

# Construction of “O2O Type” Organic Ecological Learning System Based on MOOC

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**Abstract**—This paper tries to combine the flexible, free and rich learning resources and environment of the Internet with the unique cultural and spiritual atmosphere of colleges and universities in the era context with the prospering development of the Internet technology, striving to make the best of both sides and establish a stereo and multi-level “O2O” ecological learning system full of vitality. This system emphasizes not only the return of each role in the learning process, but also that each role serves as motivation for each other in this system to automatically motivate the operation and update of the learning system, expecting that similar organic “ecological learning system” will become more perfect with the further exploration and practice in the teaching and learning process.

**Keywords**—component; MOOC; Online education; Offline education; O2O

## I. RESEARCH BACKGROUND

At the National People's Congress and the Chinese Political Consultative Conference held in Beijing this March, it was pointed out in the government work report the goal for teaching reform: to promote the fair development of education and improve its quality, which is actually the direction of teaching reform of colleges and universities in recent years. Discussions on the teaching reform of colleges and universities have never stopped, especially network resources more and more rich Web interactions more convenient, people can also complete a university course in the network mode is full of anticipation wondering sense in College classrooms. In fact after thousands of years of Socrates and Confucius classroom model of education change (entity classes) is still full of charm and MOOC education allows us to see the possibility of individualized teaching. These two seemingly opposite, also makes it difficult for people to let go of mode, why cannot a total renewal.

## II. OFFLINE EDUCATION AND ONLINE EDUCATION

Traditional colleges and universities as a typical "line under the" teaching, has been the core values are embodied in the "people" soft value, as said, "that of the university's non-building, master of educator Mr. Mei Yiqi that the "have emphasized the important role since the age of mouth like the Socratic dialogue, Confucius quiz surgery such as this face to face communication for teaching. Even though the introduction of a number of auxiliary teaching tool in teaching, but also developed a wealth of teaching models and methods, but the "teacher" of the education element, is still "offline" Teaching is the most unique and core resources. It also makes the "teacher" This teaching is

difficult equitable resource development, especially the "master teacher", in fact, even the same teachers, class sizes and teacher since the differences in investment, the quality of teaching is very different.

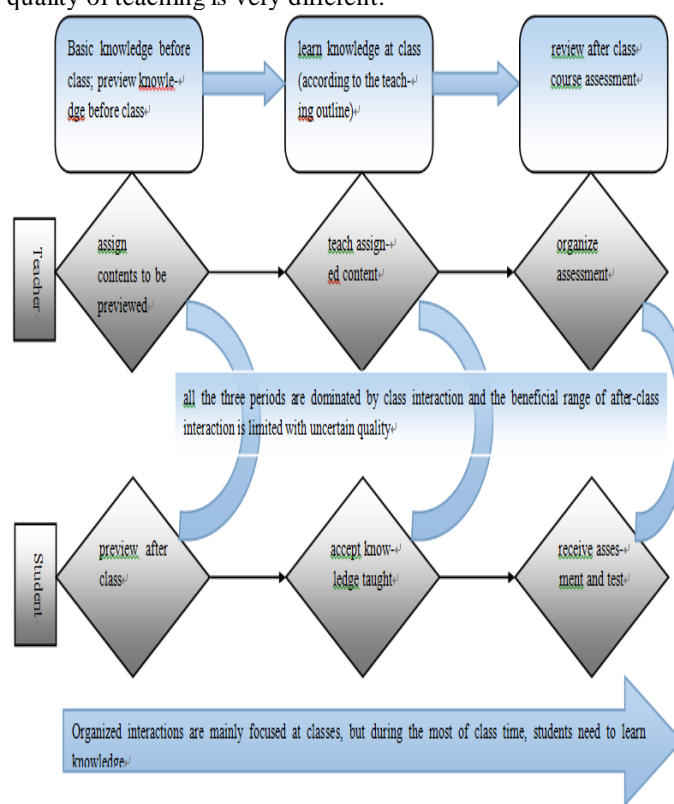


Figure 1. General Offline Educational Model

General offline teaching model is shown in Fig. 1. Although currently, various teaching reforms emphasize the opening up and improvement of teaching model, both teachers and students must complete the learning of “knowledge points”, the most valuable class teaching must usually guarantee the completion of teaching contents in the teaching outline, and other links of enlightenment and interaction have to be completed after class because there is no time to control them at class, which is a reluctant action and also the general action. However, the comprehensive assessment of the entire process of teaching is also greatly weakened during this process.

The other hand, MOOC, microview online education to solve the problem of educational resources have actively explored and developed, allow learners to effortlessly over the network see the blind teacher, listened to the school's curriculum, communicating with many learners, you can

even get some guidance. Even so, learners are more yearning for face-to-face teaching, interactive. Just like college libraries, although college students' access to e-book resources more easily, but the physical library popularity undiminished, even very full reports.

As Fig. 2 shows typical of online teaching, relevant knowledge is better organized into a short multimedia resources, both easy to learn and easy to learn at any time check, learners are free, flexible learning, participate in discussions, online tests. But for the progress of the study of control, discussion comments, engagement, unique culture and spirit in universities rarely perceived.

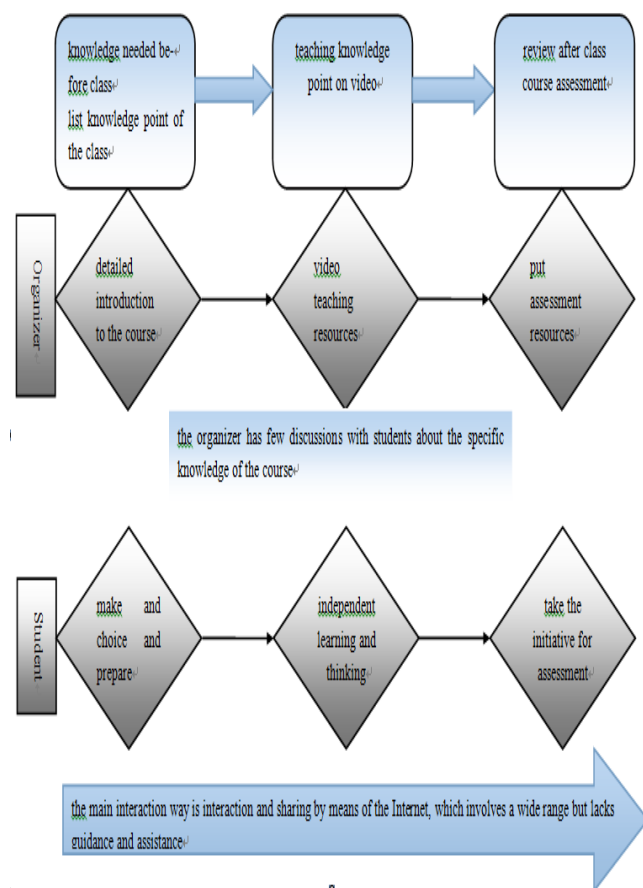


Figure 2. Currently Classic Online Educational Model

Therefore, to introduce a new model of integration into teaching in colleges and universities is imperative, for which we expect the end result is a return--from "teaching" back to the "students" of cultivating talents in colleges and universities "free thinking, independent spirit", in order to become the main force of social services and innovation.

### III. O2O ORGANIC ECOLOGICAL LEARNING SYSTEM

O2O, that is Online To Offline, means to combine offline affairs with online affairs, and this concept originally comes from the United States. The author introduces this concept to the teaching of higher education in order to combine online learning that contains rich information and technologies with the traditional offline learning to foster the good points and avoid the shortcomings and establish a stereo, multi-leveled and organize "ecological learning system".

O2O organize ecological learning system (as shown in Fig. 3) mainly emphasizes:

- Returning of the original role;
- Maximizing the advantages of both online and offline modes
- Emphasizing the vitality and integrity of the system.
- Returning of the original role

From Fig. 1 can see traditional class currently of teaching mode main to completed "knowledge points" teaching mainly, by teaching of time and teachers of energy, factors of limit, core of "interactive" activities cannot was guarantee, its value also hard to reflected, and "interactive" undoubtedly is students by inspired, questions, and discussion, and share, and innovation, activities of important form, is line Xia class of most important of core value one of.

How to "knowledge" learning the basis of split or part split from the classroom, or giving the part to "online" classrooms completed, line class, can have more time and energy to redefining and organize the class. "O2O mode" (as shown in Fig. 3) on the teachers, the students and the class definition of the return type definition and positioning.

The function of teachers in the learning activities are organization, guidance and control, enhance, and whose task is that independent study, independent thinking, sharing, discussion, practice, innovation, while teachers and learning process is continuously updated.

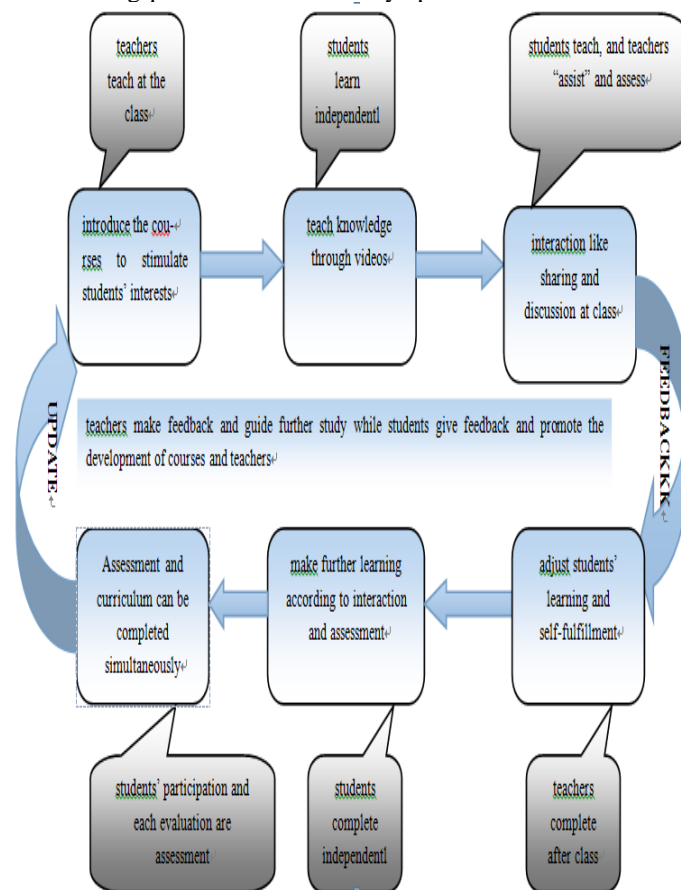


Figure 3. O2O Organic Ecological Learning System

#### A. Maximizing the advantages of both online and offline modes

The entire process reflects the flexible and various learning ways—students can choose the learning ways, time, location, and times of repetition according to the contents of online class. Of course, this freedom in time is compared with traditional classroom classes, and the learning rhythm in “O2O” mode is still controlled by the organizer (teacher). Similarly, “Interactive” online technologies and ubiquitous, and organizers (teacher) participation improves the “interactive” response and efficiency of self-regulated learning and inquiry learning, collaborative learning can actually be achieved. This reflects the College’s “class values”.

On the other hand, in “O2O mode”, the teachers from the “on” position get out with more energy and time to learning processes and student attention, tutoring, evaluation and improvement. Students at a certain pace, learning, imagination, discussion, creative freedom, while according to the evaluation and interaction, misunderstanding of learning, learning methods, have an independent way of thinking and the spirit of innovation. This reflects the University’s “test value”.

#### B. Abbreviations and Acro Systematic Vitality and Integrity

Organic is referred to the coordination of all parts are interrelated and indivisible, is as organic as an organism. “O2O mode”, teachers and students should be coherent as interrelated as an organism, and certain modes of organization and its environment of unity and in this unity, between organisms and the environment affect and interact with each other and during a certain period in a relatively stable dynamic equilibrium State.

In this mode, the student teacher more isn’t listening, but for questions or discussion and sharing, objectively speaking Teacher losing a set and answers to the questions, the teacher has higher demands and challenges than ever before. Students to be involved in this kind of interaction, must also complete the relevant knowledge and thinking, otherwise they could not be effective interaction in the classroom, also failed in the class’s performance.

In other words, teachers and students as the environment of “organism”, should be improved and developed this system’s main power, also affected by the environment, control, maintain a balance of State, continuous self-improvement and development. Such systems are known as a viable organic ecological learning system. Ultimate teachers, students, environment has a great development.

#### IV. CONCLUSION AND PROSPECT

Based on the “O2O mode”, and efforts in the teaching process of teacher back to the location of the organizers and a subsidiary of, and the students get good thoughts, good subject location, good at sharing, practice, innovation, and the establishment of effective interaction between the two and space, not only a smooth spread of knowledge, but will flourish and bear fruit. Recalling the history, as when it was first founded, Nankai University, the school is very small, only more than 10 students, several teachers,

Department of mathematics, one teacher and seven students, including Professor Ta-you Wu and later the master of the seven students. Equipment is not complete, but the essence of education – teachers and extensive exchanges between the students, they work together, results achievement a lot of masters-level talent.

Exploration of teaching reform in a series of model, we hope to provide a better learning environment through the reform of education teaching, greatly stimulate students’ motivation to learn, develop their creative spirit and practical ability, and teachers’ quality and the ability to constantly improve and develop in this environment. This paper attempts to flexible, free online, a wealth of learning and offline interactive and unique combination of culture, to merge and complement each other, establish a three-dimensional multi-layered and self-renewal and development of “eco-system”, rather than simply a network multimedia teaching in colleges and universities are spliced together. “O2O mode” in addition to the regression of each role in the learning process, also stressed the role in this system all each other’s power, self-driven learning system with updates.

We hope that with the further exploration and practice of teaching process, this “ecological learning system” with vitality will become more perfect.

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