ZSRx: A (mini) MOOC for Web Literacy

Kyle Denlinger
Z. Smith Reynolds Library
Wake Forest University
MOOCs & LIBRARIES: THE CURRENT CONVERSATION
COLLEGE BOARD OF VISITORS: WE NEED THAT CLASS!
we saw & value & opportunity
to REACH HARD-TO-REACH POPULATIONS
(read: potential donors)
to TEACH CRITICAL 21ST CENTURY LITERACIES
to PREACH THE VALUE & EXPERTISE OF LIBRARIANS
so we asked ourselves:
WHY DON'T WE JUST BUILD IT?
so that's what we did.
A FOUR-WEEK OPEN ONLINE COURSE TO FOSTER WEB LITERACY IN PARENTS & ALUMNI
LOTS OF CONTENT
BUT A FOCUS ON
CONNECTION
CANDY DISH
We called it:

ZSRx: THE CURE FOR THE COMMON WEB
BUILT WITH FREE TOOLS BY ONE GUY OVER A FEW MONTHS
then something amazing happened.
ZSRx, BY THE NUMBERS:
WE WERE HOPING FOR 100.

INSTEAD, WE GOT:
713

total registrations
6 continents
(thanks for nothing, Antarctica)
23 states in the US
(we thought this was pretty cool)
(we thought this was pretty cool)
(we thought this was pretty cool)
(we thought this was pretty cool)
(we thought this was pretty cool)
Alumni from the class of 1954 to the class of 2012
Parents
of current & former students
even our Provost is an enthusiastic lurker
all of whom are connecting to us in a new way
how we did it: TOOLS
Module 1: Paying attention to paying attention online

Taking steps to build smart search habits and eliminate garbage search results

Resources:
- Introduction
- Video Gallery
- Readings
- Digging Deep
- Discussion Topics
If you’re getting too much email from this group, you can change your email settings by selecting "Members email settings" below. We recommend selecting the daily summary email, which won’t flood your inbox.

Welcome to this group! Here you'll be able to engage with your classmates in discussion and form discussions on the weekly topics. To ensure you’re updated by the group, please make sure the email from the Google groups doesn’t end up in your spam folder. For more discussion and sharing in a slightly different format, check out the ZSRx Community on Google+.

Tech help
By me - 7 posts - 97 views - updated Mar 28

Off-topic: Find anything interesting?
By me - 16 posts - 64 views - updated Mar 28

Rethinking the Google Site: Restriction
By Rosalind Tedford - 6 posts - 17 views - updated Mar 28

Discussion Question #1 Biggest Takeaways
By Nick Ursini - 10 posts - 71 views - updated Mar 24
Group Discussion

How to Participate | How to Get Started | Google Groups Help

If you’re getting too much email from this group, you can change your email settings by selecting "Members email settings" below. We recommend selecting the daily summary email, which won’t flood your inbox.

NEW TOPIC  Mark all as read  

ZSRx 2013 Membership and email settings
23 of 23 topics

Welcome! This forum allows you to interact with your classmates in structured and informal discussions of the weekly topics. If you receive an update on this group please make sure that mail from zsrx@google.com isn’t being sent to your spam folder. For more discussion about and a slightly different format check out the ZSRx Community on Google.

Edit welcome message Clear welcome message

- Tech help
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303 MEMBERS
~300 POSTS ALL TIME
Tom Daly  Mar 25, 2013 - Discussion

“Net Smart: How to Thrive Online” by Howard Rheingold is a great book. It has chapters on Crap Detection 101, Participation Power, Social-Digital Know-how; The Arts and Sciences of Collective Intelligence, and How (using) The Web (Mindfully) Can Make You Smarter.

I checked out this book from the library and read it last weekend. The chapter on crap detection was especially good. It includes descriptions...

Expand this post »

Faculty Scholarly Productivity Index - Wikipedia, the free encyclopedia »

Kimberly Trumble  Mar 25, 2013

I’m prompted by the recommendation of this book and plan on getting it from the public library.
Say you want to find some employment statistics for the zip code 27104. Knowing government agencies that keep this data, how would you construct an effective search?
how we did it:

INSTRUCTIONAL DESIGN
go backwards!
how we did it: BUILD
how we did it:
PROMOTE
what we're learning: EXPERIENCE MATTERS
what we're learning:

PIXELS

MATTER
what we're learning: CONNECTION MATTERS
HOW'S IT GOING?
886 people visited this site

Visits: 2,155
Unique Visitors: 886
Pageviews: 8,233
Pages / Visit: 3.82
Avg. Visit Duration: 00:07:32
Bounce Rate: 32.02%

74.06% Returning Visitor
25.94% New Visitor
unique visitors

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- Visits: 2,155
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- Pages / Visit: 3.82
- Avg. Visit Duration: 00:07:32
- Bounce Rate: 32.02%
- Returning Visitor: 74.06% (1,508 visits)
- New Visitor: 25.94% (559 visits)

- Unique Visitors: 299
- Pageviews: 121
- New Visitor: 84
Emerging Student Patterns in Coursera-style MOOCs

- No-Shows
- Observers
- Drop-Ins
- Passive Participants
- Active Participants

MOOC Weeks

Pre-Course

Finish

Phil Hill (@PhilOnEdTech)

cc by nd
“Interesting sharing. Thank you. I have been moving about the course in a somewhat random pattern, but it is a wonderful learning experience. And it is stimulating sharing ideas at home and at work. Thank you.”
“Another thing I’ve learned so far that has made me glad I signed up was that Google tends to produce Q&A links when you type a question. I’ve never liked searching the actual question and have preferred searching on the important terms of the question... Now I know why I don’t like the results as much.”
“Wow, that is great! (neither my husband, my co-workers, nor several of our student-workers knew about this feature either).”
“I learned so much from the videos and articles in Module 1. Most of my frustrations in doing searches are now clear to me from what I learned about how searches are executed.”
“Becoming exposed to even more has made my searching even more manageable. Working in the medical profession and having to search things I often come back with a lot more hits than desired or needed. Now I have greatly minimized the information that comes back to me when searching. PRICELESS!”
“I learned how to filter search results by date - that alone is worth the price of admission!”
“I've been very impressed by the thoughtful comments from group members and the willingness to share and help others. This is a new on-line experience for me and I'm glad I am participating.”
AN OPPORTUNITY!
WANNA DO THIS?
Thank you!
Questions?
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Emerging Student Patterns in Coursera-style MOOCs from Phil Hill: