



Strategies to Raise Contents Providers' Social Awareness of OpenCourseWare

Min Ja Kim

Researcher

Center for Teaching and Learning
Korea University

CONTENTS

1 Introduction

2 Awareness-Raising in OCW

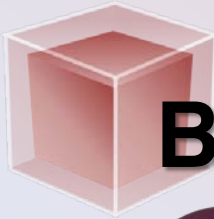
3 Incentives and Barrier for Professors

4 Strategies

5 Conclusion



Introduction



Background

Students, Self-learners



Users

Managers



Institution

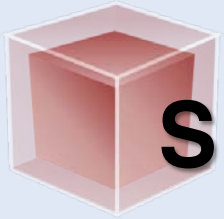
Professors, Educators



Providers

Institution-driven Top-down approach

Awareness-Raising in OCW

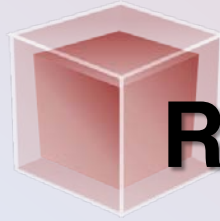


Scope of this paper

Awareness-raising for

- Contents providers, mainly, professors
- At the OCW project point of view

Introduction



Research Questions

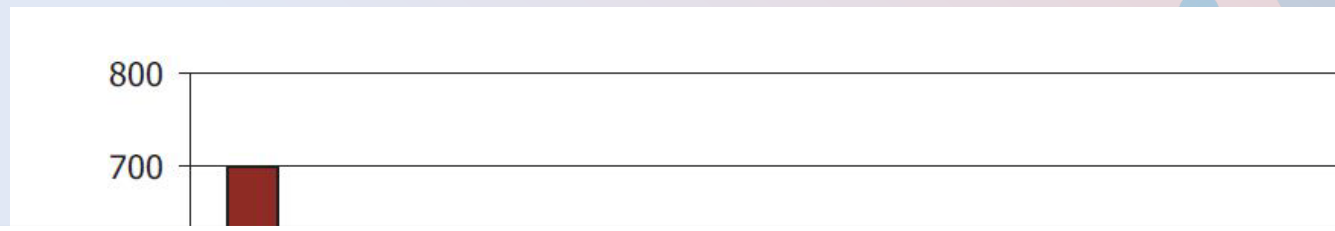
- **Why awareness-raising is important?**
- **What are the driving forces and barriers for professors to participate in OCW?**
- **How to improve contents providers' awareness of OCW?**

Awareness-Raising in OCW

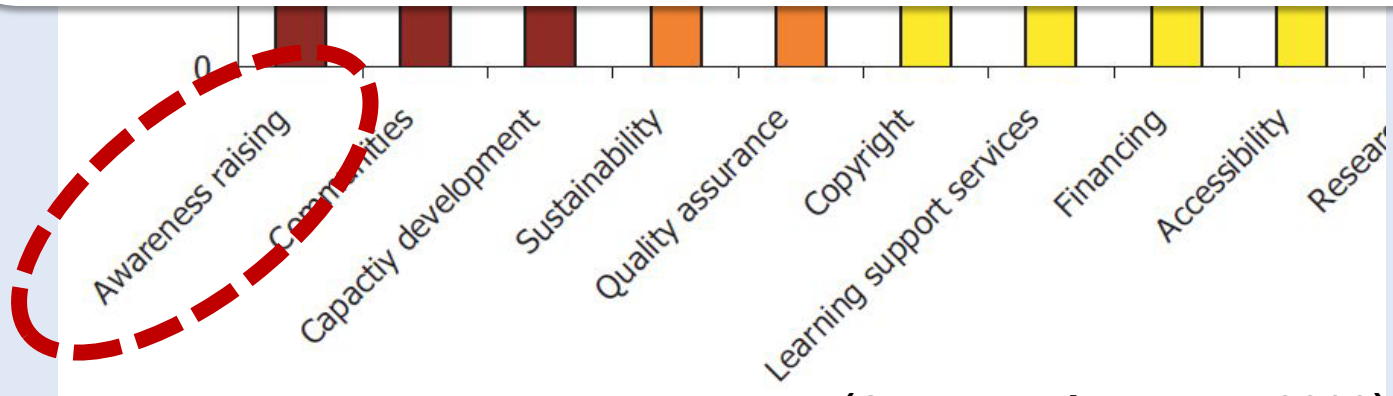
**What is most
urgent for
improving OCW?**

**Over 500 people
responded that..**

Awareness-Raising in OCW

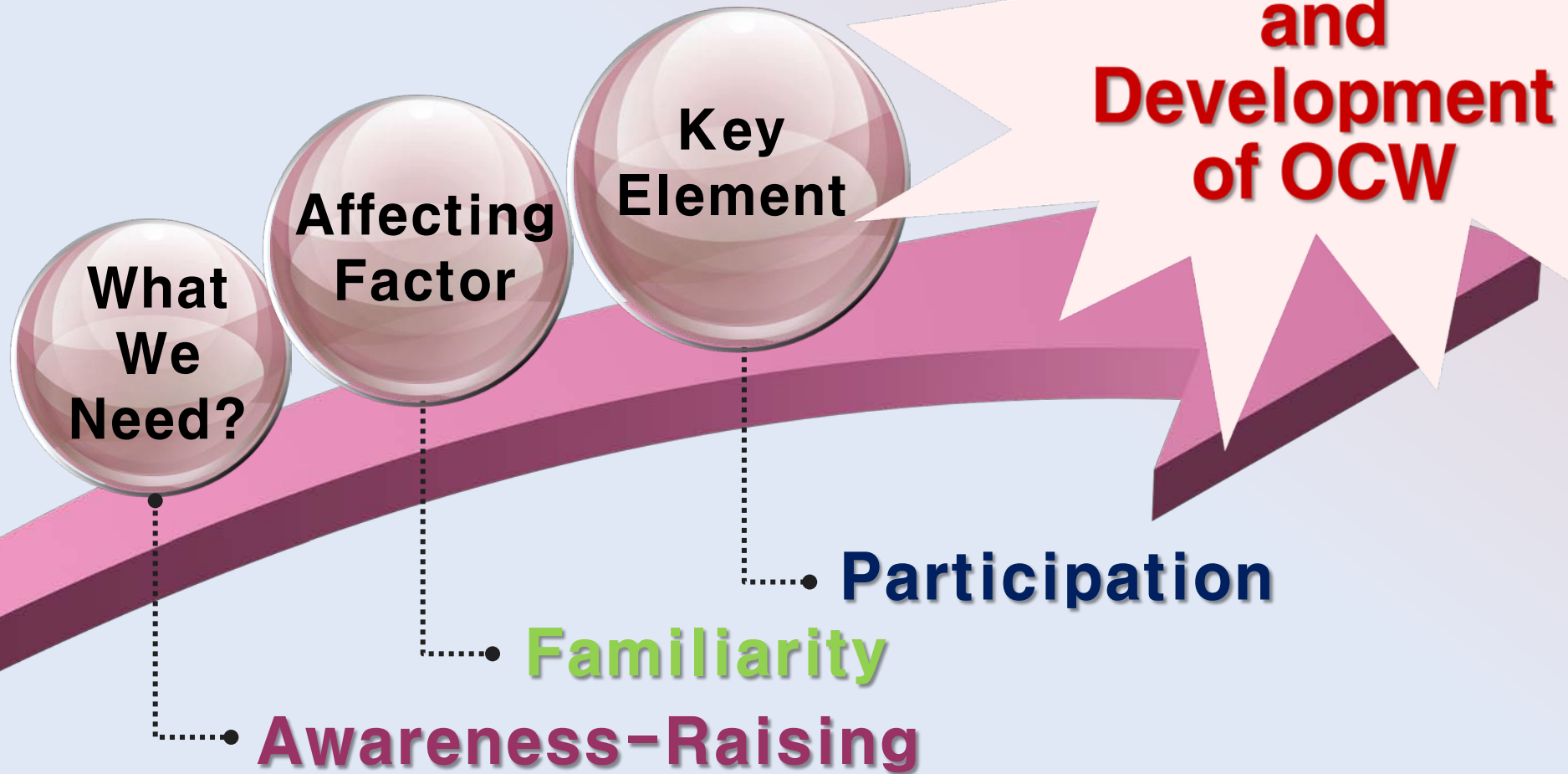


Awareness-Raising

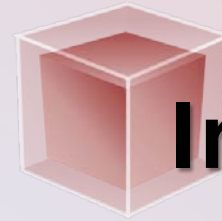


(Source: D' antoni, 2008)

Awareness-Raising in OCW



Incentives and Barriers for Professors



Incentives

- **Altruistic or community support reasons**
- **Personal non-monetary gains like reputation and by-products of OCW process**
- **Commercial reasons**

Incentives and Barriers for Professors

Incentives

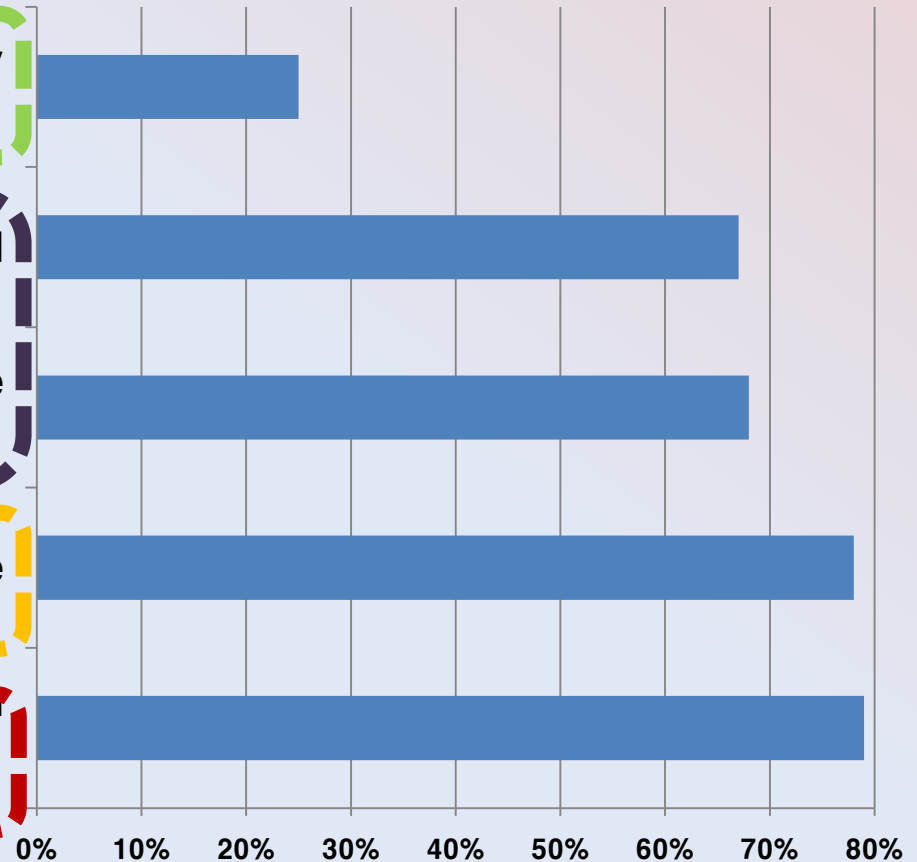
Be personally financially recompensed for the use

Know how the resources are used

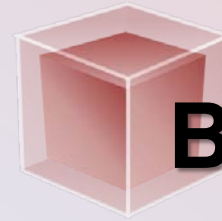
Know the changes made to the resource

Have a quality review of the resource

Be acknowledged as the creator when the resource is adapted or changed



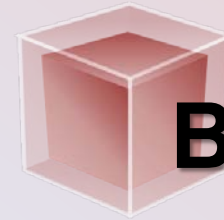
Incentives and Barriers for Professors



Barriers

- **Lack of time and skills**
- **Absence of a reward system**
- **Feeling of loss of control over materials**

Incentives and Barriers for Professors



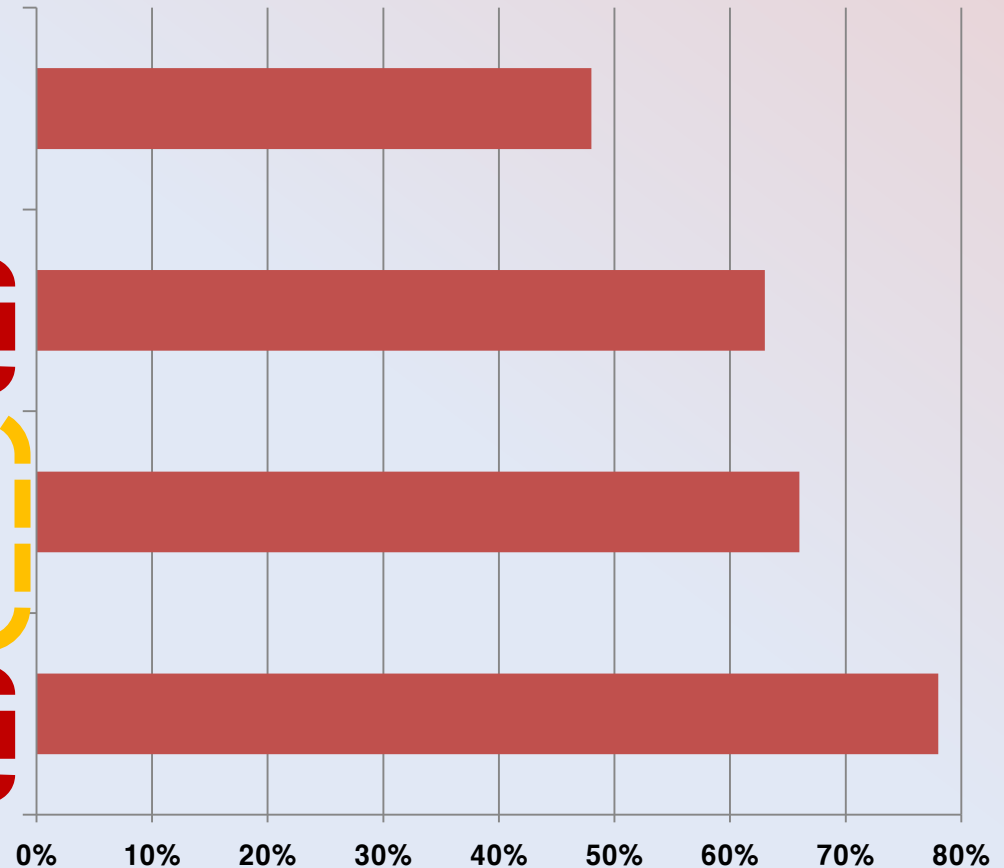
Barriers

No support from management level

Lack of skills

No reward system for staff members devoting time and energy

Lack of time



Strategies

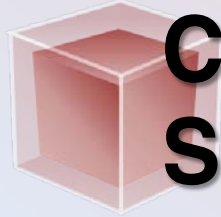
Consolidating Internal Stability Strategy

Promotion Strategies

**Enlarging Incentives,
Lowering Barriers Strategy**

Utilizing External Forces Strategy

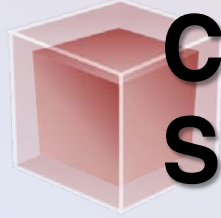
Strategies



Consolidating Internal Stability Strategy

- **Aims** to arouse altruism
- **Elements**
 - Articulated, distinctive goals of OCW projects
 - Assessment process
 - Report and feed-back process

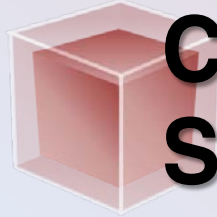
Strategies



**Consolidating Internal
Stability Strategy**

**What is your institutions'
distinctive goal?**

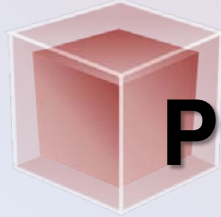
If you don' t have it..



- **Possibility of Asian Region**

- Educational gaps within a nation and between nations
- Unmet needs for the general public to access to higher education
- Digital divide holding back OCW

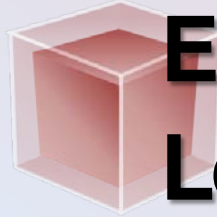
Strategies



Promotion Strategies

- **Aim** to enhance familiarity with OCW and inform benefits of participation
- **Means**
 - Promotion: Advertisement, events, social network services
 - Education: Seminars, orientations, workshops

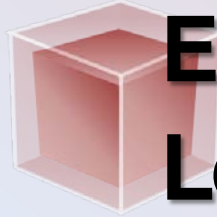
Strategies



Enlarging Incentives, Lowering Barriers Strategy

- **Aims** to attract participants and increase accessibility to OCW project
- **Targets**
 - Non-monetary gains
 - Financial gains
 - Lack of time and skills
 - Lack of reward system

Strategies



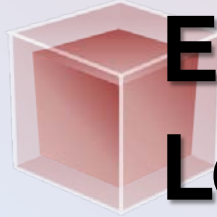
Enlarging Incentives, Lowering Barriers Strategy

- **System –level approach**

- **Creating a reward system**
- **Easy procedures**

**Requires time and
Institutional–level of
support**

Strategies



Enlarging Incentives, Lowering Barriers Strategy

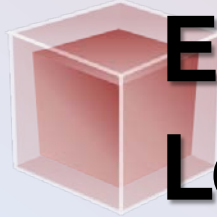
- **Program –level approach**



Programs Providing Incentives

- Financial incentives
- Clearing copyright and review process
- know-how for using open contents

Strategies



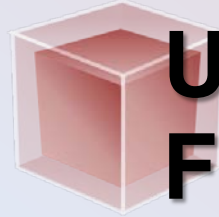
Enlarging Incentives, Lowering Barriers Strategy

- **Program –level approach**

**Programs
Helping to
Overcome
Barriers**

- **Clear copyright Information**
- **Skills for making course contents**
- **Matching professors and students**

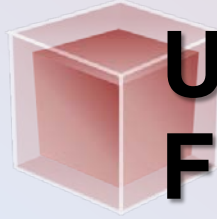
Strategies



Utilizing External Forces Strategy

- **Target:** Reputation
- Users awareness on OCW can affect participating provider' s reputation

Strategies



Utilizing External Forces Strategy

- **Means**

- **Promotion**

- **Utilization and convenience access**

- **Users' participation**

Conclusion

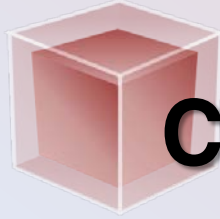


Limitations

- **Limitations**

- **What are the results for these strategies?**
- **Further study for raising user awareness is required**

Conclusion



Considerations

- **Further Considerations**
 - **Departmental features**
 - **Individual differences on understanding openness and sharing**

Conclusion

What we **dream** for
the future of OCW?





Thank you!