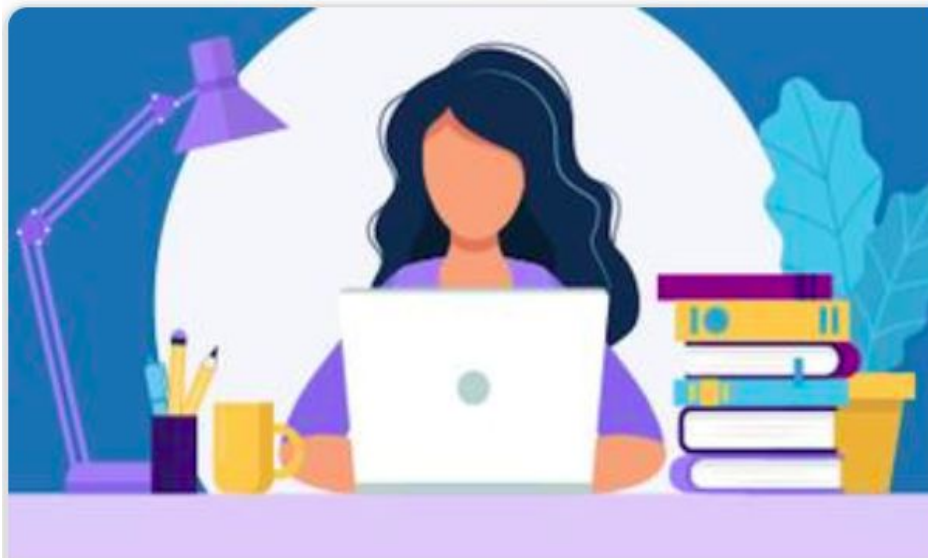
How to Learn Online

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