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**ВСТУПНА КАМПАНІЯ ДО ЗАКЛАДІВ
ВИЩОЇ ОСВІТИ УКРАЇНИ:
ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ**

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Filippova M., Ph.D. in Technical Sciences, associated professor;
Segol R., Ph. D. in social communication studies, associated professor;
Parkhomenko A., Ph.D. student

Igor Sikorsky Kyiv Polytechnic Institute, Kyiv, Ukraine

MASSIVE OPEN ONLINE COURSES AS A NEW WAY TO ATTRACT FUTURE STUDENTS DURING CORONAVIRUS PANDEMIC

In the context of a coronavirus disease pandemic, all processes, including education, move to a new stage. Since the mid-1960s, more and more automated technologies and educational systems have been introduced into the educational process of higher education institutions. The challenges of 2020 have clearly demonstrated that in the context of global total lockdown, the transition to remote mode is no longer a selective option for organizing the educational process, but a necessity. Without the use of online courses, it is impossible to train a modern specialist. Further developments indicate that the pandemic is not only not over, but also continues and will intensify at the beginning of the new educational year in the fall. Therefore, right now it is extremely necessary to restructure all educational processes to a new model of education – the model of online education and the use of online technologies.

During the latest Coursera conference held in May 2020, the biggest massive open online course's platform has presented their pandemic statistics clearly showing the new era in online education [1].

- 10.3 million enrollments in 30 days, 644% up compared to last year.
- 5 million+ new user registrations post COVID-19.
- Million enrollments in 2020 in Yale's The Science of Well-Being (this shows how many people need support to their mental health).
- 415,000+ students and 6,600+ unique institutions on Coursera for Campus.

Here are the top five countries:

US — 12M

India — 6.5M

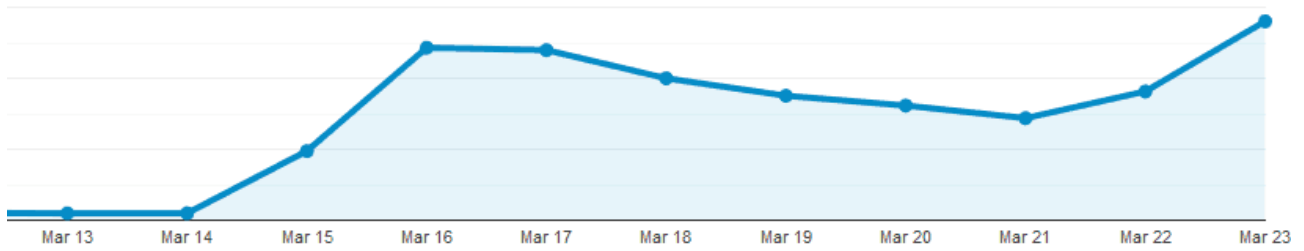
China — 3.2M

Mexico — 3.1M

Brazil — 2.4M

Google queries for “online classes” increased a whopping 204% from March 7 to March 21 according to Google Trends, while queries for “online education” increased 90%. March 6 is when several American universities, including Stanford University, announced a switch to online classes to combat the spread of the Coronavirus.

Interest in online education has led to record traffic for Class Central and its catalog of MOOCs. According to Google Analytics, on Sunday March 15 traffic increased by almost 900%. Class Central has continued to see unprecedented traffic as people use our site to figure out what MOOCs to take. In total, Class Central has seen more than 3 million learners since March 14 [2] (pic. 1).



Picture 1. ClassCentral Traffic

Class Central’s traffic was accompanied by increased traffic for MOOC providers, according to Alexa rankings (table 1).

Table 1. Alexa rankings

	March 14 Ranking	March 23 Ranking
Coursera	444	433
EdX	1,190	1,130
FutureLearn	6,198	5,638
Class Central	17,183	10,962

Although in person classes have been canceled, it’s unlikely that this increase is driven by students. Universities like Stanford appear to be using tools like Zoom (video conferencing software) and Canvas (classroom management software) rather than MOOC platforms to manage online classes.

In China, the biggest MOOC providers also provide tools and services for on-campus students. This allowed them to grow rapidly when the spring semester went online in mid-February.

By contrast, for MOOC providers like Coursera, edX, and FutureLearn, growth did not come from campuses going online, but from social distancing policies coming into effect worldwide.

MOOC providers have been reacting to the pandemic in three different ways:

1. Providing catalog access for campus students
2. Launching free courses about COVID-19
3. Offering free certificates for certain courses

On March 12th, Coursera announced that they will give free catalog access to all higher-ed institutions impacted by the pandemic via Coursera for Campus [3]. Universities can sign up to Coursera’s catalog of 3800 courses and 400 specializations for up to 5000 of their students. The access will last till the end of July, after which Coursera might consider monthly extensions.

On March 11th, edX launched its Remote Access Program which allowed its university partners to provide their students with free access to edX’s catalog. 60 partners ended up taking the offer [4].

On March 9th, FutureLearn Campus was announced. It was originally supposed to launch in late 2020, but the company fast tracked it and offered it for free to its partners [5]. Though named similarly, it’s different from what Coursera and edX offer. FutureLearn Campus allows universities

to offer their own courses to their students by hosting on FutureLearn for free. It also allows to teach Small Private Online Courses (SPOCs) using the platform.

In the recent future MOOCs will only grow and Ukrainian higher education need to stay prepare to new challenges due to pandemic and eLearning introduction to the educational process.

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