Metaphors about MOOC power: systematic metaphor analysis

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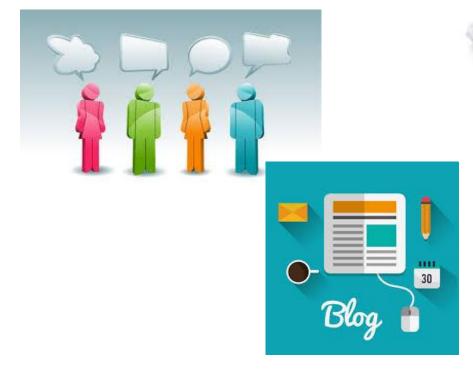
Related work

MOOC involves passive linear learning

MOOC supports and increases inequality in society

MOOC enables to gather a large amount of data and to improve learning process

MOOC is a means to overcome inequality in society

Discourse about MOOC: media and academic spaces

Goal and database

Goal: to construct metaphors used in academic discourse about positive and negative aspects of MOOC with regard to system of higher education

Database: 22 articles in academic journals with author's evaluation of MOOC effect on the higher education system

Method

Systematic metaphor analysis developed by Rudolf Schmitt

It's a method to reconstruct thoughts and strategies of actions from texts

5 steps:

1. to define a target area
2. to gather metaphors used by other researchers
3. to scan the text for the presence of metaphors and to reconstruct metaphorical concepts
4. to interpret metaphorical concepts
5. to compare metaphorical concepts

Metaphorical concepts

1. MOOC as a disruptive technology
2. MOOC as a neocolonialism
3. MOOC as a tool for progress in equality/inequality

MOOC as a disruptive technology

Negative extreme **Neutral** **Positive extreme**

MOOC destroys academia

MOOC destroys just massive universities

MOOC just transfers content of offline courses into online

MOOC is a new period in the cyclical evolution of HE

MOOC is a new reality

MOOC as a neocolonializm

Negative extreme   **Positive extreme**

MOOC is a
new era of
colonialism

MOOC is a
mcDonalization
of HE

MOOC is a way to
develop HE in
developing countries

MOOC as a tool for progress in inequality

Negative extreme

Positive extreme

MOOC is a way
to consolidate
inequality

MOOC is a way
to overcome
inequality

Thank you!