

Social Media in Higher Education: The Survey

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General Social Media Stats:

- **Facebook:**
 - There are over 400 million users on Facebook with over 50% logging in at least once per day.
 - In the United States alone there are, as of February 2010, 108 million users at a growth rate of around 5 million new users per month. That is a 35% penetration rate of the total US population.
 - The average user spends more than 55 minutes per day on Facebook.
- **Twitter:**
 - At the end of 2009 Twitter had approximately 75 million active users with a growth rate in Q4 of between 6-8 million new users per month.
 - There are over 50 million tweets per day as of March 2010. This is up from 3 million tweets per day in March 2008.
- **YouTube:**
 - On YouTube alone, there are over 1 billion views per day.
 - There are 20 hours of video uploaded every minute. That's the equivalent of 130,000 full-length Hollywood movie releases every single week.
 - YouTube is the #2 search engine in the world. Approximately 82% of Internet users in the USA view videos online.
- **LinkedIn:**
 - There are over 60 million registered users on LinkedIn with about 100,000 new users per week.
- **Blogs:**
 - There are approximately 126 million blogs as tracked by BlogPulse.

Survey Goals:

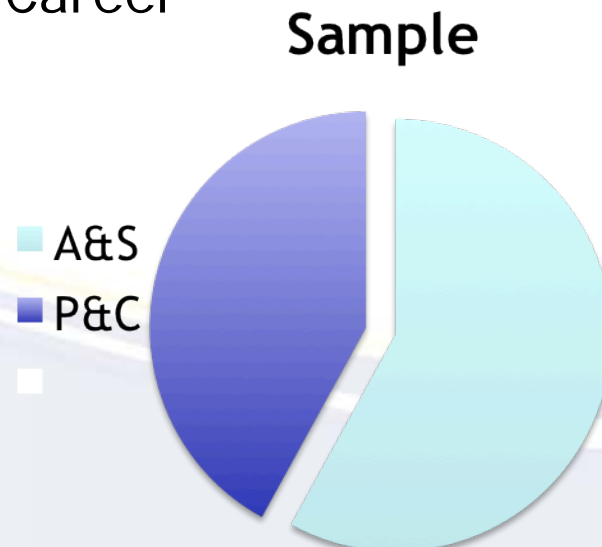
- How many faculty are using social media?
- Which social media do college faculty use for personal communication? For teaching?
- Do college faculty find value in using these online spaces? If so, what is valuable?



http://www

Respondents: Who are they?

- Random sample of 10K Pearson customers
- 939 Responded (9.5%)
- Both teaching and non-teaching (94% teaching)
- 58% Teaching in the Arts & Sciences
- 42% Teaching in Professional & Career





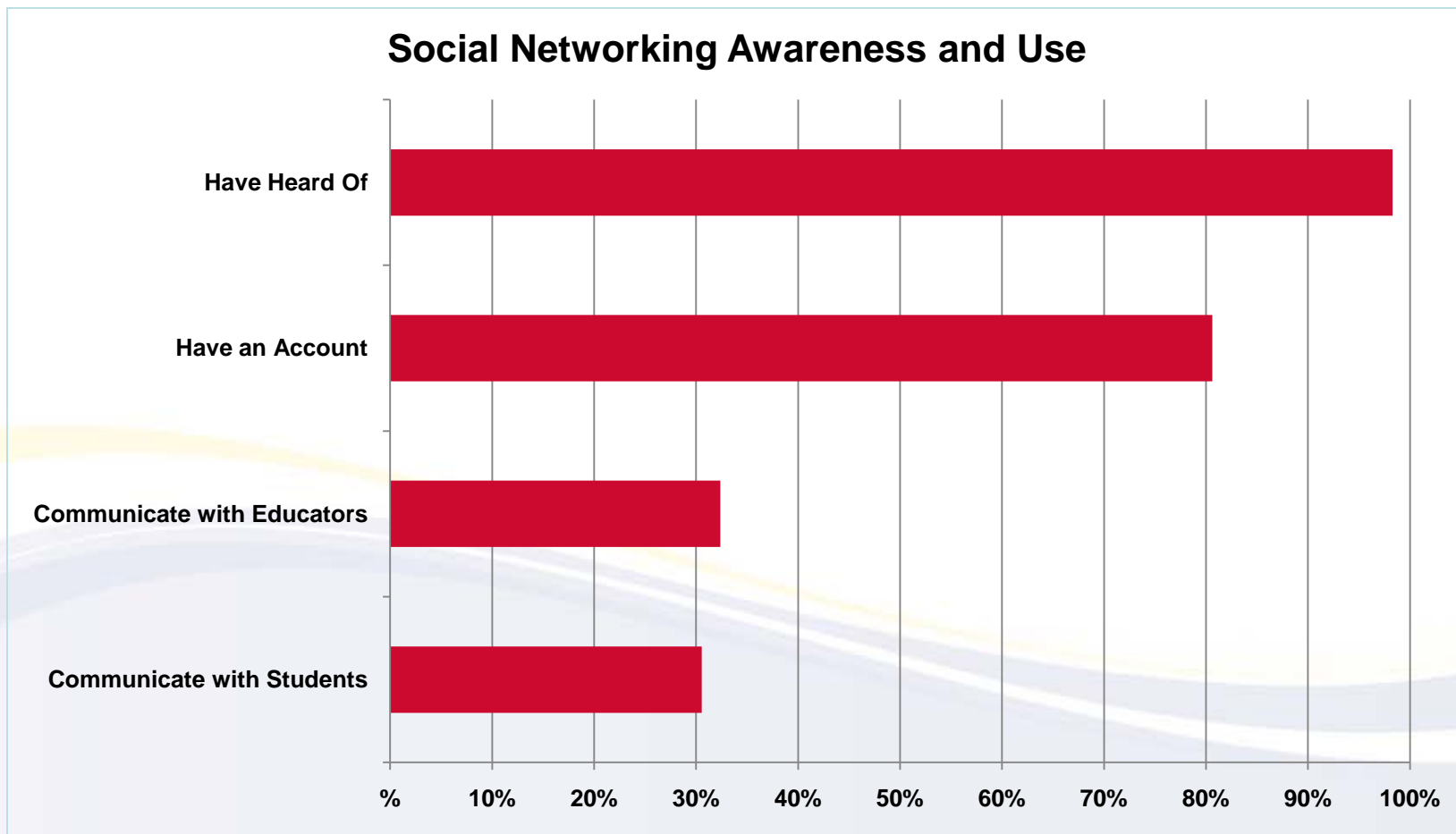
Respondents: Who are they?

- 88% Teaching undergraduate
- 62% 4 yr schools
- 38% Teaching online or blended

Over 50% are:

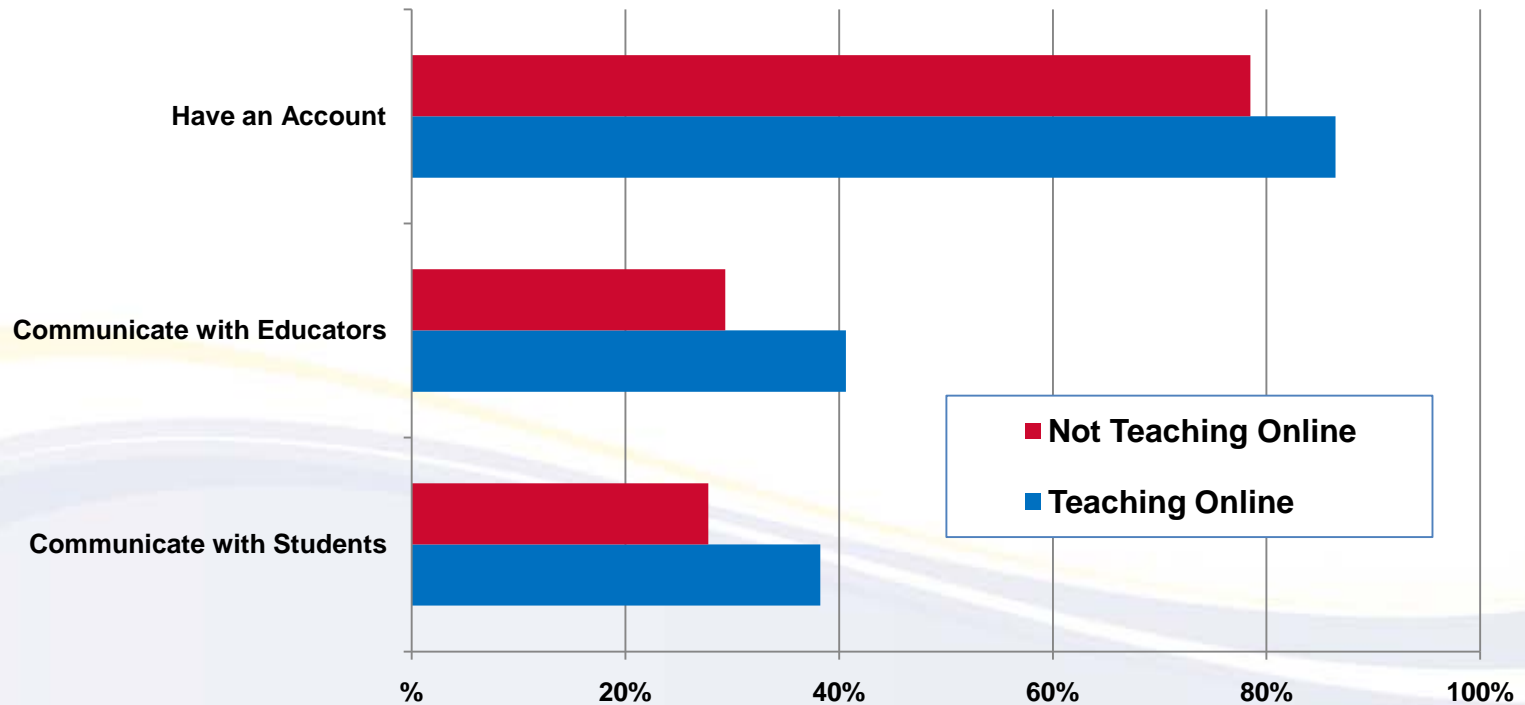
- Female
- Full-time
- Tenured/tenure track

All are Aware; Most Use Social Networks

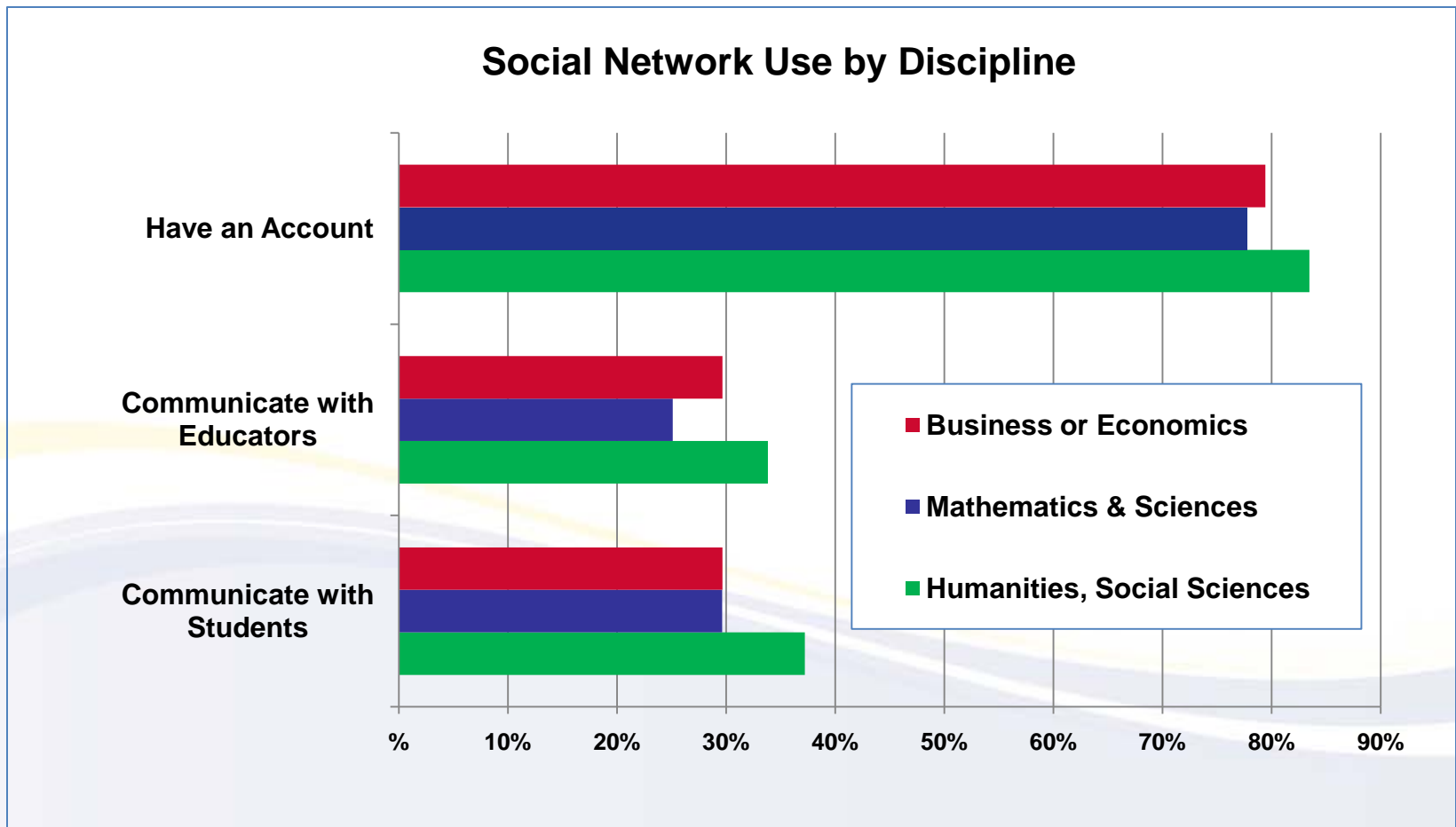


Online Teachers Are in the Lead

Social Networking Use



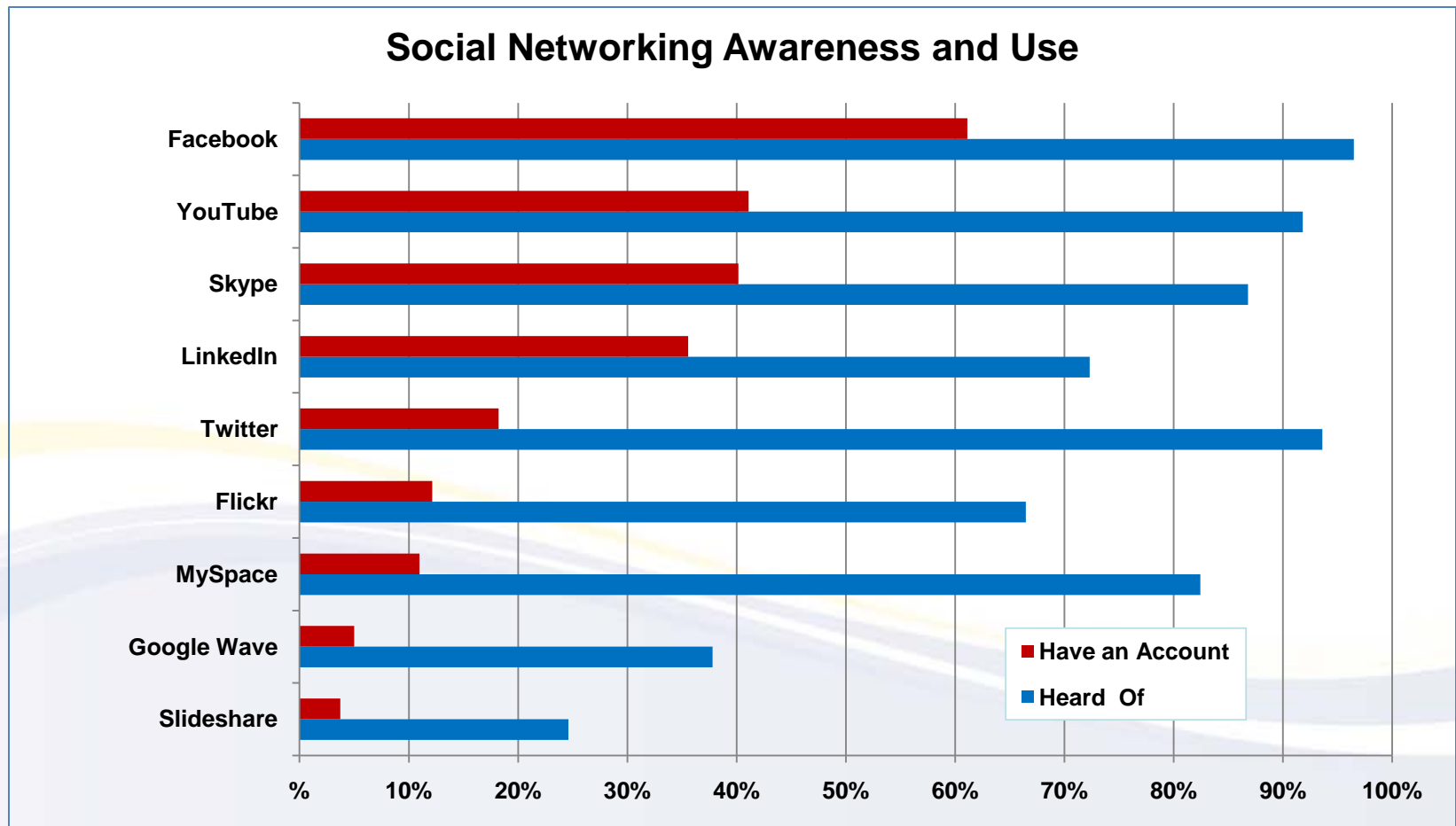
Higher Use Among the Humanities



Who is using social networks?

- Overall, 80% of educators have at least 1 social network account (most have more than one).
- Those teaching online, power computer users somewhat more likely to have social networking accounts and use them with other educators and students.
- Social network use is highest in Humanities and Social Sciences faculty.
- There were only small differences in usage based on stage in career, gender, tenure status or device ownership.

Social Networks Are Not Equally Popular

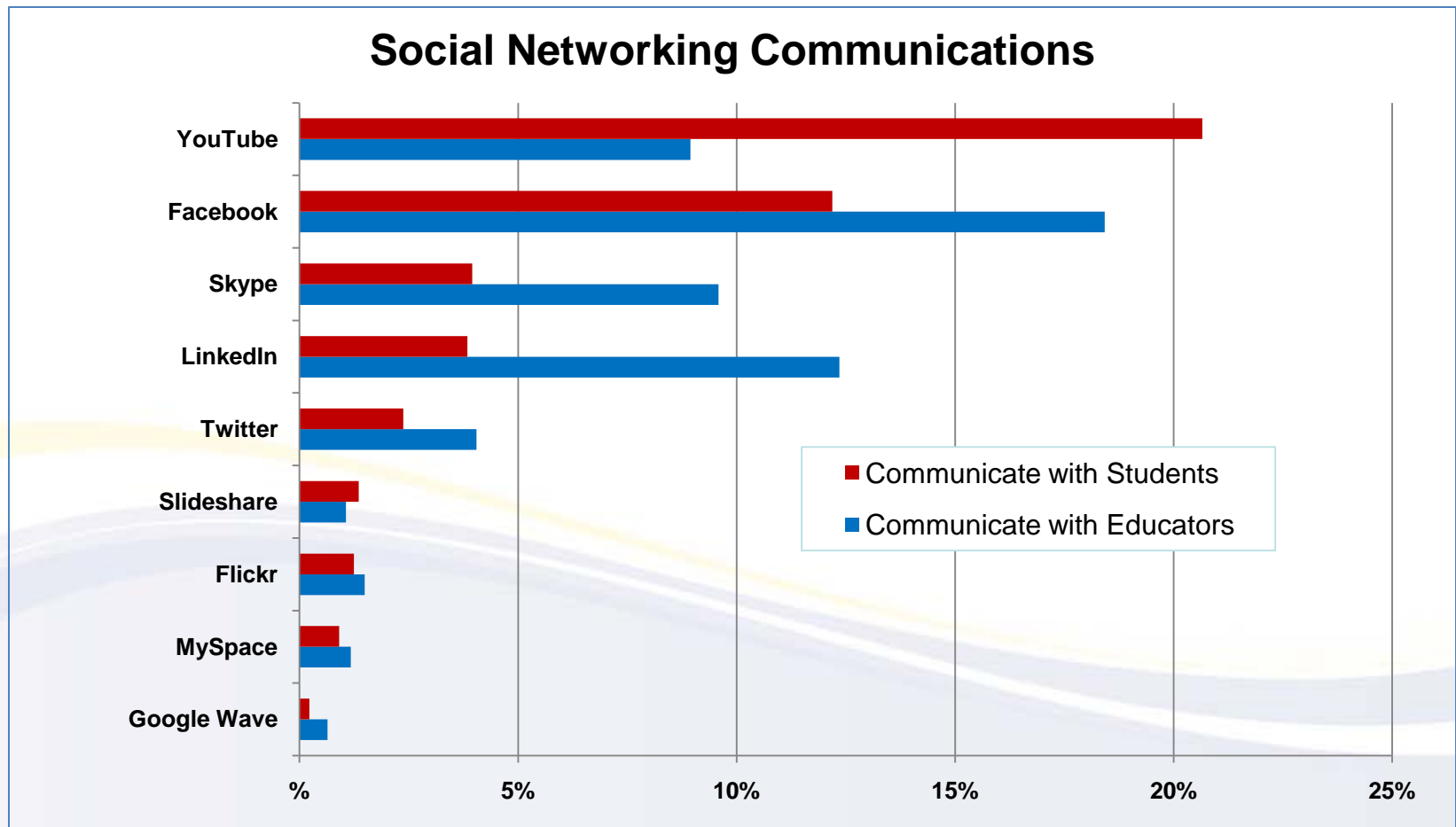




What are educators doing online?

- 71% watched online video/podcast (average population 82%)
- 59% visited social networking site
- 55% read blogs/wikis

Academic Communications Are Concentrated on a Few Social Networks

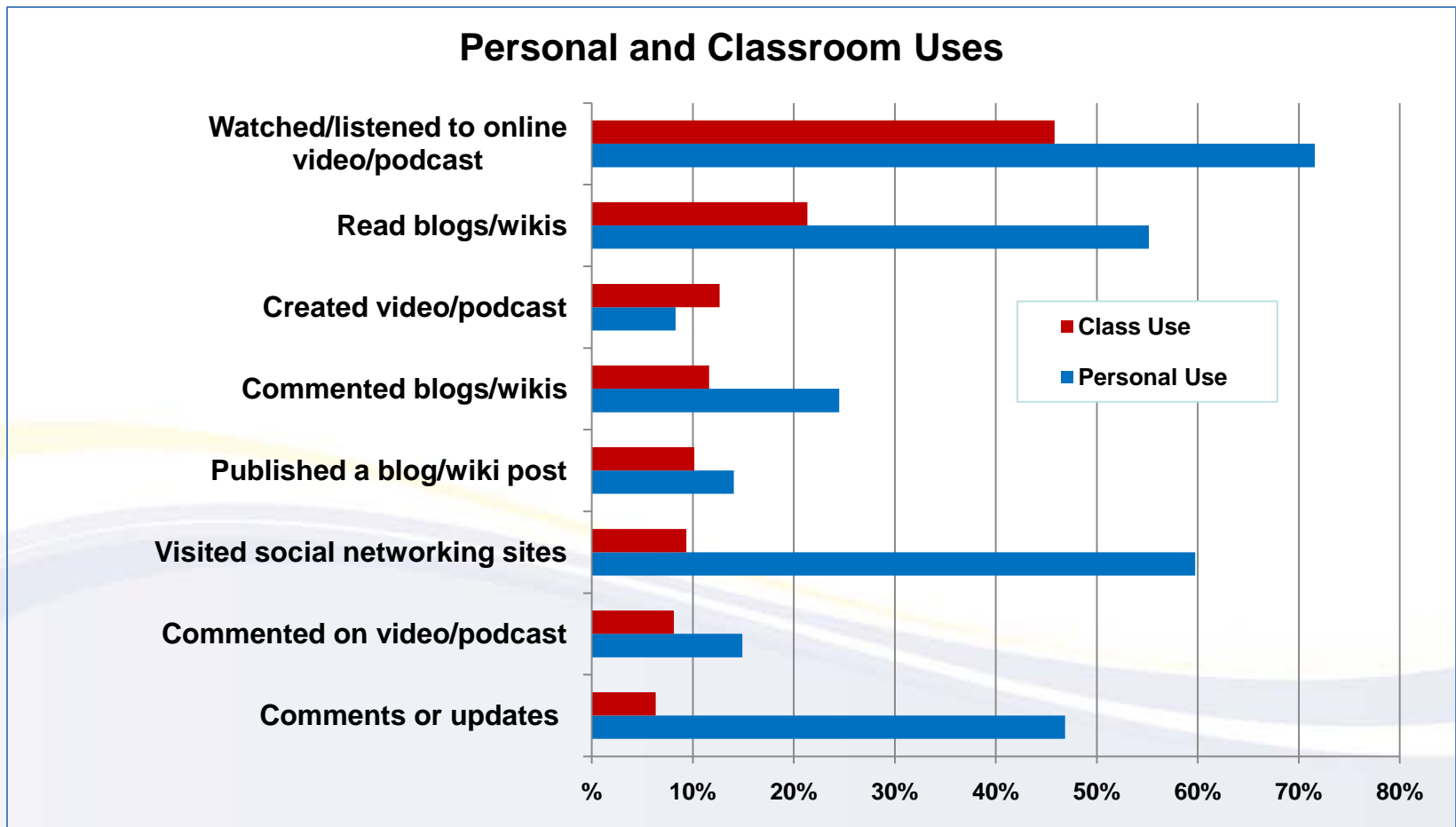




Top Social Media:

- Communicating with peers: Facebook, LinkedIn, Skype, YouTube
- Communicating with students: YouTube, Facebook, Skype, LinkedIn

Personal and Class Uses Differ





Top Social Media for Personal and Teaching Uses

Personal use:

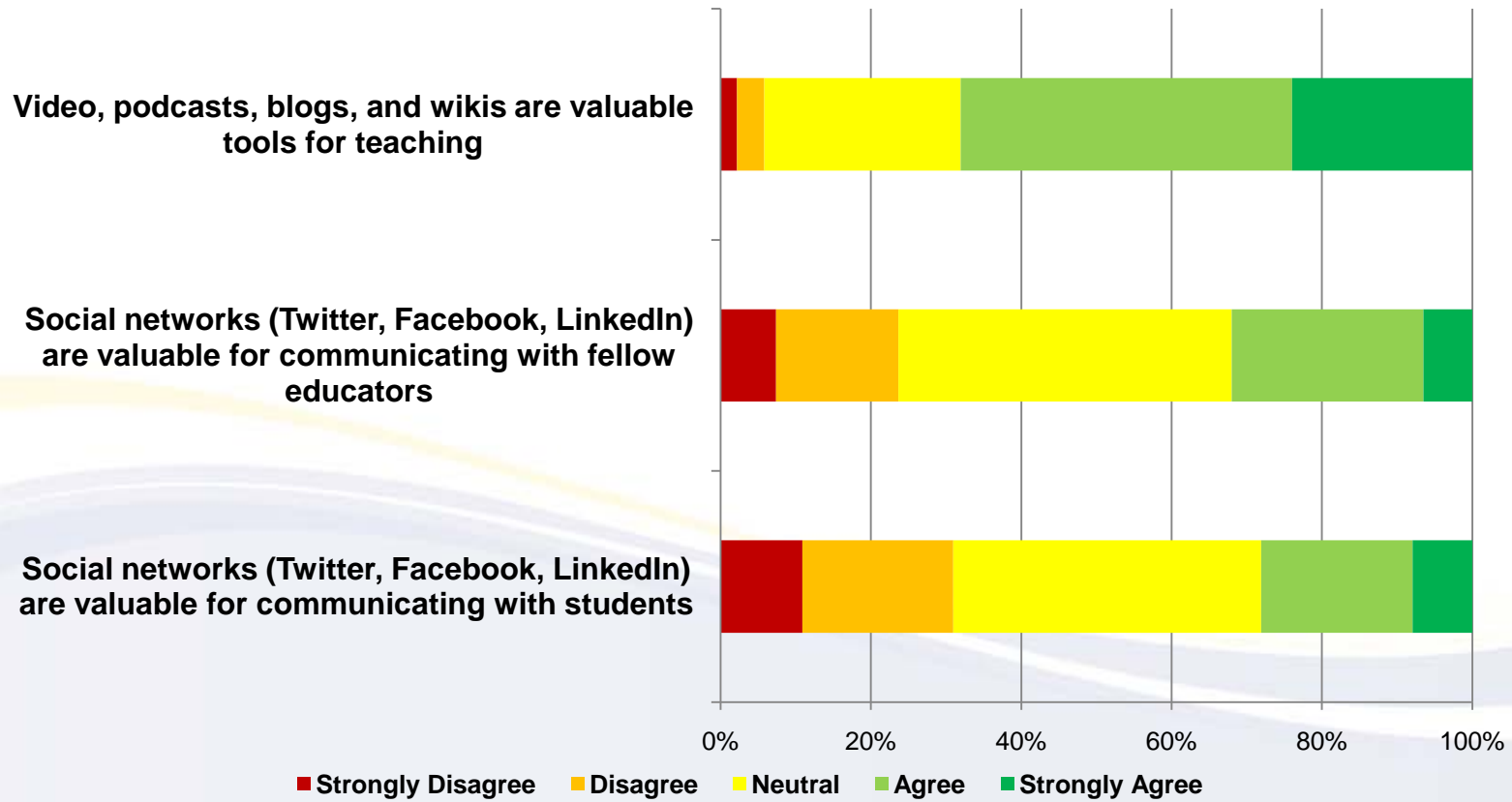
- Watched/listened to online video/podcasts
- Visited social networking sites
- Read blogs/wikis

Teaching use:

- Watched/listened to Online video/podcasts
- Read blogs/wikis
- Created videos/podcasts

Valuable for Teaching and Communications

Social Networking Opinions



What is valuable about using podcasts and online video in teaching?

- “Podcasts can be a useful tool for creating more interactive, student driven learning.”
- “I think online video is an incredibly valuable tool for teaching accounting online. It gives the class a face to face feel, and helps clarify for students things that may be confusing through reading.”

Shared on Twitter: Communicating with Peers



BarbaraNixon @tintikane Absolutely. I use #socmed to bounce ideas off of other profs, share assignment ideas, collaborate on syllabi, and more

8:26 AM Mar 26th via TweetDeck in reply to tintikane

#TeacherTuesday

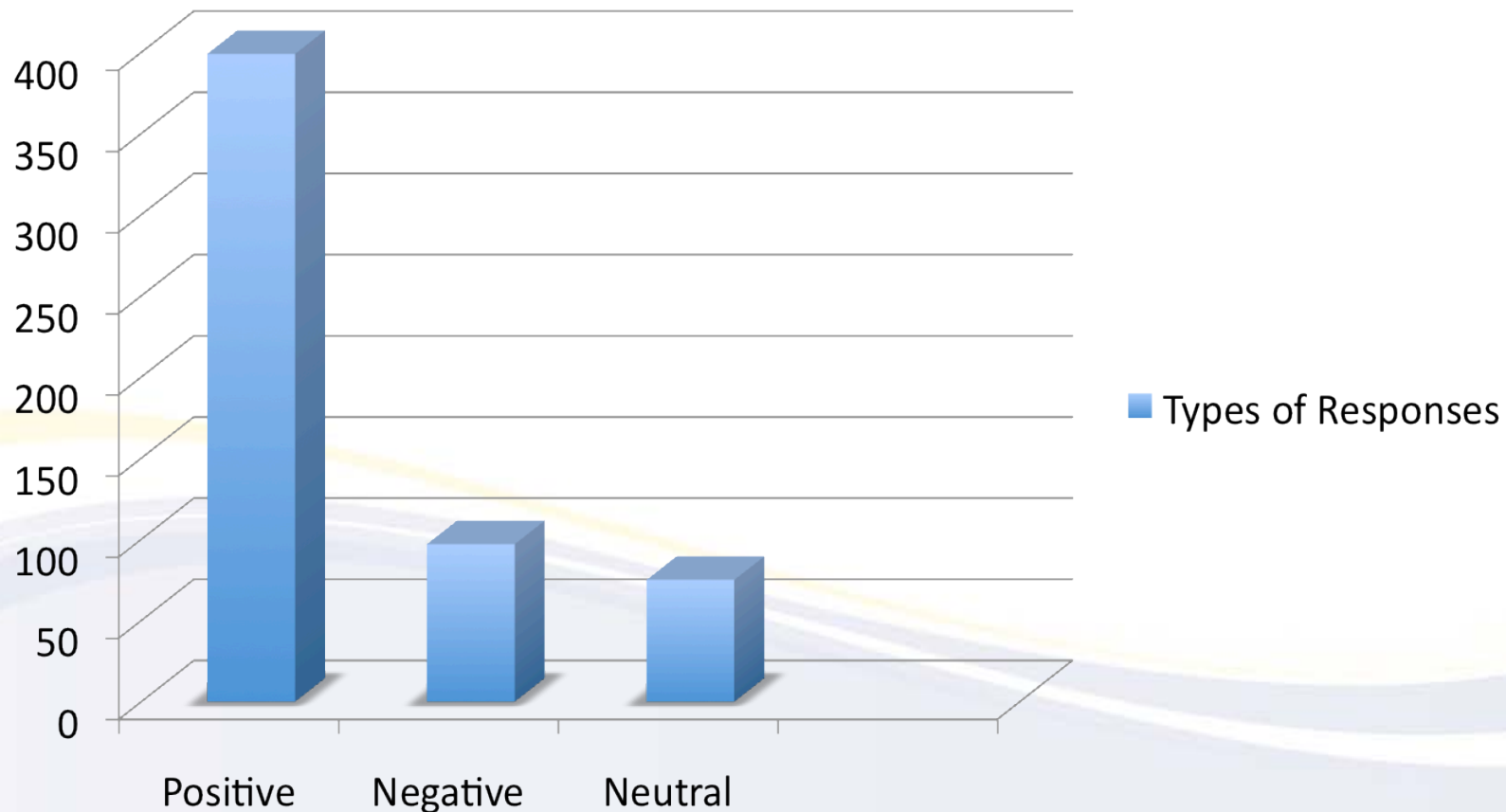
#educause09



What is valuable about using social networks in teaching?

- “The value is immense. Blogs have become a bit outdated - instead of posting information and hope readers/students find it, it is much better to use FB, Twitter, etc. where you push the information out.”
- “Students are familiar with these new technologies and, since they feel comfortable with them, will use them to further their educational experiences.”

What value, if any, do you think blogs, wikis, podcasts, online video or social networks provide to a course?





Themes from open responses:

- “Extend the classroom”
- “Talk to them in the language they are using”
- “Breaks up the class”
- “Good for review and reinforcement”
- “Not the primary means of teaching”

Examples of Social Media in Teaching

- Skype for 1 to 1 Spanish tutoring at Marquette U 1.10.2010 (Mashable <http://mashable.com/2010/01/10/educators-social-technology/>)
- Twitter at UT Dallas in class discussions large groups(<http://www.youtube.com/watch?v=6WPVWDkF7U8>)

Shared on Twitter: Educator to Student



DrGotpassport @tintikane Making it up as I go along; right now use it to get in class summations; using for in class activities, see #jack2301

10:55 PM Feb 3rd via HootSuite in reply to tintikane



profgesser @tintikane yyepp. I use a Facebook fanpage as well. They can subscribe via SMS, get updates right to their phone (like Twitter too)

7:16 AM Feb 16th via Tweetie in reply to tintikane

Questions, comments, thoughts, experiences?

Thank you! Connect with us...

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