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Online course methodology or how to achieve 60% completion rate?

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Abstract

The article characterizes the phenomenon of the online course "Critical Thinking for Educators". Research shows that it is important: to develop a course taking into account the needs of the target audience and internal motivation of students; use the designation of the target audience in the title and advertising; analyze the widest possible statistical information to adjust the course methodology; take into account messages, etc. In general, a key success factor for an online course is the relevance of the course content to the needs of the target audience and internal motivation of students. Completion rate is an objective indicator of subjective phenomena, that is, the interest of the target audience.

Keywords

online course, methodology of online education, completion rate, success factor of online course.

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