

# EMMA Editorial Policy

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<b>Authors</b>	
<b>UOC</b>	Federica Mancini
<b>UNINA</b>	Rosanna De Rosa, Maka Eradze, Ruth Kerr
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CO	Confidential, only for members of the consortium and the Commission Services	
PP	Restricted to other programme participants	

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### Statement of originality:

*This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both*

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## 1. INTRODUCTION

This document addresses those Institutions and MOOC authors who are considering submitting a MOOC proposal to the EMMA platform, as well as existing MOOC providers. It defines the objectives of the EMMA platform and MOOC offering, and elaborates the extent and limitations of the editorial policy framework in which MOOCs will be published on the EMMA platform. The document is valid from time of going to press until 31<sup>st</sup> July 2017.

### 1.1 EMMA offer and approaches

Creating a European learning environment that aims to embrace diversity - of language, pedagogic approach and culture - in a single MOOC platform, when learning platforms by their very nature tend towards rigid standardization.

EMMA is a multilingual platform that enables access to course content from MOOCs of different types, in different languages and the creation of multilingual communities through the automatic transcription and translation services. EMMA's own Personal Learning Environment is conceptualized as a tool for learners to create their own learning paths, harvesting content from diverse sources and integrating it with notes and comments. EMMA's innovative learning analytics system and the dashboards inform the learners and teachers on the teaching and learning processes, helping them reflect and react on the automated feedback. Therefore, EMMA provides wide-ranging opportunities for experimentation with online pedagogies.

The EMMA platform supports all kinds of approaches to MOOC design depending on the input of teaching/tutoring presence. The Emma commitment is about respecting diversity in teaching, as this is strongly related to local culture.

EMMA has also developed a framework for the creation and delivery of European MOOCs addressed to stakeholders, institutions and MOOC authors/teachers. We strongly recommend consulting this document for guidance and support (See Deliverable D5.3 Definition of a European MOOC Model).

### 1.2 DEFINITION OF WHAT A MOOC IS FOR EMMA

M - massiveness for EMMA is defined by the potential for scalability. Scalability means that the workload for instructors and tutors does not increase in proportion to increases in user numbers.

O - EMMA is Open from inside out and outside in: the content is CC licensed (unless otherwise specified), we support the use of authoritative, open, external resources with special features like EUROPEANA API, additional resources linking, use of external social media, easily reachable through the Social Classroom feature.

O - EMMA MOOCs are meant to be online, easily accessible, but allow for offline elements within hybrid or flipped classroom modes and also delivery mode can be synchronous or asynchronous or mixed. Emma is also open to experimentation and experiential use.

C - A course on EMMA is defined as structured content, with its own declared pedagogic approach, comprising a mix of any or all of the following: video, text, tasks, interaction, images, external resources, study material, teacher/tutor presence. The length of a MOOC is recommended to be between 4 and 8 weeks, but always consistent with the scope and the target of the individual MOOC. Given the scope and mission of EMMA as a Multilingual European platform, it is expected that the MOOC will be delivered in at least 2 languages though not necessarily during the same period.

## **2. DEFINITION AND ROLE OF PROVIDER**

### **2.1 WHO IS THE PROVIDER**

The Provider is the organization providing the MOOC under whom the MOOC Author acts to create the content.

- a) The Provider is an academic institution or an organization that can demonstrate capacity and resources for offering a quality MOOC offer in line with EMMA guidelines.
- b) The Provider can also be an outstanding expert, or distinguished teacher, affiliated to a discipline, who can demonstrate the capacity and resources to deliver the MOOC and offer the teaching and authoring in line with EMMA MOOC definition (see above).

### **2.2 DEFINITION AND COMPOSITION OF THE MOOC PRODUCTION AND TUTORING TEAM (author/co-author, tutors, tutors providing multilingual support)**

- a) Definition of Author: The Author is the creator of the MOOC design and content and the owner of the copyright if not agreed otherwise with the institution to which he/she belongs. Authors also have the main teaching role on the MOOC, overseeing activities, assessment and interaction as necessary.
- b) Definition of Co-author: the coauthor is nominated by the Author and contributes to the creation of the MOOC content and shares ownership of the copyright if not agreed otherwise with the institution to which he/she belongs. Co-authors also have the main teaching role on the MOOC, overseeing activities, assessment and interaction as necessary.
- c) Definition of Tutor: the Tutor is an interface between the author and learner, a facilitator for learning activities and user interaction with a role in student engagement and resolving issues raised in the virtual classroom. EMMA recommends that in the case of multilingual MOOCs, the tutoring team should be proficient in the different languages.

- d) EMMA also recommends that the MOOC production team has a dedicated researcher, multimedia/audiovisual specialist, community manager.

### 3. LANGUAGE

- a) EMMA is a multilingual platform. EMMA provides transcription and translation systems as follows: Catalan | Dutch | Estonian | French | Italian | Portuguese | Spanish | into English and English into Catalan, Spanish, Italian and French.
- b) Providers undertake to deliver their course in at least two of the languages supported by EMMA, one of which will be English. Providers undertake to revise the transcriptions and translations generated by the EMMA systems and accept responsibility for their published quality.
- c) Furthermore, providers undertake to monitor multilingual forums on the platform and provide multilingual support where necessary.
- d) Should providers wish to deliver their MOOCs in other language combinations, it may be possible to negotiate an agreement with EMMA.

### 4. FEATURES

Providers are encouraged to study the offer of EMMA features and its Personal Learning Environment (PLE) that have been specially designed in line with the diversity of approach and style for teaching and learning. We encourage providers to use these features in their instructional design to enhance the learning experience for participants.

- a) Collaboration can be encouraged by
- Conversation - conversation is an inbuilt feature, which is attached to each unit and lesson. This makes it possible to engage students directly on the spot with guided and meaningful conversations or discussions.
  - Blog: The blog feature is at the same time public and private - it can be associated to a specific course. Students and teachers can start and configure a blog-roll within the course and use it for self-reflection, assignments or some other purposes. The blog uses tags for filtering.
  - Coursebook: Coursebook is a tool that makes it possible for participants to pick up pieces of different MOOCs, annotate them, add resources and create their own learning pathway.
  - Social Classrooms - EMMA offers the possibility of distributed learning by facilitating access to a variety of socials outside the platform, thus enabling information exchange and helping the teacher to create a stable learning community interested in the topic. The social classroom also allows teachers to link to Wikis, Google groups or any other social that is relevant to their MOOC.

- b) The Peer assessment feature makes it possible to recognize and harness the value of peer review, using participant knowledge to provide useful feedback to other learners, and making assessment scaleable as well as effective.

## 5. PEDAGOGICAL CONSIDERATIONS AND QUALITY

EMMA strives for overall quality and consistency.

- a) MOOC providers are invited to describe and follow the pedagogical approach that informs their MOOC design. A clear instructional design is expected.
- b) Syllabus: EMMA provides a detailed syllabus form that mirrors the planning, creation and structure of a course in line with the EMMA ethos and approach to online learning. The provider should envision a syllabus as a project proposal that includes information on: pedagogic approach, course structure, learning outcomes and related content and learning activities, timing, links to additional resources, assignments, interaction types and variety and range. Clear definition of the syllabus aids with recognition criteria for attributing ECTS credits to any MOOC course in view of a possible collaboration between institutions as provided for in the Bologna process. It is expected that a provider submits a complete syllabus for the course prior to authoring a course on the EMMA platform.
- c) Quality of the language: it is expected that the language of expression used in a MOOC (grammar, punctuation, spelling) is carefully edited before publication to ensure a quality product. EMMA reserves the right to suspend delivery of lesson content if the quality of the final version submitted to the EMMA team for publication is questionable.
- d) Editorial guidelines for published learning content: the text respects the recommended size, font, spacing and length for EMMA. The audio-visual material (images, video and audio files) respect copyright and quality, format, dimensions for EMMA. For further information please, consult the 'New Provider Checklist'.

## 6. LEGAL AND ETHICAL ISSUES

- a) Ethical issues. EMMA does not accept content that expresses support for racial religious or sexual discrimination. EMMA reserves the right to remove content in breach of these regulations. As detailed in the Terms and Conditions User Conduct Code EMMA recommends judicious choice of tone and content (non-offensive, non aggressive, non-discriminatory) for all interaction regarding the course between all parties.
- b) Privacy Policy explains how EMMA (“EMMA” “us,” “we,” or “our”) collects, uses and shares information about you through our Website and MOOCs. Providers are expected to familiarize themselves with the document. If you do not understand any aspects of our Privacy Policy you can contact us at [info@europeanmoocs.eu](mailto:info@europeanmoocs.eu). Your use of our Website is also governed by our Terms and Conditions. The Site may contain links to websites published by other content providers. These other websites are not under our control and we encourage you to review the privacy policies of each website you visit and use.

- c) Legal requirements. Documents exist detailing privacy policy, terms and conditions, and EMMA new provider agreement. Providers are expected to familiarize themselves with the content of these documents and abide by them.
- d) Content ownership. Intellectual Property Rights and Retention of Ownership. Except for the rights expressly granted to the owner of intellectual property (IP) under these Terms, Course Providers will retain all rights, title and interest, including all worldwide intellectual property and proprietary rights. Unless otherwise indicated, EMMA offers freely accessible (course) materials under the Creative Commons license CC BY-NC-SA 4.0 <http://creativecommons.org/licenses/by-nc-sa/4.0/29>. EMMA assumes that Providers have the right to publish all content in their MOOC and EMMA accepts no liability for any breach of copyright on the part of MOOC Providers.
- e) Learner-generated comments. In the website, Providers give learners the right to take part in group forums, and post comments and replies. This learner-generated content is in the Emma public domain and may be used by EMMA and/or the Content Provider for research purposes (see Privacy Policy for further information).

## 7. PROCESSES

- a) Processes. Workflows exist for MOOC preparation, MOOC production, delivery and Feedback. Providers are expected to work in line with the agreed timeframe e.g. complete syllabus should be available three months before delivery, all content should be completed, translated and available at least 1 month before the publication date in order to allow for dissemination and, in any case, the final version of any course will be verified by the EMMA team before it can be Published.
- b) Quality assurance. EMMA has quality assurance processes and indicators that accompany providers from MOOC preparation and production to delivery. EMMA reserves the right to intervene, asking MOOC providers to modify elements of course in line with Quality standards, and these rights supersede all other rights of the provider.
- c) Terms of content delivery. Providers have to hand over full package of course ie detailed syllabus, including activities and assessments three months in advance. Six weeks before publication, the course should be authored in EMMA complete with translations of all content.
- d) Live content editing. Providers may spot small errors like spelling and punctuation in the course content and these can be corrected by providers in real time in the CMS. However, major editing of content, including quizzes and assignments, is not permitted by individual providers once the course is underway, and they should refer to the EMMA support team.

## 8. EXCLUSIVITY

- a) Exclusivity. EMMA does not have an exclusivity policy, however it is not considered good practice to run a MOOC on different platforms at the same time.
- b) Should a provider choose to run a MOOC concurrently on EMMA and another platform, they should differentiate between the two versions in terms of language and/or target.



EMMA reserves the right to suggest delaying/changing publication dates of courses in line with content clustering or avoiding topic overlap.

## **9. FEEDBACK LOOP**

- a) Feedback loop - provider undertakes to report on their EMMA experience at the end of the first delivery period.  
Provider undertakes to encourage users to complete surveys entry, mid + exit
- b) They also undertake to accept feedback provided by EMMA platform and to demonstrate implementation of recommendations in any future editions of the same MOOC. Provider has right to access learning data relating to their specific MOOC only if they have specific permission from their own users.

## **10. POLICY ON REITERATION**

- a) Providers should indicate in the syllabus whether they intend to reiterate and how many times and submit a detailed dissemination plan for the reiterations.
- b) Feedback loop for reiteration: a provider commits to using the data emerging from surveys and learning analytics and demonstrating how they will incorporate the results into learning design update.
- c) All MOOCs should be regularly updated.

## **11. CERTIFICATION**

- a) EMMA certificates of attendance are delivered automatically to learners who complete at least 70 per cent of their EMMA course. Providers may opt out of this service.  
The certificate has a code to verify identity of subscriber on platform.

Alternative or additional forms of certification may be offered for MOOCs delivered on EMMA under the responsibility of the course Provider. These can include formal certification with ECTS and open badges.

## **12 .LEARNER ENGAGEMENT AND FEEDBACK**

- a) Provider is responsible for offering learning support in relation to the design approach used.
- b) Provider undertakes to create incentives for user engagement, peer interaction and knowledge sharing amongst peers. Providers also commit to exploring the full range of EMMA features and to using them effectively.  
Providers have a responsibility for responding to individual learner comments and issues and try to find solutions. Any unresolved issues can be referred back to Technical support at EMMA.

### **13. USE OF EMMA BRAND**

- a) Providers accept that the Emma name, logo, and product identifiers are the sole property of the EMMA consortium.
- b) The logo is not to be altered in terms of proportions, font, colors, arrangement or animation, and when used near another logo, should be used in a version that is close in size and aspect to the other.
- c) The EMMA logo should be clearly displayed whenever a Provider references or links to a course of theirs that is hosted on EMMA. Providers shall not use the logo or brand in any manner which is deceptive or could bring it into disrepute.
- d) Preservation of Notice: course Providers shall not remove, deface or obscure any copyright notices or other proprietary notices or legends from any materials provided under these Terms.

### **14. BREACH OF CONTRACT**

Once a MOOC has been launched, the Provider reserves no right to withdraw or cancel the MOOC unless in the case of justifiable force majeure. EMMA has the right to claim damages for the effort spent by EMMA.

EMMA will claim damages against any Provider making false/defamatory statements about EMMA in order to justify Provider withdrawal from their commitment with the platform.

### **15. DISSEMINATION**

Providers commit to the dissemination workflow and contributing to the dissemination of their EMMA content through their own professional networks.

### **16. EU FUNDING ACKNOWLEDGEMENT**

MOOCs that are directly financed by EU funds - both from EMMA or through other EU projects - should clearly make a reference to the project and/or funds according to EU guidelines.