The missing link: Converging Neoliberalism and the OpenCourseWare Movement

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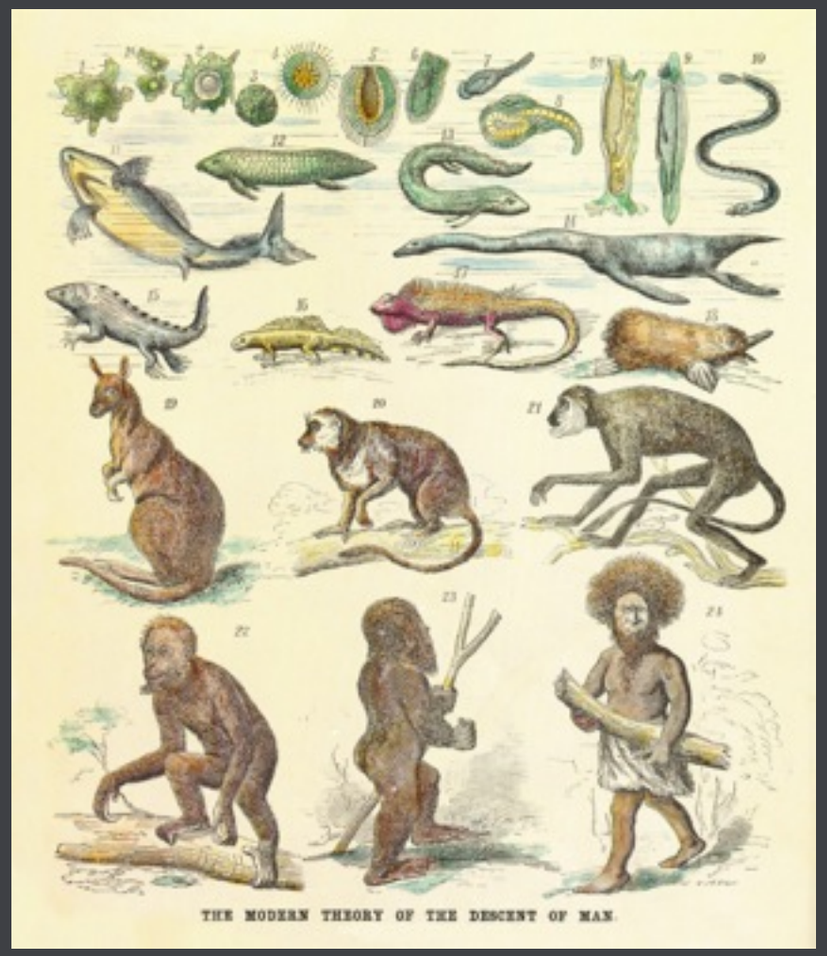


http://upload.wikimedia.org/wikipedia/commons/7/71/Human_pidegree.jpg

The term "missing link" refers back to the originally static pre-evolutionary concept of the great chain of being, the idea that all existence is linked, from the lowest dirt, through the living kingdoms to angels and finally to God.

(http://en.wikipedia.org/wiki/Transitional_fossil#Missing_links)

Agenda

- ☐ Introduction: Who are we?
- ☐ Definition of Discourse (Foucault)
- ☐ Neoliberal Discourse in Education
- ☐ Counter-discourse: OCW
- ☐ The Missing Link: What can we learn from each other?

What is a discourse?

http://www.myexistenz.com/raisondetre/foucalt.jpg

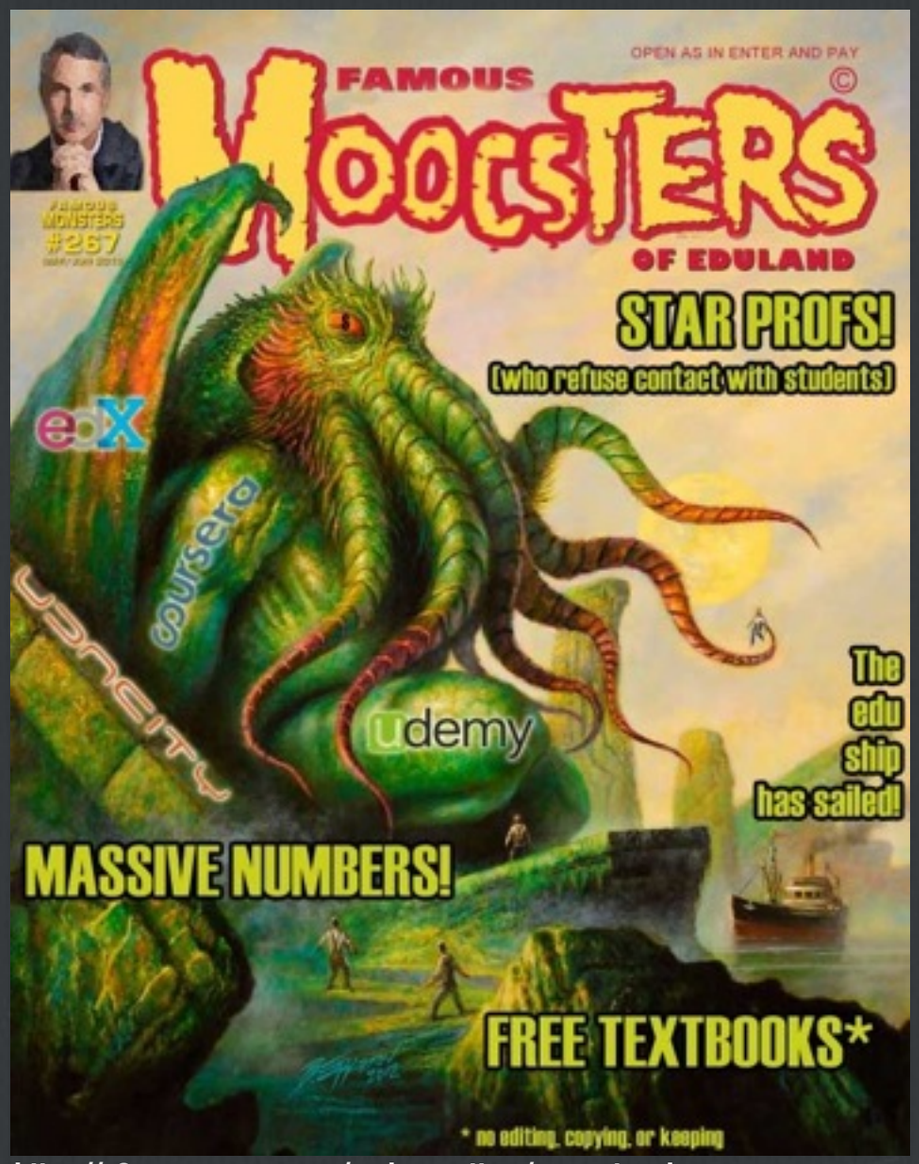
- …a culturally constructed representation of social reality, not an exact copy („The Order of Things“)
- …construct knowledge and thus governs, through the production of truth what it is possible to talk about and what is not
- discourse defines subjects framing and positioning who it is possible to be and what it is possible to do

Neoliberal discourse in education

- Education as the leverage for a bright and optimistic future
- Notion of response to threats (Sputnik, Star Wars, PISA): Education symbolizes the need to catch up
- Reconstruction of public sectors: Enterprise culture (Peters) or corporate culture (Giroux)
  - mission to produce research, skills and attitudes required to compete in the global economy
  - Meta-Narrative based on „excellence“, „digital literacy“, „performance“, and „enterprise“

http://blog.mcfit.com/wp-content/uploads/2013/06/mcfit-fitnessstudio-neumuenster-laufband.jpg

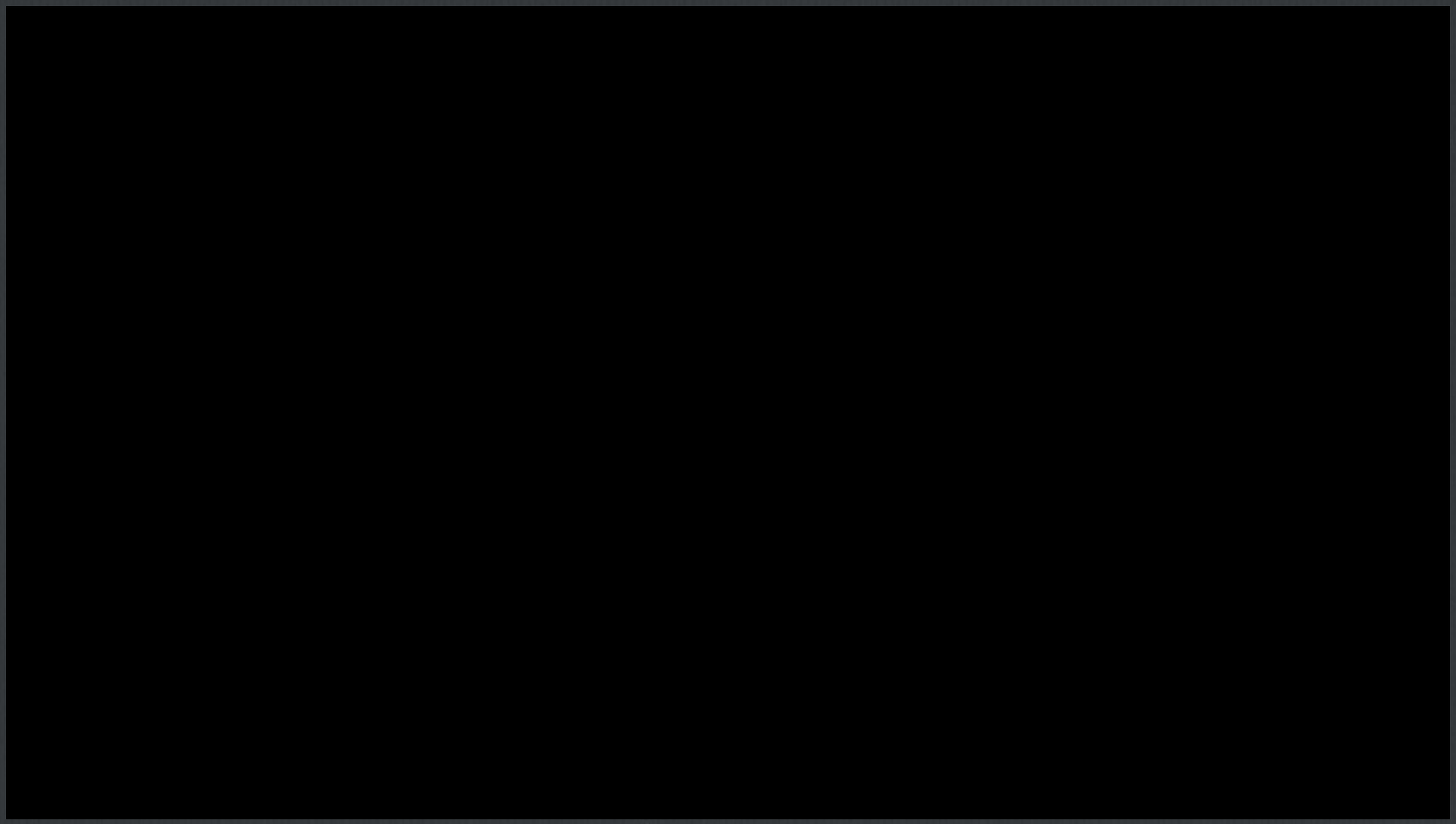
MOOCs as the prototype of neoliberal education



https://s3.amazonaws.com/audreywatters/moocsters.jpg

- ☐ Private-Public Partnerships: Public sector is being privatized
- ☐ unbundling education because it is more efficient and productive
- ☐ Reversal of responsibility for success and failure (school —> learner)

ProctorU - Outsourcing cost-intensive service to the market



http://vimeo.com/75513179

For every problem, there is a solution

BoostMyGrades

The Counter Discourse OpenCourseWare

Open Education History

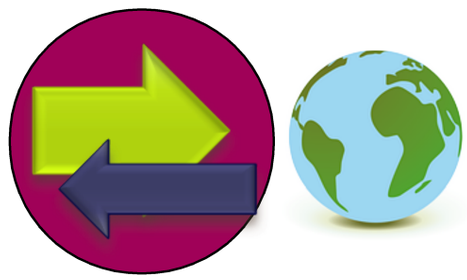
2001 | OpenCourseWare: sharing with others

- *Increase access*
- *Improve quality of education*

2011 | OpenCourseWare: Sharing together

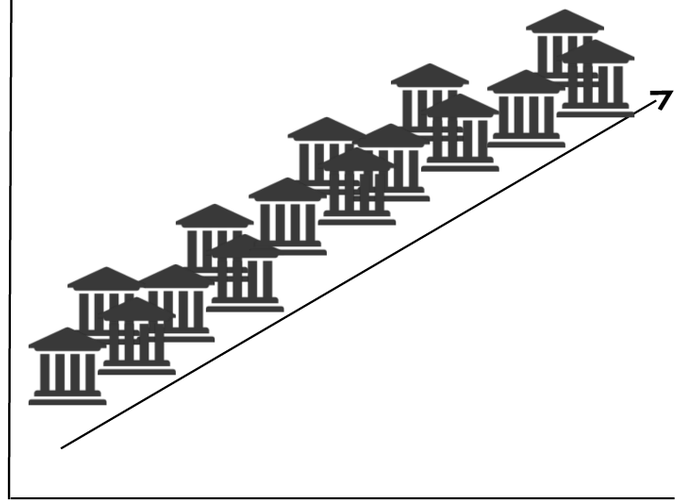
- *Educate the world*
- *From OCW to Open Education*

>2013 | Open Education: Business approach



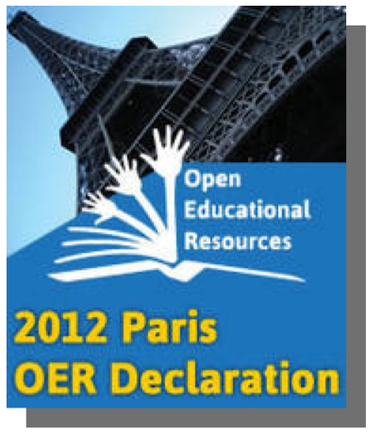
- *Business models*
- *Unbundling*

A Need for Open Education



2025

+ 3 universities every day



Sharing leads to new types of value

Sharing results to build upon each other
"standing on the shoulders of giants"

SCIENCE

New types of value

OER: Open textbooks
- *Translation*
- *Remixing*

OCW: sharing & cogenerating education
- *TU Delft / ITB Bandung*

MOOCs: new models & services
- *Integration in curriculum*
- *Assessment*
- *Certification*
- *Research*

The Power of the Discourse
Care of the Self vs. Sharing is Caring

- ☐ What can we learn from each other? A brief disputation
- ☐ How far would you go with sharing? Is it really rational to share?

Thank you very much for your attention!

Feel free to contact us

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