

THE GROWING ROLE OF OER IN HIGHER EDUCATION: PAST, PRESENT, AND FUTURE



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JULIA SEAMAN, BAY VIEW ANALYTICS

OVERVIEW

Presentation Contents:

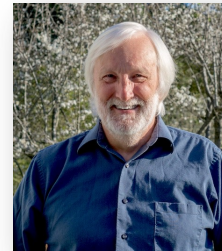
- Introduction
- The Growing Role of OER
- COVID-19 impact
- The Future of OER
- 4 Poll Questions
- Q&A at end

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 design, sampling, survey design, and statistical analysis expertise.

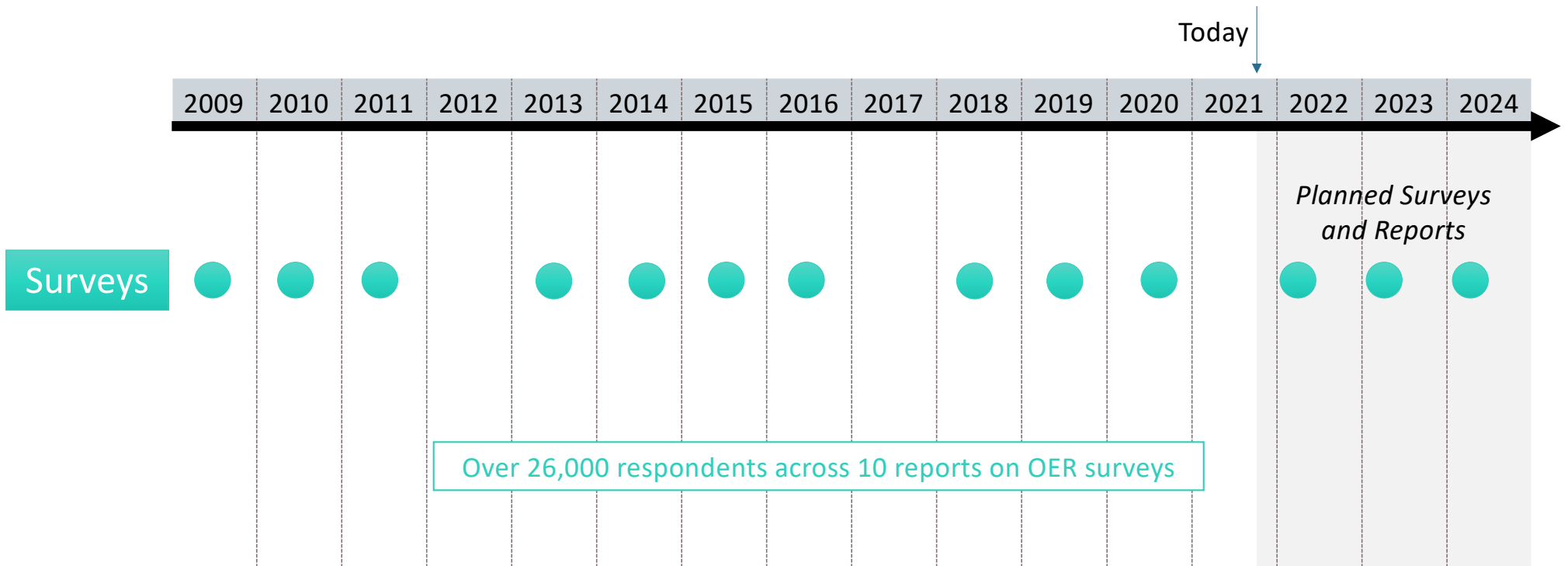


Julia Seaman, Ph.D.
Director of Research



Jeff Seaman, Ph.D.
Director

WE HAVE CONDUCTED HIGHER EDUCATION SURVEYS FOR OVER A DECADE



SURVEYS AIM TO UNDERSTAND THE GROWING ROLE OF OER IN HIGHER EDUCATION

Goal of Surveys

- To understand the role of OER in Higher Education
- To quantify perceptions and awareness of OER

Respondents

- Higher Education Admins, Faculty, and Chief Academic Officers
- Nationally representative for geography and type of institution

Project supported by



SURVEY QUESTIONS & DEFINITIONS

Over the last 7 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: *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.*

POLL QUESTION 1

How much do you think OER Awareness has changed since the 2014-15 academic year?

- Declined
- Steady
- Increased 10%
- Increased 20%
- Increased 30%

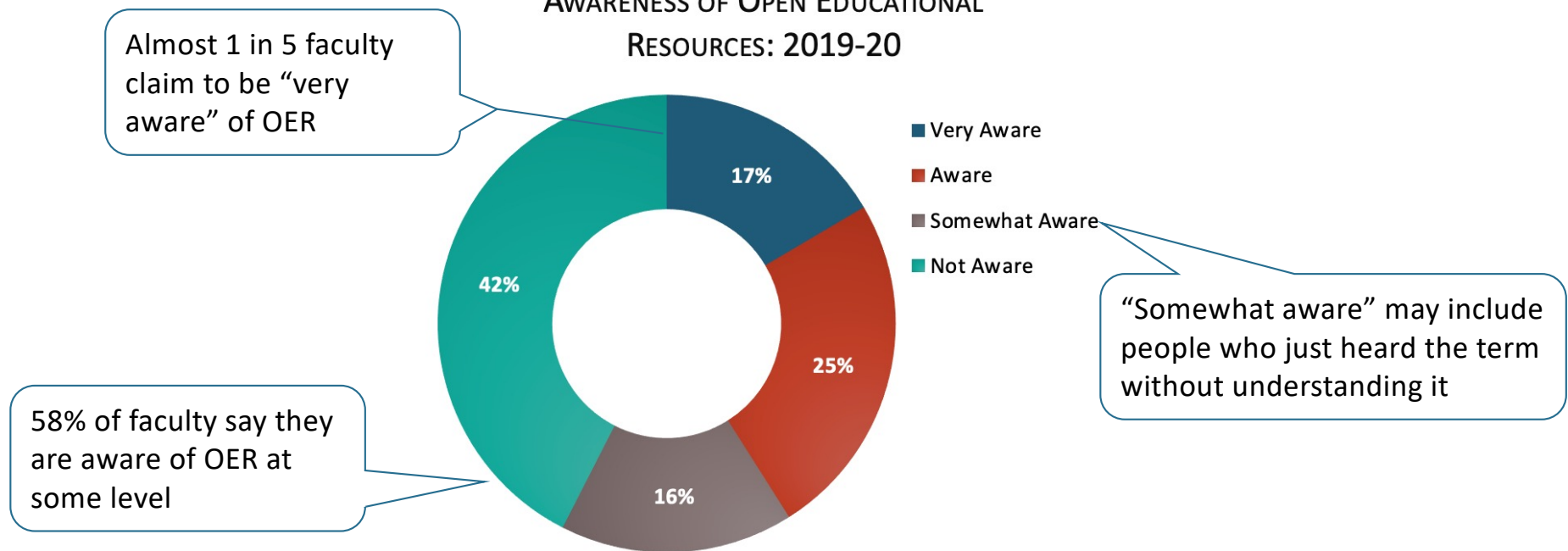
THE GROWING ROLE OF OER

CURRENT AND PAST AWARENESS FOR OER



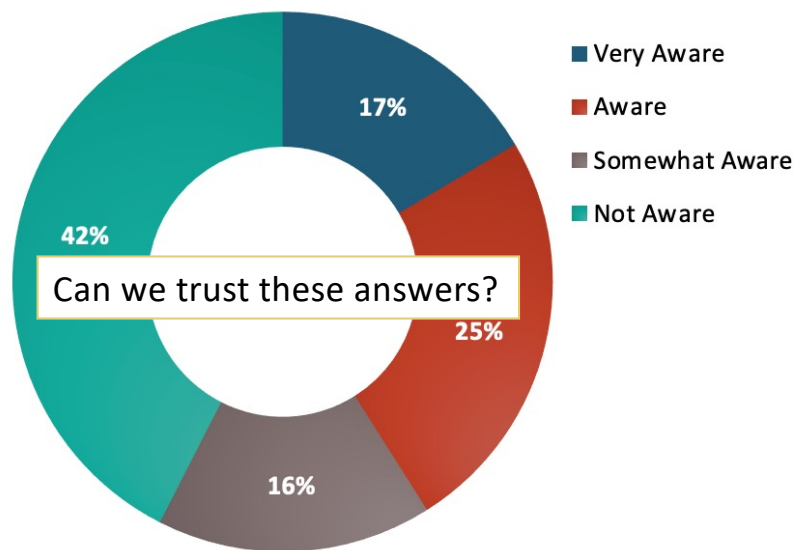
MAJORITY OF FACULTY CLAIM SOME LEVEL OF AWARENESS FOR OER

AWARENESS OF OPEN EDUCATIONAL RESOURCES: 2019-20



OER AWARENESS ON ITS OWN MAY NOT BE A GREAT MEASUREMENT

AWARENESS OF OPEN EDUCATIONAL
RESOURCES: 2019-20



Faculty who are “Aware” of OER:

- May confuse it with any **free** online materials
 - May confuse it with “**open source**” materials
- Therefore, this question alone may be imprecise.



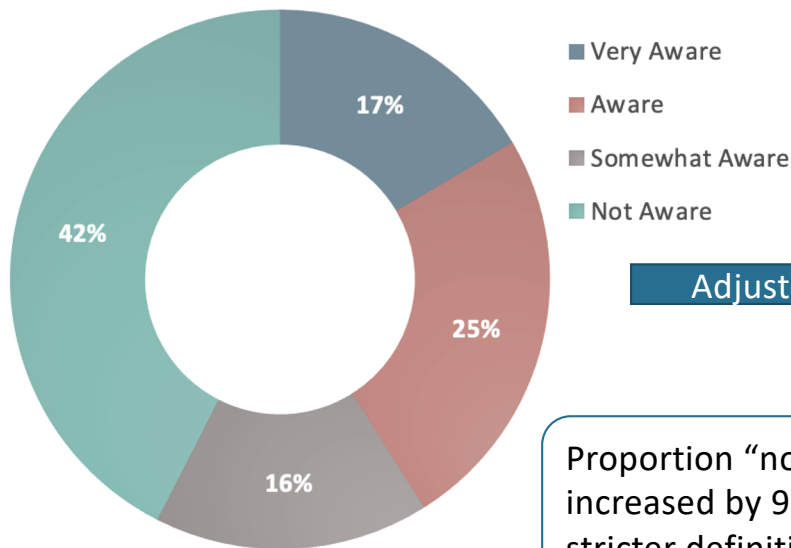
An **improved measurement** for OER Awareness is to require combination of **both OER Awareness & Creative Commons Awareness.**



Respondents who report that they are unaware of Creative Commons licensing are removed from the “Aware” categories, creating a stricter index of OER awareness

USING THE STRICTER DEFINITION, JUST UNDER HALF OF FACULTY ARE “AWARE” OF OER

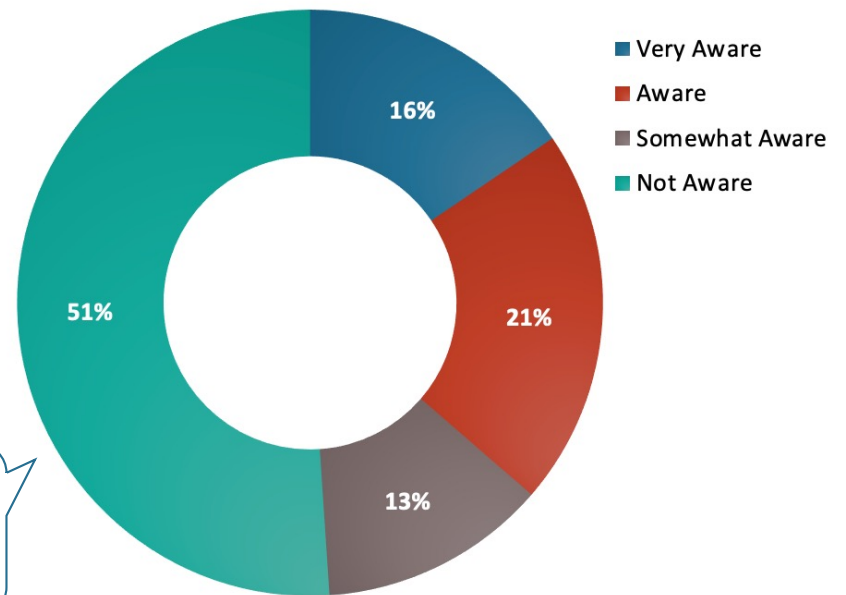
AWARENESS OF OPEN EDUCATIONAL RESOURCES: 2019-20



Adjusted

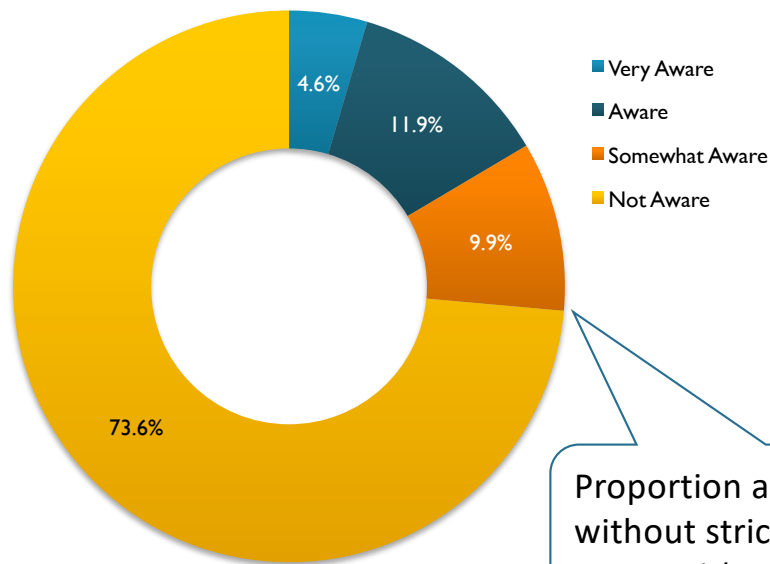
Proportion “not aware” increased by 9% at this stricter definition

AWARENESS OF OPEN EDUCATIONAL RESOURCES AND CREATIVE COMMONS 2019-20



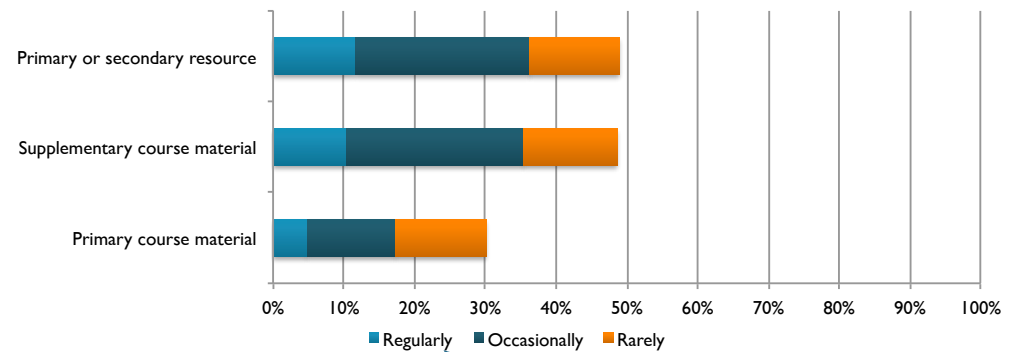
IN 2014, ALMOST 75% OF FACULTY WERE UNAWARE OF OER AND LESS THAN 50% USED OER MATERIALS

AWARENESS OF OPEN EDUCATIONAL RESOURCES AND CREATIVE COMMONS



Proportion aware at any level without stricter definition was 34% (vs. 26% here)

FACULTY USE OF OPEN EDUCATIONAL RESOURCES



Only 1 in 10 Faculty stated they regularly use OER materials

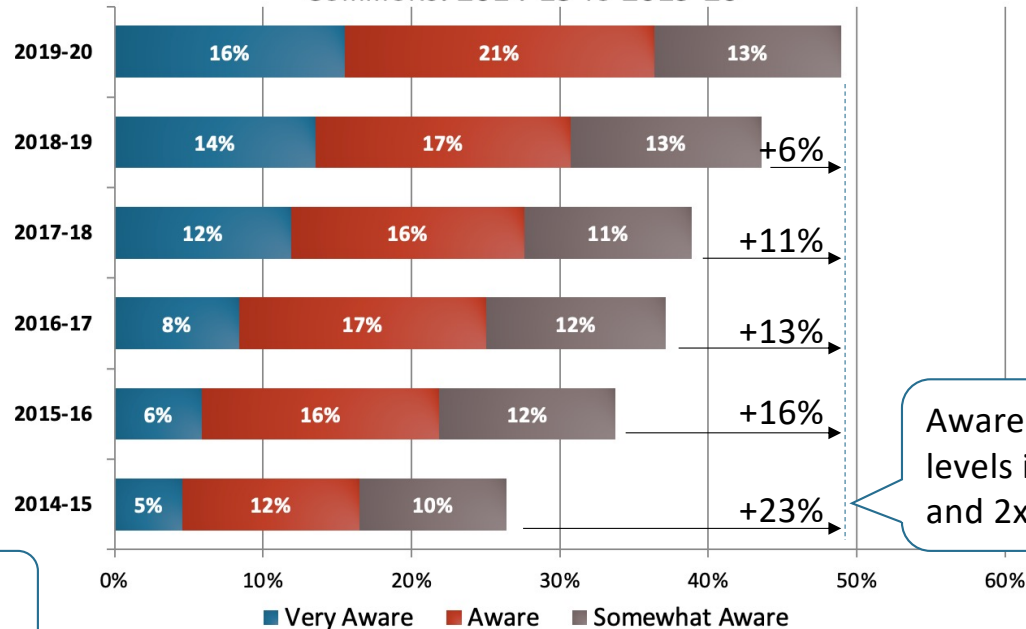
OER AWARENESS HAS GROWN YEAR OVER YEAR, THOUGH GAINS MAY BE SLOWING

"I have started using OER materials because the cost of publishers' materials has become prohibitive for my students."

"I lean towards OER textbooks as I work with a low income population and they simply cannot afford the textbooks.... OER gives them a huge advantage. The downside of course is that the supplemental materials are not as good."

Cost is a commonly cited factor for OER use

AWARENESS OF OPEN EDUCATIONAL RESOURCES AND CREATIVE COMMONS: 2014-15 TO 2019-20



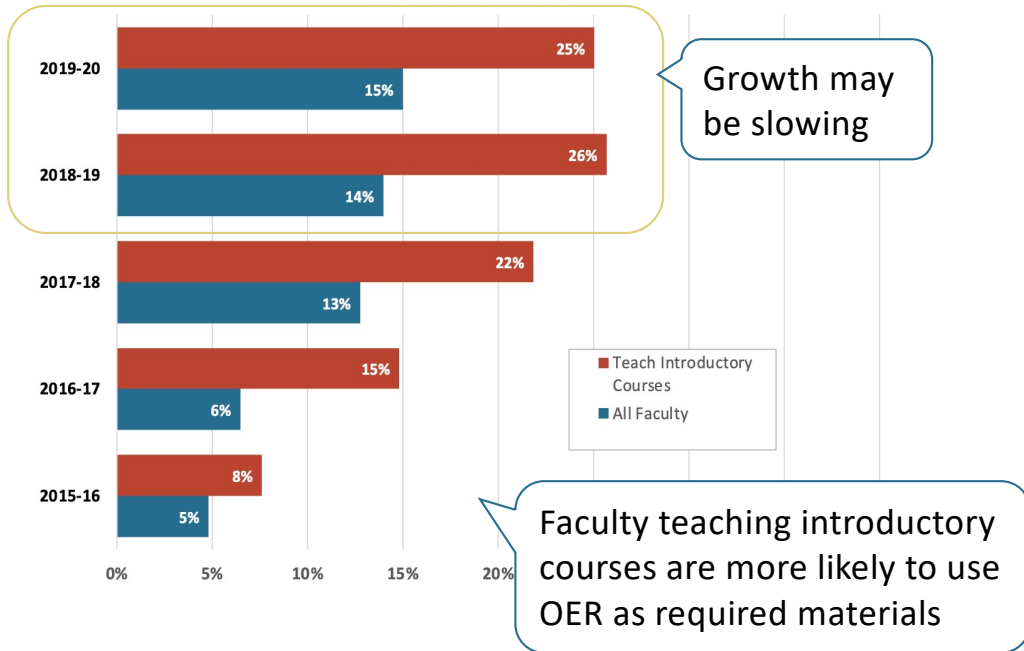
Question 1: How much do you think OER Awareness has changed since the 2014-15 academic year?

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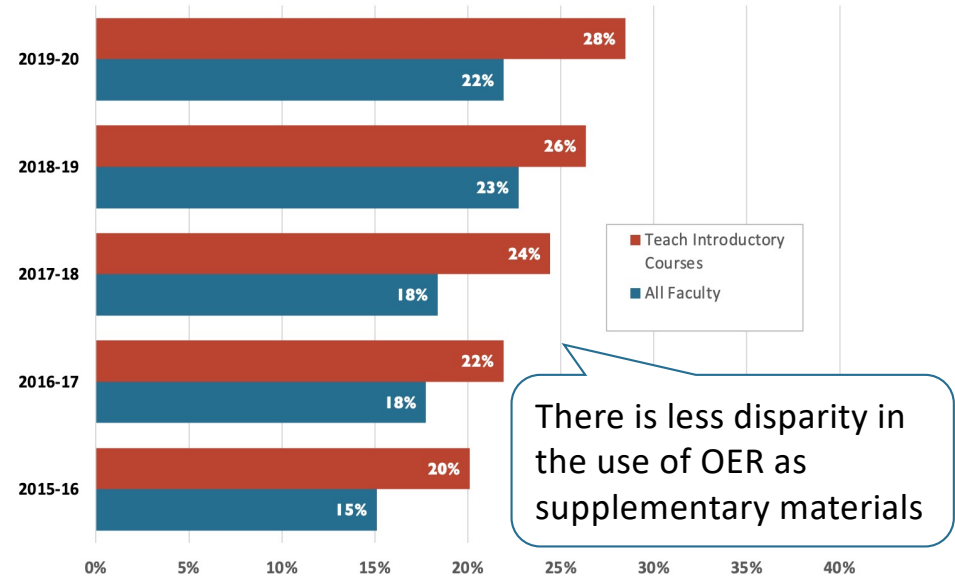
Awareness grew and improved as levels increased 3x for "very aware" and 2x for "aware" from 2014

OER GROWTH CORRESPONDS TO INCREASED USE OF OER MATERIALS IN COURSES

USED OER IN ANY COURSE AS REQUIRED MATERIAL:
2015-16 TO 2019-20



USED OER IN ANY COURSE AS SUPPLEMENTAL MATERIAL:
2015-16 TO 2019-20



POLL QUESTION 2

How satisfied are faculty with OER textbooks compared non-OER textbooks

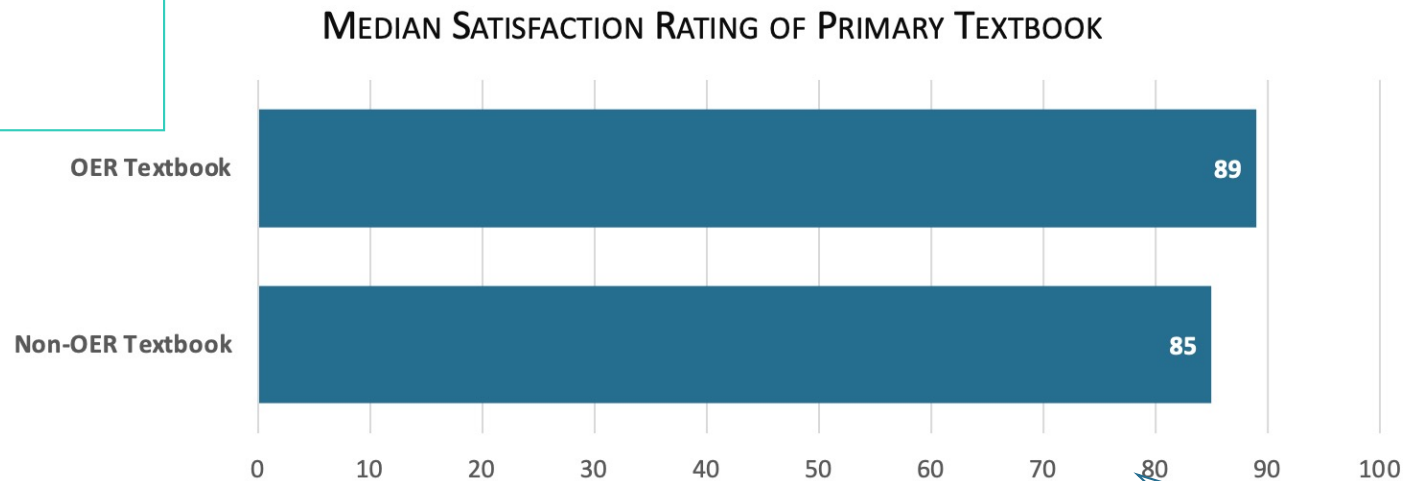
- Less satisfied with OER textbooks
- About the same level of satisfaction
- More satisfied with OER textbooks

FACULTY RATE OER TEXTBOOKS SLIGHTLY HIGHER THAN NON-OER TEXTBOOKS

Question 2: How satisfied are faculty with OER textbooks compared non-OER textbooks

- ~~Less satisfied~~
- ~~About the same~~
- **More satisfied**

Median Score means half of respondents rated above and half below



Fall 2019 results showed identical ratings (84%)

POLL QUESTION 3

What proportion of faculty believe that students prefer print materials over digital?

- A tenth
- A quarter
- A third
- Half
- Two thirds

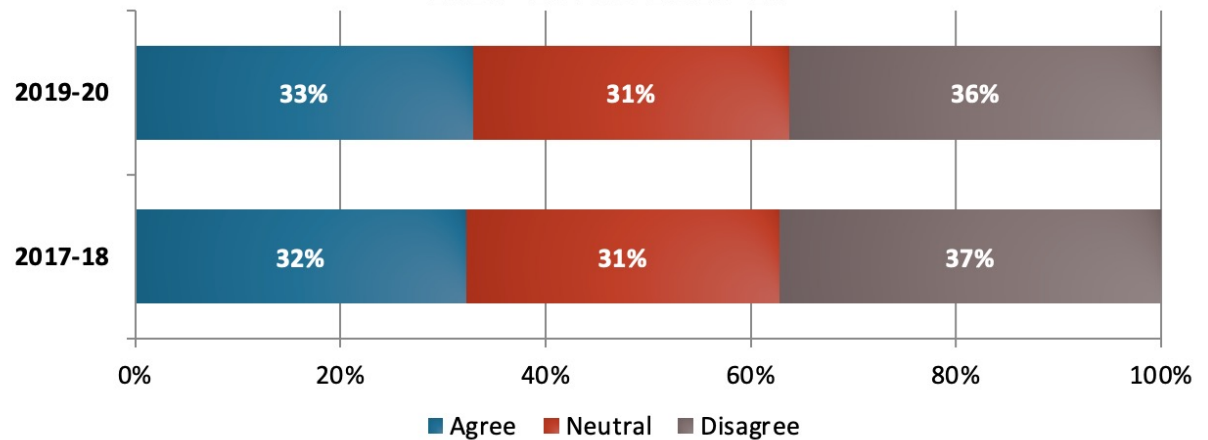
FACULTY PERCEPTION ROUGHLY EQUAL PREFERENCE BY STUDENTS FOR PRINT AND DIGITAL MATERIALS

Question 3: What proportion of faculty believe that students prefer print materials over digital?

- ~~A tenth~~
- ~~A quarter~~
- **A third**
- ~~Half~~
- ~~Two-thirds~~

“Done correctly, online learning can be more effective for many subjects than classroom presentations. However, it requires a great deal of work to create an effective online learning session. If not done well online learning is far less effective than in person teaching.”

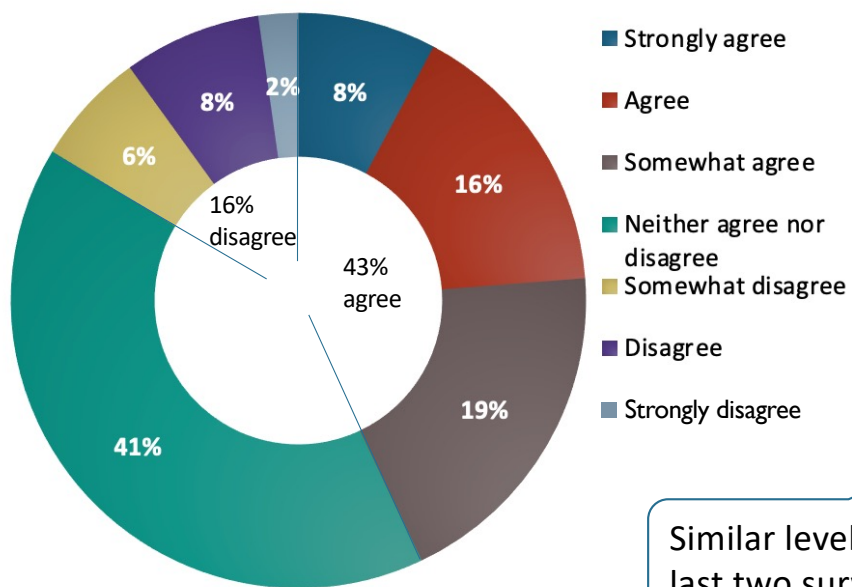
MY STUDENTS PREFER PRINT MATERIALS OVER DIGITAL
2017-18 AND 2019-20



Similar levels in last two surveys

MORE FACULTY BELIEVE STUDENTS LEARN BETTER FROM PRINT THAN DIGITAL MATERIALS

STUDENTS LEARN BETTER FROM PRINT MATERIALS THAN THEY DO FROM DIGITAL

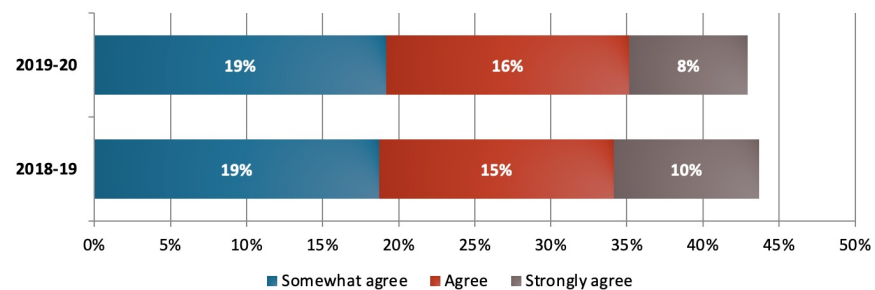


Similar levels in last two surveys

"I really like the digital resources. The textbooks have features that a printed textbook would not have, such as embedded videos and notes taken by chapter through a highlighting feature. I also like the notecards that come with each chapter (and students can create their own, if needed)."

"I still think there is no substitute for the old-fashioned textbook, although I think these should be supplemented by digital material and lots of other things, such as videos."

STUDENTS LEARN BETTER FROM PRINT MATERIALS THAN THEY DO FROM DIGITAL



CONCLUSIONS

- OER awareness and use has grown year over year
 - However, confusion remains about what OER is, and how it can be found
- While digital materials are becoming more common, more faculty believe physical textbooks remain better (though OER textbooks are rated as high as print)
- OER adoption is a tool aligned with current efforts to reduce costs, improve opportunities for marginalized students, and provide materials that follow newer teaching standards offering adaptable educational materials

“There is a broad, vague system-wide statement in favor of OERs, but there does not seem to be actual teeth or real support for it.”

“I’m not entirely clear as to how OER and Educational Fair Use overlap, and while I am well aware of both concepts, I suspect that most of my colleagues are quite unaware of them.”

“Students learn differently and are influenced by different factors in terms of access to Wi-Fi, reliable computers, and finances which impact their success. As often as possible providing students a chance to choose their medium for materials has paid off by giving students more agency in their learning.”

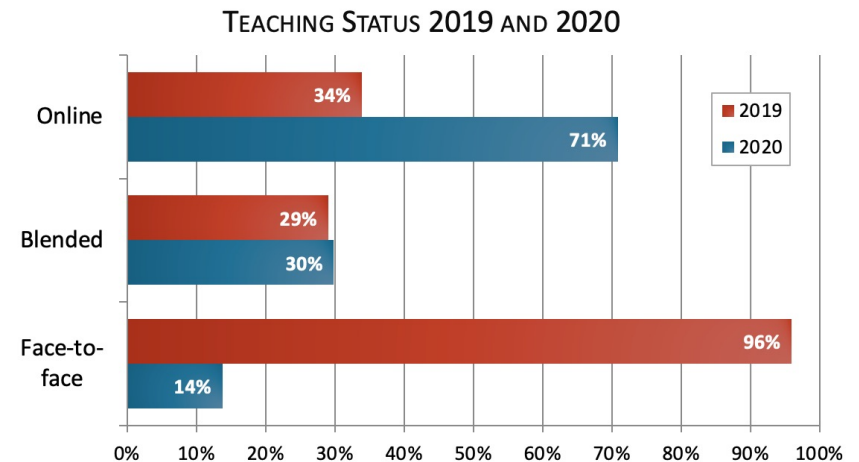
COVID-19

HELP OR HINDRANCE FOR OER?



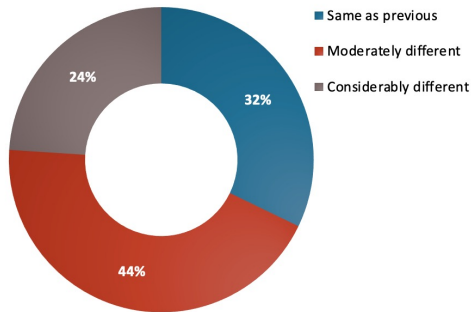
PANDEMIC SHIFT TO ONLINE INSTRUCTION HAD FAR REACHING IMPACT FOR COURSES

- Fall 2020 term saw a major shift away from face-to-face to online classrooms
- The change in teaching status had a large impact on the type and use of classroom materials



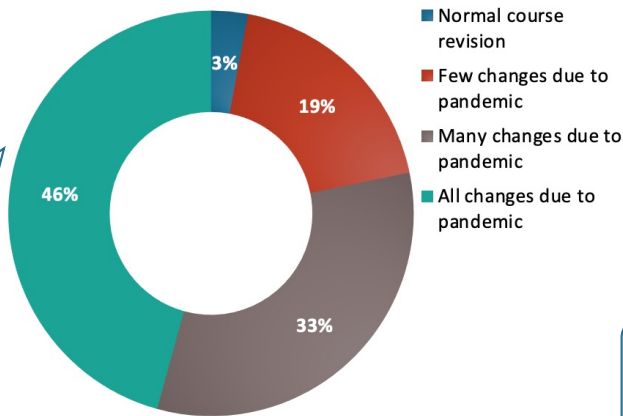
PANDEMIC DROVE COURSE CHANGES FOR FALL 2020; MANY TEACHERS UPDATING TEXTBOOKS WITH DIGITAL

HOW DOES THE VERSION OF THIS COURSE COMPARE PREVIOUS TERMS?



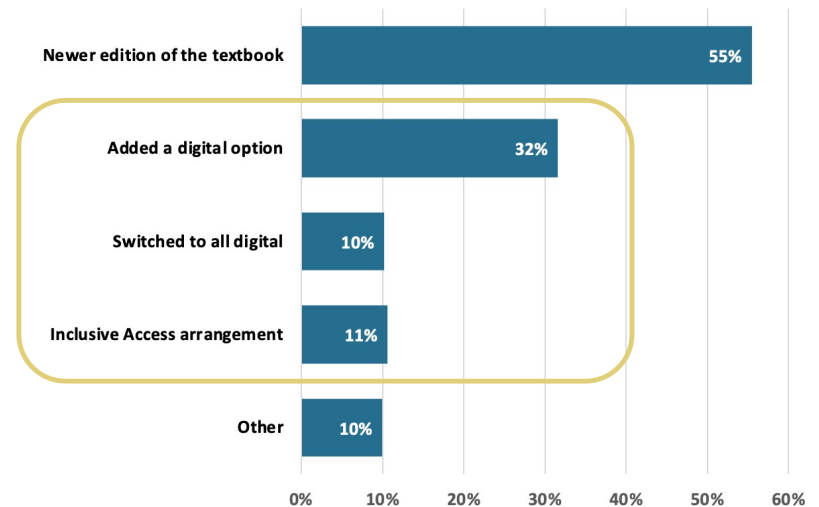
2/3 of faculty stated their courses were moderately or considerably different.

WHAT IS THE REASON FOR THE CHANGES TO THE COURSE?



Only 3% of changes were normal revisions – **97% of changes were due to the pandemic**, with almost half entirely pandemic-induced.

CHANGES TO TEXTBOOK FOR FALL 2020



While most faculty used the same textbook as previously, many added digital options for Fall 2020

CONCLUSIONS

- The COVID-19 pandemic forced many classrooms to shift to online instruction quickly
- Majority of faculty adapted by changing existing courses, and supplementing with digital materials
- That said, there was no large impact on OER awareness for this year

Will the push to use online materials in 2020:

- Increase overall acceptance of digital materials?
- Increase OER awareness and use as faculty search for digital options?
- Hurt OER's opportunity as commercial publishers moved quickly into the space?

"Nobody likes change; most people only change when forced to, and that's what the pandemic has done. Some things (activities, assignments, interactions, etc.) were rendered difficult, impossible, or dangerous by the pandemic, but some new ways of teaching have arisen from necessity, some of which will be continued even after all-online teaching is no longer required. This is perhaps the one silver lining in this very dark cloud of pandemic disease."

WHERE WE ARE GOING

THE FUTURE ROLE OF OER



WHAT WILL THE NEXT SURVEYS SHOW?

The number of faculty with **experience teaching online has doubled**. Faculty experience with the use of digital materials has increased greatly. Many faculty report that they have learned new ways of teaching that they will continue using post-pandemic.

How will this unique experience impact the future directions of teaching and learning?

How many teachers intend to continue using these techniques post-pandemic?

How has the commercial digital curricular landscape changed?

POLL QUESTION 4

What is your expectation for the level of OER adoption next year?

- Increase over this year
- Stay the same
- Decrease

Q&A THANK YOU!

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FULL REPORTS AT BAYVIEWANALYTICS.COM/OER

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APPENDIX



ABSTRACT

This presentation examines the factors driving growth in awareness and adoption of Open Educational Resources (OER), how teaching during the pandemic changed these factors, and speculates on the immediate future of OER based on results from a decade of annual surveys of Higher Education academic administrators and teaching faculty.

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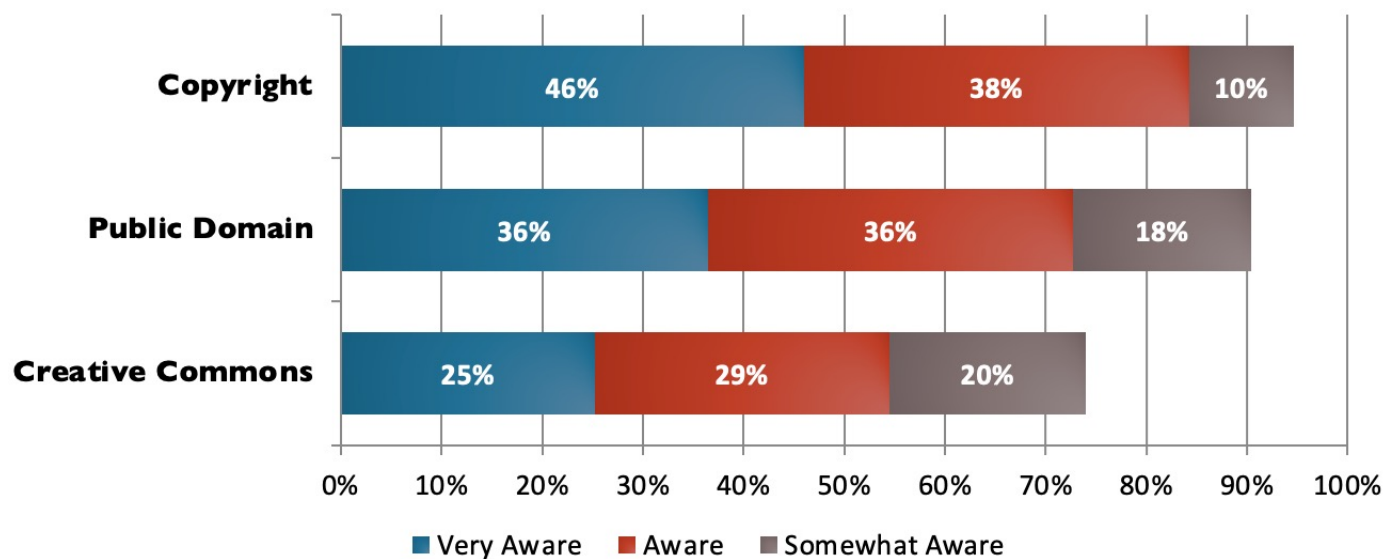
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Question 4: What is your expectation for the level of OER adoption next year?

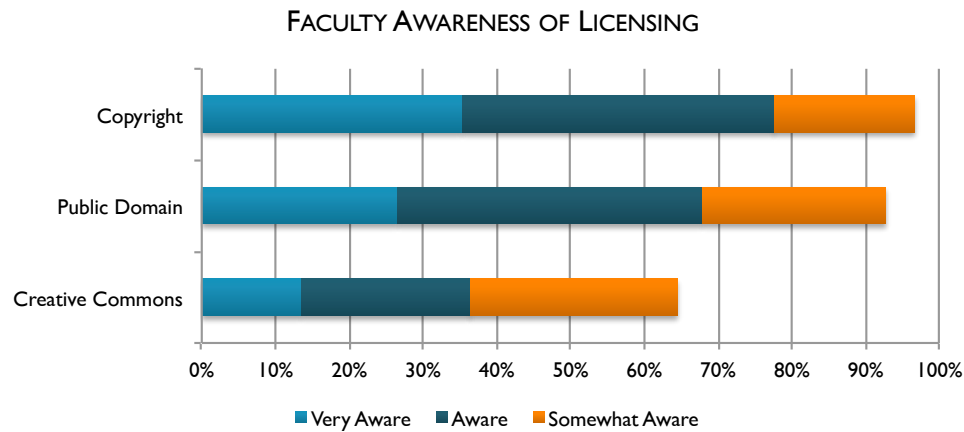
- Increase over this year
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HIGHER EDUCATION COPYRIGHT AWARENESS 2019

AWARENESS OF LEGAL PERMISSIONS: 2019-20

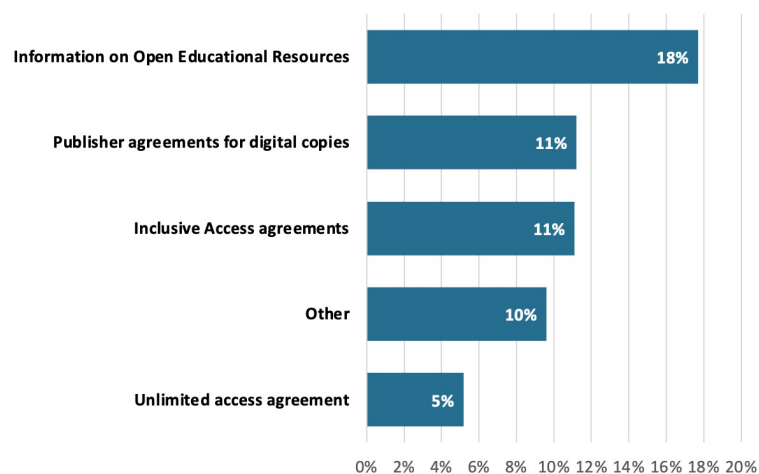


HIGHER EDUCATION COPYRIGHT AWARENESS 2014



COVID STEPS FOR COURSE MATERIALS

STEPS INSTITUTIONS TOOK TO PROVIDE COURSE MATERIALS



STEPS INSTITUTIONS TOOK TO PROVIDE COURSE MATERIALS

