

WHAT ARE FACULTY USING IN THEIR CLASSROOMS? AN ANALYSIS OF NATIONAL SURVEY RESULTS ON COURSE MATERIAL ADOPTION TRENDS.

RESULTS FROM OUR 2023-24 NATIONAL SURVEY OF HIGHER EDUCATION FACULTY

21 NOVEMBER 2024

JULIA SEAMAN

JEFF SEAMAN



PRESENTATION DETAILS

1. Research background
2. Higher Education Results and Trends
3. Conclusions & Q&A

RESEARCH BACKGROUND

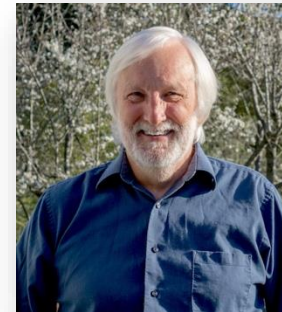


INTRODUCTION TO BAY VIEW ANALYTICS

Bay View Analytics offers a comprehensive suite of consulting services in survey design and statistical research. Our services build on nearly two decades of research and survey design, sampling, and statistical analysis expertise.



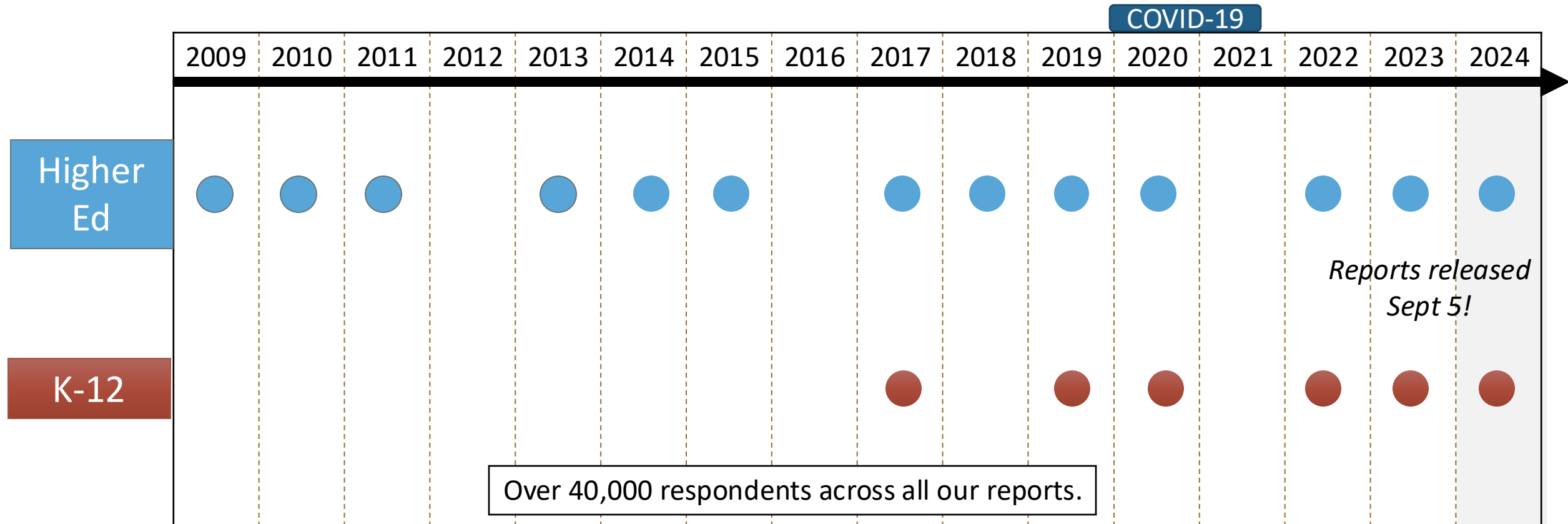
Julia Seaman, Ph.D.
Director of Research



Jeff Seaman, Ph.D.
Director



OVER A DECADE OF RESEARCH ON OER AWARENESS



Project supported by



SURVEYS AIM TO UNDERSTAND THE ROLE OF OER

Goals of Surveys

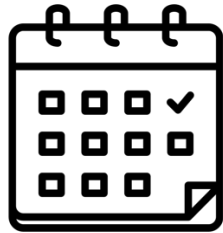
- To understand the role of OER in Higher Education and K-12
- To quantify perceptions and adoption of digital course materials

Respondents

- Admins, **Faculty**, Teachers, and Chief Academic Officers
- Nationally representative for geography and type of school



SURVEY DETAILS



April 2024



3,421 Faculty



50 States + DC
and VI

Higher
Ed

SURVEY QUESTIONS & TOPICS

The 2023-24 survey included a combination of previous and new questions for faculty.

Topics asked in survey on Teaching Practices

- ***Classroom modality***
- ***Formats required and used for regularly used student materials***
- ***Ratings for the course materials***
- ***Faculty demographics***
- ***Institutional characteristics***

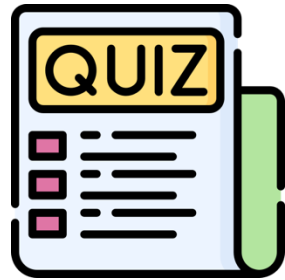


RESEARCH QUESTIONS

What materials are students using in their courses?



Textbooks



Quiz/Tests



Homework



Online Apps

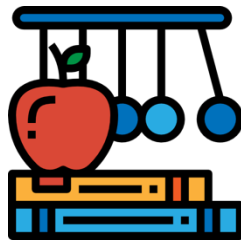


Lecture Slides

What format are these materials? What source?



Digital



Physical



Self- or Department made



Commercial



Free Online/ OER



BACKGROUND

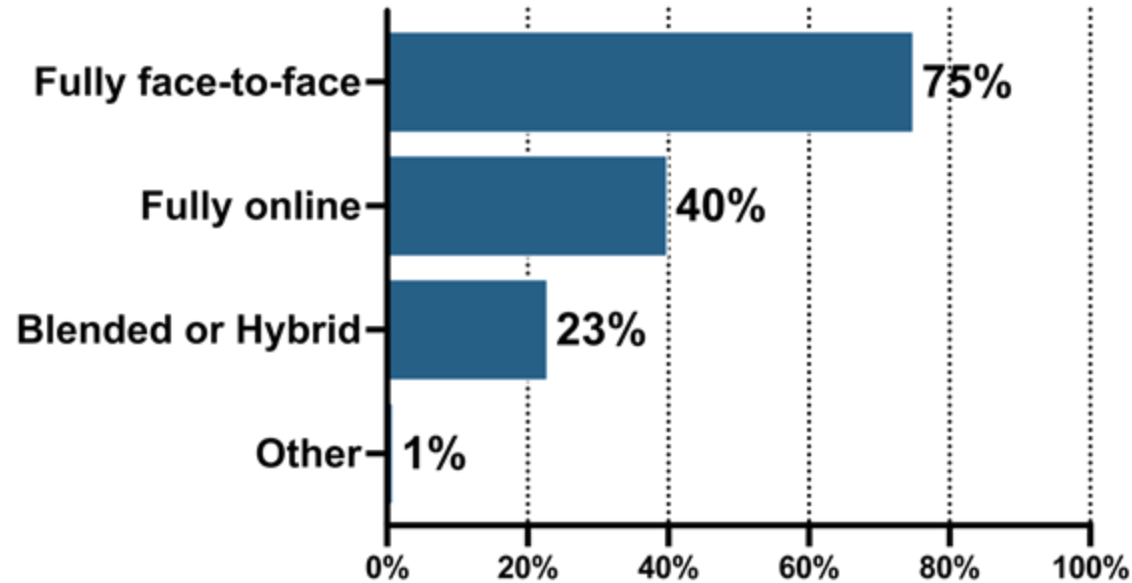
But a “course” does not have a singular definition, especially in higher education and post-pandemic. Let’s look first at descriptions of classrooms for 2023-24 to understand the context of material use.

COURSES BACKGROUND



TEACHING MODALITY

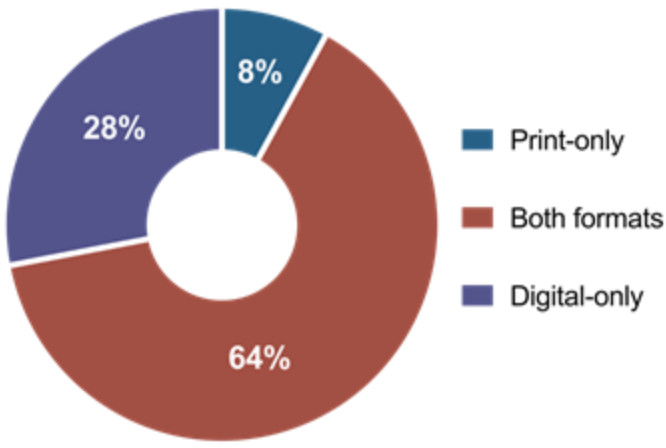
2023-24 Faculty: Current Teaching Modality (Select All)



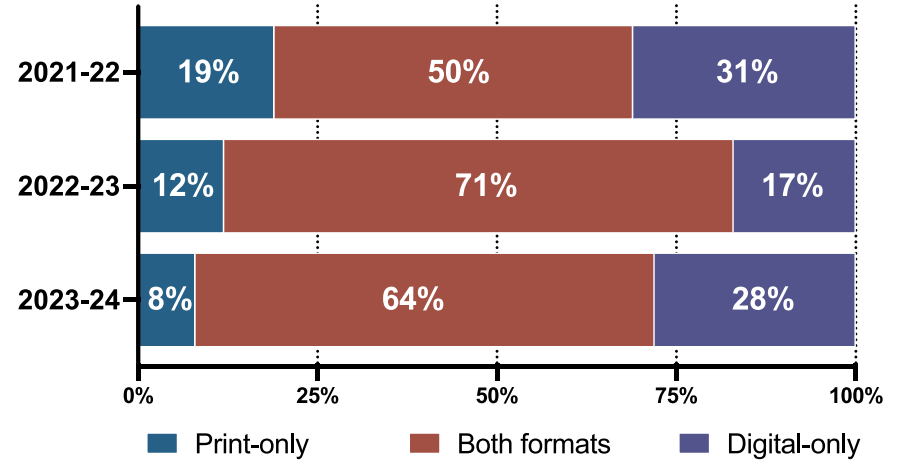
Many higher education courses are offered fully online or in blended formats and at a higher than pre-pandemic rate (96% face-to-face).

REQUIRED TEXTBOOK FORMAT

2023-24 Faculty: Required Textbook Format



Faculty: Required Textbook Format by Year



Digital formats of required textbooks are almost as commonly available in Higher Education with year over year decreases in print-only option.

Note – required does not always mean used, and use by format may vary

STUDENT MATERIALS USE



SURVEY RESEARCH DETAILS

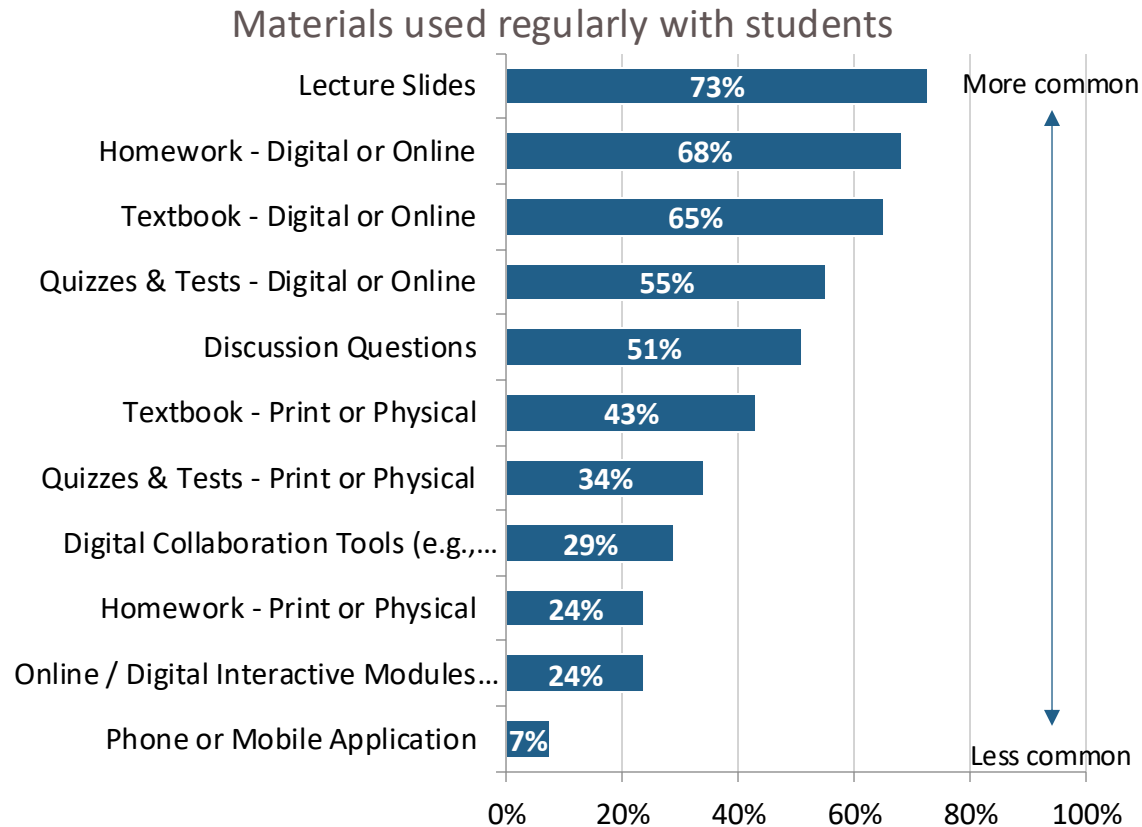
Asked faculty to consider just their largest enrollment course for the term:

- *What materials do they regularly use with students?*
- *What is the primary source for these materials they use?*

Compared results across survey responses, faculty demographics, and institution characteristics.

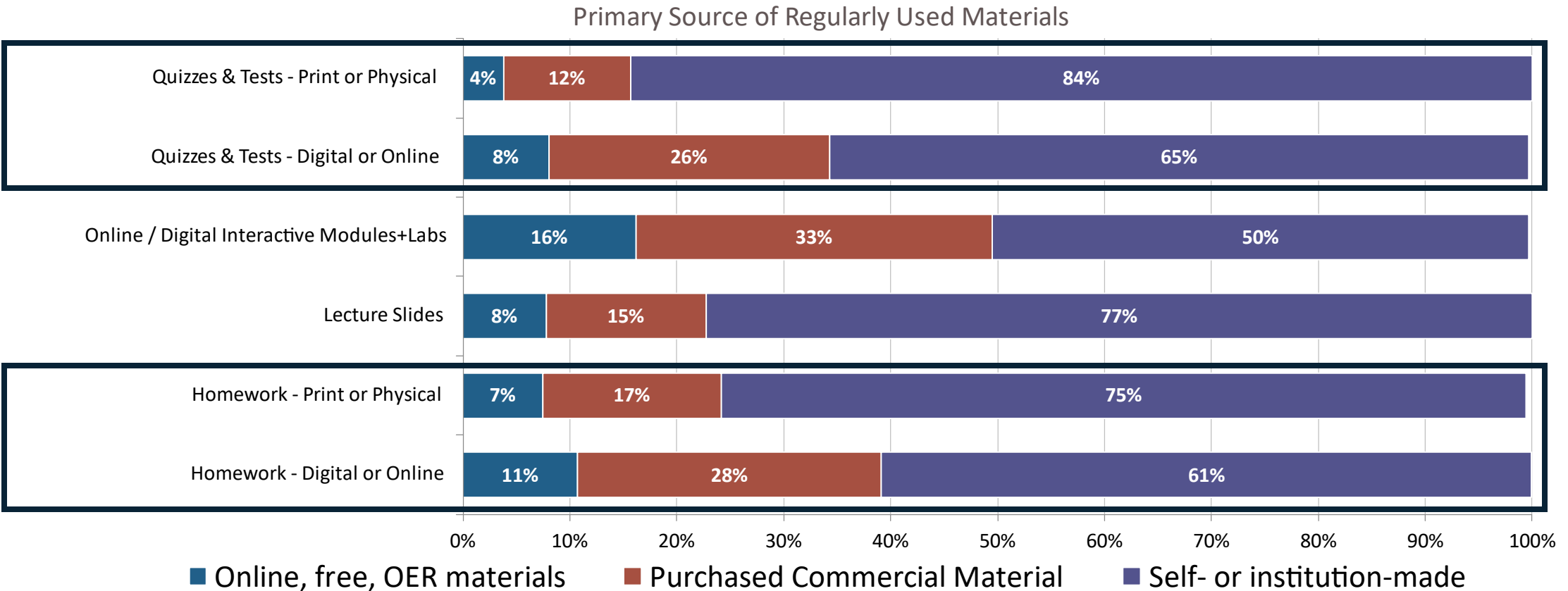


MATERIALS USED



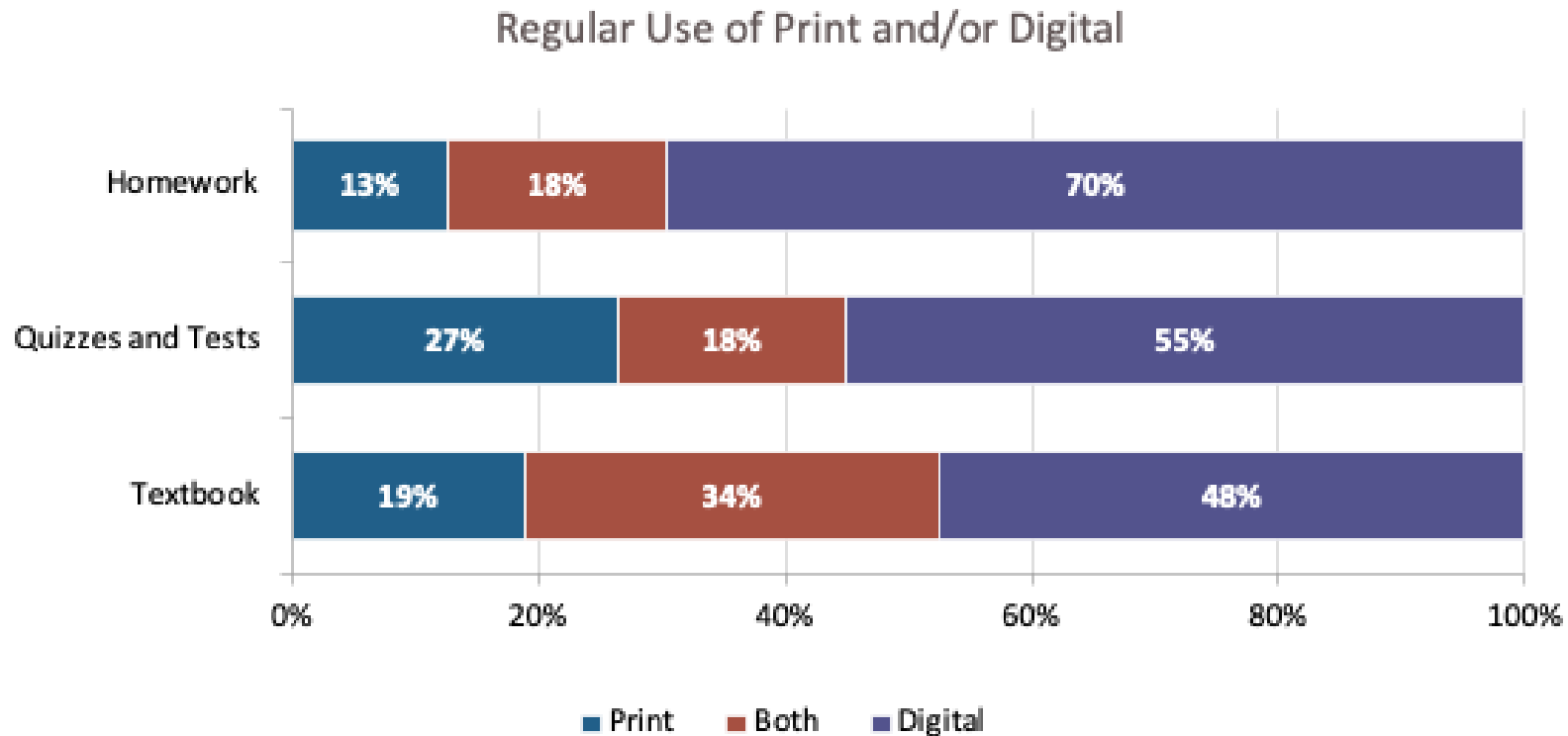
- Lecture slides and digital materials are used most often
- Faculty combine materials – 45% selected 4 or 5 options as regularly used
- Every faculty and course is unique – there is no common combination of materials

PRIMARY SOURCE FOR MATERIAL



Self-made is the overwhelming “source” reported for all materials
No significant differences by faculty demographics or course modality

DIGITAL FORMATS DOMINATE REGULAR USE, EVEN MORE COMMON THAN WITH TEXTBOOKS



- Up to 80% of faculty use just one format regularly with digital 2-5 times more common than print
- Digital versions of homework and quizzes/tests are even more common than textbooks



COURSE MODALITY IMPACTS MATERIAL CHOICE

Modality	Fully Online – Synchronous	Fully Online – Asynchronous	Blended	Face-to-Face
<i>More likely to use:</i>	<ul style="list-style-type: none"> • Digital collaboration tools • Lecture slides 	<ul style="list-style-type: none"> • Online Textbook • Digital Quizzes/Tests • Digital homework 	<ul style="list-style-type: none"> • Online modules • Phone Applications 	<ul style="list-style-type: none"> • Any physical or print materials
<i>Less likely to use:</i>	<ul style="list-style-type: none"> • Physical Quizzes/Tests 	<ul style="list-style-type: none"> • Lecture Slides 	<ul style="list-style-type: none"> • [none] 	<ul style="list-style-type: none"> • Any online or digital materials

Course modality is more impactful than other faculty variables. There are only minimal differences by faculty demographics (tenure statue, full vs. part time, teaching longevity).

COURSE MATERIALS BY INSTITUTION CHARACTERISTICS

Size:

Faculty at **larger institutions** are

More likely to use

- Phone applications
- Lecture slides

Less likely to use:

- Textbooks (especially print)
- Print quizzes
- Discussion questions

Sector:

Faculty are *more* likely to use

Public Institutions:

- Any online or digital materials

Public 2-year Institutions:

- Discussion questions
- Online modules

Private Institutions:

- Any print or physical materials

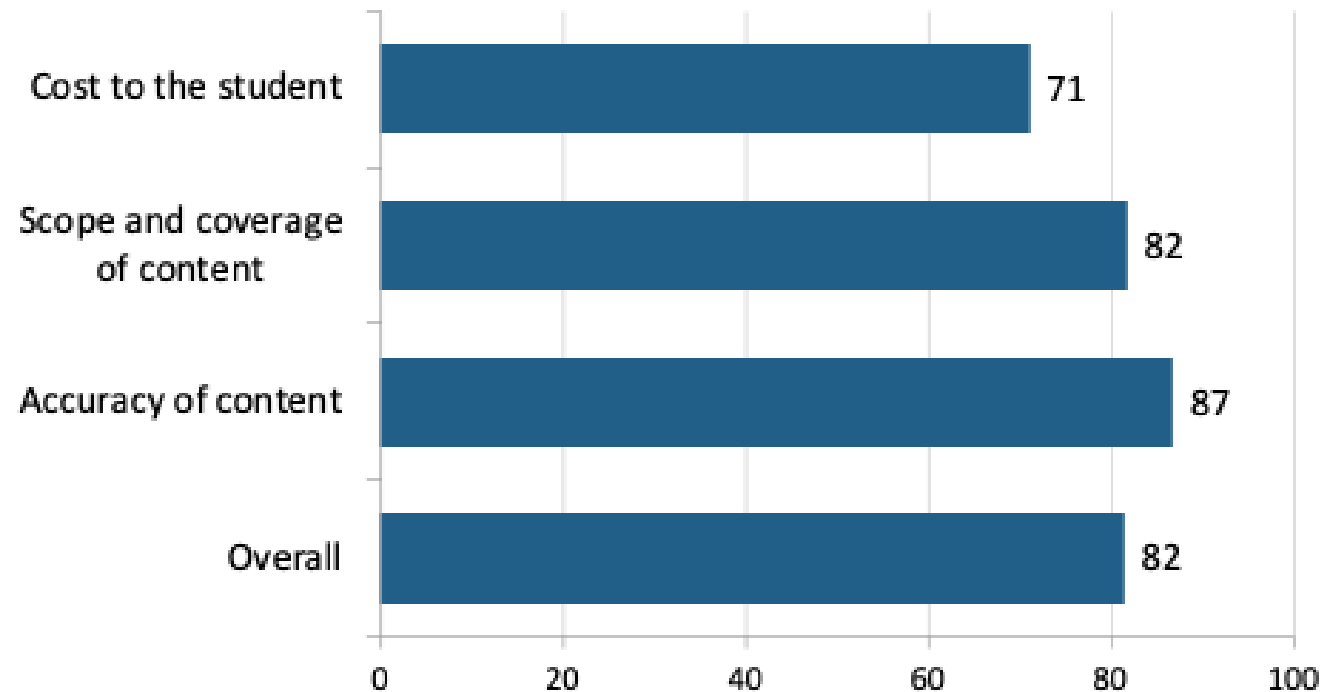
COURSE MATERIAL IMPACT ON FACULTY RATINGS



FACULTY GENERALLY GIVE GOOD SCORES TO THEIR COURSE MATERIALS

- Overall rating is 82/100 (B-) across all faculty and courses
- Subscores vary but all have “passing” grades

How satisfied or dissatisfied are you with the required course materials?



ONLY THE COST RATING IS CORRELATED TO THE TYPE OF COURSE MATERIAL USED

	Cost to the student	Scope and coverage of content	Accuracy of content	Overall
Digital Collaboration Tools	75	80-83	86-87	79-82
Discussion Questions	73			
Homework - Digital or Online	71			
Homework - Print or Physical	70			
Lecture Slides	71			
Online / Digital Interactive Modules	71			
Phone or Mobile Application	71			
Quizzes & Tests - Digital or Online	70			
Quizzes & Tests - Print or Physical	69			
Textbook - Digital or Online	69			
Textbook - Print or Physical	63			

Average rating by material use

COST RATING ALSO CORRELATED TO THE COURSE MATERIAL SOURCE

	Cost to the student	Scope and coverage of content	Accuracy of content	Overall
Purchased Commercial Material	61	81-83	85-87	79-82
Materials found online or for free	74			
Self-made or institution-made	72			

Average rating by material source

CONCLUSIONS



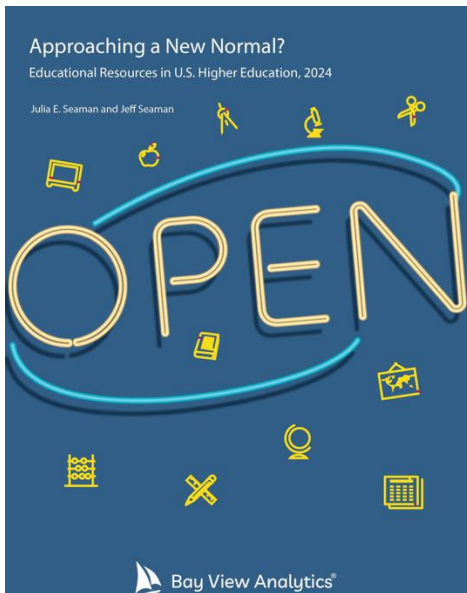
MATERIAL USE TRENDS

- Digital is commonly used for textbook and many other materials
 - Small number of faculty use print or both
- Faculty claim self-made materials are the primary source (though this is likely a combination of many sources)
- The course modality and institutional characteristics are correlated to patterns of course material use (though these are all interrelated)
- Material use is slightly correlated with ratings, mostly cost



MORE INFORMATION

Presentation data are available on our website and a PDF download: bayviewanalytics.com/OER



Additional short reports and findings:

bayviewanalytics.com/ResearchBrief

- Student Readiness for Higher Education
- OER & Cost Savings Initiatives
- Faculty Demographics of OER Users
- Inclusive Access Billing Preferences
- [Future!] AI Perceptions and Use

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QUESTIONS?





THANK YOU

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