

AWO – A MOOC for Students in Central Eastern Europe

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Outline

I. AWO – Academic Writing Online

- presentation of the course: text, videos, activities
- use within a blended learning system
- feedbacks on the blended learning approach

II. Project Management and Implementation

- project team and leads
- application procedure
- project management: phases, meetings and budget
- challenges and recommendations

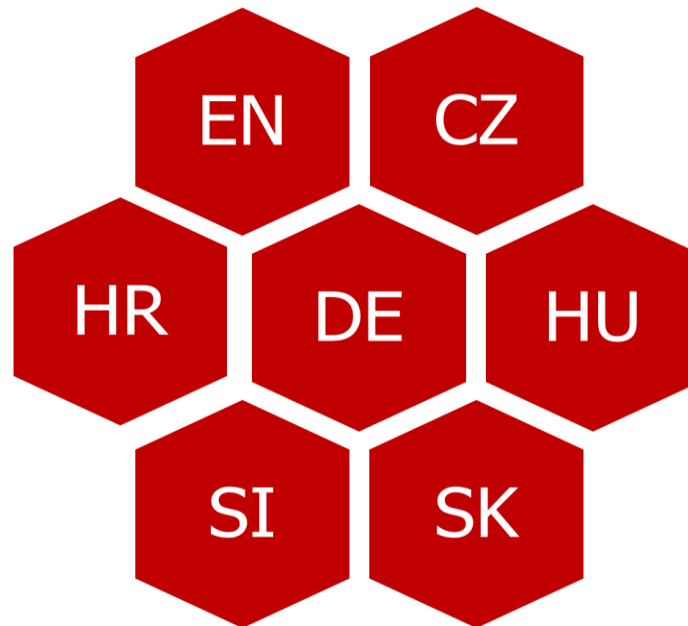
AWO

Academic Writing Online

Seven modules

- **Scientific Work - Introduction**
- **Scientific Work – Advanced**
- **ICT-based Literature and Text Management**
- **Empirical Research (in Business Administration)**
- **Science Marketing (in Business Administration)**
- **Self-coaching for Students**
- **Successful Supervision of Students**

Seven languages



Composition of a module

- **15 lectures + 1 bibliography unit**
- **central text part of each lecture**
- **8 instructional videos (supporting material)**
- **self-check activities (self study)**
- **graphs and charts**
- **5 humorous illustrations**

Distance Learning or Blended Learning use

Text parts

- **precise selection of the lecture topics**
- **dense but clear language style**
- **no long extensions (no complex syntax)**
- **more active than passive voice**
- **no accumulation of nouns**
- **no complicated compounds**
- **consistent use of technical terms**
- **careful use of phrases or metaphors**

Videos

- **8 videos per module**
- **supporting or extending the lectures**
- **studio recording**
- **visualizing methods**
- **slow mode of speaking**
- **easy explanations**

L 1 Einführung in die Wissenschaft

Lecture



Ihre Lektorin
Petra Hauptfeld

- Studium in Salzburg und Wien
- Ausland: Ungarn und Belgien
- 10 Jahre Trainertätigkeit

▶ html5 ▼

Wissenschaftliches Arbeiten unterscheidet sich von anderen Schreibformen darin, dass es gewissen Regeln und Konventionen folgt, die eingehalten werden müssen. Da es in der Wissenschaft um die systematische Gewinnung und Aufarbeitung von Daten geht, aus deren Verknüpfung der **Erkenntnisgewinn** – denn darum geht es im Wesentlichen – und damit Wissen entsteht, sind diese wissenschaftlichen Konventionen einzuhalten. Was meinen wir mit „Wissenschaftskonventionen“?

Self-check activities

- **short but concise activities**
- **not too general, not too detailed**
- **self-check via text or videos**
- **combination with exercises in class**

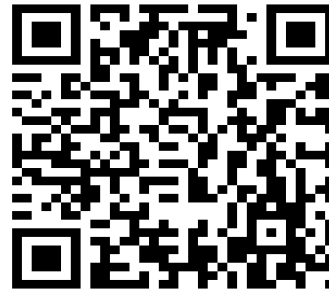
Example: Visit the Manchester Phrasebank:
<http://www.phrasebank.manchester.ac.uk/>

Look at each section on the left side (in total 11) of the page and choose five phrases from each section to be used in your next paper!

Easy navigation on platform

- **switching between whole module or lectures**
- **check-in on the spot where module was left**
- **possibility for public or private feedback (to study degree office) after each lecture**
- **print-out version (PDF)**

<http://awo.academy>



Students' feedback

- ***„after this I'll re-think my research question“***
- ***„loved the videos!“***
- ***„helpful and easy-to-understand facts!“***
- ***„good mixture of text and videos“***



Self-study phase

transfer of knowledge via the course AWO plus working on some tasks / watching the videos
→ ONLINE COURSE

Online phase

upload of tasks on interactive learning platform, feedback via online classes, skype or mail
→ ONLINE TOOL

Contact phase

peers and teacher in the role of a coach give feedback on the texts of students
→ WRITING LAB

AWO & blended learning phases

- **Self-study phase: AWO module 1 lecture 11: argumentation**
- **Online phase: first feedback from coach (Skype/WebEx/factline)**
- **Self-study phase: revision of argumentation and second upload**
- **Contact phase: presentation in class and feedback from peers**
- **Self-study phase: final revision of argumentation**

Teachers' voices on AWO

- **I am in the role of a coach – I have to like that!**
- **I have to guide students to give peer-feedback**
- **feedback in class takes a lot of time but students advance more**
- **Some students are not used to it – I have to introduce the method step by step**
- **It is highly individualized learning AND**
- **it is time-consuming in preparation**

Students' voices on AWO

- **feedback in class is very important: we profit from other texts: presentations are very helpful**
- **videos are very supporting; they are easy to understand**
- **no matter if we listen to the teacher in class or in the internet**
- **the course saves time**
- **repetition of lectures as often as necessary**

Lessons learned

- ➔ **The rise and fall of MOOCS is depending on well developed materials and tools**
- ➔ **MOOCs are a profit for students but time consuming for teachers when starting**
- ➔ **MOOCs are rewarding once the design is done**

AWO

Project Management and Implementation

Project team & leads

- **ASAS Aus- und Weiterbildung AG (2 modules)**
- **Eszterházy Károly egyetem Eger (quality management)**
- **Fachhochschule Burgenland (project management)**
- **Univerza v Mariboru (dissemination)**
- **Univerzita Mateja Bela (content management homepage)**
- **ÚJOP Univerzita Karlova v Praze (illustrations)**
- **Veleučilište Baltazar Zaprešić (--)**
- **e-matrix Innovations (--)**

Application points

relevance of the project	26	30
project implementation	17	20
project team	17	20
impact and dissemination	28	30
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total	88	100

16 applicants – Strategic partnerships KA 2

4 approved projects – AWO was first-ranked 😊

Feedback from the experts

- **high relevance of the topic**
- **diligent demand analysis**
- **clear working program and objectives**
- **high quality project team**
- **clear coordination and communication**
- **dissemination is described in detail**

- **unbalanced distribution of tasks (HP)**
- **features of countries less considered**

4 project phases (overlapping)

 **phase 1 (M 1+2): 14-10-01 to 15-05-31**

phase 2 (M 3+4): 15-03-01 to 15-11-30

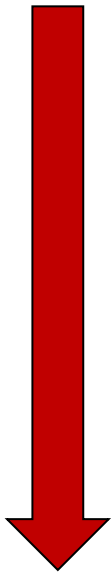
phase 3 (M 5+6): 15-08-01 to 16-04-30

phase 4 (M 7): 16-01-01 to 16-04-30

feedbacks, changes: 16-06-01 to 16-08-30

lifetime of the project: 14-09-01 to 16-08-31

Each phase had 5 steps



translation of 2 modules including pp slides
studio recording in Wels
postproduction and check
feedback at universities
implementation of changes

contact with the production manager very essential!

Transnational project meetings

- **Kick-off meeting in September 2014: Eisenstadt**
- **1st studio recording in March 2015: Wels**
- **Interim meeting in June 2015: Maribor**
- **2nd studio recording in September 2015: Wels**
- **3rd studio recording in March 2016: Wels**
- **Final meeting in June 2016: Eger**

In Wels 2 modules were recorded.

Project calculation

project management: $250/\text{month} \times 24 = 6.000$

project meetings: $575/\text{person} \times 7 = 4.025$

Intellectual outputs: categories depending on the country:

- category Researcher/Teacher/Trainer:

49 days translation, 3 recording, 6 check, 12 feedback

- category technician: 48 days (1/2 day/week)

Budget

Uni	management	meetings	outputs	in total
FHB	12.000	1.150	33.220	46.370
UJOP	6.000	2.875	16.404	25.279
UMB	6.000	4.025	7.820	17.845
EKTF	6.000	4.025	7.820	17.845
UNIMB	6.000	4.025	14.486	24.511
VSPU	6.000	4.025	7.820	17.845
e-matrix	6.000	1.725	39.308	47.033
	48.000	21.850	126.878	196.728
exceptional costs				4.400
budget				201.128

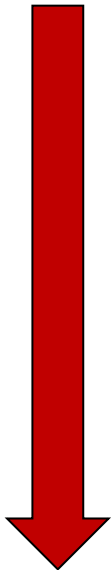
Payment

Money transfer to partners according to the payment of the funding from the National Agency to the FH Burgenland; 3 payments:

- **60% after successful application**
- **20% after the interim report**
- **20% after final report**

Money transfer to partners proportionate to the percentage

Challenges



3 persons lost their job (or got job reduced)

1 person started far too late with work

1 person needed extremely pressure to deliver

different legal procedures in project countries

bureaucracy (Slovenia, Hungary)

(final) quality management

Expect the unexpected!

Tips & recommendations

- **motivated project team/personal relations**
- **good relationship with National Agency**
- **clear structure of the project**
- **permanent monitoring of time and phases**
- **calculation of time frames!**
- **patience for legal procedures**
- **creative problem solving**
- **creative handling of budget**