

# Why Undergraduates Enroll in MOOCs?

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# HELLO!

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# Why undergraduates enroll in MOOCs?

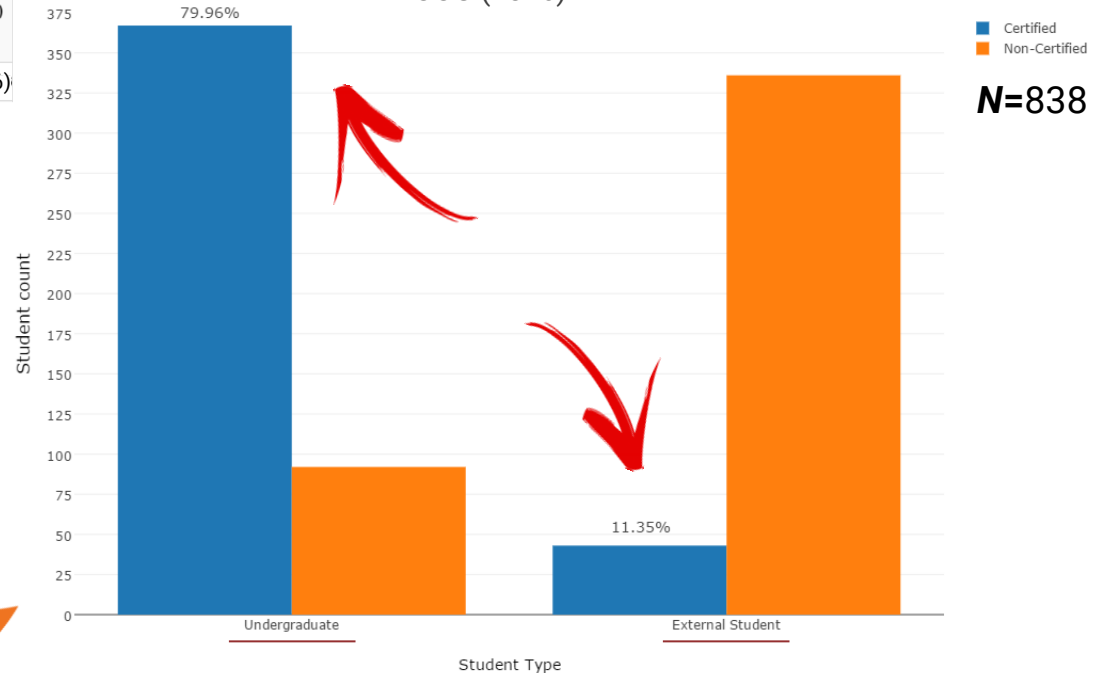
Question	University students (N= 364) Mean $\pm$ SD	External students (N= 43) Mean $\pm$ SD
1. Desire to learn throughout the course*	2.92 (1.01)	2.14 (0.96)

1. Strongly agree ... 5. Strongly disagree

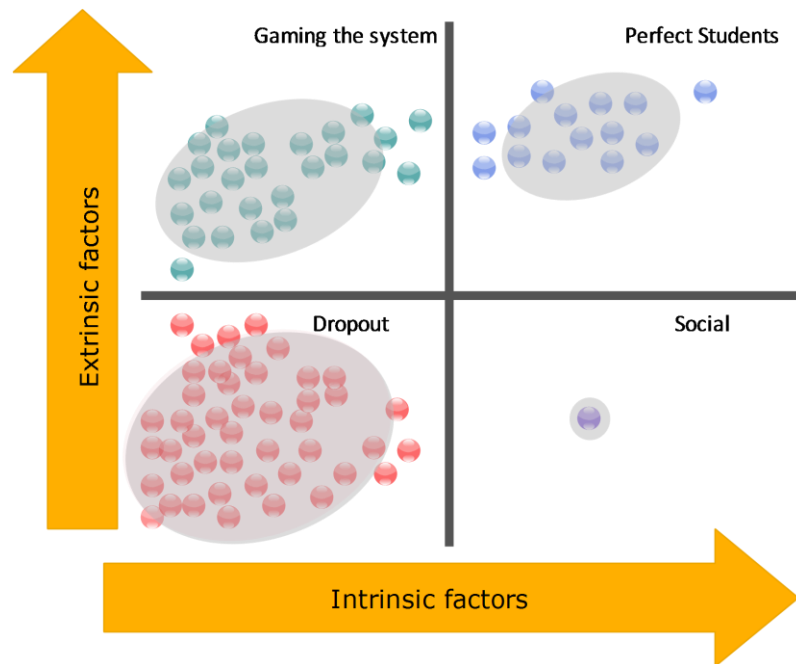
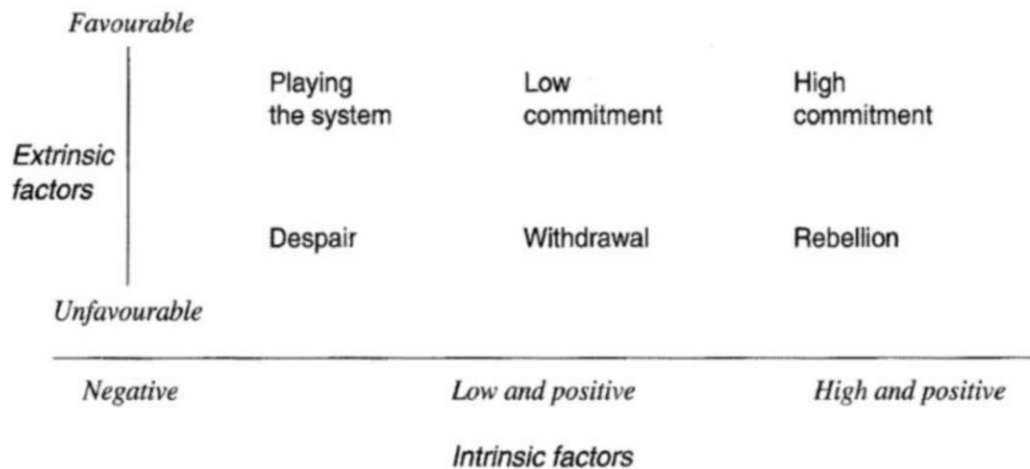
- Undergraduates receive **3 ECTS points**



Social aspect of Information Technology  
MOOC (2016)



# Cryer's Scheme of Elton (1996)



# Undergraduates Clusters

Cluster	Reading	Writing	Videos	Quiz attempts	Cluster Size	Certification ratio
Gaming the System	23.99 ± 11.19 (M)	0.00 ± 0.07 (L)	0.00 ± 0.07 (L)	19.64 ± 3.84 (H)	44.88%	94.36%
Perfect	42.23 ± 23.23 (H)	0.03 ± 0.19 (L)	20.76 ± 6.01 (H)	20.56 ± 3.84 (H)	33.55%	96.10%
Dropout	6.25 ± 6.38 (L)	0.01 ± 0.10 (L)	2.44 ± 3.42 (L)	2.76 ± 3.86 (L)	20.69%	10.53%
Social	62.00 ± 53.68 (H)	4.00 ± 1.41 (H)	3.25 ± 4.72 (L)	8.50 ± 9.61 (M)	<1%	50%

# THANK You!

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