

Lessons from a Basement Studio:

The Power of the Online World



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Workshop with Barbara Oakley

Date: Thursday, May 7, 2015, 10:00am to 11:00am

LESSONS FROM A BASEMENT STUDIO—

HOW TO MAKE A RIVETING ONLINE CLASS

This talk describes the key elements behind the making of high quality educational videos for online learning, including scripting, filming, and editing.

Online is *highly* competitive



Academia

**Silicon
Valley**

Hollywood

People *love* it.



Impact

Little ability to reach the public.

A nonfiction book

$a\left(\frac{\text{MIND}}{\text{for}}\right)=$ NUMBERS



HOW TO EXCEL AT
MATH AND SCIENCE
(Even If You Flunked Algebra)

BARBARA OAKLEY, Ph.D.

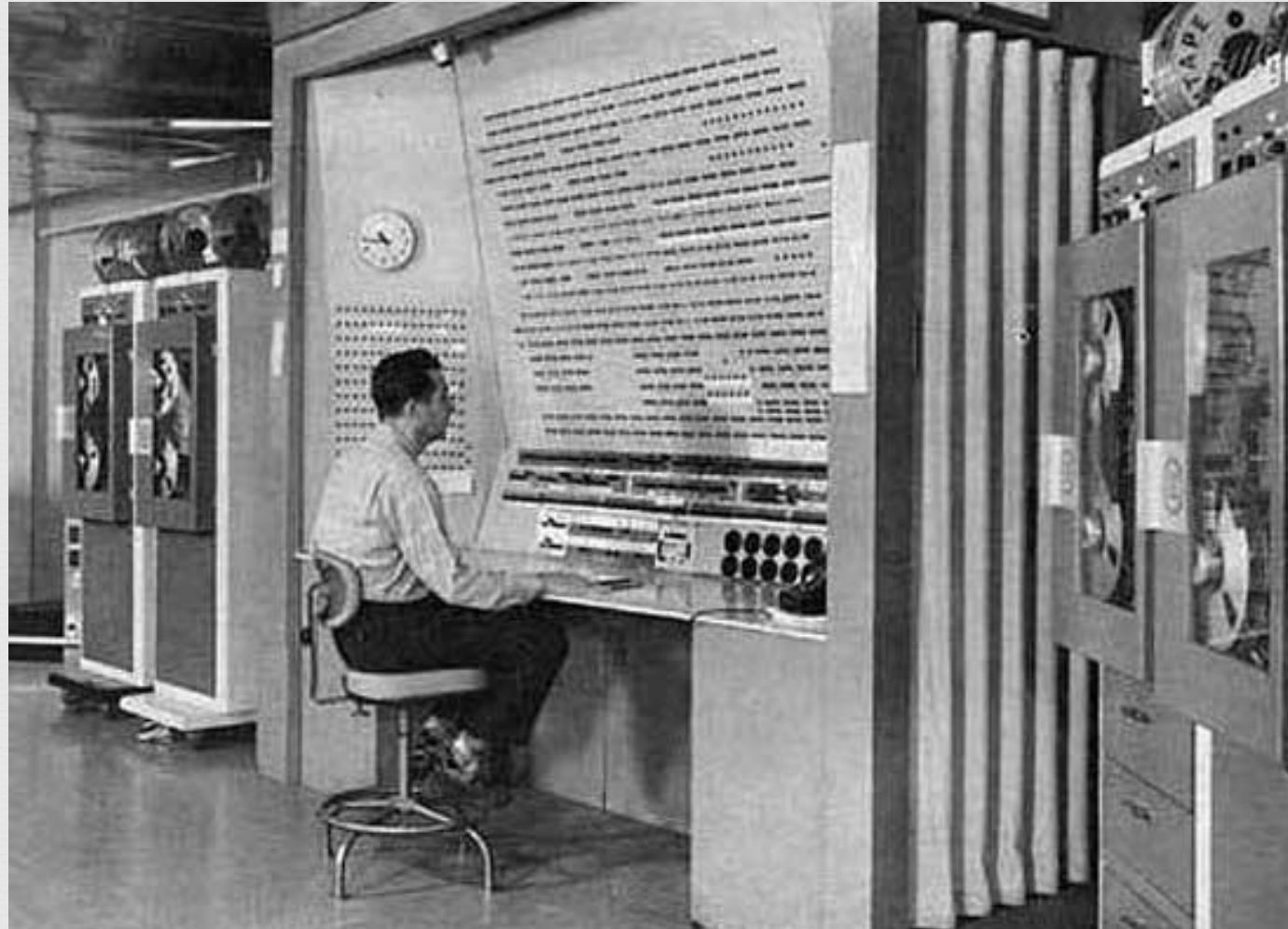


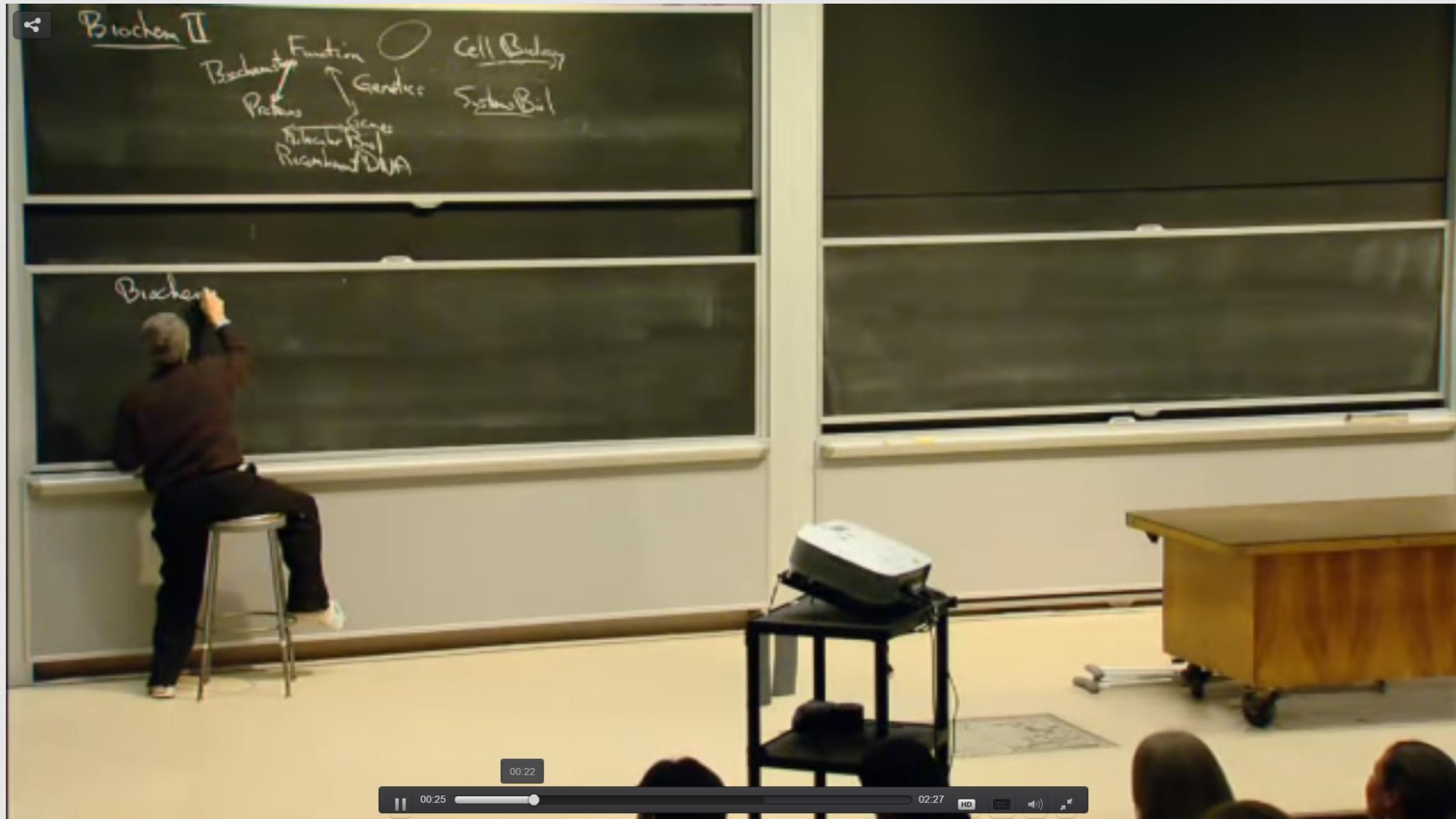
Barb Oakley with *Science Friday's*
Ira Flatow (1.3 million weekly listeners)
and the *New York Times'* Ben Carey



**Silicon Valley
meetup—45 people**

Most universities have not yet decoded MOOCs



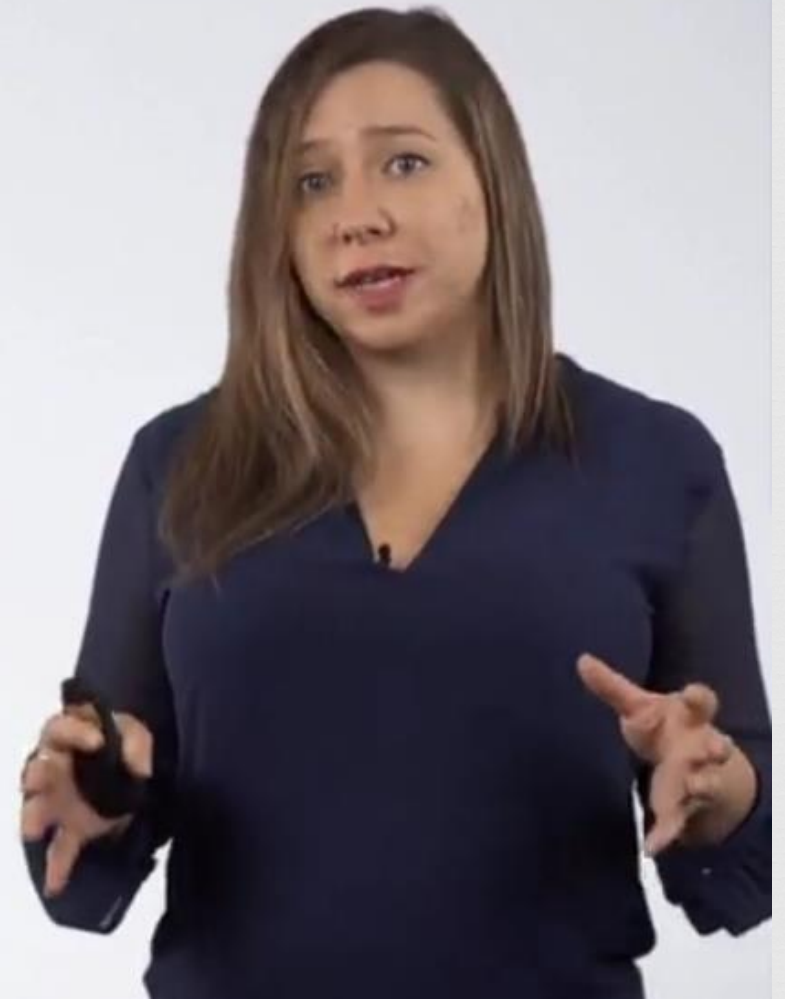


MIT Open Courseware

Death by bullets

early HIV testing in the military

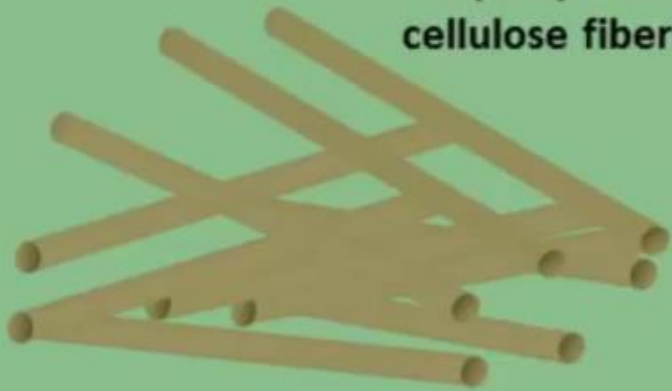
- ▶ first screen with ELISA
- ▶ if positive, two more rounds of ELISA
- ▶ if either positive, two Western blot assays
- ▶ only if both positive, determine HIV infection



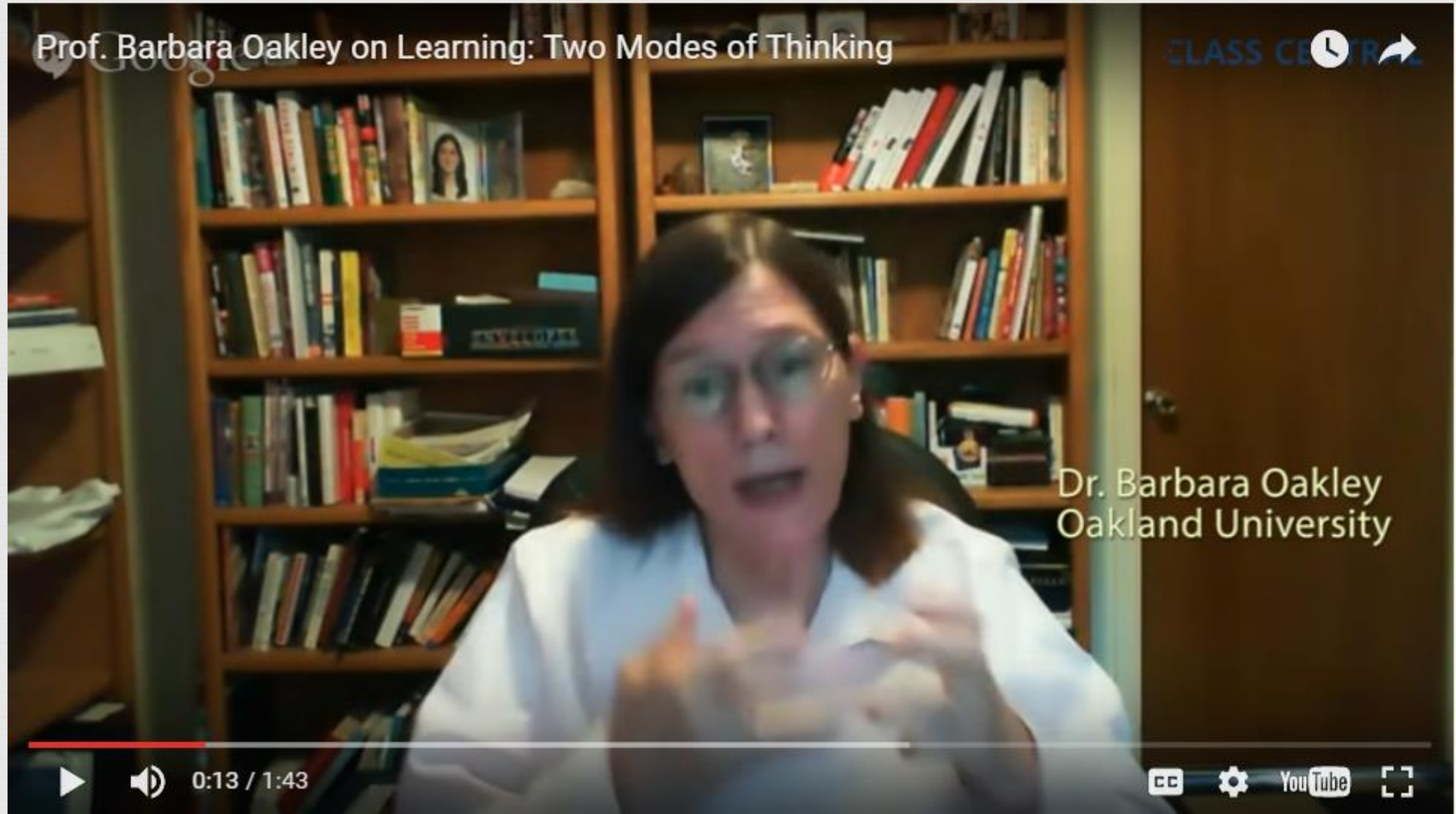
Let's put in a picture!

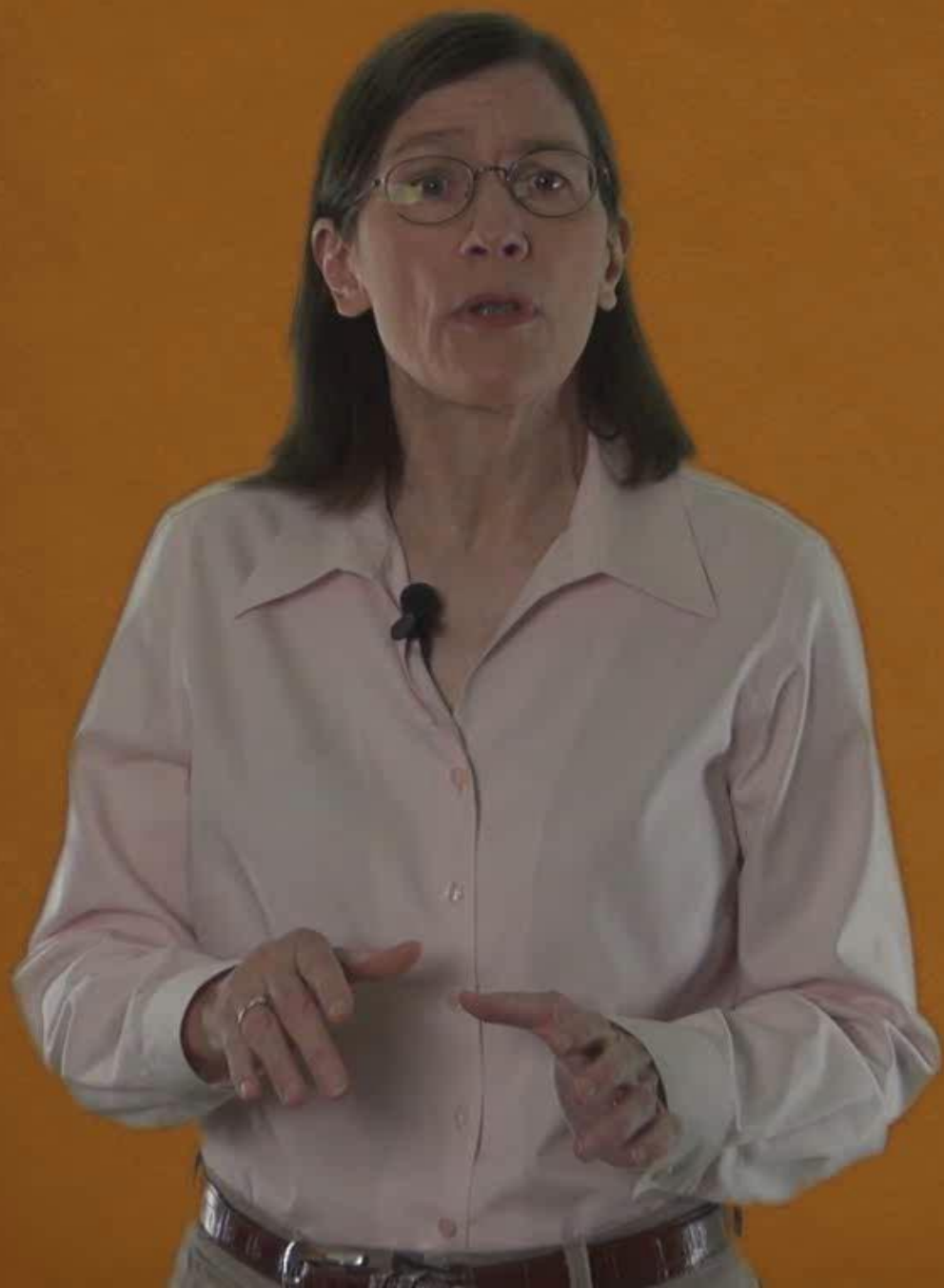
The cell wall of plant cells are composed from fibers of alpha glucose known as cellulose

Hydrophobic
cellulose fibers



"Bookcase background syndrome"





"Caged" versus "Free Range" learners

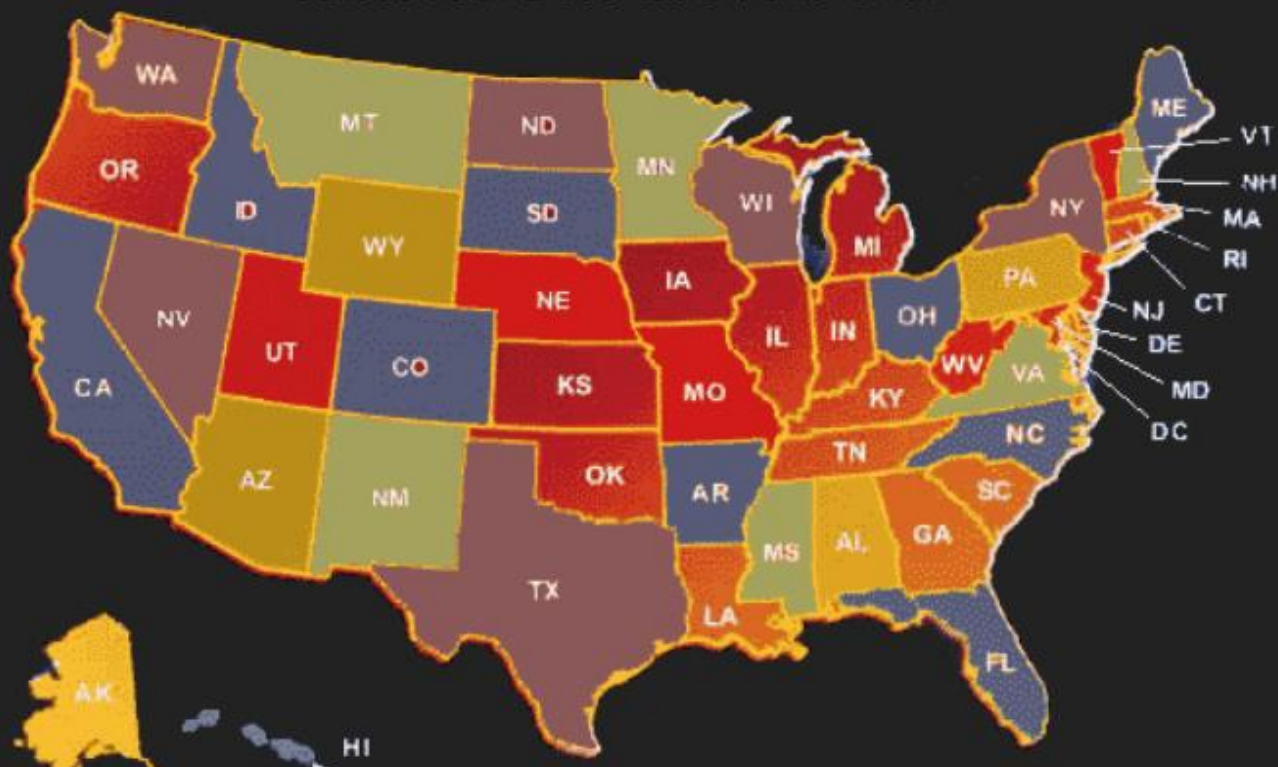


18 to 24-
year-olds

18 to 85-year-olds

Dead Mall Stories

Select Your Destination and Click



The biggest challenge?

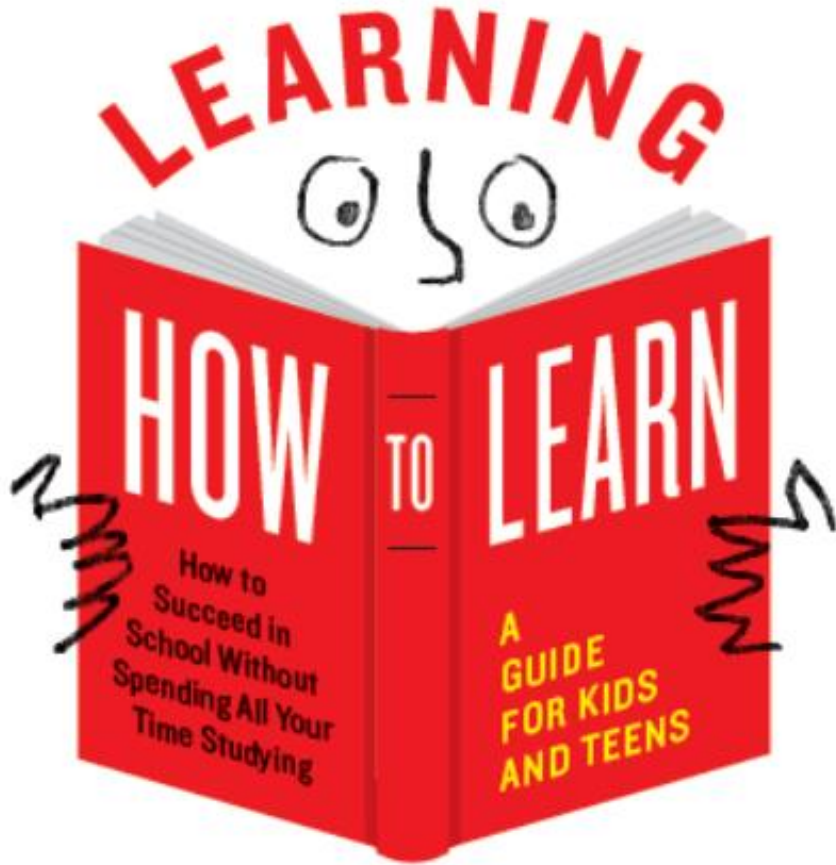


Second-tier universities

Top-tier universities

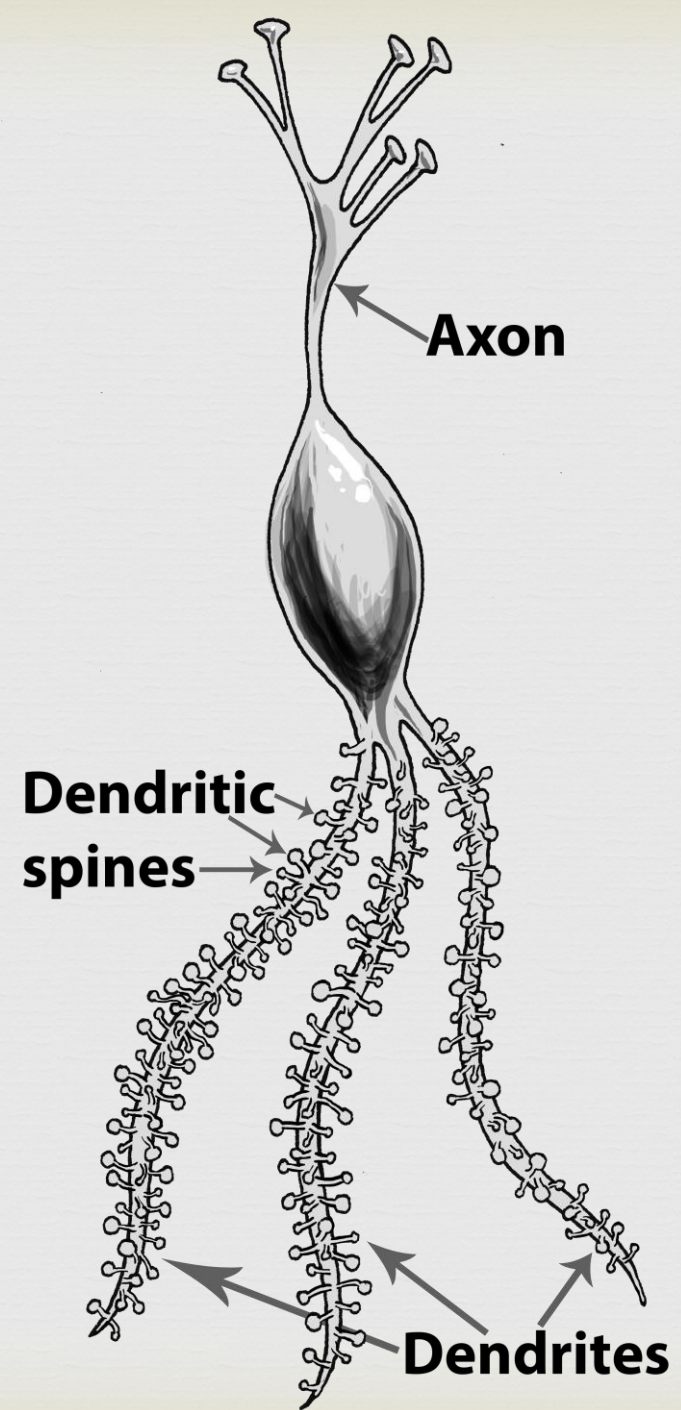
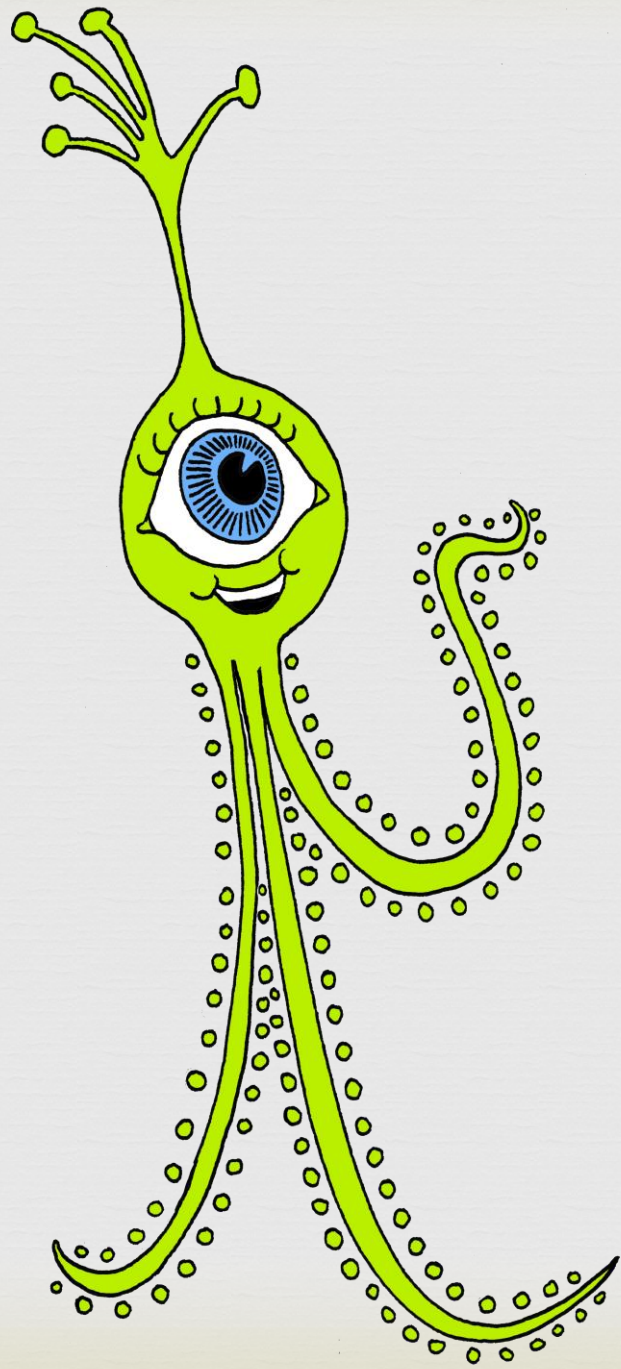


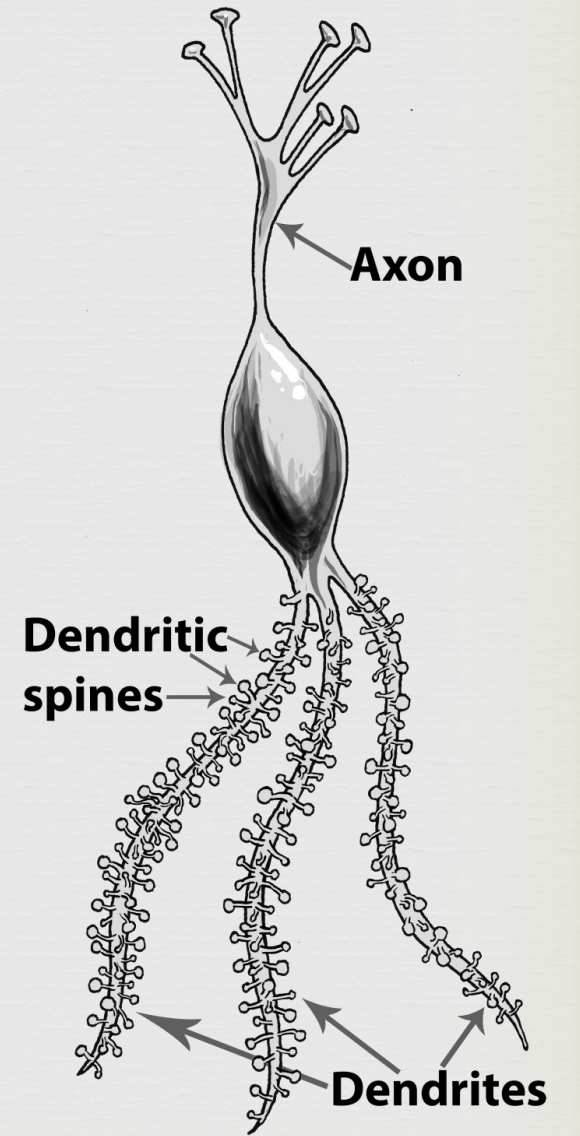
From the bestselling author of *A Mind for Numbers* and
the creators of the popular online course Learning How to Learn

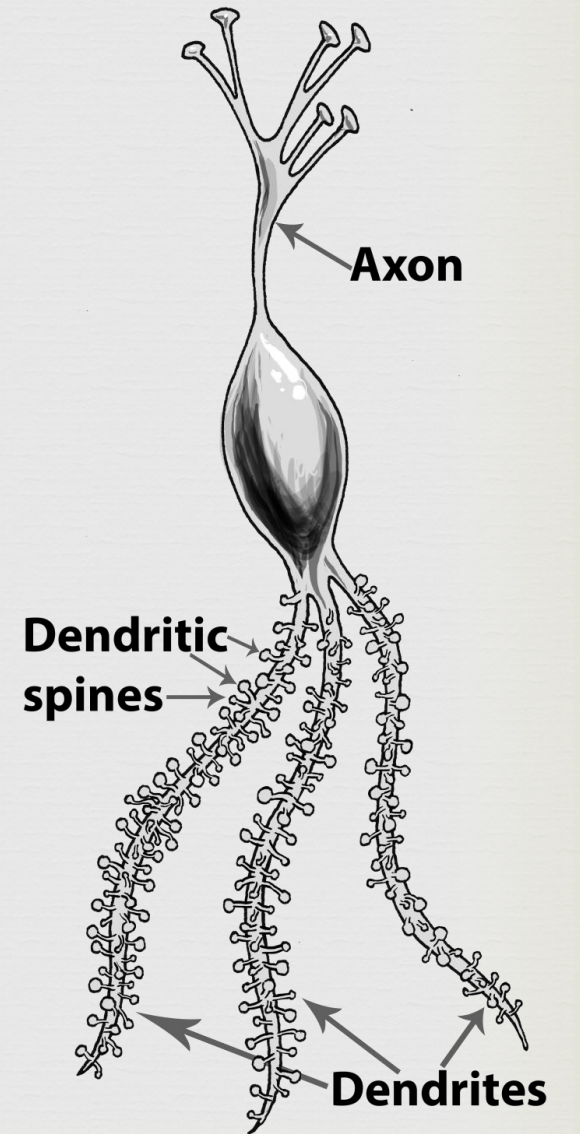
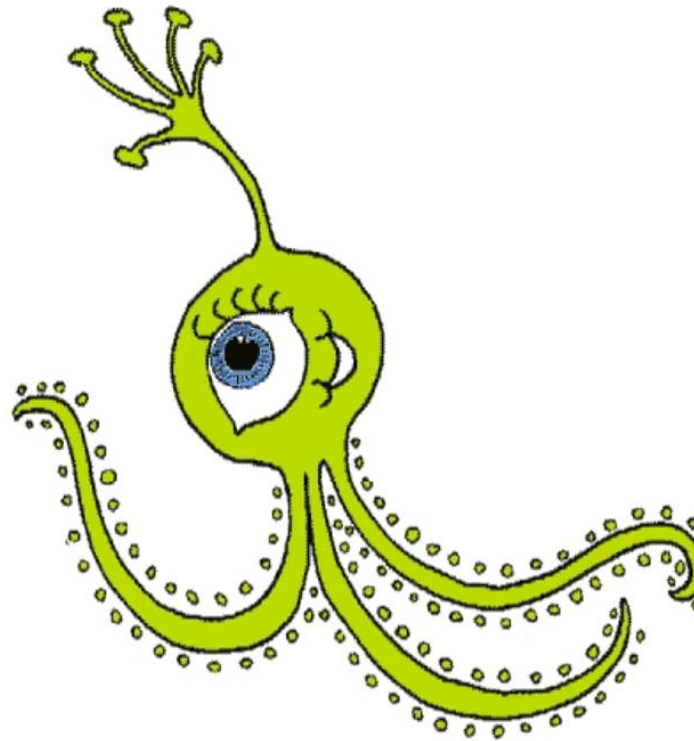
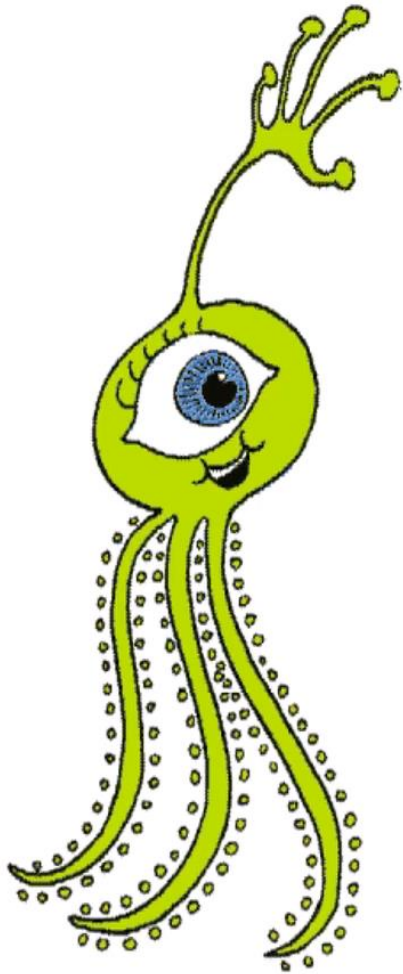


Next project?

16 five-minute videos:
Microsoft and ASU

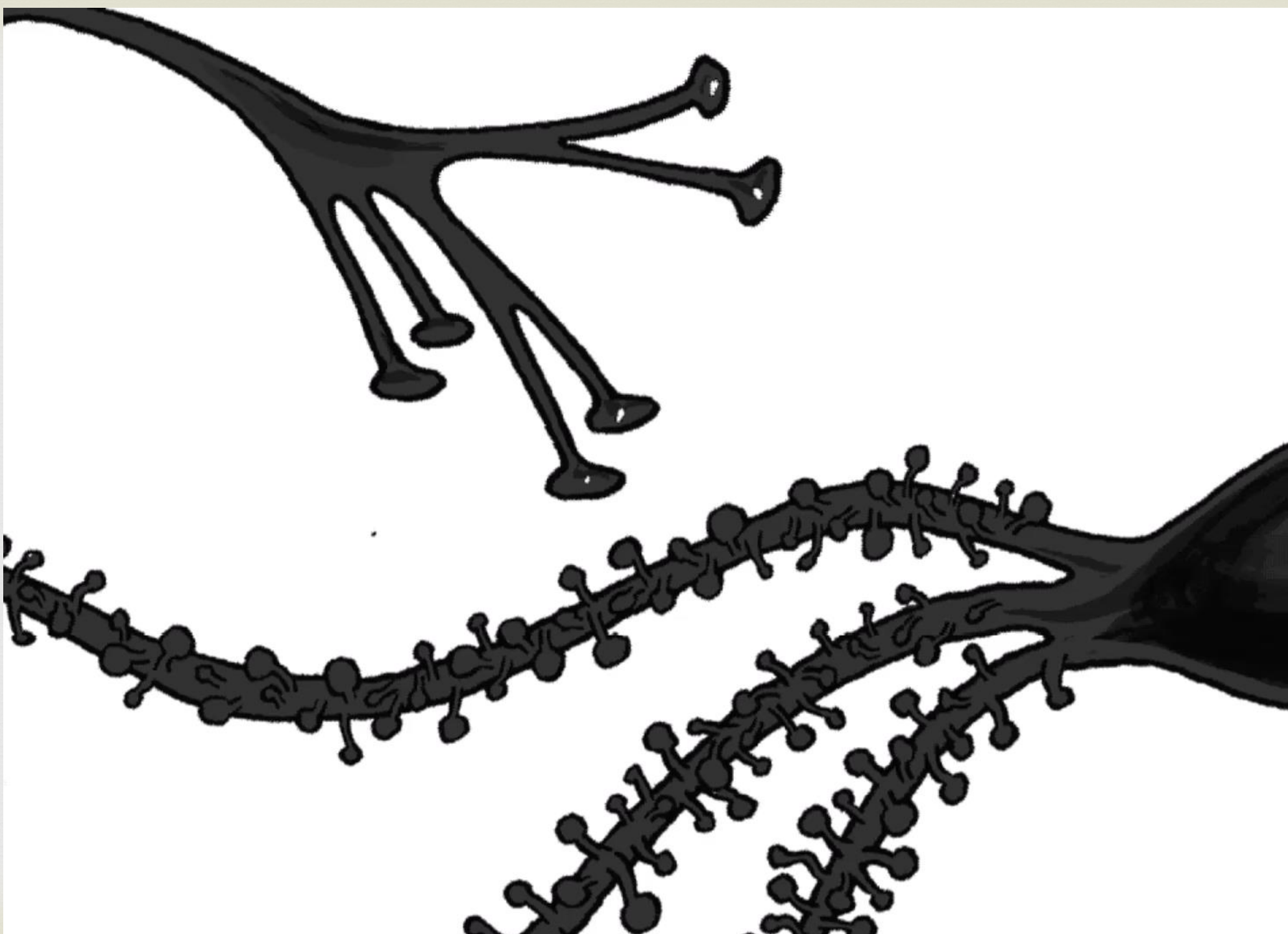




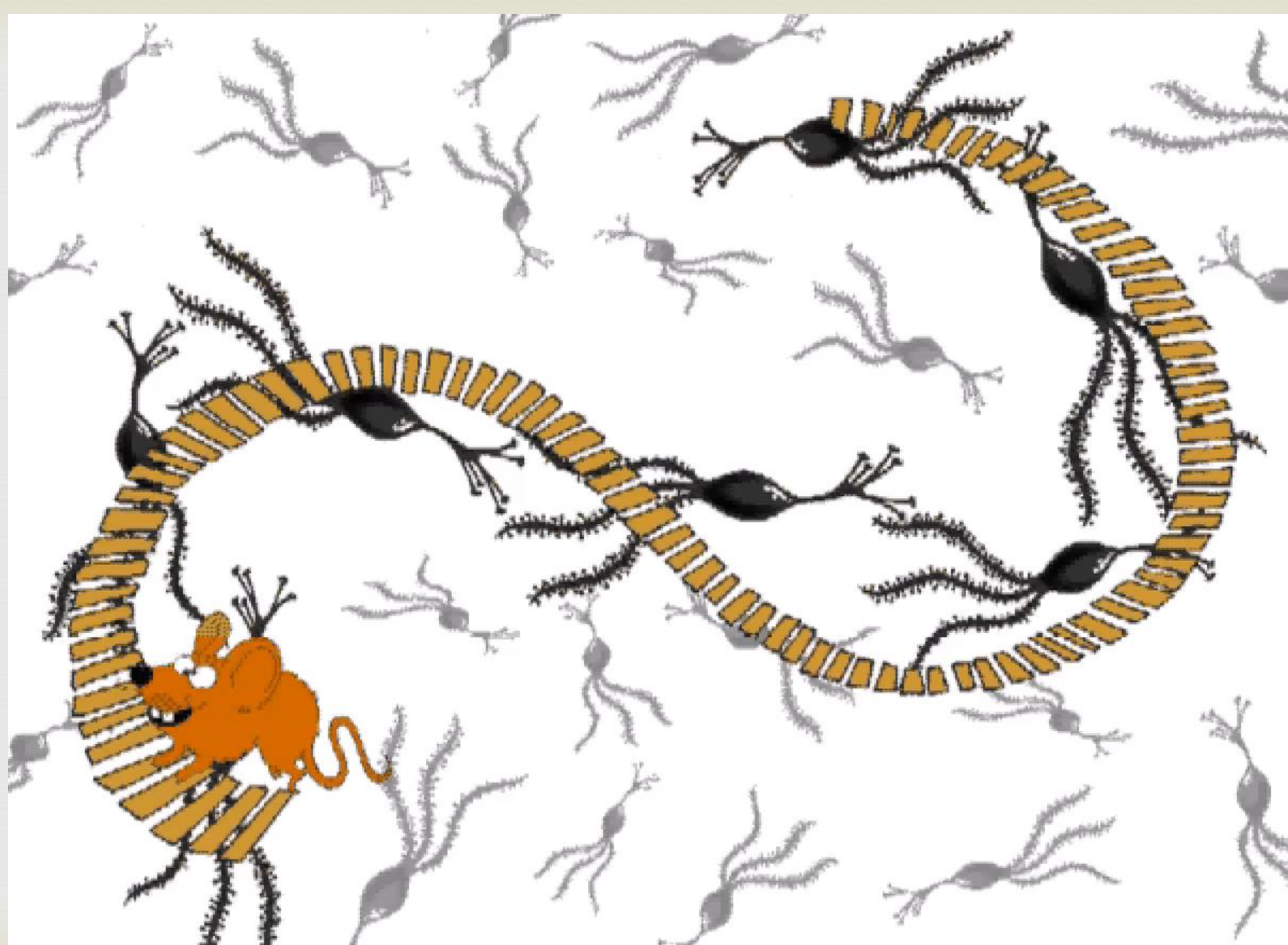


Neurons create
sets of links
when you learn
something.

A "chunk"



Chunks are like mouse paths that get bigger with practice.



The down side

The fan letters

We are at the ground floor
of a learning revolution!

What are you waiting for?