**The Economics of MOOC**

Group 5

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**Introduction:**

Recently there has been massive growth in the industry of massive open online courses. Students from various universities are taking MOOC as the option to understand things which are not taught in school and if they want to study a specific course they do not have to take the entire programme containing it. Here we have carried out market analysis of various MOOCs based on certain parameters which will be discussed further.

This article will help students to identify the best MOOC platforms with the highest quality courses and teachers, the widest variety of available courses, and those that offer the most specializations.

**Method of evaluation:**

We have taken certain parameters for comparison and have assigned certain weightage to each of them as follows:

Parameters:

* Credentialing (25%)
* Course Diversity (25%)
* Course features (15%)
* Social features (10%)
* Partner institutions (15%)
* Cost (10%)

The percentage in the brackets shows weightage of each parameter.

We took 3 major competitors of MOOC market which are Coursera, edX, and Udacity, for the comparison.

* Credentialing

This feature compares value other than knowledge and skills you get by completing the course, based on the following sub-features.

* + Does the platform offer verified certificates?

All the three platforms provided verified certificates, hence each of them scored 10 in this sub-parameter.

* + - Coursera : 10
    - Udacity : 10
    - edX : 10
  + Does the platform offer completion certificates for all courses for free?

Sine none all the platforms provided certificates for their paid courses and none provided certificates for the completion of their free courses, all the platforms scored 0 here.

* + - Coursera : 0
    - Udacity : 0
    - edX : 0
  + How many learning pathways or specializations are offered?

Coursera offered 325 specializations, Udacity 40 and edX offered 250 specializations.

* + - Coursera : 10
    - Udacity : 0
    - edX : 5
  + Can accredited degrees be earned?

All the three platforms provided accredited degrees, hence each of them scored 10 in this sub-parameter.

* + - Coursera : 10
    - Udacity : 10
    - edX : 10

**Average score of this parameter:**

* + Coursera : 10 + 10 + 10 + 0 / 4 = 7.5
  + Udacity : 10+ 10 + 0 + 0 / 4 = 5
  + edX : 10 + 5 + 0 +10 / 4 = 6.25

**Normalized score of this parameter:**

* + Coursera : 7.5 \* 0.25 = 1.875
  + Udacity : 5 \* 0.25 = 1.25
  + edX : 6.25 \* 0.25 = 1.5625
* Course diversity:
  + Number of Courses:

Coursera contained 3332 courses, Udacity 210 and edX 2090 courses.

Hence,

* + - Coursera : 10
    - Udacity : 0
    - edX : 5
  + No of search filters:

edX contained 6 search filters, Coursera 6 and Udacity contained 4

search filters.

* + - Coursera : 10
    - Udacity : 0
    - edX : 10
  + No of categories of course:

Coursera contained 45 categories, edX 30 and Udacity had 8 categories.

* + - Coursera : 10
    - Udacity : 0
    - edX : 5
  + Scheduled Courses:

Since none of the platform had an option for scheduled courses, all the platforms scored 0 here.

* + - Coursera : 0
    - Udacity : 0
    - edX : 0

**Average score of the parameter:**

* + - Coursera : (10 + 10 + 10 + 0) / 4 = 7.5
    - Udacity :( 0+ 0 + 0 + 0) / 4 = 0
    - edX : (10 + 5 + 0 +5) / 4 = 5

**Normalized score of the parameter:**

* + - Coursera : 7.75 \* 0.25 = 1.875
    - Udacity : 0 \* 0.25 = 0
    - edX : 5 \* 0.25 = 1.25
* Course features:
  + Human or peer grading:

All three courses didn’t have peer grading.

* + - Coursera: 0
    - Udacity: 0
    - edX: 0
  + No of languages in which subtitles are provided:
    - Coursera: 9 languages
    - edX: 1 language
    - Udacity : 5 language
  + Score:
    - Coursera: 10
    - Udacity: 5
    - edX: 0
  + Is there any mobile app provided?

All three had mobile app

* + - Coursera:10
    - Udacity:10
    - edX:10
  + Is there course specific forums?

All three have course specific forums

* + - Coursera:10
    - Udacity:10
    - edX:10
  + Is there any course ranking system?

All three have course ranking system.

* + - Coursera:10
    - Udacity:10
    - edX:10

**Average score:**

* + - Coursera: 10+10+10+10/ 4 = 10
    - Udacity:10+10+10+5 / 4 = 8.75
    - edX:10+10+10+0 /4 = 7.5

**Normalized score:**

* + - Coursera:10\*0.15 = 1.5
    - Udacity: 8.75\*0.15 = 1.3125
    - edX = 7.5\*0.15 = 1.125
* Social features:
  + Does the site display social profile
    - Coursera: 10
    - Udacity: 10, edX:10
  + Is there a recognition and reputation system for users who contribute to the community?
    - Coursera: 0
    - Udacity: 10
    - edX:0

**Average score:**

* + - Coursera: (0+10) /2 = 5
    - Udacity: (10+10)/2 = 10
    - edX: (0+10)/2 = 5

**Normalized score**

* + - Coursera: 5\*0.1 = 0.5
    - Udacity: 10\*0.1 = 1
    - edX: 5\*0.1 = 0.5
* Partner institutions
  + No of partner institutions:
    - Coursera: 164
    - Udacity: 71
    - edX: 115
  + Score:
    - Coursera: 10
    - Udacity: 5
    - edX:0
  + Is there any instructor profile available?:
    - Coursera: 10
    - Udacity: 5
    - edX: 10

**Average score:**

* + - Coursera: (10+10) /2 = 10
    - Udacity: (5+5)/2 = 5
    - edX: (10+0)/2 = 5

**Normalized score:**

* + - Coursera: 10\*0.15 = 1.5
    - Udacity: 5\*0.15 = 0.75
    - edX: 5\*0.15 = 0.75
* Cost:
  + Coursera: average 3k to 3.5k INR per course
  + Udacity: average 13k INR per course
  + edX: average 6k to 7k INR per course

**Average Score:**

* + - Coursera: 10
    - Udacity: 0
    - edX: 5

**Normalized score:**

* + - Coursera: 10\*0.1 = 1
    - Udacity: 0\*0.1 = 0
    - edX = 5\*0.1 = 0.5

**Conclusion:**  
Considering the above parameters and adding all the normalised course of parameters, Coursera earned a total of 8.25/10, Udacity earned 4.31/10 and edX earned a total of 5.685/10

**First place: Coursera**

Best for: Learners who want access to the most MOOCs and widest variety of learning pathways.

Coursera offers the most learning pathways, the most partner institutions, and offers the most languages. The only other platform that is providing MOOCs on Coursera’s scale is edX.

**Second place: edX**

Best for: Those who want access to free courses on the widest variety of topics

One aspect of edX that makes the platform stand out is that its technology is open-source – this means that partner institutions can improve and add features that benefit the audience they are trying to reach.

**Third place : Udacity**

Best for: Those who want to pursue a career in a technical field without attending college

Udacity doesn’t offer MOOCs on the scale that Coursera and edX do, and its primary partner institutions aren’t universities. Instead, Udacity’s main partners are corporations like Google, Amazon, and IBM Watson. Hence rather than teaching traditionally, courses on Udacity provide much more hands-on learning experience to students. Udacity even guarantees that those who purchase a Nanodegree Plus program will find a job within six months or the cost of tuition (one Nanodegree costs about $1,200) will be refunded.