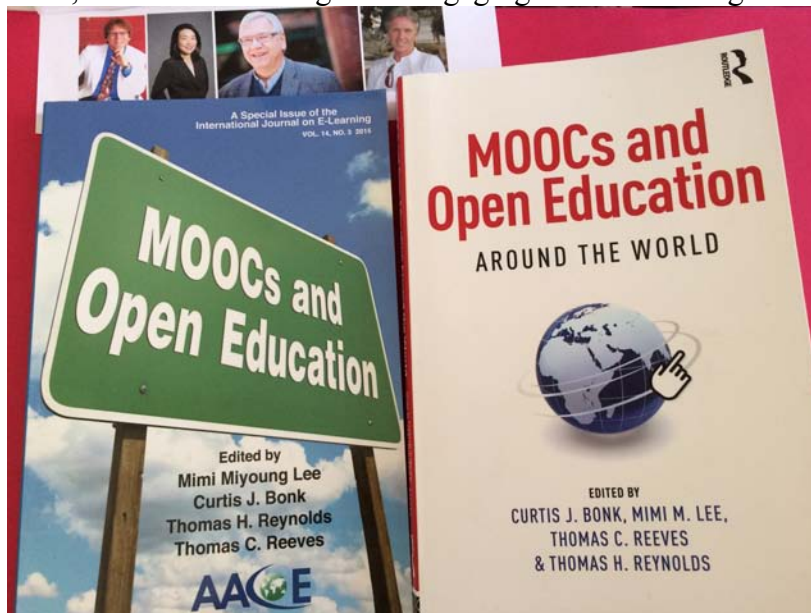


Multimedia in MOOCs: Best Practices for Cultural Inclusion

This Presidential Session was coordinated by the AECT Multimedia Production Division President, Dr. Yadi Ziaee, and facilitated by the previous AECT President, Dr. Barbara Lockee. Four experts in teaching MOOCs (Massive Open Online Course), instructional design and evaluation, qualitative research, and multimedia production analyzed and presented at the session. This Presidential Session was based on a 2015 released new book, *MOOCs and Open Education Around the World*, and a special edition of the *International Journal of e-Learning*, *MOOCs and Open Education*, both co-authored by Drs. Curtis Bonk, Thomas Reeves, Mimi Miyoung Lee, and Thomas Reynolds.

Three authors of the books, Drs. Curtis Bonk, Thomas Reeves, and Mimi Miyoung Lee, and Dr. Yadi Ziaee presented about the best practice of cultural inclusion of using multimedia in MOOCs at this Presidential Session. Referring to the books and chapters, the presenters analyzed the best practice of paying attention to using jokes and humors for audience from different cultural backgrounds, cautioned delicate connotations of different political contexts, reminded audience the importance of developing literacy for students across varied cultures. The authors also discussed device-based pedagogy and the relationship between using multimedia in MOOCs and student gender, age, and cognitive/physical development phases. The session provided recommendations such as maximizing the use of audio instead of video in instructors' presentation of content, cautioned selecting images and using metaphors, advocated the design of personalized learning to eliminate the sense of massiveness. Regarding the content selection, the presenters suggested neutralization of culture-specific content, representative selection, taking into consideration of the context of using the content, the diversity of learner groups, and various stakeholders, with the eventual goal of engaging student learning.



The book, *MOOCs and Open Education Around the World*, is being translated by a professional team lead by Professor Jiao Jianli from East China Normal University. The translation project was formally launched in June 2015 in Shanghai, China.