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# Massive Open Online Courses as enablers of service-learning

## Abstract

MOOCs offer the possibility of flexible and independent learning processes. Using MOOCs at universities is often seen in the context of blended learning and inverted learning. But the use of MOOCs in other didactic formats, such as service-learning, is less common. Service-learning describes the combination of social engagement with the training of students, i.e., the teaching of technical, methodological and social skills. The aim of this article is to reflect on the use of MOOCs in service-learning and to provide suggestions for further research.

## Keywords

MOOCs, service-learning, teacher education, Third Mission

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## **Massive Open Online Courses als Ermöglicher für Service-learning**

### **Zusammenfassung**

Massive Open Online Courses bieten die Möglichkeit flexibler und selbstständiger Lernprozesse. Der Einsatz von MOOCs an Hochschulen wird häufig im Kontext von Blended Learning beobachtet, z. B. auch im Rahmen von Flipped Classroom. Der Einsatz von MOOCs in anderen didaktischen Formaten, wie dem projektbasierten Service-Learning, ist weitaus weniger verbreitet. Ziel dieses Artikels ist es, den Einsatz von MOOCs im Bereich des Service-Learning zu reflektieren und Anregungen für die weitere Forschung zu geben.

### **Schlüsselwörter**

Lehramt, MOOCs, service-learning, Third Mission

## **1 Introduction and Background**

Through the use of massive open online courses (MOOCs), educational institutions reshape learning opportunities and transform higher education (LITTLEJOHN et al., 2016). With the outbreak of the COVID-19 pandemic and the associated need to shift into distance learning mode, MOOCs are again gaining increased attention and are transforming from revolutionary innovation to necessary standard (PILLER et al., 2020). Broadly speaking, MOOCs are online courses that offer high-quality education to many students. MOOCs differ from traditional in-person colleges and universities because they are open to anyone and accessible from anywhere in the world and at any time (DENG et al., 2019). Note that it is especially the feature of independent learning and flexibility of MOOCs, as well as their scalability, that are of interest for this article. Conversely, whether they are open does not matter so much for the forthcoming discussion. Nevertheless, in order to aid communication, we stay with the common abbreviation of MOOC; but the discussion can be equally applied to small private online courses (SPOCs; COMBÉFIS et al., 2014).

Interestingly, from a pedagogical perspective, the discussion about MOOCs is led only in a narrow domain of pedagogical frameworks. For instance, there is a plethora of texts discussing the use of MOOCs within frameworks such as inverted or flipped learning (e.g., HUNG et al., 2019; LI et al., 2015). And indeed, it does make intuitive sense to combine high-quality asynchronous resources as they are often provided through MOOCs with the inverted learning approach, which may use these resources as a basis for a more specific, lively discussion in the classroom (FROELICH, 2018).

In this article, we explore the potential for the use of MOOCs within a different didactical approach: service-learning. Service-learning combines the creation of learning opportunities with a specific service that is delivered by the learners to society (BRINGLE & HATCHER, 1995; FELTEN & CLAYTON, 2011). Given its potential to not only provide practical and holistic learning experiences, but also to address pressing issues in today's society, this approach has received a lot of attention lately (for a review about service learning in higher education, see SALAM et al., 2019). To further support this process of service-learning and the role MOOCs may play in it, this article poses the following research question: *In how far can MOOCs supplement the service-learning experience?* To address this highly exploratory question, we present a framework of how we are using massive – but not necessarily open – online courses within a longstanding service-learning project in the context of teacher education. We discuss what the learnings and existing blind spots of the presented framework are and what this means for teaching and research.

## **1.1 The promising benefits of integrating MOOCs into teaching**

MOOCs can provide a number of benefits for students (see, e.g., RABIN et al., 2019). One major benefit is that they offer a high level of flexibility and convenience. Because of this flexibility and independence of location, offering massive open online courses can ensure educational affordance even in less densely populated places with fewer educational resources (DALIPI et al., 2018). Moreover, due to independence of location, students can access MOOC content from anywhere at any time, meaning that it makes it easier to work at their own pace and fit them into their busy schedules. This means that even more people are given the opportunity to further their education according to their needs and interests. Additionally, as there is no

need to enroll in a university, MOOCs have little access restrictions if internet and the hardware to access it is available. Since many online courses are offered for free, this also creates the possibility to include learners who are typically less represented in institutions of higher education (TAHERI et al., 2020). Besides that, the benefits of MOOCs for students include opportunities to learn from experts in their field. Lastly, MOOCs can serve individual interests for students as they hold the chance to further educate themselves through various courses in different disciplines for a variety of reasons, such as personal interest, career opportunities or building new relationships (BROOKER et al., 2018).

The use of MOOCs at institutions of higher education can not only be enriching for students, but also holds some opportunities for the institutions themselves and their teachers. Complementary to classroom teaching, MOOCs can be used in a flipped classroom setting as supplementary courses. This offers the possibility to improve educational standards without increasing the number of in-person teaching hours, as using MOOCs as a resource for content delivery allows teachers more time for meaningful and interactive face-to-face modules (DALIPI et al., 2018). The time saved through the utilization of MOOCs can be invested in the planning of in-person teaching and the alignment with the actual needs of the students. Additionally, the universities themselves can benefit from offering and developing MOOCs, since it holds an opportunity to showcase their teaching activities and offer innovative teaching practices not only nationally, but also globally. Thereby, they can enhance their reputation (DALIPI et al., 2018). For the institution itself, the provision of MOOCs may be discussed from the angle of the “Third Mission”, the idea that institutions of higher education do not only provide research and traditional teaching, but should also have more direct impact on society (COMPAGNUCCI & SPIGARELLI, 2020; KNUDSEN et al., 2021). MOOCs could be argued to be one such channel, as it opens up the knowledge of the institution to be accessed by outsiders – including those with little educational background – more easily (TAHERI et al., 2020).

## 1.2 Service-learning

Service-learning is a type of course-based experiential learning in which students engage in organized service activities that aim to improve the quality of life for people or communities outside of the classroom. The service activity aims to fulfill

the communities' needs on one hand and on the other to achieve that the students' reflection on the activity generates a deeper and meaningful understanding of the content taught in the course (BRINGLE & HATCHER, 1995; FELTEN & CLAYTON, 2011).

Service-learning holds the opportunity to connect “theory and practice, cognitive and affective learning, and colleges with communities” (BUTIN, 2006, p. 473). Thus it “is recognized as an innovative pedagogy, which involves various activities that are beneficial for all [involved] stakeholders” (SALAM et al., 2019, p. 585), meaning students, members of the community, and the university and its members.

A primary goal of service-learning is to increase the students' knowledge of communities and their issues and bring a sense of responsibility to engage in these. Students should thereby become active citizens who fulfill their duty to the community and play a part in improving and empowering it through their knowledge and skills (WEILER et al., 2013).

The combination of academic learning and theoretical foundation with specific practical application further leads to a deepening and better understanding of what has been learned in the classroom (SALAM et al., 2019). This means that students cannot only expand their knowledge as part of their studies, but also increase their employability (FROEHLICH et al., 2020) and problem-solving skills (SALAM et al., 2019) by working on a variety of tasks (FROEHLICH et al., 2019).

Establishing service-learning is an opportunity for universities to engage with the communities around them and to build a reciprocal relationship between the community and the campus (BRINGLE & HATCHER, 2002; ENOS & MORTON, 2003). OLBERDING and HACKER (2016) argue that the reasons universities engage in these relationships are quite diverse and distinguish between altruistic and strategic reasons. On one hand, universities have valuable resources, such as human resources, technologies, materials, knowledge, and many more that can be used to support the communities which surround the institution. On the other hand, the relationship between universities and communities also brings them some advantages regarding public relations, as opening to the surrounding community, working on real-life problems, and moving away from the image of the ivory tower helps them to improve their reputation in the community. Last, an important benefit for universities is the possibility of improving the quality of life in the surrounding area

through the implementation of service-learning. As many students and employees live in the nearby community, an improvement of their quality of life would help the universities to recruit and retain students and employees (OLBERDING & HACKER, 2016).

Service-learning is also considered a promising teaching approach considering achieving the Sustainable Development Goals (SDGs; SACHS, 2012) under the paradigm of education for sustainable development (RIECKMANN, 2021). Particularly regarding university teaching, the establishment of service-learning projects provides a valuable basis for firmly anchoring selected SDGs in university teaching (see DLOUHÁ et al., 2019; HOBUSCH & FROEHLICH, 2021; KIOUPI & VOULVOULIS, 2020).

## **2 Description of the framework: The use of MOOCs in service-learning**

The framework we present here to showcase the use of MOOCs within service-learning arrangements is a course that is currently implemented at two Austrian higher education programs in the domain of teacher education at both the Bachelor's and the Master's level: the TeachingClinic (TC; FROEHLICH et al., 2021; <http://teachingclinic.org/>). The TC is conducted as participatory practitioner research projects (VAUGHN & JACQUEZ, 2020), where the authors of this paper are taking part as course instructors or students.

The aim of the courses is the independent implementation of design-based research (BAKKER, 2018) projects by groups of students of teacher education. Project ideas are submitted to the TC directly by teachers; responding to these ideas, therefore, represents a service to the teachers that is useful in tackling their specific challenges. The projects touch a vast array of topics, including political education against racism, linguistic differentiation in (subject) teaching, non-digital teaching of digital literacy, OneHealth, and others. Given that each project, each submitting teacher, and each classroom is different and has different requirements in terms of what theories and methods are being applied by the students, the students follow highly individual learning paths. On these learning paths, the students receive guidance by the sub-

mitting teacher (for logistics and context knowledge) and the course instructor (for questions of method and scientific project management) through synchronous digital office hours and asynchronous check-ins and feedback sessions (FROEHLICH & GUIAS, 2021).

Especially relevant for the context of this paper, all students in a TC are enrolled in MOOCs hosted on a third-party platform. This platform features a range of highly specialized online courses focused on the research methodology, research methods, research planning, and writing. In short, it contains a range of resources that are useful for conducting social science research projects. The feedback and check-in moments with the students are used to refer the students to the right material in this video course database.

The MOOCs are formally integrated with the rest of the course through the flexible grading scheme of dynamic grading. Basically, this grading scheme gives the students the power to decide for themselves what deliverables to engage in and which ones to skip completely. At the end of the TC, students hand in their work products in a portfolio that includes, for instance, any feedback given to other students, any special roles taken up as part of the TC, and, most importantly in the context of this paper, a learning report as offered by the online course platform. Alternatively, course completion certificates from any other relevant MOOCs that have been attended during the semester (e.g., through established platforms such as iMooX) could be added as evidence. The hope of this approach to assessment is that giving students maximum decision-making power instills a learning orientation: What knowledge gaps need to be narrowed to successfully execute the given project?

### **3 Discussion**

We set out to explore how MOOCs can supplement the service-learning experience in higher education based on the example of the TC. There are major benefits of MOOCs that stand out in the TC and that do not (all) appear in the list of benefits derived from the literature above. We will now discuss the implied benefits (and further challenges) that accrue from marrying MOOCs and service-learning. Specifically, we discuss this along six lines: implications for students, instructors, institutions, MOOC creators, general teaching in higher education, and further research.

The first benefit is from the perspective of the students. Interestingly, while MOOCs are often presented to standardize and scale courses (e.g., “outsourcing” the repetitive parts of a lecture to MOOCs to have more time for individualized discussions), our concept addresses flexibility in a very broad sense. Students can decide freely on their own learning goals, as the different projects to choose from represent different learning opportunities and formats. Therefore, the opportunity to make a choice informed by their own ideas for further professional development shows a high degree of self-participation at the individual level of the learners (POSTHOLM, 2012). Given that there is a plethora of MOOCs available that have been tailored to the needs of the typical participant of the TC (and MOOCs outside of this library might be used to gain course credits), one is not limited by the availability of video resources (or methodological competencies). This freedom is, to a large extent, enabled by the dynamic grading scheme that is supportive of integrating MOOCs with the rest of the course. This concept may also be linked to acknowledging informal learning as part of a university course (e.g., FROEHLICH et al., 2022; REITINGER et al., 2021). Indeed, the strength of the TC concept is its focus on experiencing practice and doing research in a very local context. The utilization and acknowledgement of MOOCs allows focusing on this strength and flexibly support students in training necessary competencies efficiently.

From the perspective of the course instructor, one key feature stands out. As discussed in the literature about the use of MOOCs for flipped/inverted learning (BO-EVÉ et al., 2017), the instructor, being freed from giving lectures, can focus on coaching and further individualization of the course. However, in the TC, the leverage is much more than that. It allows the instructor to not only host one research project per course – the standard in similar courses of the module – but usually five to eight per semester. There is no requirement that these projects are – methodologically or content-wise – similar. Because students design their own learning journeys and their own assignments for which they want to be graded, the instructor is free to supervise many heterogeneous projects in parallel. Put differently, MOOCs may be seen as enablers of mass-individualization in teaching in higher education. They can be seen as a coping device to account for competence differences among students.

This also has benefits for the institutions, as it allows the institution to form project-ties with greater numbers of stakeholders than possible without the MOOCs as a resource (ENOS & MORTON, 2003). MOOCs are not only a catalyst for scaling

learning, but also for scaling the number of outreach activities to the community. Superseding the level of the individual instructor or the institution, the presented case also allows for some thoughts about the general high education landscape. There is an interesting dichotomy at work when combining MOOCs and service-learning. MOOCs, as implied by the attributes “massive” and “open” are very scalable and may act on a global level. There is virtually no reason high-quality courses produced from one institution cannot be used by others around the world. However, service-learning operates on a different logic. The goal of the service-part is not intended to “save the world”; but to respond to very specific, local challenges. In the TC, this may be as local as a problem that exists only in one specific classroom or even only with one specific pupil. We believe that these different logics increase the potential for cross-institutional collaboration in teaching. In fact, by winter term 2022, the TC has been successfully “exported” to a different institution. While the service-learning part, of course, needs some mild adaptations to fit the institutions’ needs (in this case, the thematically specific orientation of the educational institution for the agricultural and environmental education sector), the integration of MOOCs stays completely unchanged. This gives some first support to the notion that MOOCs may help service-learning initiatives to become more scalable and applicable to a wider audience and for highly specialized fields of actions. In sum, from a perspective of Third Mission, this results in a “double hit”: A contribution is made via the specific service-learning projects, but also by contributing MOOCs to the global teaching landscape.

Last, there also are potential benefits for the MOOC creators. This is because more contextualized information can be gathered about how the MOOCs are consumed and for what purpose. This added value results from the fact that individual students who attend a particular MOOC are not just motivated by a general interest in learning more about a topic, but because they have a very specific problem that they want to solve.

This can be the case for many students also in the broader context of MOOCs, but our hypothesis is that the average intent is much clearer and more specific in the described context of service-learning. This information can then be used to further improve the MOOC and tailor it to the needs of the learners and institution-specific contexts.

The underlying teaching concept of the TC has already been in place for several years, has won two international teaching awards, and is currently being rolled-out at other institutions. Nevertheless, the report above is based on this singular case only. This is appropriate for the current state-of-the art concerning the enrichment of service-learning concepts with MOOCs. Further research may help to expand knowledge – and practical teaching concepts – in this area. For example, the potential of MOOCs to be used globally within many individual local contexts may indeed be a driver for teaching collaborations. However, what could the exact configurations of these partnerships be (including, for example, also collaborative international online learning)? How can the stakeholders who play such an important role in service-learning (but that do not necessarily appear in the MOOC context) be involved? Or how can MOOCs be even better integrated within the service-learning environment? In the TC, the separation has been made based on the advantages of both concepts; the MOOCs are focused more on scientifically relevant knowledge, the rest of the service-learning experience is fully focused on reflection and implementation. While these are all interesting questions to be pursued by further research about the nexus of service-learning and MOOCs, we hope that this article has presented a credible starting point of how this nexus can look like and why it is important. However, these cases may not be the only useful combinations of the two pedagogical concepts. Research that transcends the disciplines may be especially fruitful here.

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