

OUJ International Conference  
"New UNESCO OER Recommendation and OER technologies"

# Report on Japanese MOOCs and Questions



AXIES

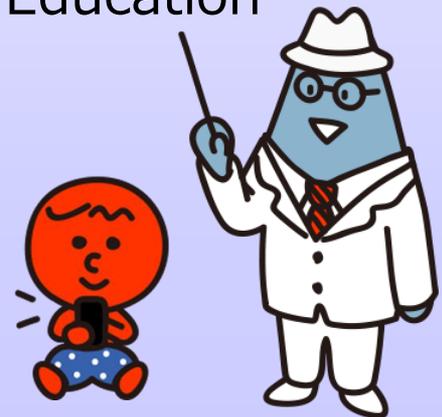
JMOOC

Professor of Software Engineering, Waseda University  
President, Academic Exchange for Information  
Environment and Strategy (AXIES)  
Vice President, Japan Massive Open Online Education  
Promotion Council (JMOOC)

Yoshiaki Fukazawa

深澤 良彰

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# What is JMOOC?

- Abbreviation for “Japan Massive Open Online Education Promotion Council”
- Since Nov. 2013
- JMOOC mission statement:
  - JMOOC strongly leads the establishment of MOOC, which enlarges individuals’ value created through learning to whole social sharable value, by industry-academia cooperation not only for Japan but also for Asia.
- Recently, open badges for JMOOC credits have been issued
- Please check  
<https://www.jmooc.jp/>

# JMOOC Fact Sheet

(As of the end of Jan. 2022)

- JMOOC Courses 536 Courses
- The number of unique registrants 1.21M+
- The total number of registrants 1.47M+



# Slow growth in the number of students

Problem2

- The strong impact of lifetime employment system in Japan
  - Low awareness of "Let's relearn!"
- Easy to get higher education
- Not evaluated by companies
- Not recognized as credits by universities
  - The biggest hurdle is the attitude of universities!
  - JMOOC is now negotiating to be recognized as credits of a certain university
- Many people take the course on a whim due to the influence of COVID-19 (?)

## in the number of courses offered

- Many universities are reluctant to offer many courses
  - Many universities cannot afford to offer courses
  - Many universities have low awareness of social contribution activities
  - Many universities think it's enough to educate students at their own university
  - Initially, many universities believed in advertising and tried to get on the trend....
- Due to the COVID-19, a large amount of on-demand content has been created nationwide.
  - There is no way not to utilize it effectively as JMOOC
  - JMOOC content is more elaborate than on-demand content by universities
- JMOOC creates its own courses
  - Profitability issues as an organization

# Various Business Models of MOOCs

- Donations from huge funds owned by famous US universities and companies
- Support from the country
  - Many in Asian countries such as China, South Korea, and Thailand
  - Treatment as part of higher education policy
- Charge for high-value-added services (issue of the certificate, grade evaluation, etc.)
  - edX, Coursera, etc.
- Mandatory upgrade to a paid plan
  - FutureLearn (UK): Free for the first two weeks
- Tie-up with companies
  - Udacity: Job matching between talented students and IT companies
- Consulting business for creating MOOC courses
  - edX: Supporting MOOC entry
- License sale of university-made MOOC content to other universities
  - Coursera

# Business model of JMOOC

Problem4

- Free course registration, certificate of course, etc.
- Various financial support for creating courses

(As of March 12, 2022)

- Membership system : Only members can upload content

- Special members

- Annual dues : 50,000 USD, 5 companies

Special Features  
of JMOOC:1

- Regular members

- Annual dues : 5,000 USD, 69 (Univ.:35, Companies:20, Misc:14)

- Supporting members:

- Annual dues : 1,000 USD, 16 (NPO, Academic Society, etc)



## Problem5:

Diluted membership consciousness due to the disappearance of the MOOC boom

- Possibility of SPOC (Small Private Online Courses)

- What kind of value can be added ?

- Can the contents satisfy the needs of the company?

# Platforms of JMOOC

Special Features  
of JMOOC:2

- Until recently,
    - JMOOC does NOT have its own platform
    - Authorized commercial platforms are used
      - Gacco by NTT Docomo Gacco
      - Open Learning Japan by Net Learning Ltd
- and so on



A cutting-edge platform with  
experimental content is desired

- Now
  - JMOOC's own Platform named PlatJaM is developing



Problem6:  
Which platform should be recommended?

# Summary

- **Special Features of JMOOC**
  - Membership system as the business model
  - No own platform until recently
- **Current Problems**
  - The ratio of the total number of registrants to unique registrants
  - Slow growth in the number of students
  - Slow growth in the number of courses offered
  - The business model of JMOOC
  - Diluted membership consciousness due to the disappearance of the MOOC boom
  - Platform selection



Thank you...

This material is largely based on my own discretion and prejudice, and is by no means a unified view of Waseda University, JMOOC and AXIES each.

If you have any questions or comments, please contact [fukazawa@waseda.jp](mailto:fukazawa@waseda.jp)