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question.

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Why is Open edX used by 19 millio...

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By **Sergey Cujba**

Head of Sales and Marketing, **Raccoon Gang**

Sergiy has significant expertise as an eLearning and Marketing expert since 2012. He brings his experience into play to help RG customers to keep pace with the changing dynamics in the Learning indust

Open edX: What Is It And Why 19 Million People Use It?

How can we help you?

👁 63036

📅 12/Sep/2019

There is no one-size-fits-all product in the world except (maybe) water, and Open edX is no

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How can we help you?

DOES AN OPEN SOURCE LMS FIT YOU WELL?

Spend 2 minutes on answering questions in this quiz to know whether Open Source LMS is something your online learning project needs

world - eax.org.

It was created to fulfill the instructional design needs of various organizations to create engaging experiences that cover different topics, pursue other goals and use different learning scenarios.

That's why Open edX became so flexible and diverse.

Open Edx helps teach learners physics, maths, and even acoustics using engaging and interactive LMS features that are available straight out of the box. It also offers the ability to integrate multiple third-party systems like SCORM, LTI, iFrame. But before we dive into the features of Open edX, we'll briefly describe its history and how it compares with other learning management systems.
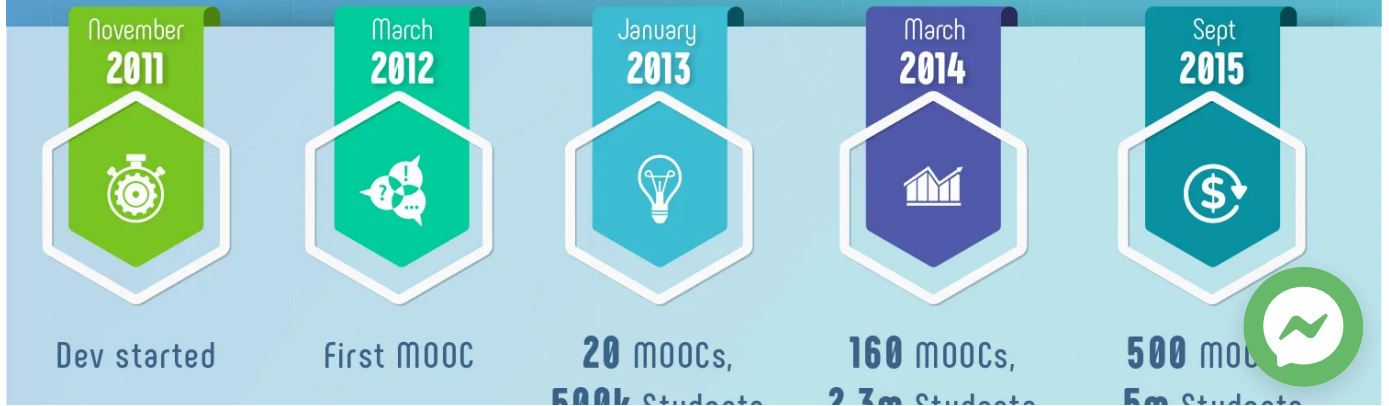
How can we help you?

Brief Open edX History

as founded in May 2012 by scientists from Harvard and MIT. 155,000 students from 162 countries enrolled in the first edX course, and in 2013 the number of students reached 1 million

Quick history

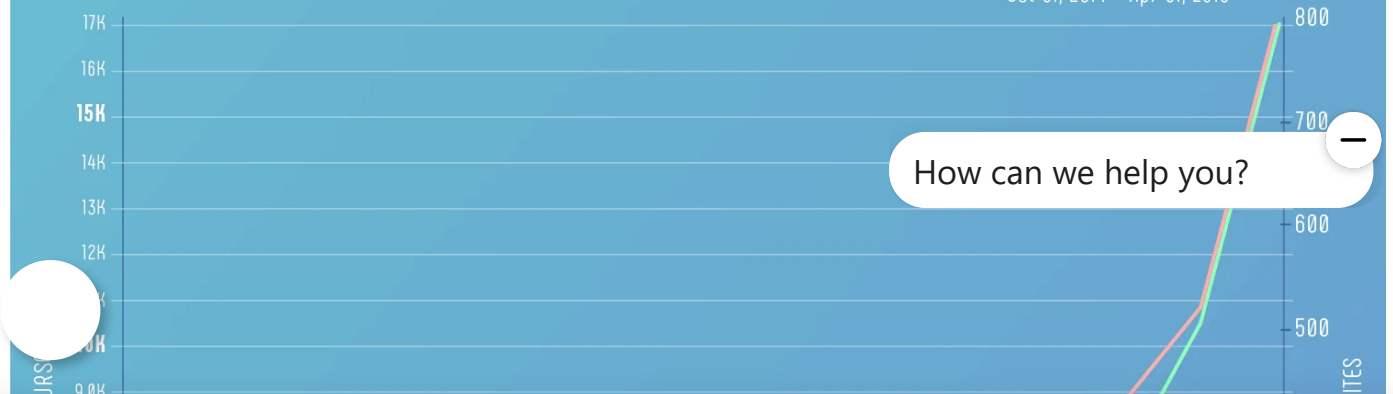| November 2011	March 2012	January 2013	March 2014	Sept 2015
Dev started	First MOOC	**20** MOOCs, **500k** Students	**160** MOOCs, **2.3m** Students	**500** MOOCs **5m** Students

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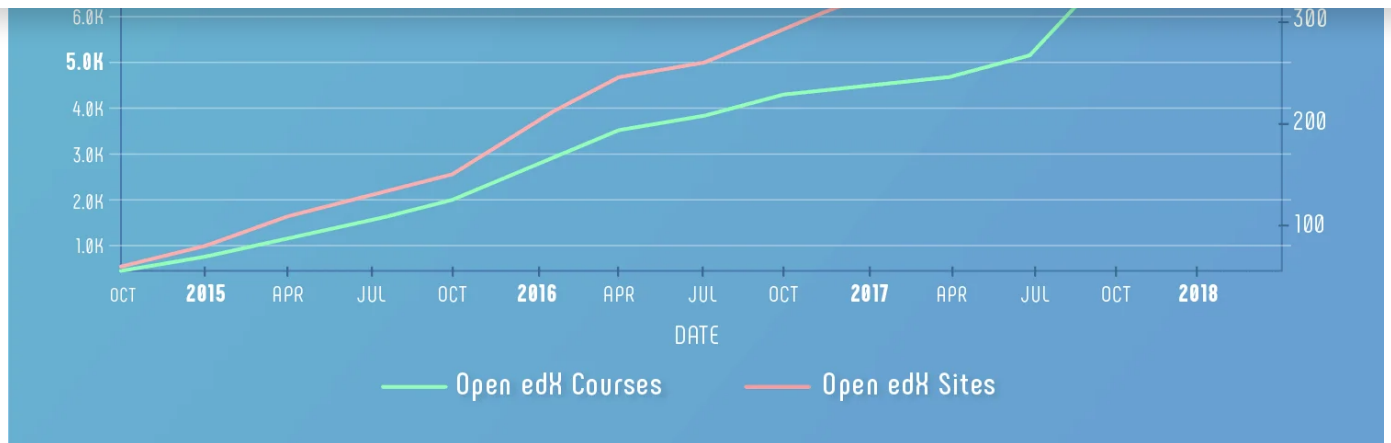Materials

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Adoption Stats In Dynamics

Growth of Open edX Courses and Sites Over Time

Oct 01, 2014 - Apr 01, 2018

How can we help you?

6.0K
5.0K
4.0K
3.0K
2.0K
1.0K

300
200
100

OCT **2015** APR JUL OCT **2016** APR JUL OCT **2017** APR JUL OCT **2018**

DATE

—— Open edX Courses   —— Open edX Sites

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The Top Open Source LMS Vendors

ADMINISTRATION SECTION		PERFORMANCE		
Features	edX	Sakai	moodle	canvas
CMS	4/5	4/5	4/5	4/5
Notifications	4/5	4/5		
SSO	5/5	4/5		
SCORM, LTI, API	5/5	4/5	5/5	4/5
	4/5	4/5	4/5	3/5

LEARNING ANALYTICS SECTION		PERFORMANCE		
	edX	Sakai	moodle	canvas

How can we help you?

Features	edX	Sakai	moodle	canvas
Feedback Tracking	3/5	4/5	3/5	3/5
Student Tracking	4/5	4/5	4/5	4/5
Automated Report Creation	4/5	4/5	4/5	4/5

AUTHORING TOOLS SECTION — PERFORMANCE

Features	edX	Sakai	moodle	canvas
Gamification/Simulations technologies	3/5	3/5	4/5	3/5
Assessment and Testing technologies	4/5	5/5	3/5	3/5
Audio/Video Conferencing tools	5/5	3/5	3/5	3/5
Learning outcomes technologies (Grading functionality)	4/5	3/5	4/5	4/5
Social & collaboration technologies (chat tools)	3/5	4/5	3/5	3/5

Features	edX	Sakai	moodle	canvas
mLearning	3/5	4/5	4/5	3/5
Blended/Hybrid learning	4/5	3/5	3/5	3/5

Who Currently Uses Open edX?

As we said, Open edX is adopted by a wide range of organizations:

Large Organizations

The world's most prominent organizations, including Google, Microsoft LaaS, McKinsey, Johnson & Johnson, use Open edX for employees education, customer onboarding, etc.

Educational organizations

...rd, MIT, Arizona State University, and others use Open edX to engage many students and provide them with interactive content, the ability to track educational progress, etc.

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How can we help you?

Open edX gives the ability to small organizations to create high-quality and customized content that increases organizations' profit and learner engagement.

Why is Open edX used by 19 million people today?

As has been mentioned, demand for LMS is colossal today, and it keeps gaining momentum.

So how does Open edX stand out in comparison to other LMSs? The logic is simple: it provides better readiness for the online learning future, thus explaining its increase in popularity.

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Organizations looking to replace LMS

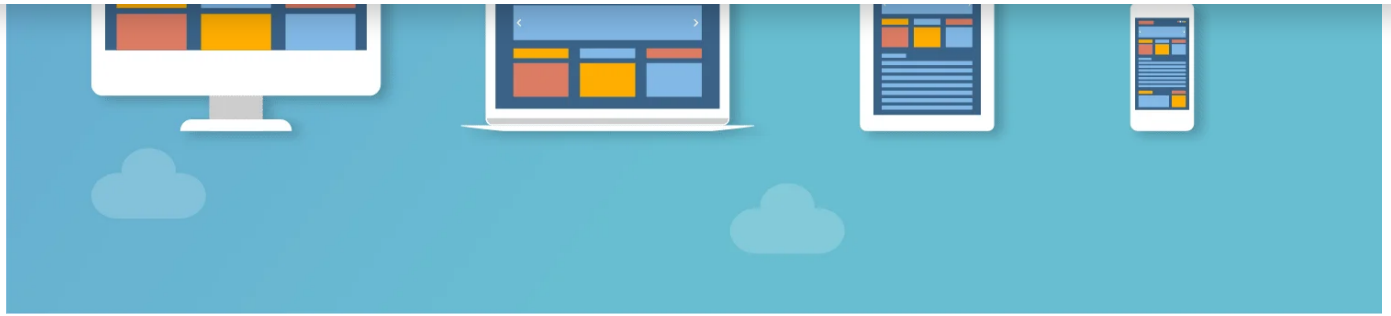| 37%	43%	38%	26%
Overall	Large Organizations	Mid-Size Organizations	Small Organizations

How can we help you?

We bet that Open edX is one of the systems that these organizations are switching to.

Let's take a look at these challenges:

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Top 5 Learning technology priorities **in small** organizations

46% Social/ collaborative tools

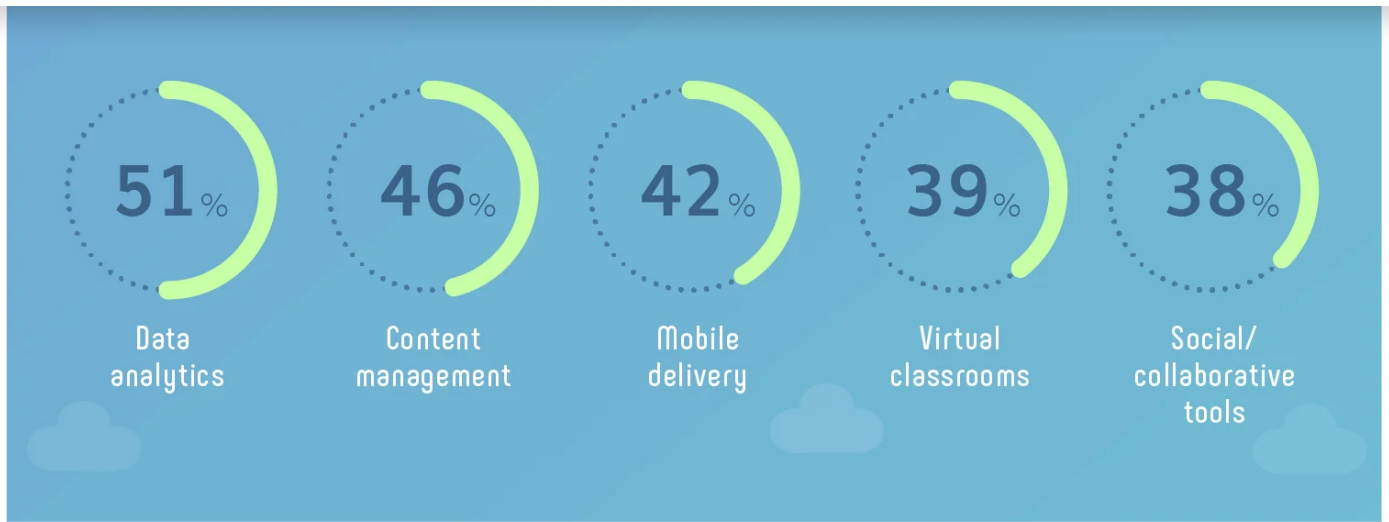42% Data analytics

33% Content management

33% Mobile delivery

31% Virtual classrooms

How can we help you?

51% Data analytics
46% Content management
42% Mobile delivery
39% Virtual classrooms
38% Social/ collaborative tools

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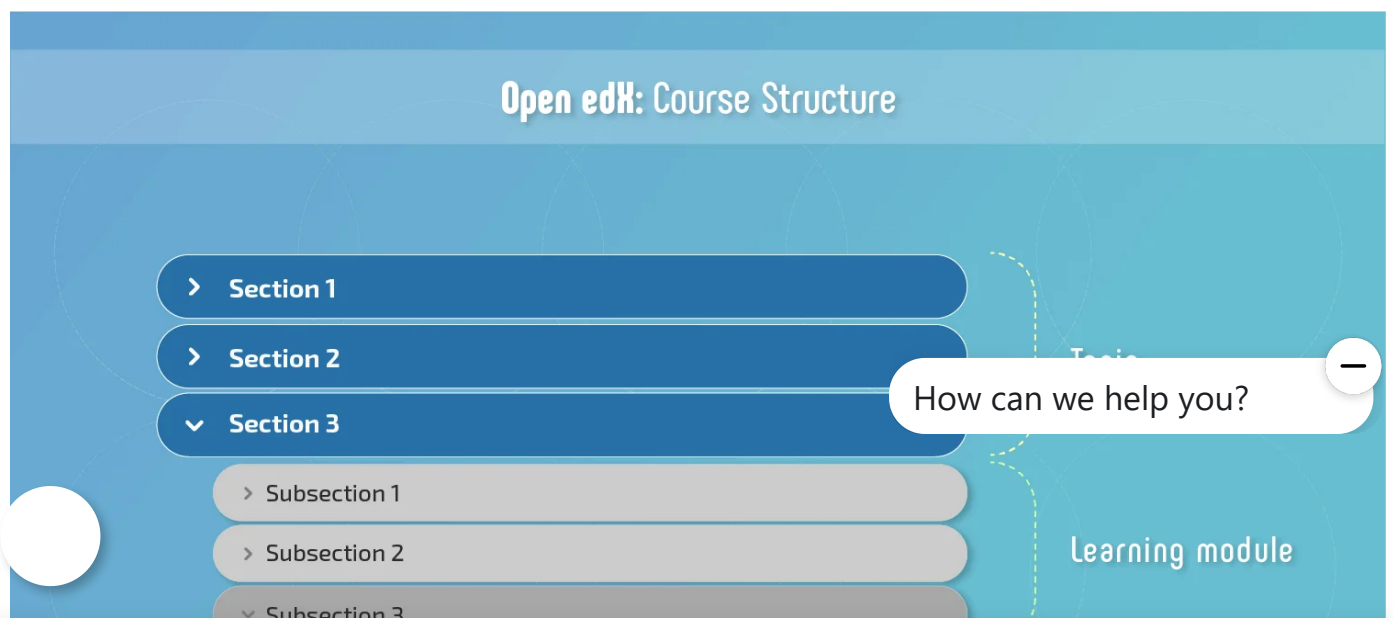When we define what is needed, let's look at how Open edX delivers all of these needs.

Open edX Features: Learner Interface Overview

How can we help you?

Easy to use user interface design is an essential part of the learning experience. It can influence a user's perception of the entire learning process.

Having diverse purposes and community influence, Open edX has a clear and simple yet effective interface with everything that learners need, leaving out all the bells and whistles that distract users from the learning process.

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Open edX: Course Structure

> Section 1

> Section 2

v Section 3

> Subsection 1

> Subsection 2

v Subsection 3

Learning module

How can we help you?

Unit 3

Unit 4

Progress Dashboard

Videos

Interactive videos and images

SCORM, LTI, iFrame

20+ types of assessments

The list can be extended and customized to the needs of a particular project (simulation, virtual lab, etc.)

How can we help you?

Open edX Features: Instructor Interface Overview

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Group learners and manage content routing

Add, organize learning content inside the course

Manage the visual features of the course

Manage and issue certificates

Manage monetization

Track learning metrics, build reports

The range of the tools is not complete, and basic Open edX func
particular cases. To know more, you can simply book a demo with us.

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Polls and Surveys

It's crucial to figure out what your learners want. A good survey tool can help instructors to get answers to essential questions.

Online Discussions

Course creators can create Discussions within a course and ensure collaboration between learners.

Group Tasks

Using this feature, an instructor can create groups focused on sp_____ _____ _____ needs, or work-related interests. Groups may be used for assign_____ _____ _____ organization.

How can we help you?

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An internal Raccoon Gang project RG Analytics aimed to create easy-to-use, actionable insights for Open edX course instructors.

Open edX Features: Customization

Open edX custom feature development is applied and enables the specific functionalities required by course authors.

Game-based learning and gamification

Game-based learning is often considered an essential compon   How can we help you?
Gamification increases engagement and course completion rate significantly. Both can be easily implemented into Open edX courses.

Scores

Ranks, levels

Badges and trophies

Team or individual tasks

Unlocks

Visualized dashboards

Avatars, Individual

Notifications

Leaderboards

Course currency

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6 Benefits You Should Know About Adaptive Learning In Corporate Training

One-to-one Instruction

Greater Time Efficiency

How can we help you?

Confidence Based Approach

Create Individualized Learning Paths

Personalized Learning for a Heterogeneous Group

Providers focused remediation

Competency-based learning

Competency-based education allows students to advance their skills or competencies at their own pace regardless of their environment. Open edX includes the ability to implement modern learning concepts based on a competency-based learning approach: scenario-based learning, self-directed knowledge assessment, skill-based branching scenario.

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If an open-source platform fits your needs, you should choose a preferred Open edX provider. To know more about custom Open Edx solutions, you can schedule a demo with the Raccoon Gang

team.

Sources:

Open Edx official site.

How can we help you?

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★ ★ ★ ★ ★

51 ratings, average 4.7 out of 5

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Quick list of open educational resources examples

👁 29263   📅 08/Dec/2017

How can we help you?

Read more

5 benefits of Open edX microsites

👁 5592   📅 08/Feb/2018

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