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UNITED STATES DISTANCE LEARNING ASSOCIATION

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2023 National Conference  
July 17-20, 2023  
Orlando, Florida

# TRACKING OER AWARENESS AND ADOPTION IN US K-12 AND HIGHER EDUCATION RESULTS FROM OUR 2022-23 NATIONAL SURVEYS

Dr. Julia Seaman

Dr. Jeff Seaman

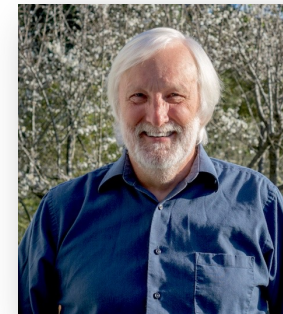
Bay View Analytics

# 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*



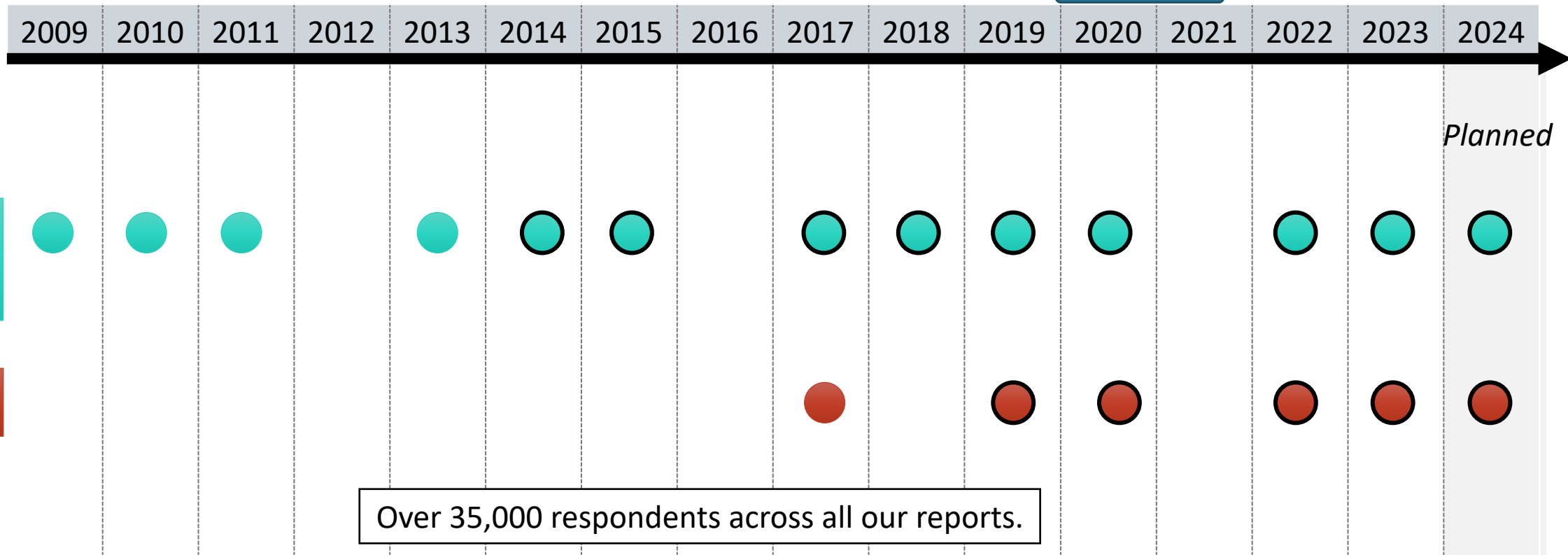
Jeff Seaman, Ph.D.  
*Director*

# OVER A DECADE OF RESEARCH ON OER AWARENESS

○ Survey asked about licensing awareness

Today ↓

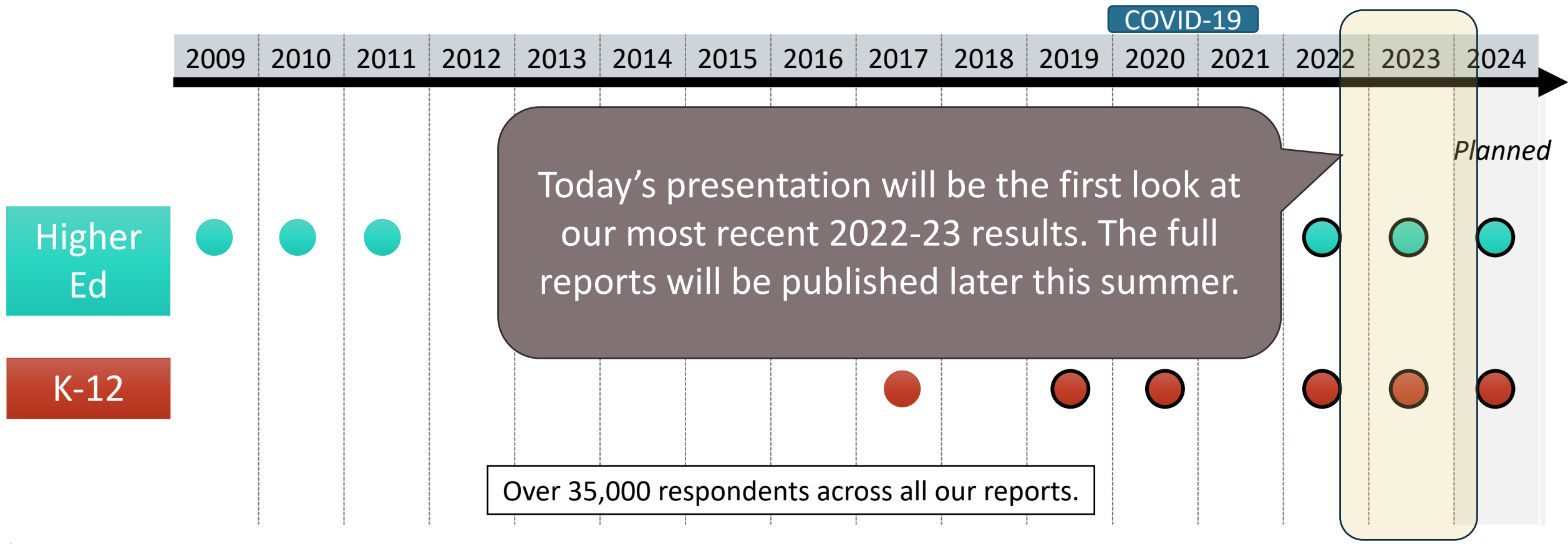
COVID-19



Over 35,000 respondents across all our reports.

# OVER A DECADE OF RESEARCH ON OER AWARENESS

○ Survey asked about licensing awareness



# 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 institution

Project supported by



Bay View Analytics®

# 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
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- 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?

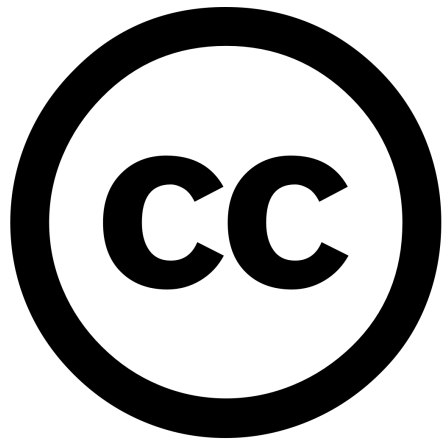
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But can we trust faculty answers about OER?



# WE NEED A BETTER MEASURE OF OER



Creative Commons Awareness

+



OER Awareness

= “Strict” OER Awareness

This measure removes the number stating they are aware of OER but not aware of CC. We have high confidence in the remaining OER aware respondents are really aware of OER.

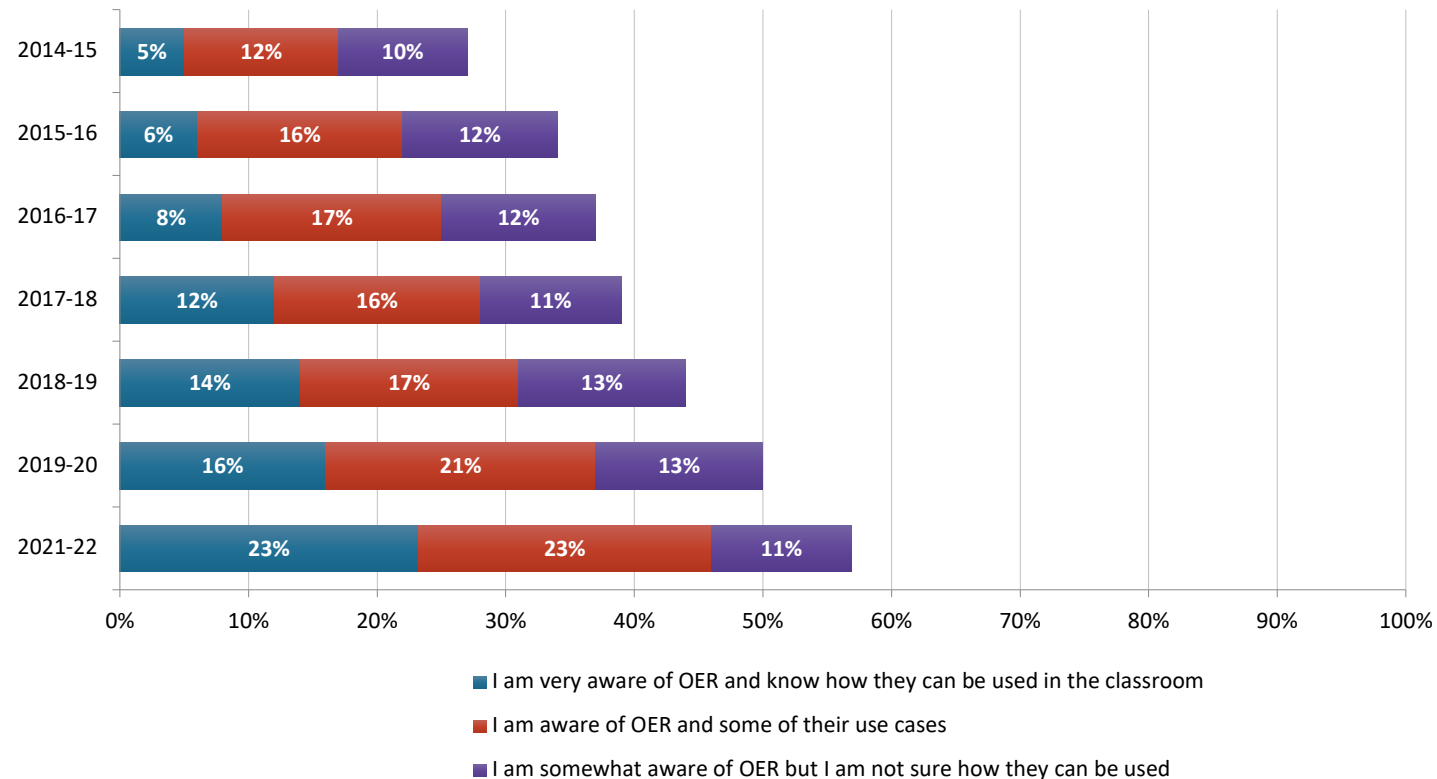
# HIGHER EDUCATION

OER AWARENESS



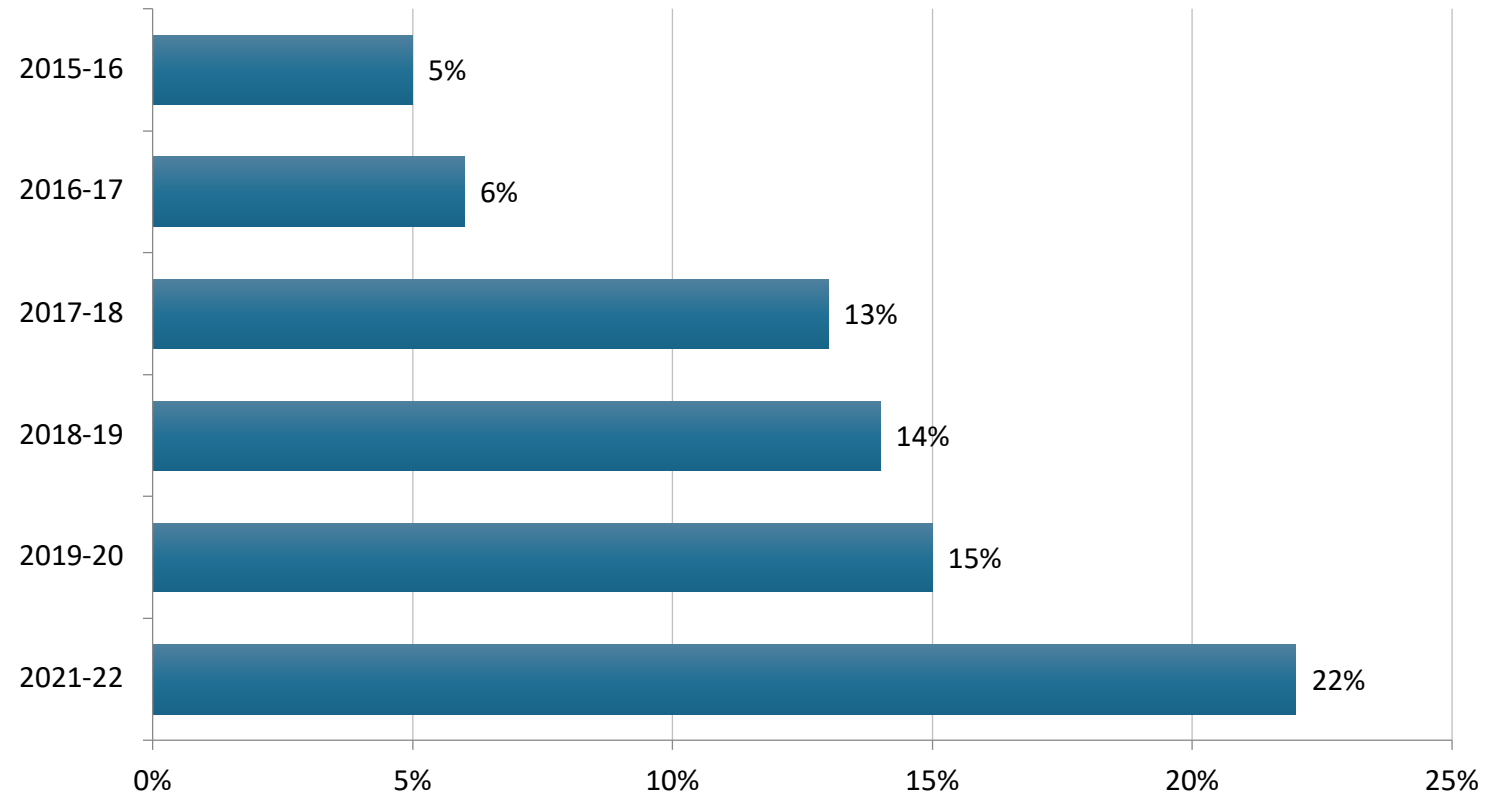
# OER AWARENESS HAS BEEN GROWING YEAR OVER YEAR

Faculty: OER Awareness (Strict) by Year

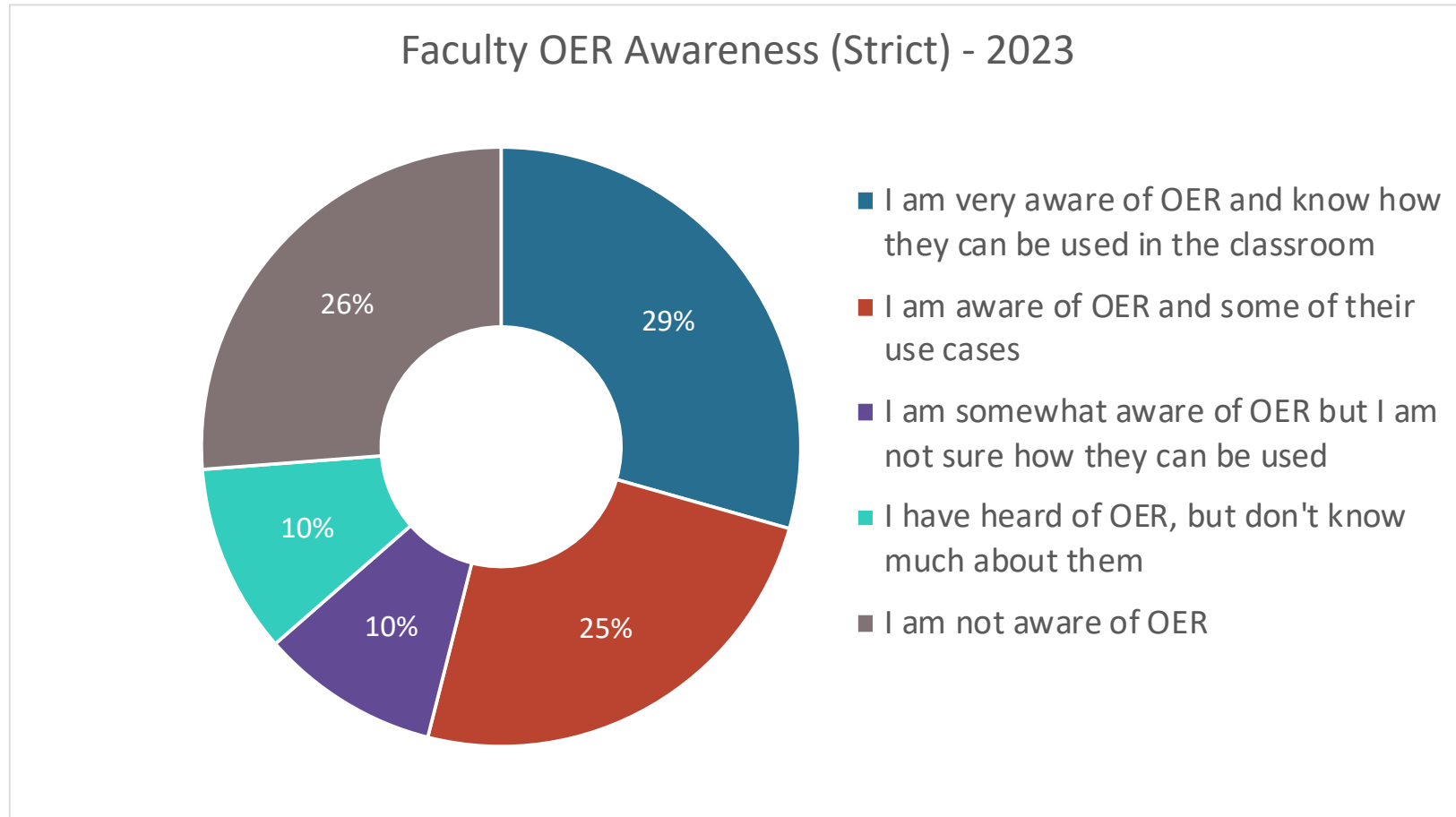


# OER USE HAS ALSO GROWN YEAR OVER YEAR

Faculty: Use of OER Materials in Courses by Year

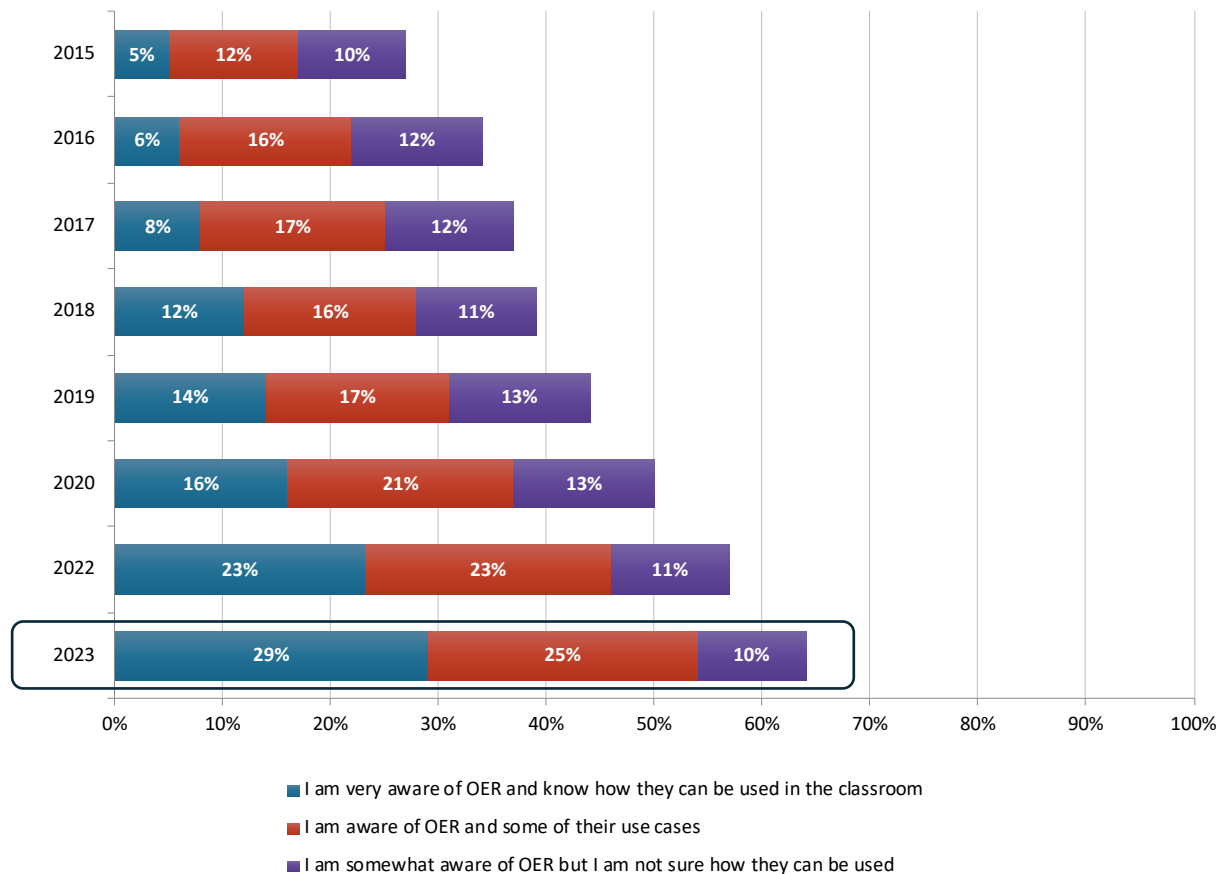


# 2022-23: OER AWARENESS FOR FACULTY



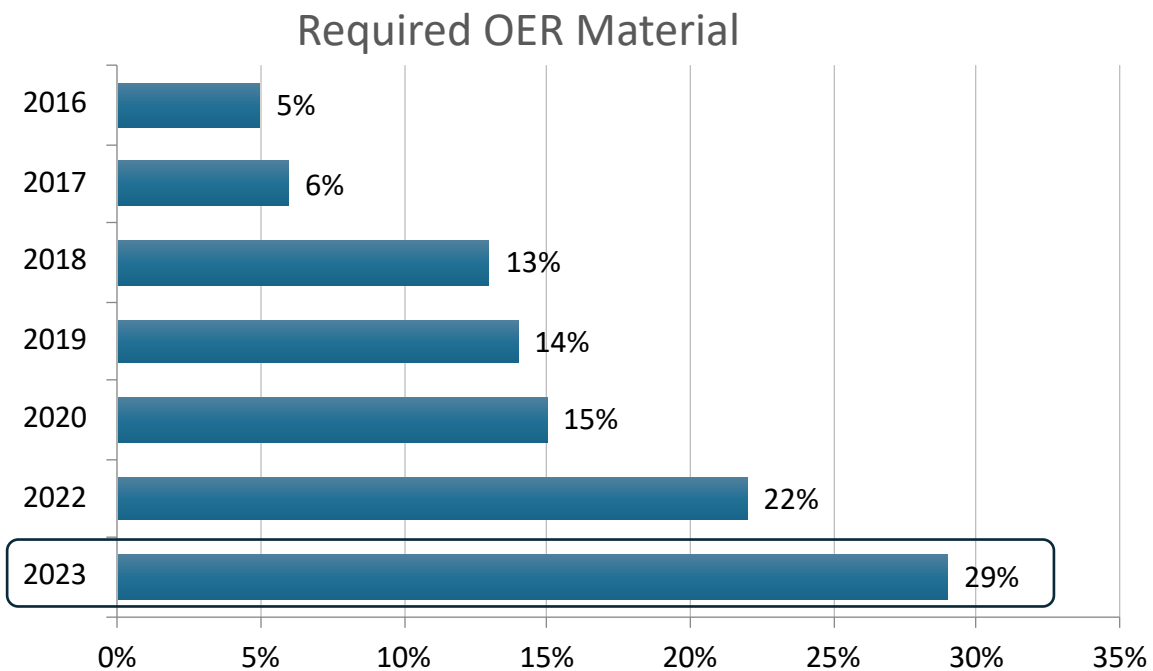
# OER AWARENESS CONTINUES TO INCREASE

Faculty OER Awareness (Strict) by Year



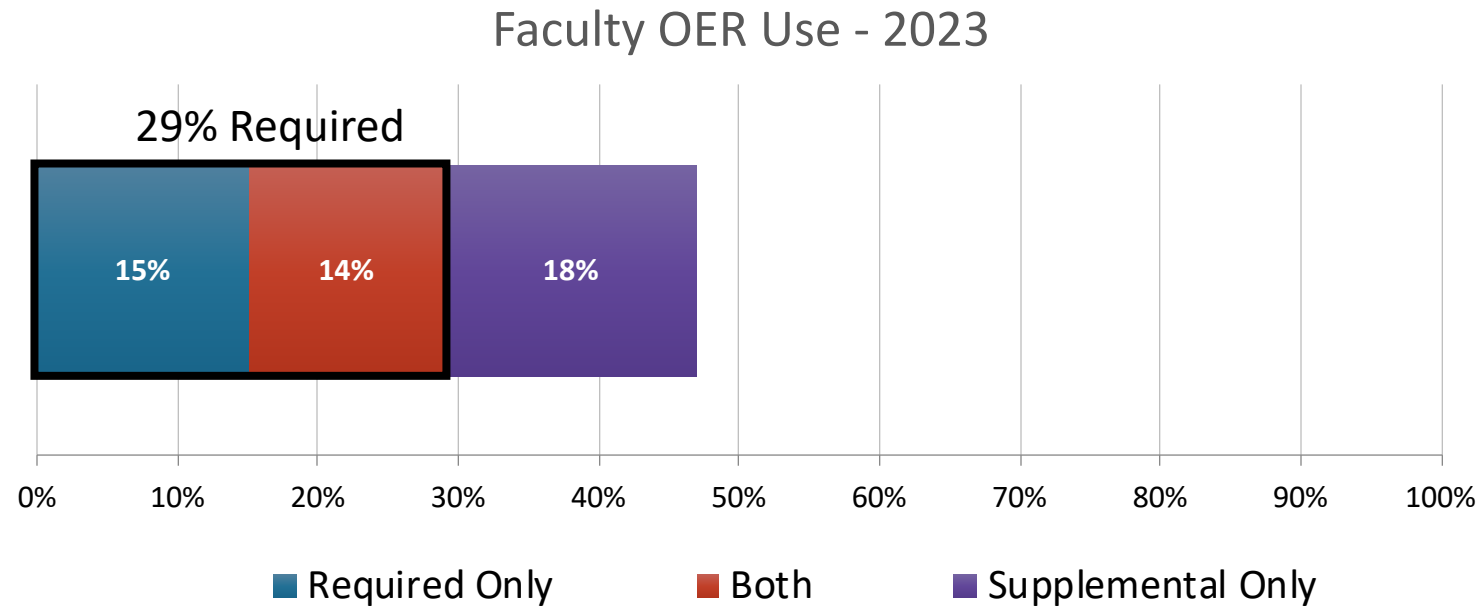
- OER Awareness increased 7% since last year
- Largest growth has been in “Very Aware” category
- Almost 2 in 3 Faculty are aware of OER

# CORRESPONDING RISE IN OER USE



- Use of OER as a required material increased 7%
- Increase matches rise from pre-pandemic (2020) to post-pandemic (2022)

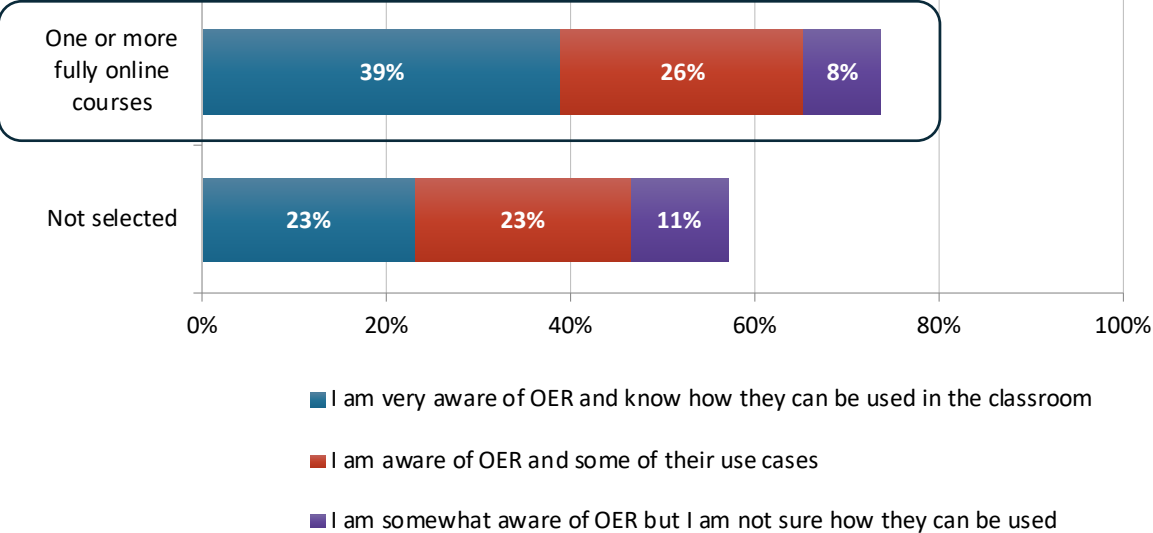
# CONSIDER USE OF OER AS REQUIRED AND SUPPLEMENTAL MATERIALS



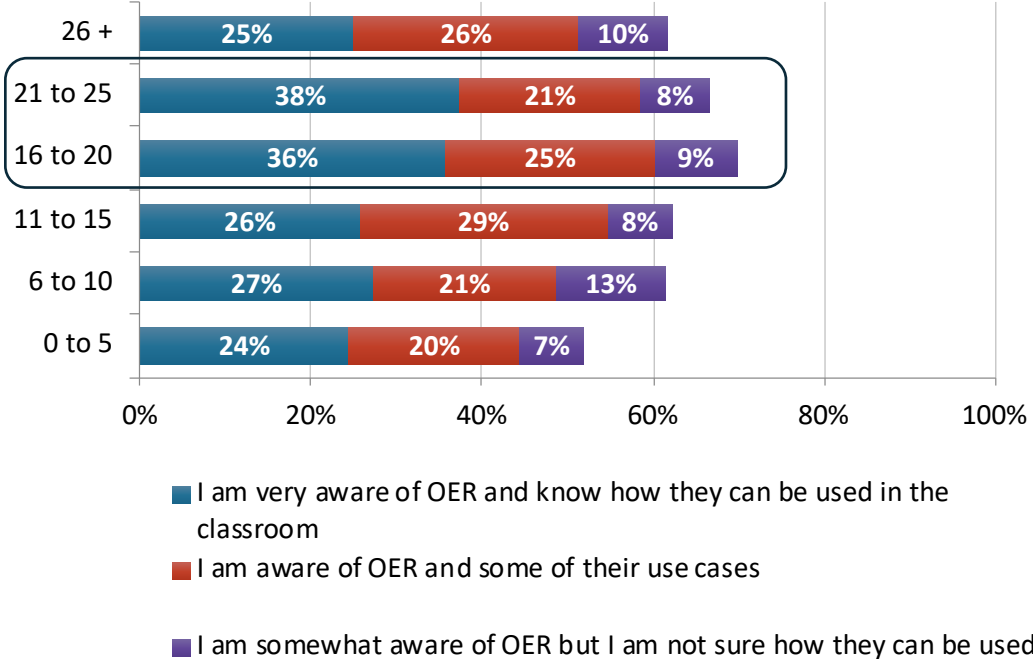


# FACULTY DEMOGRAPHICS OF OER AWARENESS

OER Awareness (Strict) by Faculty Teaching an Online Course - 2023



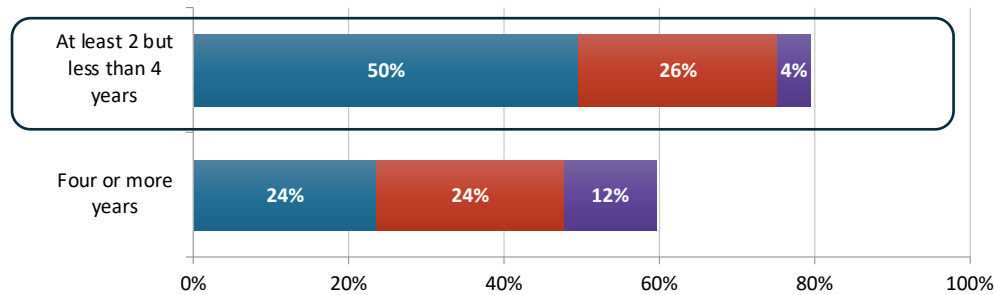
OER Awareness (Strict) by Experience 2023



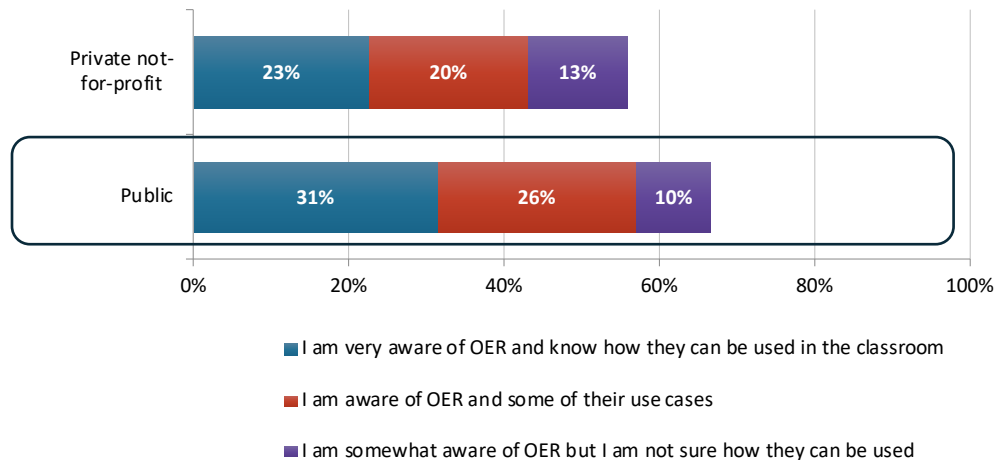
Minimal differences in awareness for course level or tenure status.

# INSTITUTIONAL DEMOGRAPHICS OF OER AWARENESS

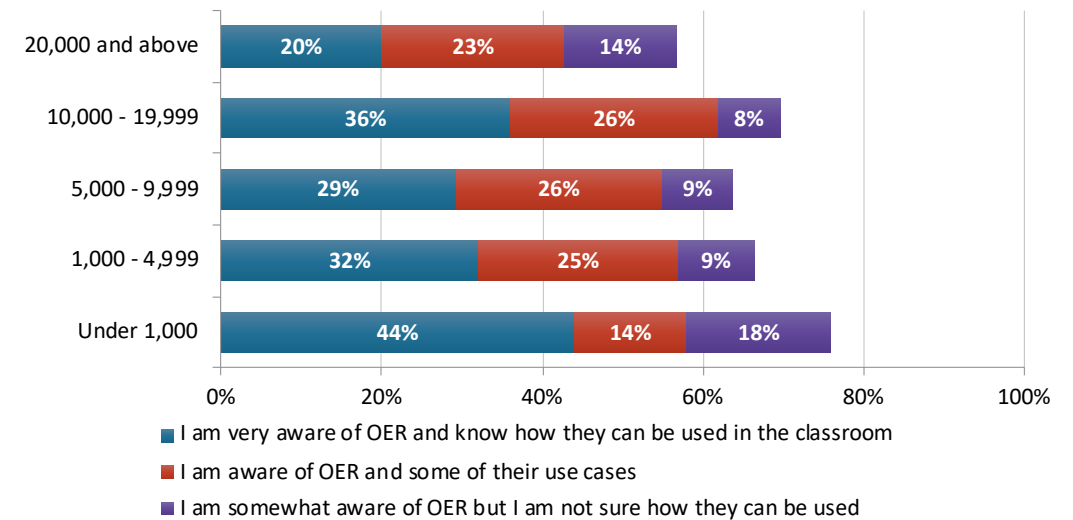
OER Awareness (Strict) by Institution Type, 2023



OER Awareness (Strict) by Institution Control, 2023



OER Awareness (Strict) by Institution Size, 2023



2-year schools and public institutions faculty are more aware of OER. Faculty at smaller enrollment schools are also more likely to be very aware of OER.

# HIGHER EDUCATION SUMMARY

OER awareness has continued to grow year over year in higher education, with an associated increase in OER use.

OER Awareness is associated with faculty who:



Teach at least 1 online course



16-25 years experience teaching



Teach at certain institutions

- Two-year
- Public
- Small enrollment



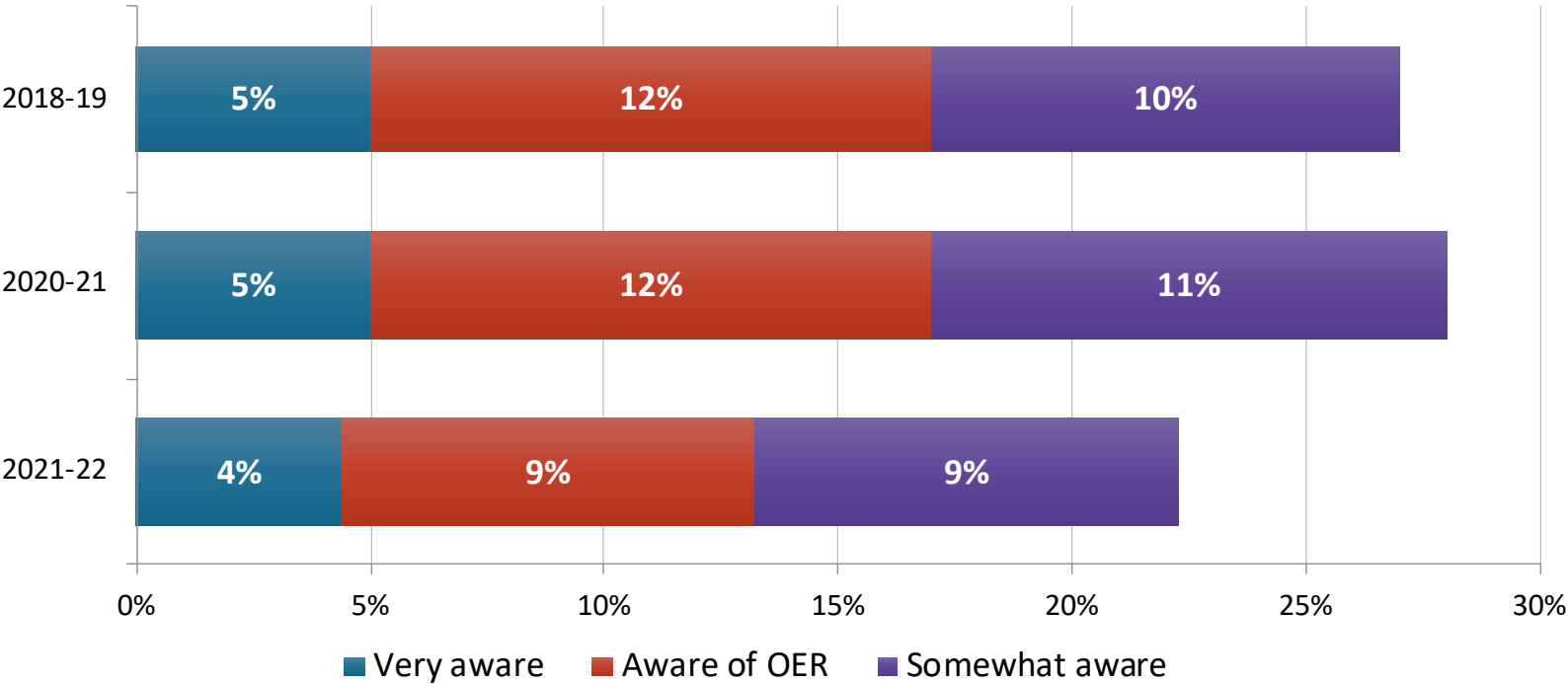
# K-12

OER AWARENESS



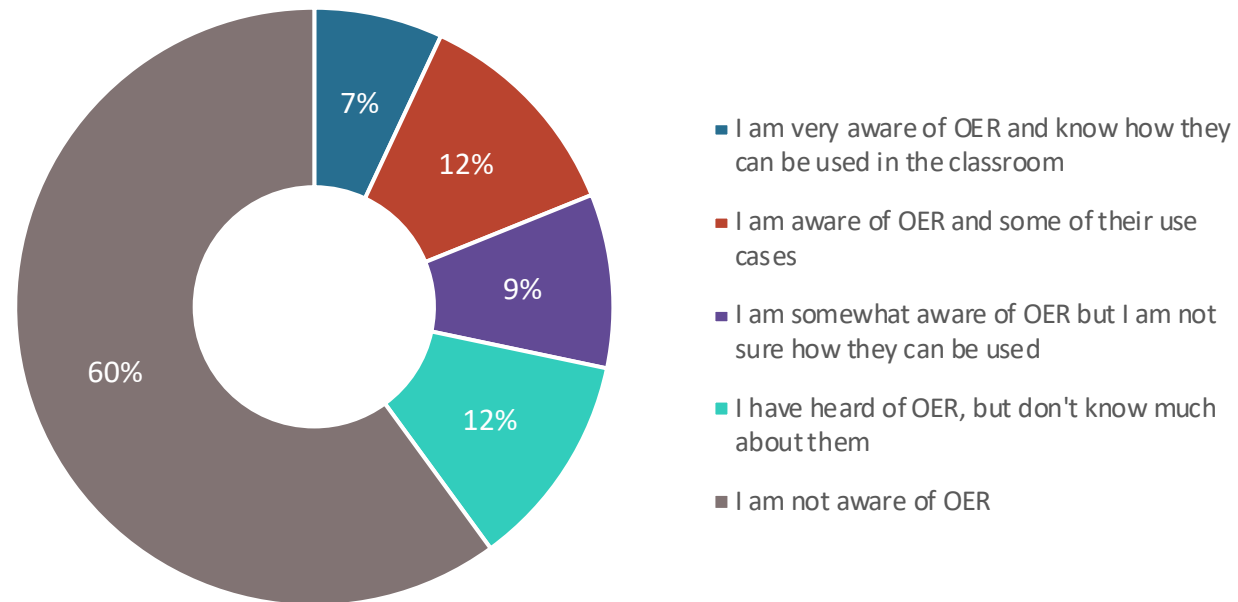
# OER AWARENESS DECLINED POST-PANDEMIC

Teacher: Open Educational Resource Awareness (Strict) by Year



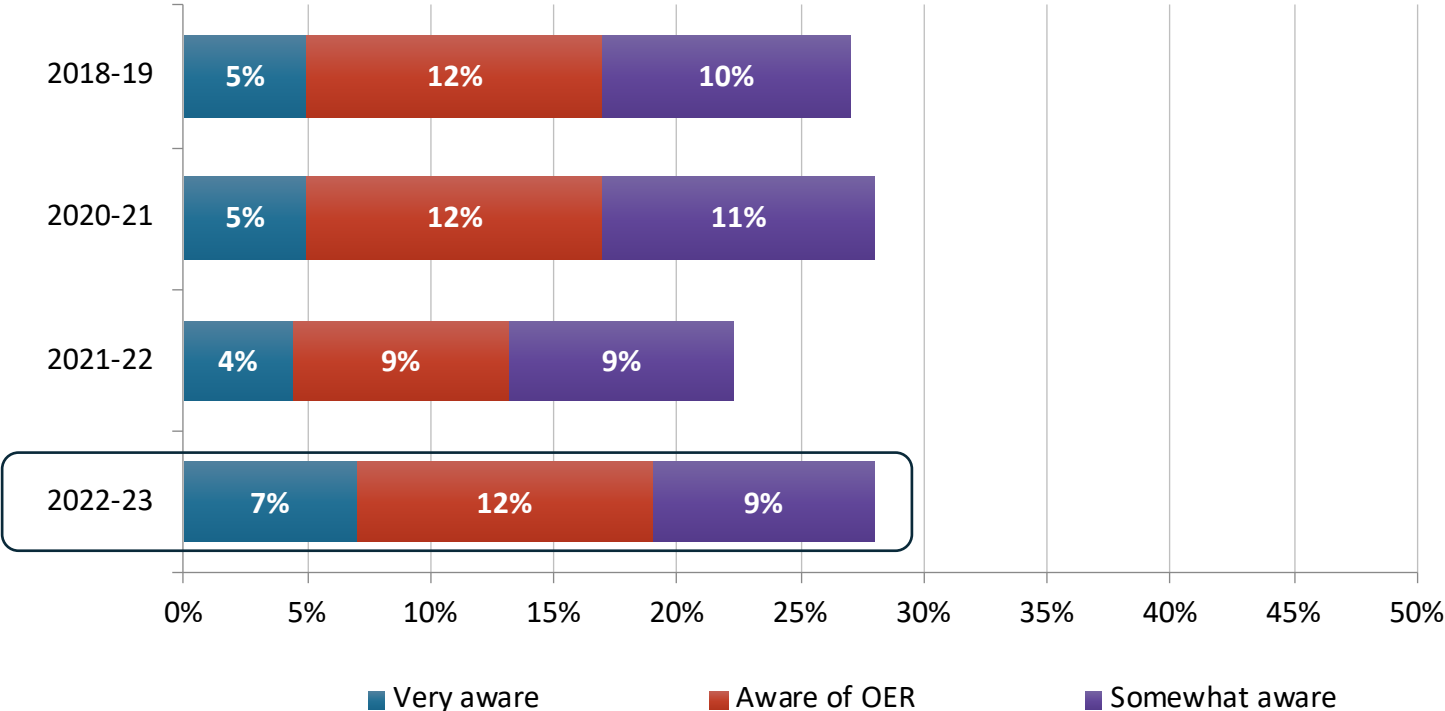
# K-12 OER Awareness Remains Low

K-12 OER Awareness (Strict)



# BUT HAS RETURNED TO PRE-PANDEMIC LEVELS

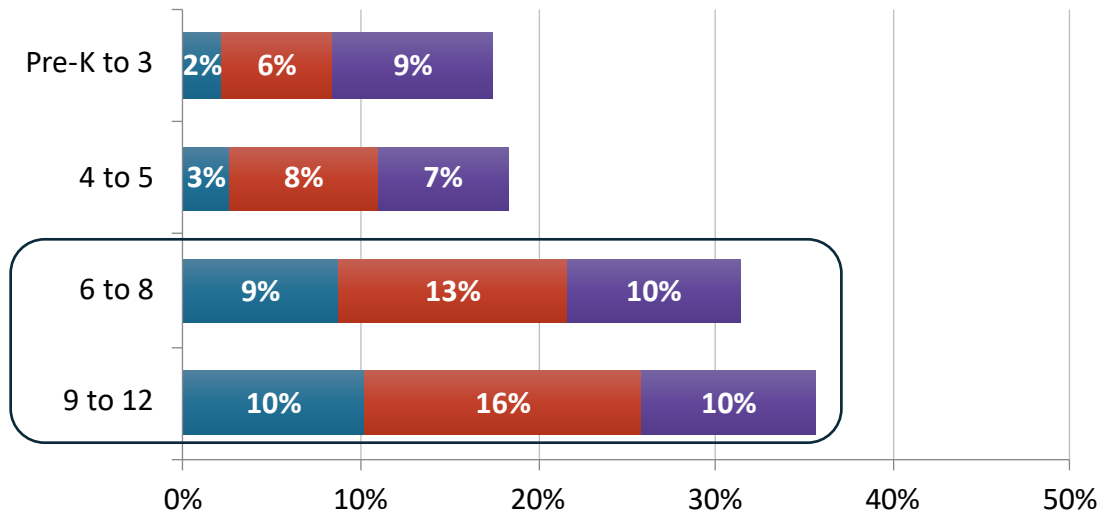
K-12 OER Awareness (Strict) by Year



- Use of OER as a required material increased 6%
- Current awareness is the same as pre-pandemic – but higher levels of “very aware”

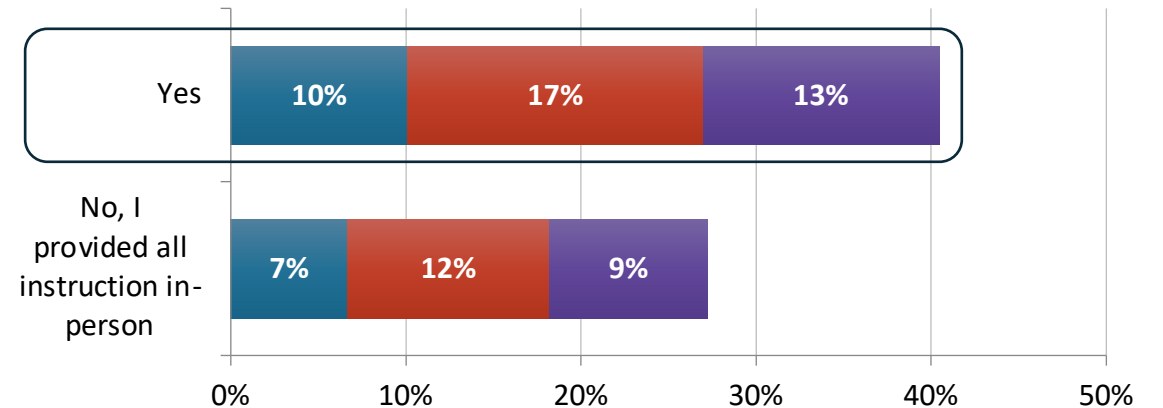
# OER AWARENESS ASSOCIATED WITH GRADE AND ONLINE

## K-12 OER Awareness (Strict) by Grade Level



- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used

## K-12 OER Awareness (Strict) by Online Experience

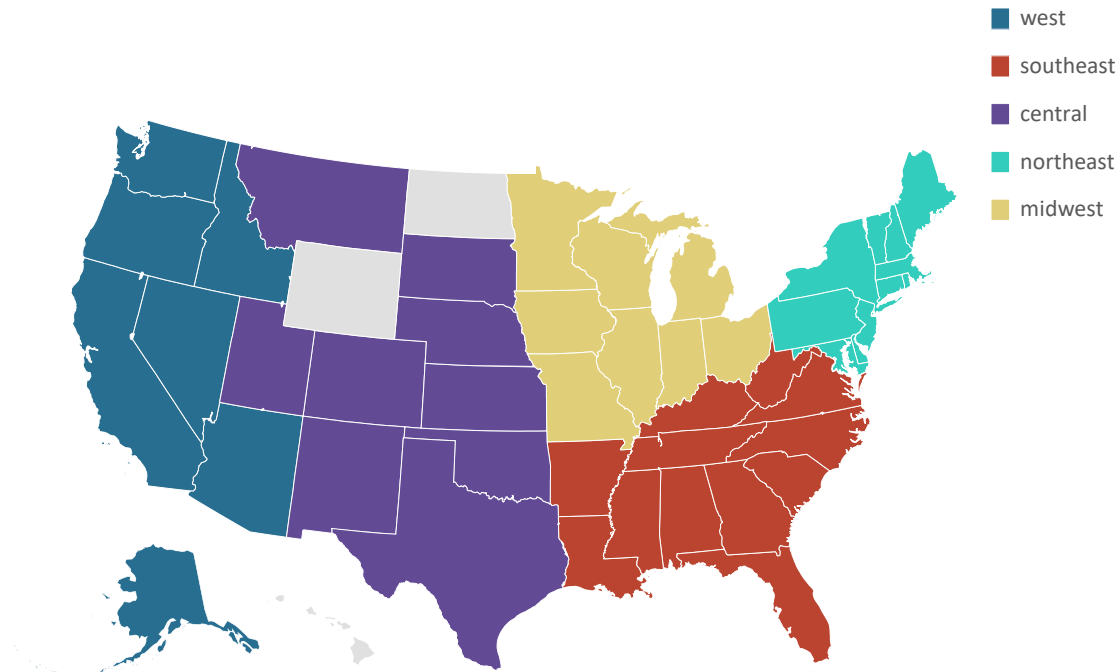


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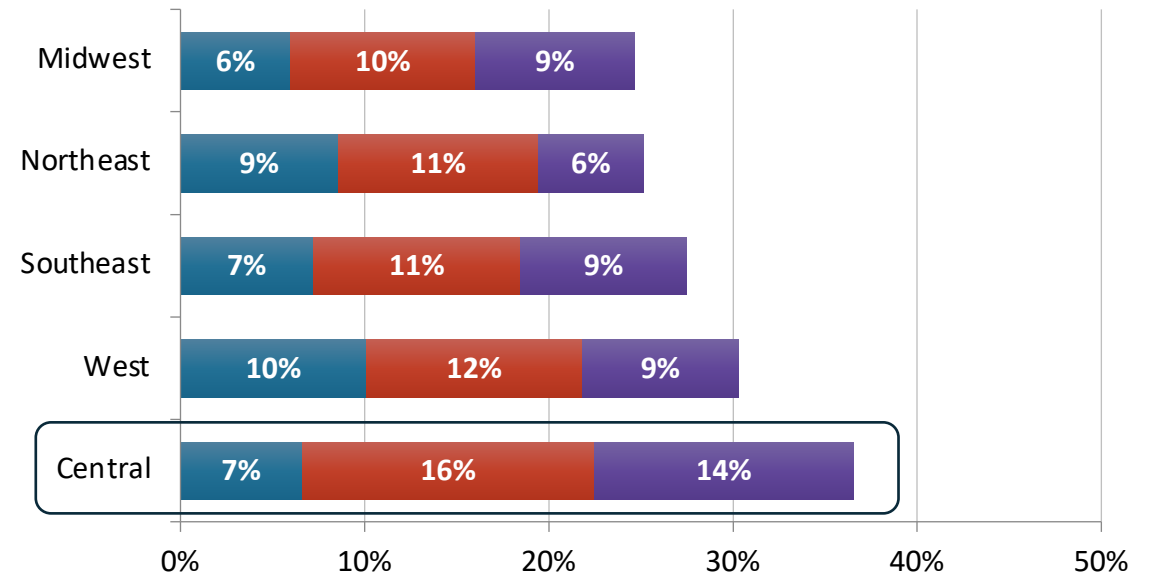
# SOME DIFFERENCES BY REGION

Regions



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K-12 OER Awareness (Strict) by Region



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# K-12 SUMMARY

OER awareness returned to pre-pandemic level ( 28%) after a small drop last year.

OER Awareness is associated with teachers who:



Teach partially or fully online



Higher grade levels



Teach in Central or Western states

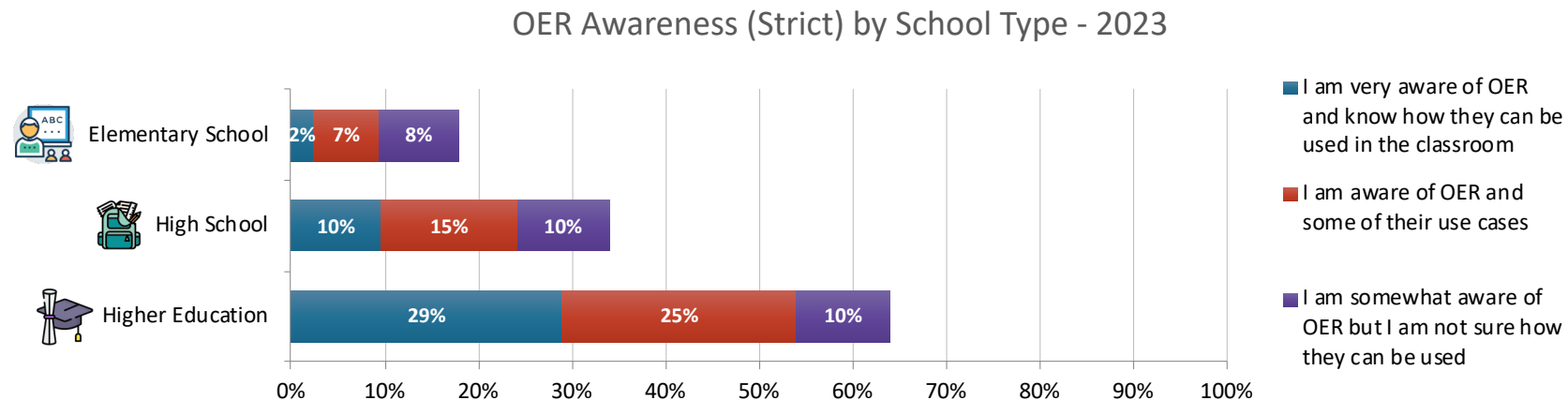


# CONCLUSIONS



# OER AWARENESS IN US EDUCATION

## Awareness increases with classroom grade level



The use of textbooks and other courseware material is less common in younger grades.



The catalog of OER materials has traditionally focused on higher education, so fewer options exist for K-12.



The use of digital courseware tools is much lower in younger grades (though increasing).

# WHAT IS THE FUTURE OF OER?

## Higher Education

- Can OER Awareness continue to grow?
- How will increasing OER use change how faculty teach?
- What will commercial publishers do to combat the rise of OER?

## K-12

- Can OER awareness grow in K-12?
- How does OER use differ in K-12 classrooms?
- How can teachers help prepare students for OER and digital courseware?



# QUESTIONS?

2022-23 OER Reports will be published later this summer with this data and more. To be notified, sign up for our mailing list here: [bayviewanalytics.com/contact](https://bayviewanalytics.com/contact)

Previous Reports: [bayviewanalytics.com/OER](https://bayviewanalytics.com/OER)





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