

Toward a typology of MOOC activity patterns

Learners who never rest?

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MOOC learners' activity patterns

- Factors:
 - personal schedule,
 - traditional working hours,
 - domestic time,
 - nighttime
 - relation with MOOC course opening hours
 - live sessions
 - essay submission deadlines
- Does the MOOC schedule determine the connection patterns of the learners?

Questions & data

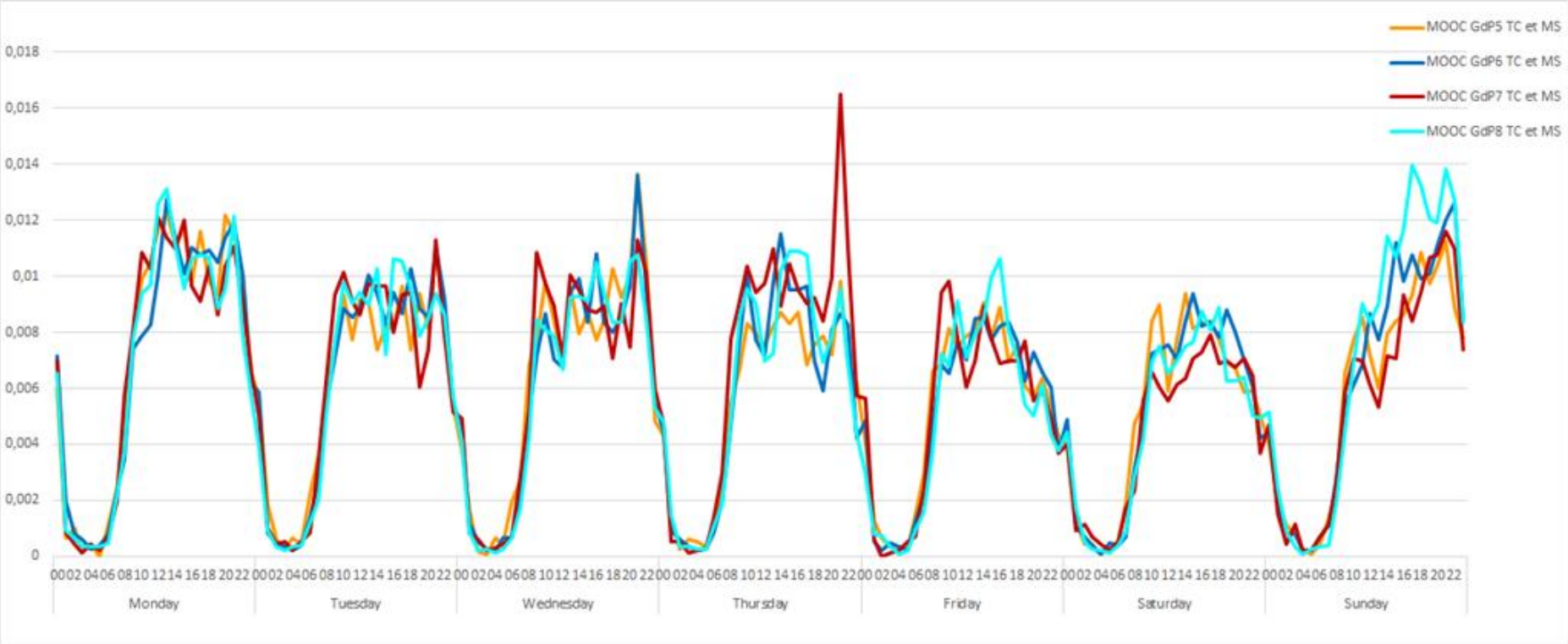
Research questions:

1. how do MOOC learners manage their connection and training schedules?
2. Does the MOOC determine the connection rhythm of the learners, or is it their personal and professional rhythm that determines when do they connect to the MOOC?

Data set : 4 sessions

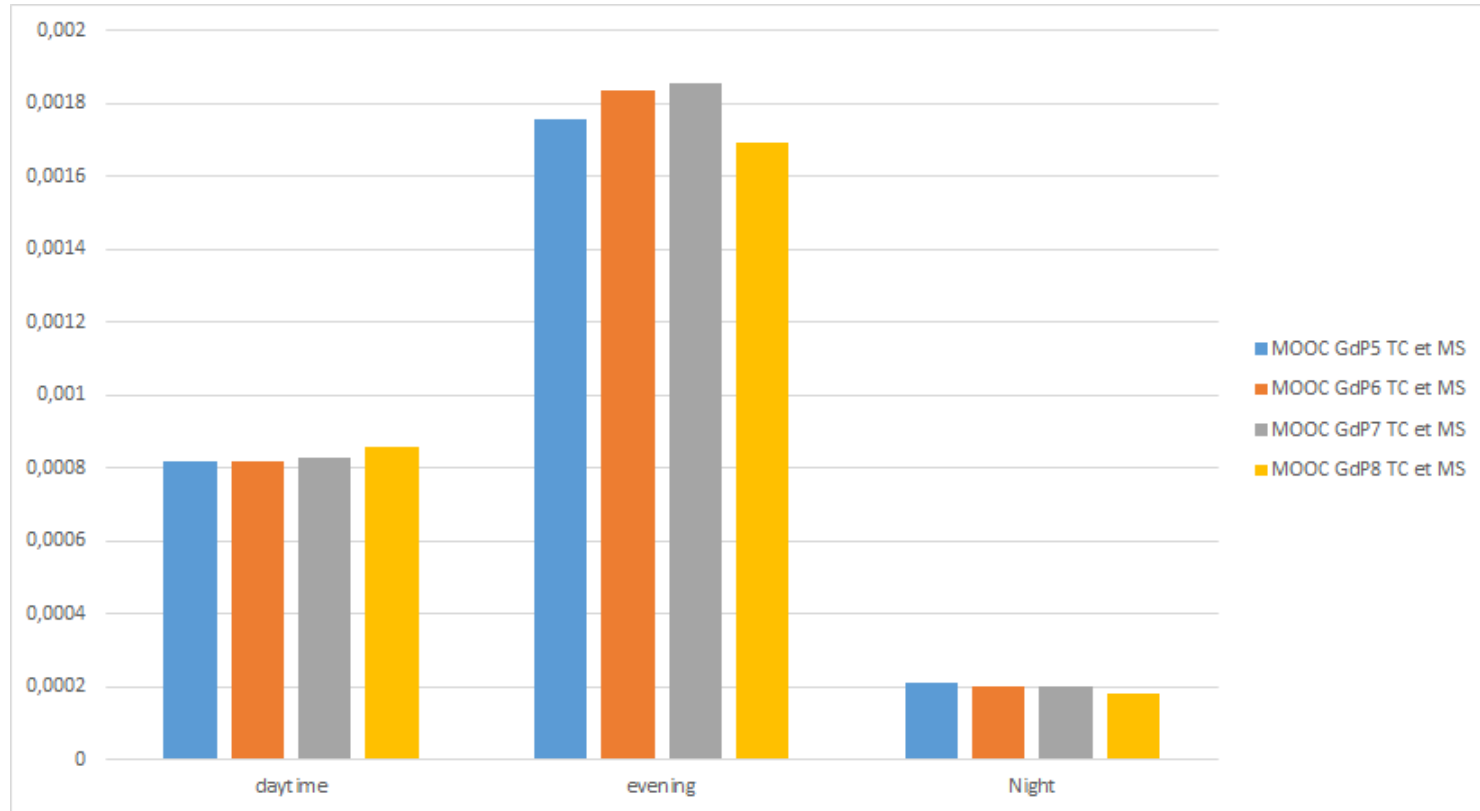
- MOOC GdP5, 6, 7 8 march 2015 - October 2016.

Study #1: Weekly connection patterns are regular and stable



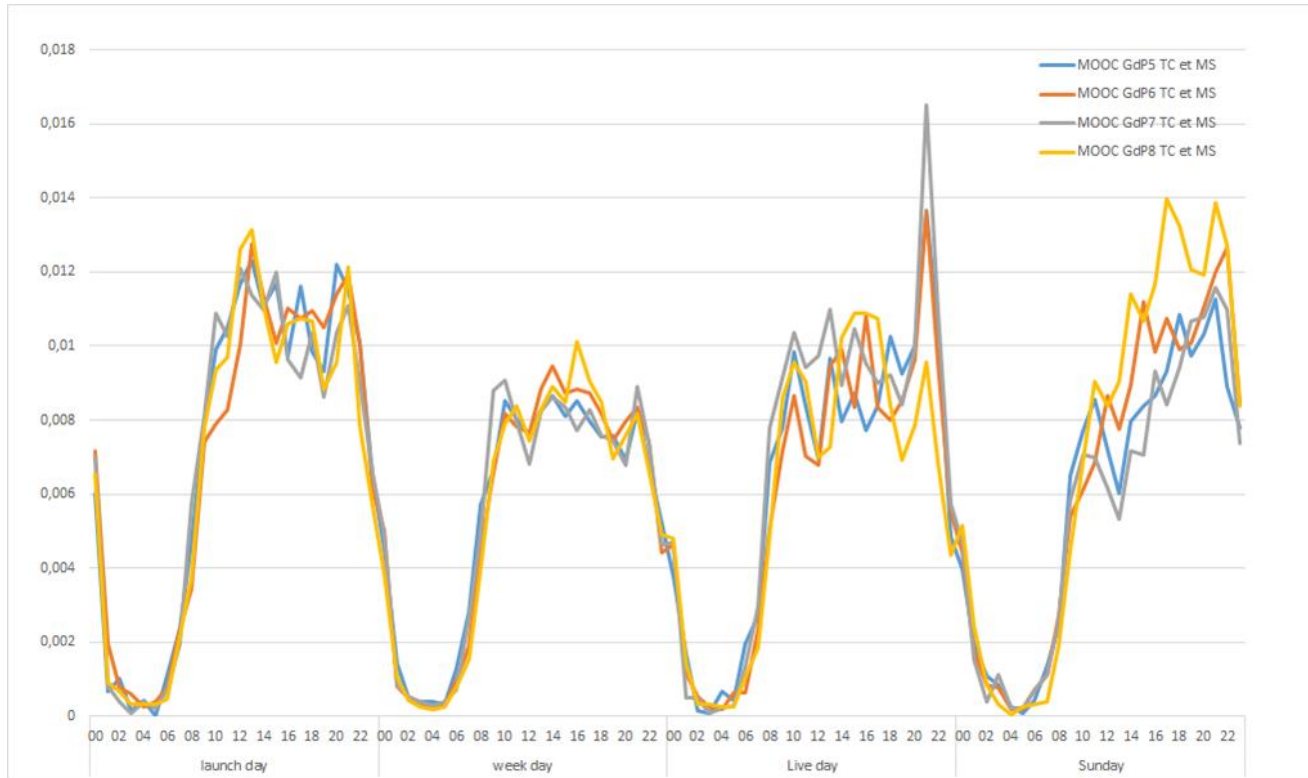
Normalized hourly and weekly connection patterns

Study #2: Q&A live sessions: convergence of deferred and live attendance



Platform connections per hour on daytime, evening and night slots

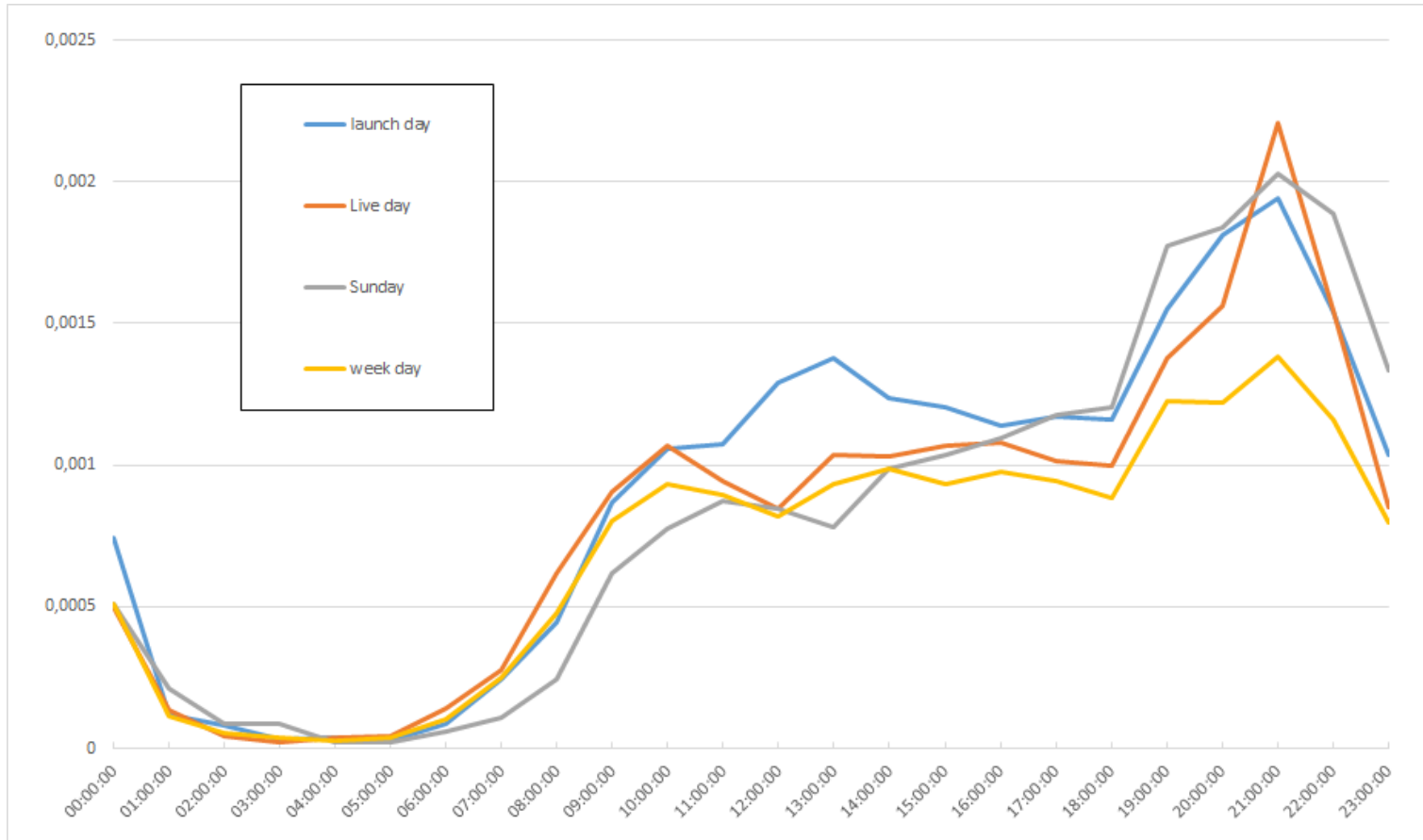
Study #3: Four types of daily patterns



Five typical weekdays:

1. **Launch days:** each weekly module opens Monday at 12:00
2. **Live days:** live “Q&A” session is held on the evening of that day
3. **Weekdays+Saturday:** “normal” week day with no live “Q&A”.
4. **Sundays:** essay submission is due Sunday midnight week 1-3

Study #4: the "9 p.m. effect"



Longitudinal connection density: the 9 p.m. peak

Conclusions and recommendations

- Learning : double density on evenings
- 4 types of days, w/specific hourly pattern: 1/ Launch days; 2/ Live days; 3/ Weekdays and Saturdays; 4/ Essay submission days
- Recurring “live” contact point has a lasting attraction on some hardcore learners
- Two populations (“hardcore” and “standard”) exhibit a specific mode of attrition.
- "9 p.m. effect": there is a recurring peak of activity every day but Saturdays.

Two best practices for MOOC design:

1. Understand the importance and **role of weekly live sessions** in creating and maintaining hardcore learners.
2. **Preferential timeslot:** 9 p.m. - 10 p.m. best timeslot to set up events and work.

Thanks for listening!

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