Analysis of Knowledge Circulation in Digital Learning Environments: A Case Study of the MOOC 'Communication des Organisations'

Authors : Hasna Mekkaoui Alaoui, Mariem Mekkaoui Alaoui
Abstract : In a context marked by a growing and pressing demand for online training within Moroccan universities, massive open online courses (Moocs) are undergoing constant evolution, amplified by the widespread use of digital technology and accentuated by the Coronavirus pandemic. However, despite their growing popularity and expansion, these courses are still lacking in terms of tools, enabling teachers and researchers to carry out a fine-grained analysis of the learning processes taking place within them. What's more, the circulation and sharing of knowledge within these environments is becoming increasingly important. The crucial aspect of traceability emerges here, as MOOCs record and generate traces from the most minute to the most visible. This leads us to consider traceability as a valuable approach in the field of educational research, where the trace is envisaged as a research tool in its own right. In this exploratory research project, we are looking at aspects of community knowledge sharing based on traces observed in the "Communication des organisations" Mooc. Focusing in particular on the mediating trace and its impact in identifying knowledge circulation processes in this learning space, we have mobilized the traces of video capsules as an index of knowledge circulation in the Mooc device. Our study uses a methodological approach based on thematic analysis, and although the results show that learners reproduce knowledge from different video vignettes in almost identical ways, they do not limit themselves to the knowledge provided to them. This research offers concrete perspectives for improving the dynamics of online devices, with a potentially positive impact on the quality of online university teaching.
Keywords : circulation, index, digital environments, mediation., trace
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