

TRACKING OER AWARENESS AND ADOPTION IN US HIGHER ED AND K-12 CLASSROOMS

RESULTS FROM OUR 2023-24 NATIONAL SURVEY OF K-12 AND HIGHER EDUCATION TEACHERS

9 OCTOBER 2024

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PRESENTATION DETAILS

1. Research background
2. Survey Details
3. Higher Education Results and Trends
4. **K-12 Results and Trends**
5. Conclusions & Q&A



RESEARCH BACKGROUND

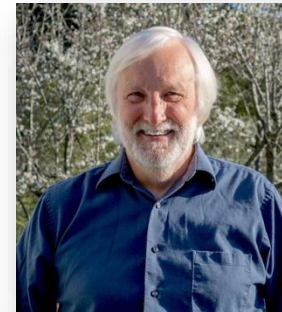


INTRODUCTION TO BAY VIEW ANALYTICS

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.



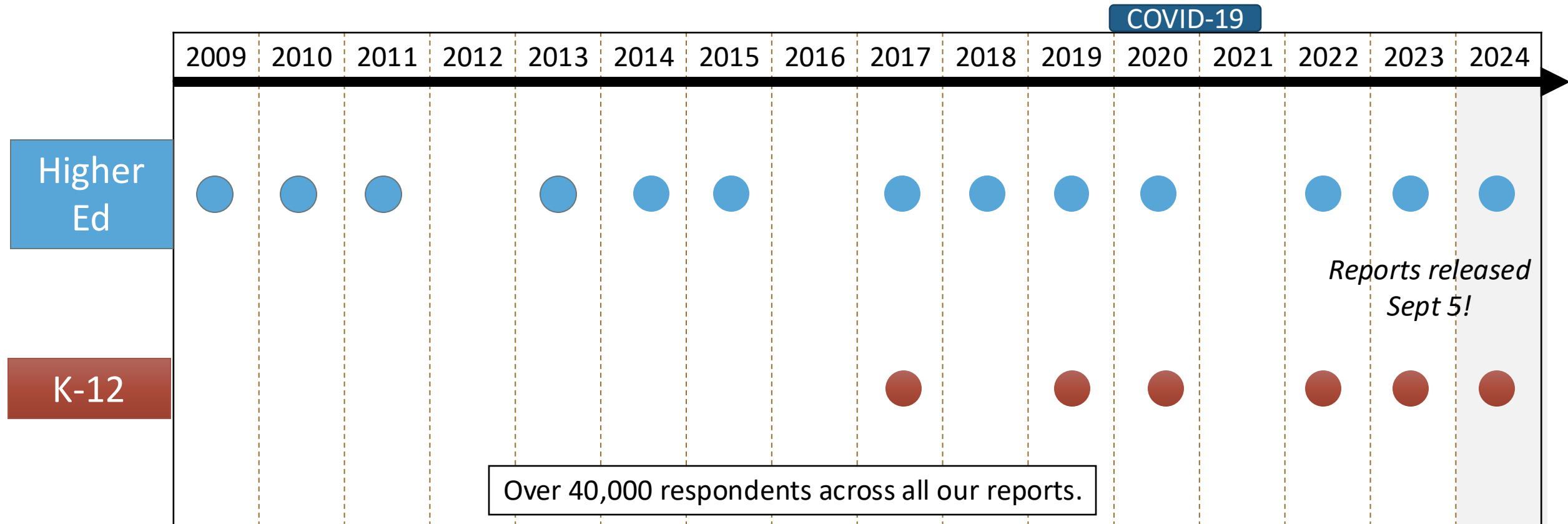
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Director of Research



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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 awareness of OER including its open licensing (e.g., Creative Commons)

Respondents

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

Project supported by

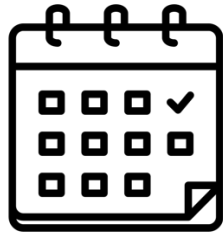


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SURVEY DETAILS



SURVEY DETAILS



April 2024



3,421 Faculty

1,377 Teachers



50 States + DC
and VI

48 States + DC

Higher
Ed

K-12

SURVEY QUESTIONS & DEFINITIONS

Over our reports, similar questions were asked year to year to allow trends to be examined.

Definitions used in surveys

Open Educational Resources (OER): *OER is defined as "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.*

Licensing Types

Public Domain: *A designation for content that is not protected by any copyright law or other restriction and may be freely copied, shared, altered, and republished by anyone.*

Creative Commons (CC): *Open license that gives everyone from individual authors to governments and institutions a simple, standardized way to grant copyright permissions to their creative work, provided by Creative Commons.*



HOW TO MEASURE OER AWARENESS?


How aware are you of Open Educational Resources (OER)? OER is defined as "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.

- I am not aware of OER
- I have heard of OER, but don't know much about them
- I am somewhat aware of OER but I am not sure how they can be used
- I am aware of OER and some of their use cases
- I am very aware of OER and know how they can be used in the classroom



HOW TO MEASURE OER AWARENESS?

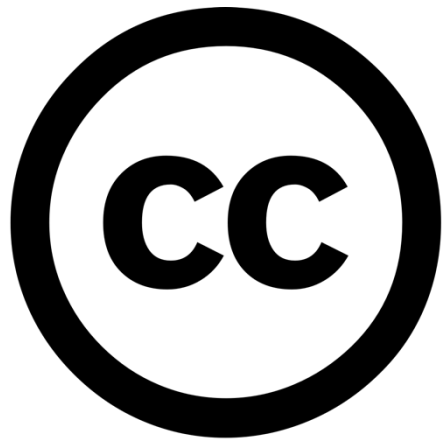
How aware are you of Open Educational Resources (OER)? OER is defined as "teaching, learning, and research resources that reside in the public domain or are made available under an intellectual property license that permits unrestricted use and repurposing by others. Unlike copyrighted material, these resources are typically free and accessible, which means users can edit, modify, or reuse them."

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But can we trust faculty answers about OER?



WE NEED A BETTER MEASURE OF OER AWARENESS



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“Measured”
OER Awareness

Creative Commons Awareness

OER Awareness

We have high confidence in the
that these respondents are
really aware of OER.



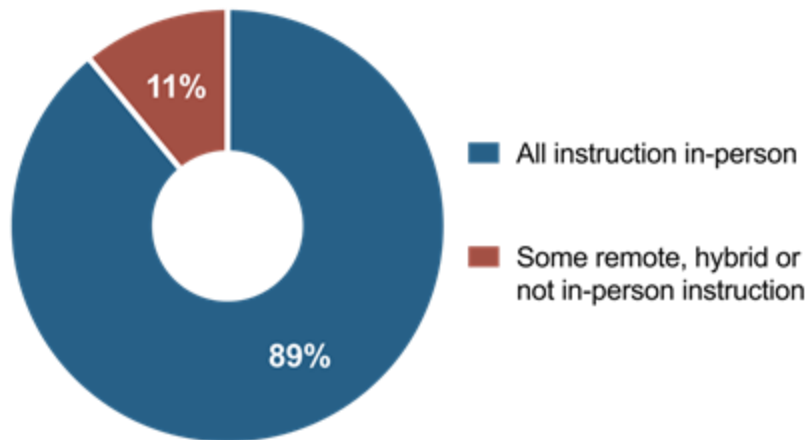
DIGITAL CLASSROOM BACKGROUND



TEACHING MODALITY

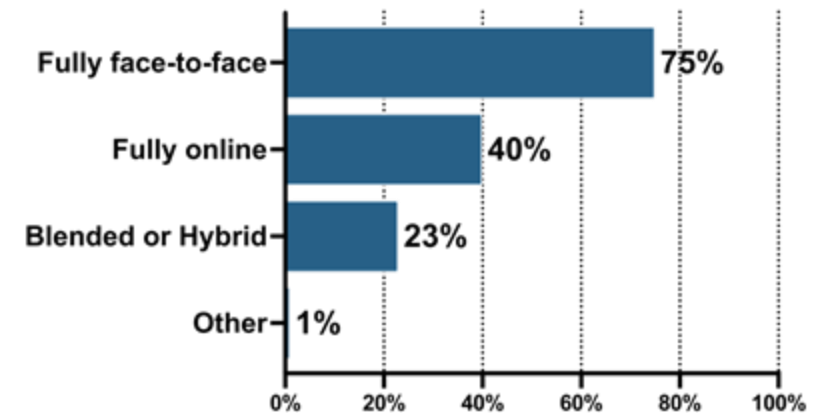
K-12

2023-24 K-12 Teachers: Teaching Modality



Higher Ed

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

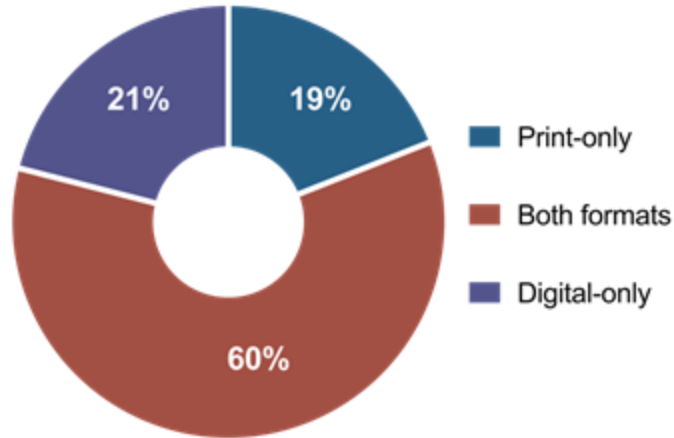


Almost all K-12 instruction is face-to-face and consistent post-pandemic; many higher education courses are offered fully online or in blended formats and at a higher than pre-pandemic rate.

MATERIALS FORMAT

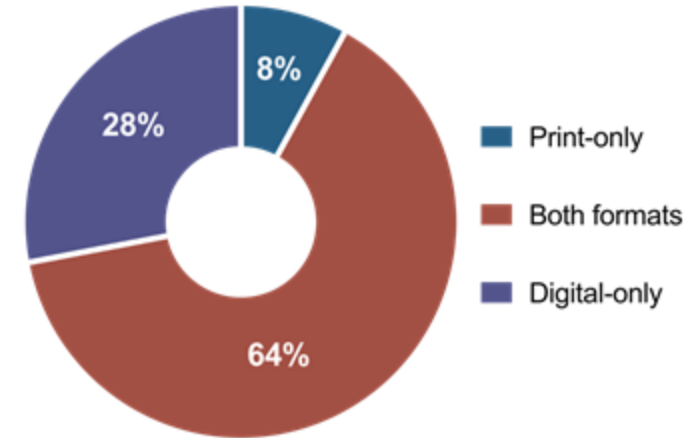
K-12

2023-24 K-12 Teachers: Required Textbook Format



Higher Ed

2023-24 Faculty: Required Textbook Format

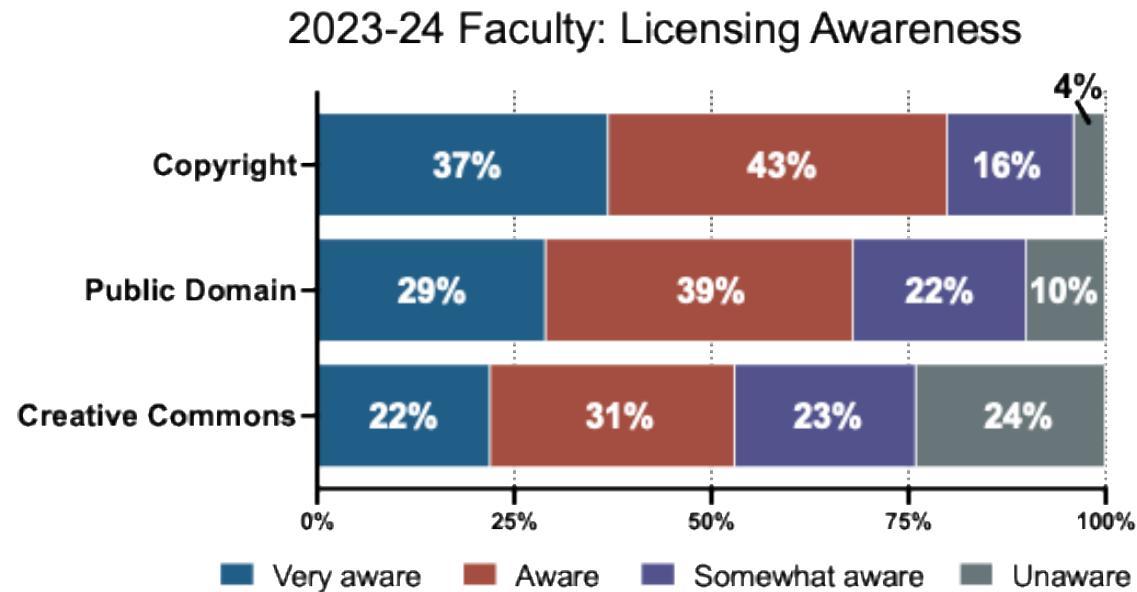


Digital formats of textbooks are almost as commonly available in K-12 as Higher Education; both show year over year decreases in print-only option.

HIGHER EDUCATION



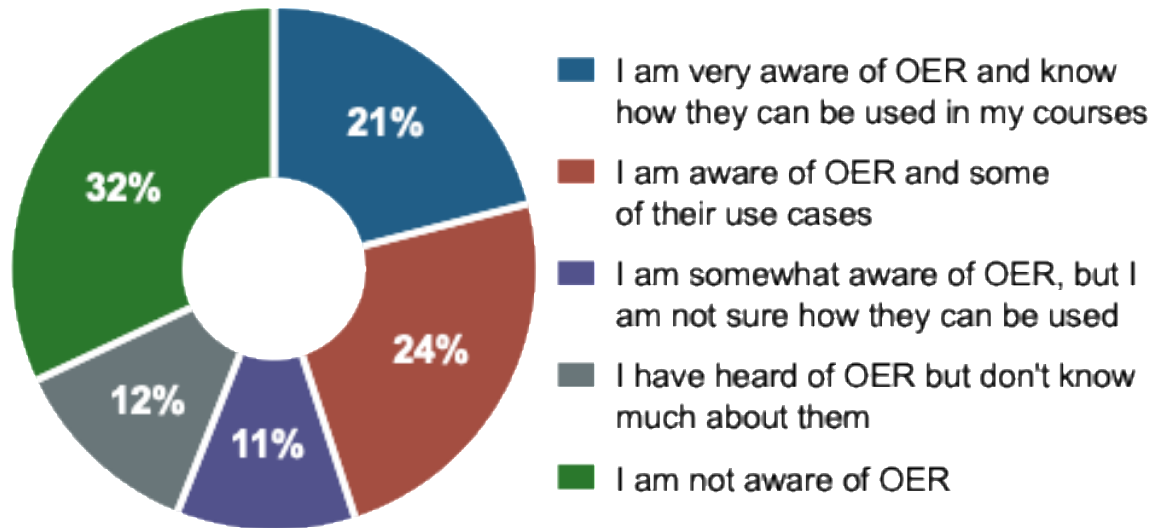
MAJORITY OF FACULTY AWARE AT SOME LEVEL FOR ALL THREE LICENSE TYPES



- Creative Commons awareness trails Copyright and Public Domain

OVER HALF OF FACULTY ARE AWARE OF OER

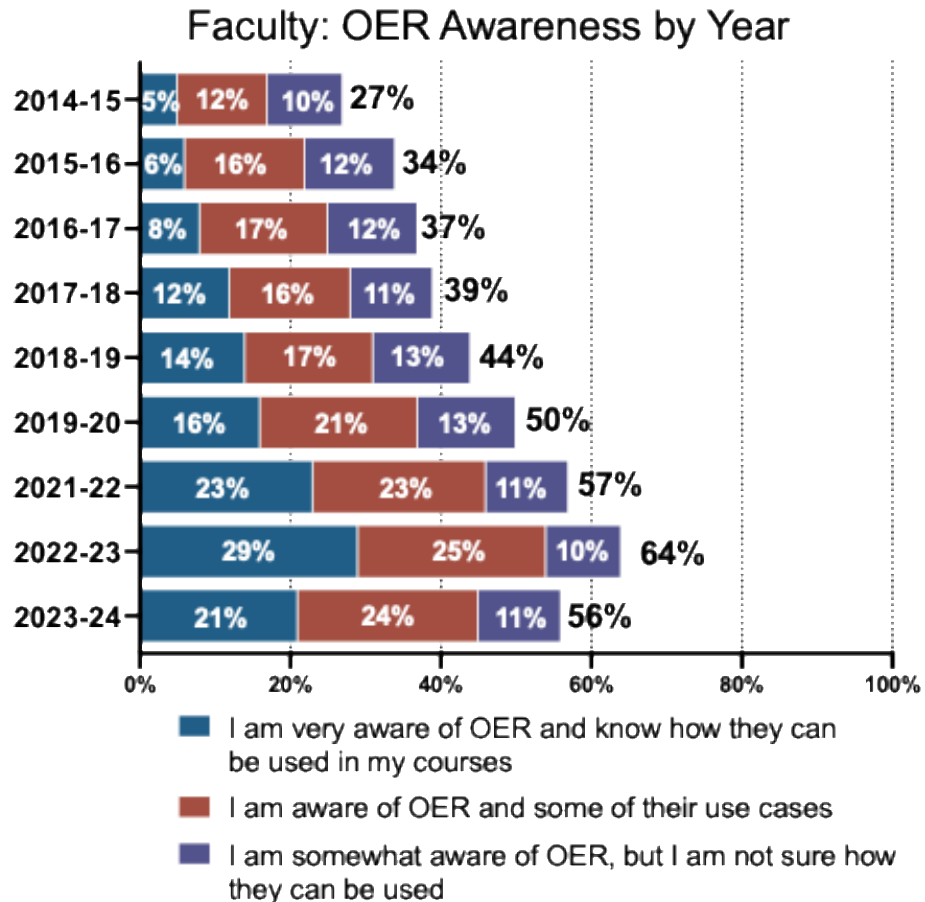
2023-24 Faculty: OER Awareness



- One third of faculty are unaware of OER, even name recognition
- Remaining faculty are split in their level of awareness
 - 56% are "somewhat" to "very aware" of OER



OER AWARENESS REMAINS ABOVE 50% BUT DID NOT GAIN



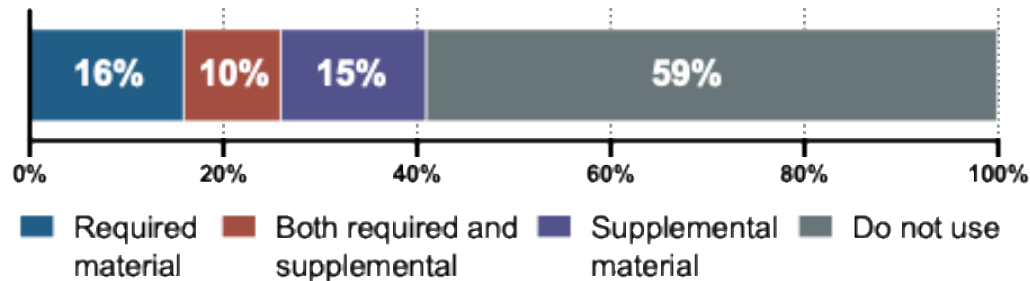
- OER awareness has dropped for the first time for our reports to the prior year's level
- 8% decrease from the peak level of awareness during the 2022-23 academic year (64%)
- Change of awareness was even across faculty and institutional demographics



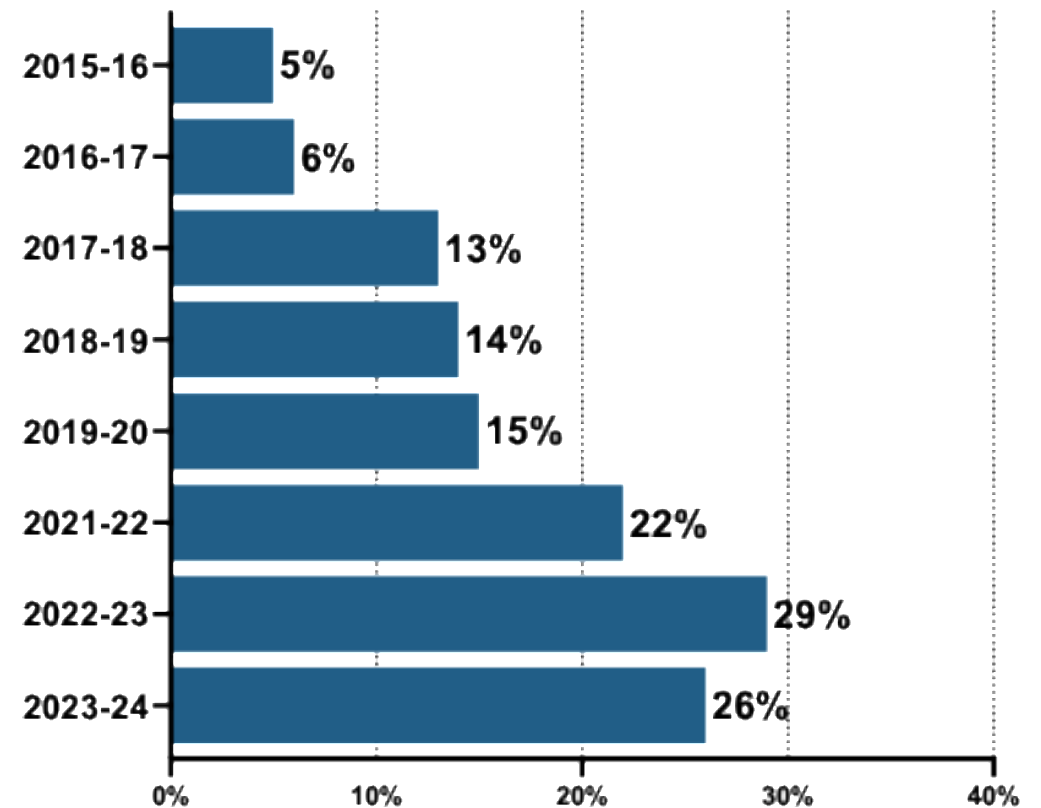
OER USE DROPS SLIGHTLY AS WELL

- 41% of faculty respondents report using OER materials as either required or supplemental course materials, or both in at least one course
 - Small decrease from last year
- These OER materials can be any type of resource — they aren't limited to textbooks.

2023-24 Faculty: OER Use



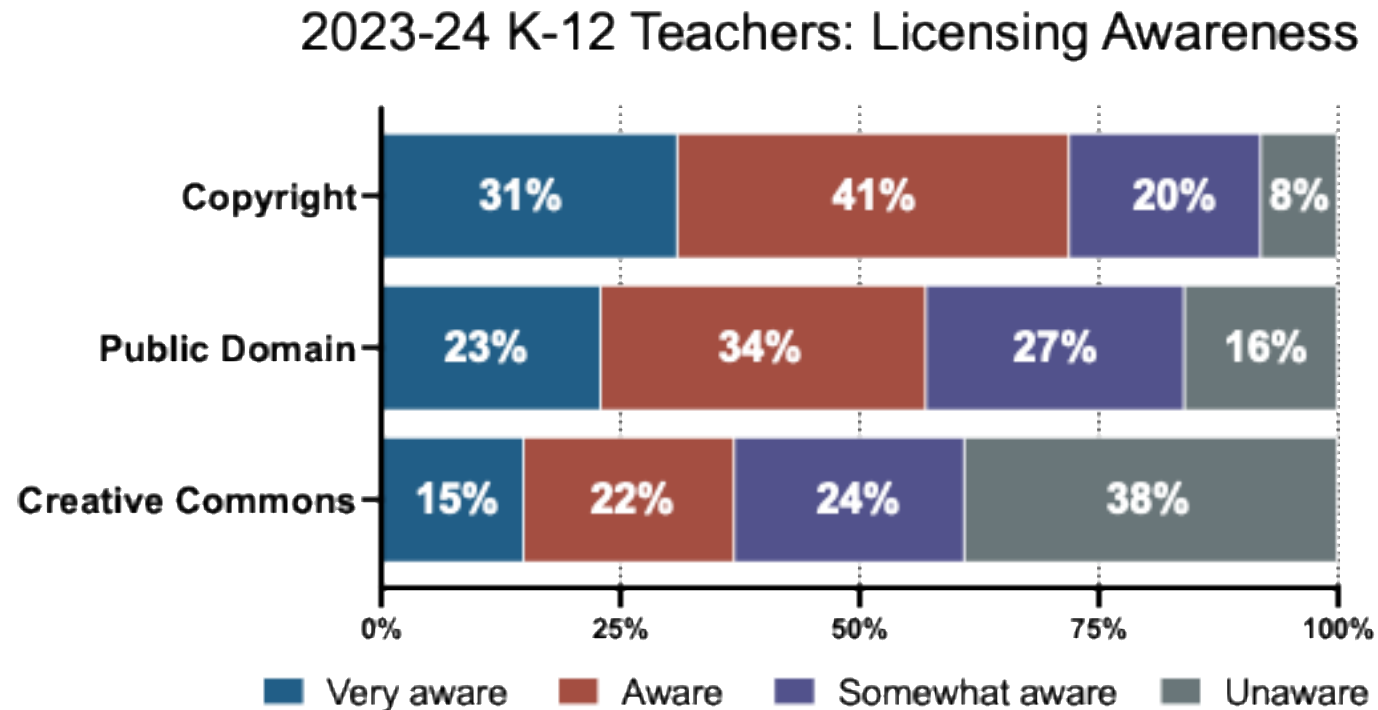
Faculty: Use of Required OER by Year



K-12



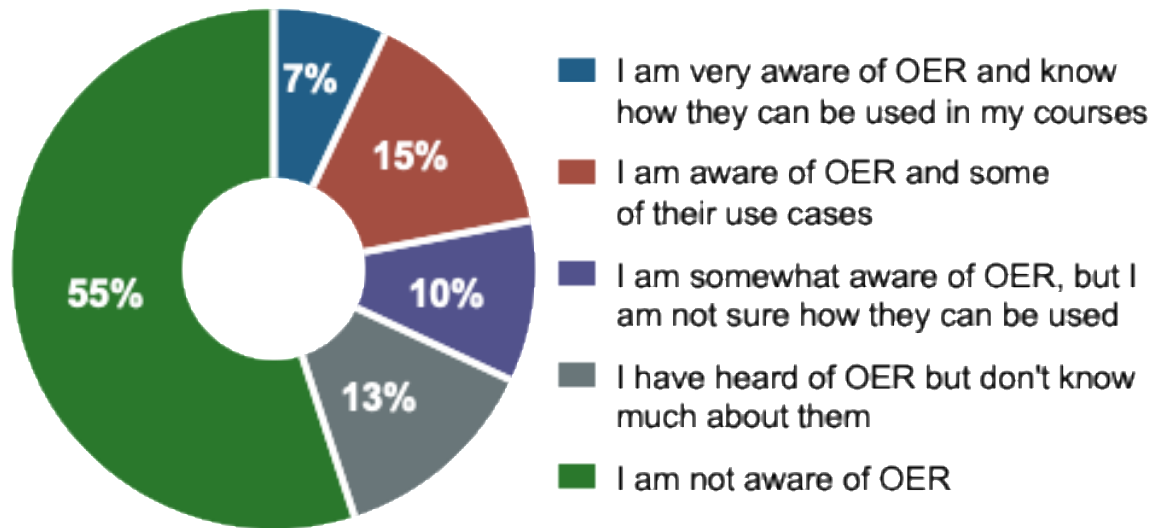
LICENSING AWARENESS VARIES BY TYPE



- Creative Commons awareness above 50% but over a third of teachers are unaware

OVER HALF OF ALL TEACHERS REMAIN UNAWARE OF OER

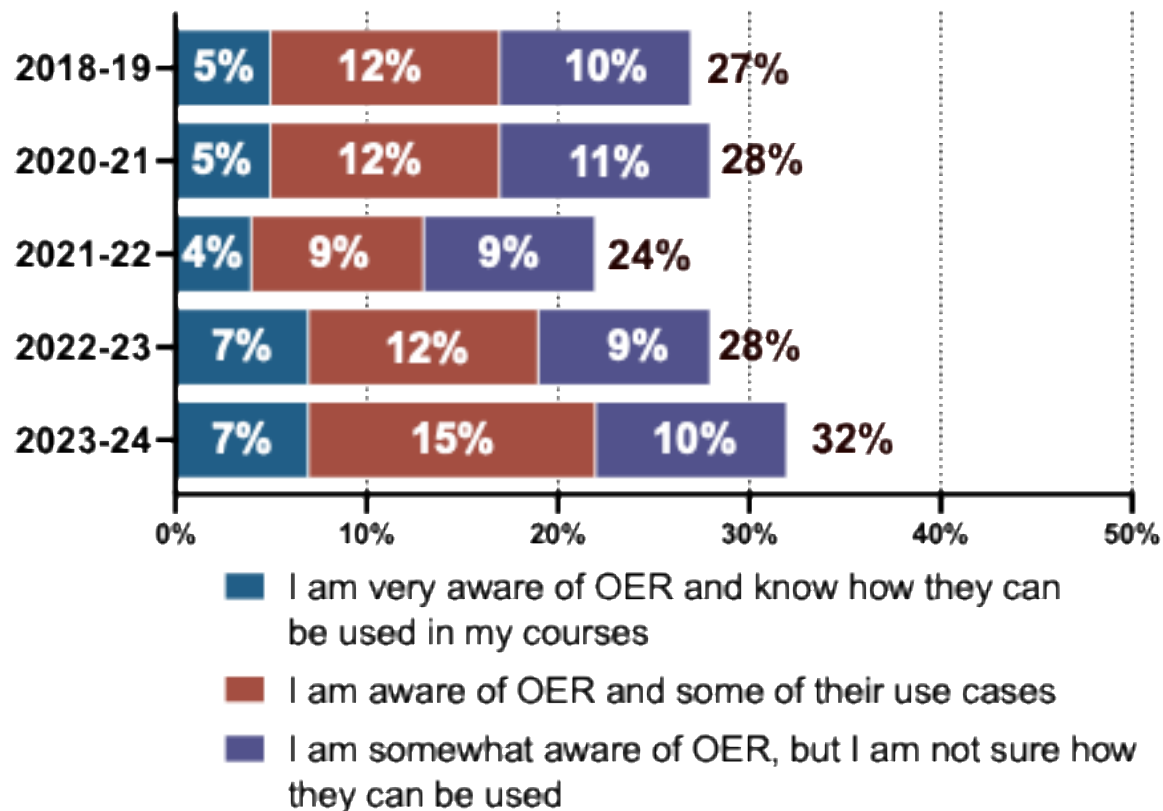
2023-24 K-12 Teachers: OER Awareness



- One third of teachers are "somewhat" to "very aware" of OER
 - Largest group is "aware"
- Additional 13% have heard of OER

K-12 OER AWARENESS IS HIGHEST LEVEL MEASURED

K-12 Teachers: OER Awareness by Year

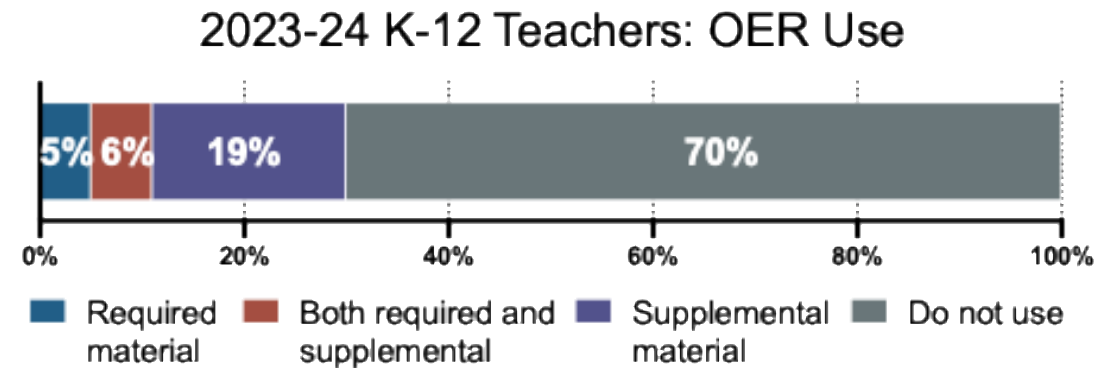


- OER awareness increased over last year and is highest level seen over last 6 years
- Largest growth was to teachers who are “aware”
- However, minimal changes year over year indicates no big impacts from external campaigns or initiatives



1 IN 3 TEACHERS USE OER IN 2023-24

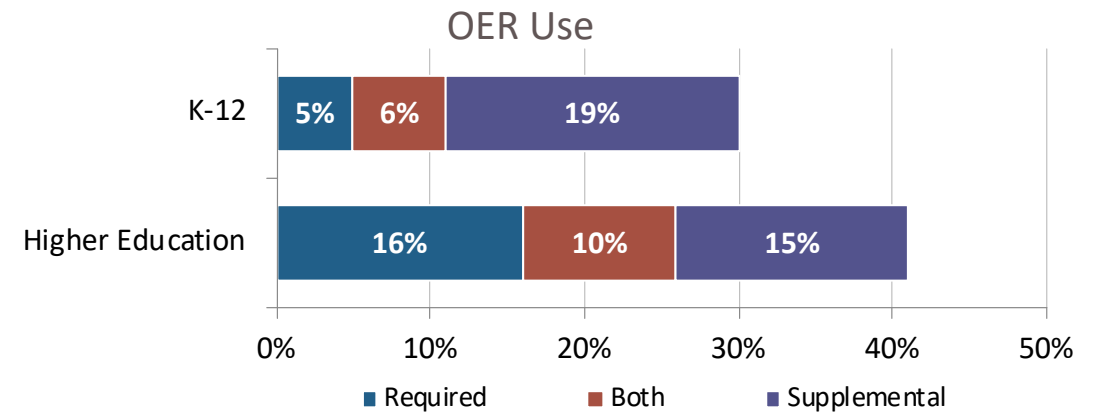
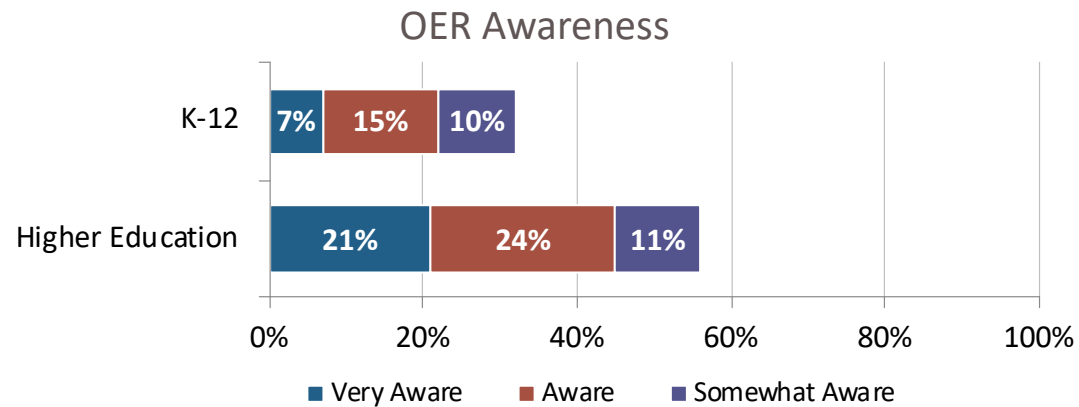
- Most of OER use is for supplemental materials in K-12
- Level of use is similar to level of awareness



CONCLUSIONS



OER IN US EDUCATION



- OER awareness is almost double in higher education than K-12
- However, there are more similar levels of current OER use by teacher or faculty, though the pattern of use as a supplemental or required material varies



WHAT IS THE FUTURE OF OER?

Higher Education

- Can OER awareness continue to grow?
- Can OER initiatives benefit from new tactics?
- How will commercial options compete with OER?

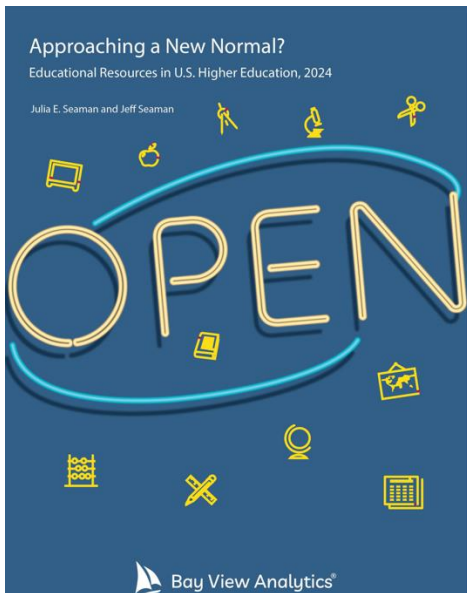
K-12

- Can OER awareness grow in K-12?
- How can teachers help prepare students for OER and digital courseware in college?



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
- [Soon!] Inclusive Access Billing Preferences
- [Future!] AI Perceptions and Use

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QUESTIONS?





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