

# TSR Insight: How prospective 2023 entry undergraduates feel about MOOCs (Massive Open Online Courses)

Methodology: TSR Asks monthly omnibus survey of prospective 2023 entry undergraduates, aged 16+

Base: 470 responses (3rd-5th June 2023)

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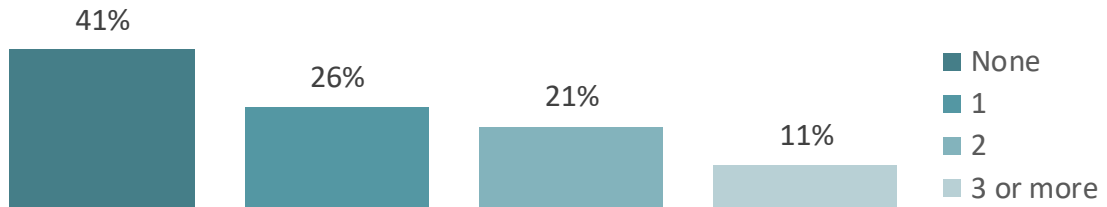
# Familiarity with MOOCs



MOOCs (Massive Open Online Courses) are online, freely available courses that are open for anyone to enrol on.

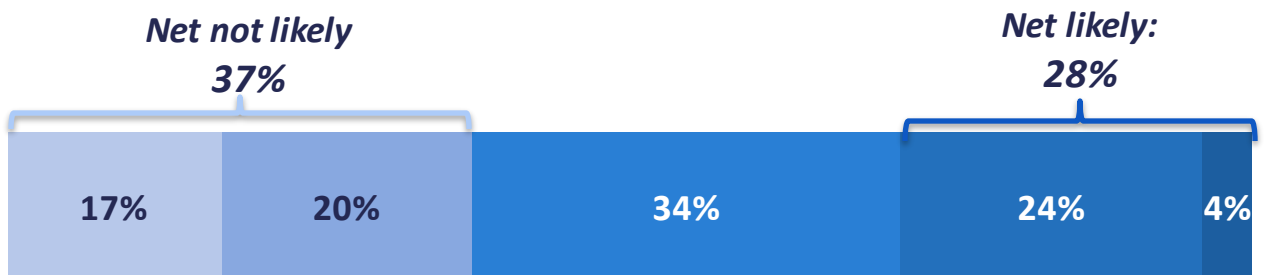
Participants were initially provided with the above definition of MOOCs - more than half (54%) were already aware of MOOCs. Of those who were aware of MOOCs (59%) had already taken at least one, including 11% who had taken three or more.

*Q: In total, how many MOOCs have you taken? Please include any you're currently taking (Single response Base 253 respondents who were aware of MOOCs)*



Some also had plans to take MOOCs moving forward – 28% said they were either quite or very likely to take a MOOC in the future.

*Q: How likely or unlikely are you to take a MOOC in the future? (Single response)*



■ Not at all likely ■ Not very likely ■ Neither / nor ■ Quite likely ■ Very likely

The topics covered by MOOCs currently may be a barrier to participation, only half (47%) agreed or strongly agreed that there were MOOCs available that interested them.

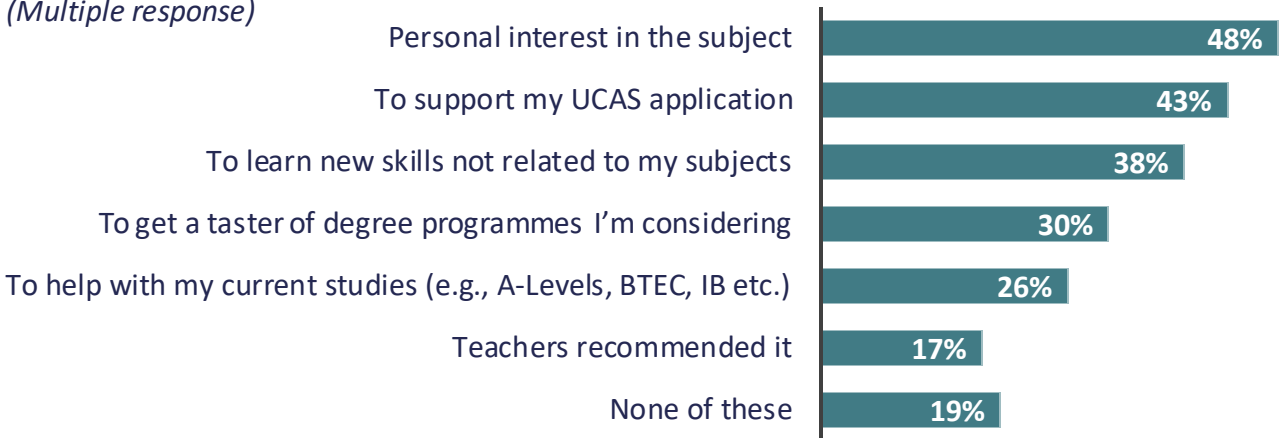
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## Motivations for taking MOOCs

For 56% of respondents, motivations to consider a MOOC were linked to their future university plans, either to support their UCAS application or to get a taster of the degree programmes they were considering. Indeed, 58% agreed that taking a MOOC would look good on their UCAS application. Almost half (48%) were motivated to take a MOOC by their personal interests, and 38% wanted to learn new skills that were not related to their current studies.

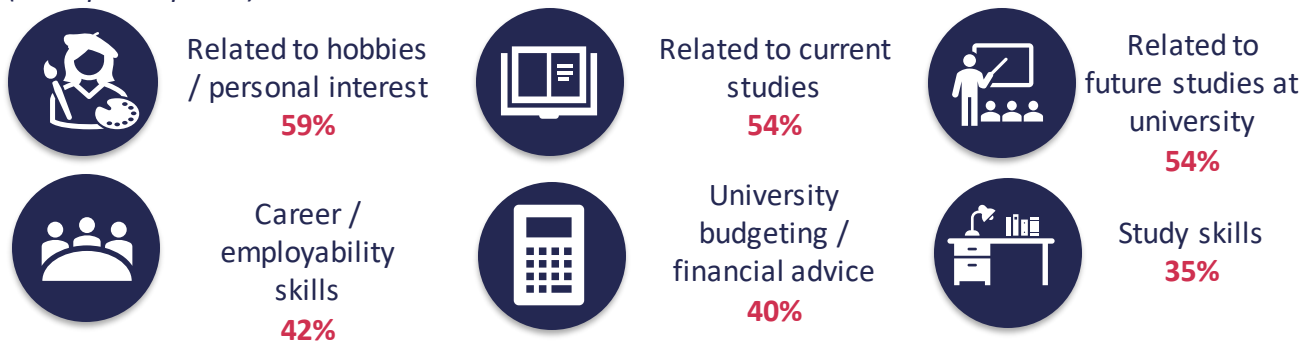
**Q: Which of the following reasons would you have for taking/considering a MOOC?**  
(Multiple response)



## Topics of interest

The majority of respondents (90%) were interested in at least one of the MOOC topics suggested. In total, almost three quarters (72%) would be interested in taking a MOOC that would be relevant to either their current or future studies. Skills based MOOCs (study skills or career skills) were of interest to a total of 56%. Beyond their formal learning, around three fifths (59%) wanted MOOCs in topics related to their hobbies or personal interests.

**Q: Thinking about MOOCs, which of the following topics, if any, would interest you?**  
(Multiple response)



None of these 10%

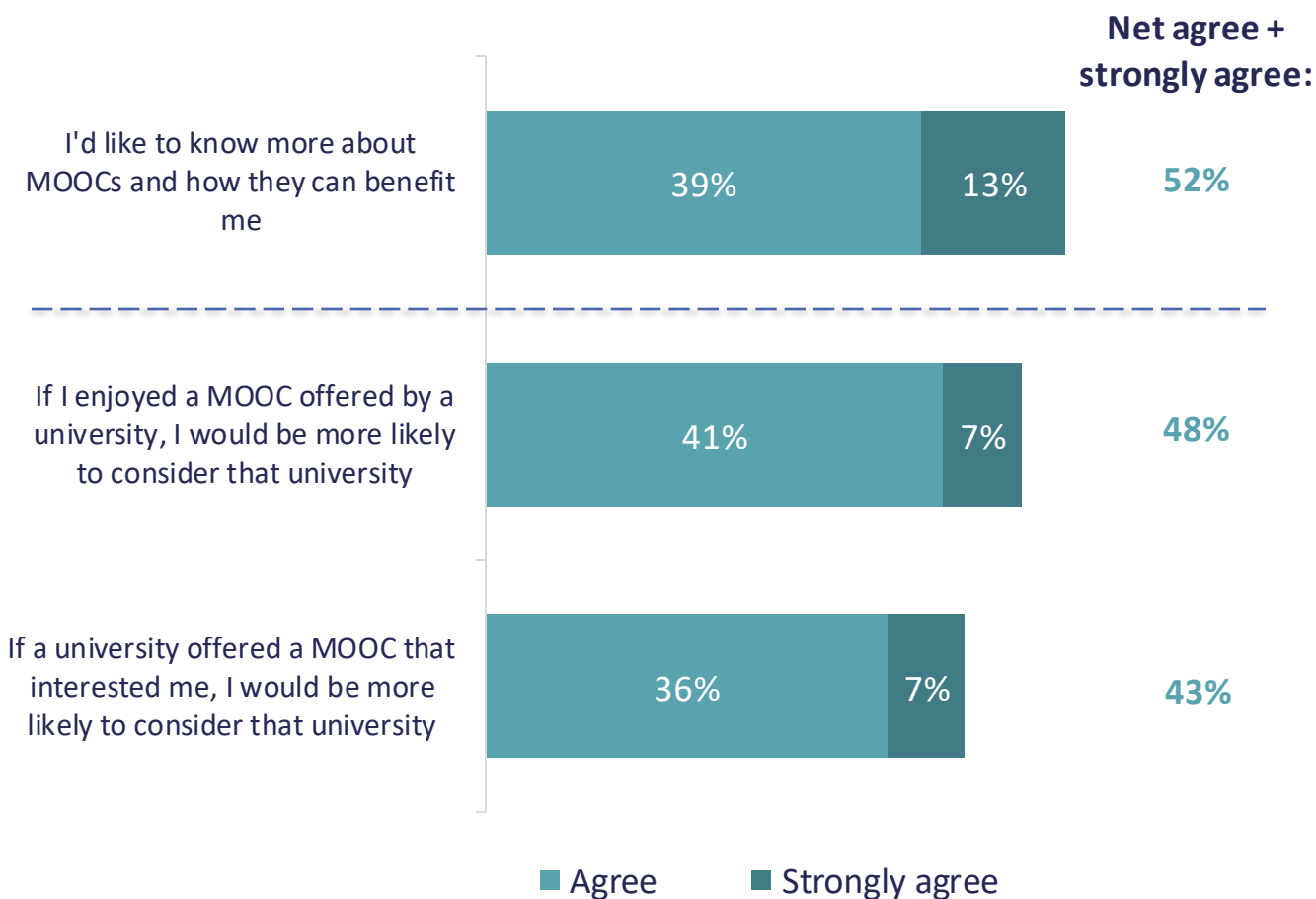
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# The impact of MOOCs on university perceptions

Respondents were receptive to learning more about the MOOCs on offer, more than half (52%) agreed or strongly agreed they would like to learn more about these and how they could benefit them.

It appears positive experiences of MOOCs feed into perceptions of universities more broadly. Almost half (49%) agreed or strongly agreed that if they enjoyed a MOOC offered by a university, they would be more likely to consider that university. Similarly, 43% agreed that they would be more likely to consider a university if it offered a MOOC that interested them.

*Q: To what extent to you agree or disagree with the following statements? (Single response grid)*



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