IS IT TIME TO SAY GOODBYE TO BOUND TEXTBOOKS?

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THE GROWING ACCEPTANCE FOR DIGITAL

We will cover:

• The pandemic influence on digital preferences
• Current faculty and student preferences
• Drivers behind increasing digital acceptance
• The impact on course materials
• Digital is the future
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.

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Director of Research

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Director
OER SURVEYS: OVER A DECADE OF RESEARCH

Over 26,000 respondents across 10 reports on OER surveys

2021-22 Report published June 2022 with a research brief on OER trends across all surveys

Research Brief:
Open Educational Resources: Becoming Mainstream

All Reports available at BayViewAnalytics.com
<table>
<thead>
<tr>
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<th>Spring 2020</th>
<th>Summer ‘20</th>
<th>Fall 2020</th>
<th>Spring 2021</th>
<th>Fall 2021</th>
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**Two-year and Four-year Institutions**  
Over 8,000 student responses over 4 surveys
PANDEMIC INFLUENCE
THE COVID-19 PANDEMIC

A lot happened very quickly.

Pandemic Timeline:
- **2020**
  - Dec: First cluster of patients for unknown disease identified in China
  - Jan: First U.S. cases identified; travel restrictions for China
  - Feb: First COVID tests approved; more cases and travel restrictions
- **2021**
  - Mar: Lockdowns start in CA, NY; schools shut down; vaccine trials start
  - Apr: Travel begins to open
  - May: Vaccines approved for 12+ year olds
  - 2020: State-led Vaccine distribution to adults
  - Sep: Boosters start
- **2022**
  - Jan: Government offers free at-home COVID tests via USPS
  - Summer: Final mask mandates lifting (or not)

Today:
- Dec: Vaccines approved and start distribution
- V: Vaccines approved for 12+ year olds
- Apr: Travel begins to open
- Sep: Boosters start
- Summer: Final mask mandates lifting (or not)

A lot happened very quickly.
According to UNESCO, on 1 April 2020, schools and higher education institutions were closed in 185 countries, affecting 1.5 billion learners, which constitute ~90% of total enrolled learners.

From fall of 2019 and the fall of 2020, the number of students enrolled in U.S. higher education decreased by 600,000 or 3%.
Teaching Modalities Drastically Changed

- Nationally, there was a large return to face-to-face teaching, and away from online.
- Face-to-face is still far below pre-pandemic levels.
COVID-19 HAS ALTERED HOW FACULTY TEACH

Will your future teaching techniques change as a result of your teaching experiences during the pandemic?

- Substantially different: 7%
- Moderate change: 12%
- Small changes: 49%
- No change: 30%
- Don't know: 2%

91% of teachers believe that their teaching has changed due to the pandemic.
Majority of faculty want to teach a course fully online or as a combination of in-person and online instruction.
Faculty and Student Preferences
What I observed during the pandemic is that faculty who had taught online... AND who used a variety of features in their LMS were better positioned to adapt to the pandemic... This speaks to the need to stay up-to-date with faculty development.

— Administrator

Online classes turn faculty into content providers. In person classes allow us to be the educators we are. As teachers we know how to read a room, which is an essential part of the learning experience for our students — and an essential part of teaching. You can’t do that with a bunch of rectangles on a screen.

— Advanced History/Government Faculty

The pandemic forced faculty to engage (sometimes unwillingly) with digital course materials and online learning. What could have taken many years occurred in a very short time frame.

— Intermediate Humanities Faculty
Faculty and Administrators are more optimistic towards online learning.

Faculty and Administrators: Attitudes towards online learning changed over the past year?

- Two Year Administrators: 60% more optimistic, 32% no change, 8% more pessimistic.
- Four Year Administrators: 50% more optimistic, 37% no change, 13% more pessimistic.
- Two Year Faculty: 43% more optimistic, 40% no change, 17% more pessimistic.
- Four Year Faculty: 41% more optimistic, 41% no change, 18% more pessimistic.
PERSPECTIVES ON DIGITAL VERSUS PRINT: GROWING ACCEPTANCE OF DIGITAL AS LEARNING MATERIALS

Faculty: Agreement with the statement "Students learn better from print materials than they do from digital" by Year

<table>
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<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Agree</th>
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<tr>
<td>2018-19</td>
<td>19%</td>
<td>25%</td>
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<tr>
<td>2019-20</td>
<td>8%</td>
<td>35%</td>
</tr>
<tr>
<td>2021-22</td>
<td>11%</td>
<td>22%</td>
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Faculty belief that physical materials are better for learning than digital is declining.
STUDENTS ARE MORE OPTIMISTIC TOWARDS ONLINE LEARNING

Have your attitudes towards online learning changed over the past year?

Two year
- More optimistic: 49%
- No change: 36%
- More pessimistic: 15%

Four year
- More optimistic: 42%
- No change: 35%
- More pessimistic: 24%
IT IS NOT JUST ONLINE STUDENTS WHO ARE MORE POSITIVE ABOUT DIGITAL MATERIALS

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<tr>
<th></th>
<th>In-person only</th>
<th>Mixed</th>
<th>Online only</th>
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<tbody>
<tr>
<td>Four year</td>
<td>56%</td>
<td>46%</td>
<td>41%</td>
</tr>
<tr>
<td>Two year</td>
<td>45%</td>
<td>45%</td>
<td>49%</td>
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Change In attitudes towards digital materials over the past year: mode of course

- More optimistic
- No change
- More pessimistic

Bay View Analytics®
DIGITAL DRIVERS
**Inclusive Access**

- Publisher provided all-in-one purchase
- Generally
  - Subscription based for department and/or institution
  - Paid through student fees
  - Loss of access without subscription
- Integrates with LMS and includes additional courseware materials

**OER**

- Open Educational Resources
- Generally
  - Free and open-sourced
  - Self-published or non-commercial publishing
  - Highly Customizable
- Can include additional courseware materials
OER Adoption Stalled During Pandemic…

Faculty teaching introductory courses are more likely to use OER as required materials.
1 in 5 faculty require OER materials for their largest enrollment course, up from 1 in 20 in 2015-16
Inclusive Access Increased Following Pandemic

1 in 5 faculty require IA for their largest enrollment class

Faculty: Use of Inclusive Access Subscription in Teaching

- Inclusive Access subscription: 19% Required, 5% Recommended, 76% Not required or recommended

Faculty: Required Inclusive Access Subscription in Teaching by Year

- 2018-19: 7%
- 2019-20: 8%
- 2021-22: 19%

Use more than doubled following pandemic

Bay View Analytics®
IMPACT ON COURSE MATERIALS
Most faculty now require digital materials

2 in 3 faculty require an online homework system

1 in 2 faculty require a digital textbook

1 in 3 faculty require software
Print textbooks are still the most commonly required format for classes that require textbooks

Digital versions for sale is third most common format, offered by half of all faculty.
Most faculty offer required textbooks in multiple format options

Format options vary between print vs. digital and type of access (purchase, rent, borrow, etc.). Does not mean every option is available for every student.

Only 1 in 3 faculty offers the required textbook in a single format option.
Half of all faculty offer both a print and digital textbook format for their largest enrollment course. Slightly more faculty offer digital textbooks (81%) than print textbooks (69%).
DIGITAL IS THE FUTURE
As we are very rural and high poverty, **access to the Internet at home is a real barrier** for our students. Therefore, I never use a digital homework system, since students may not have access when they need it. Also, I won’t use a digital textbook with supplements that require always-on Internet access.

— Advanced Arts & Literature Faculty

The pandemic taught us that many classes or parts of classes can be taught digitally. Students are so tied to their phones and computers, that **not using digital media is a disservice to them**. Faculty is not changing rapidly enough to digital media to keep up with their students.

— Intermediate Humanities Faculty
Faculty plan to use even more digital materials.
ADMINISTRATORS AGREE – MORE DIGITAL MATERIALS

Administrators: We will include more digital materials and digital resources in our courses.

- Strongly agree: 38%
- Somewhat agree: 41%
- Neutral: 16%
- Somewhat disagree: 4%
- Strongly disagree: 0%
DIGITAL MATERIALS OFFER MULTIPLE BENEFITS

- Multiple access methods
- Quicker to update
- Adaptable and customizable
- Built-in multimedia
- Integration with LMS and testing methods
STILL SOME ISSUES

- Cost
- Access – internet/apps/logins
- Access – ownership/longevity
- Access – special needs
- Preferences
Is it Time to Say Goodbye to Physical Textbooks?

We expect a large decline in physical textbooks, but not the extinction yet.

- COVID-19 gave digital course materials a major jumpstart – forced adoption overcame many prior issues preventing use
- Digital preferences for both faculty and students are growing (or print preferences declining)
- Students are expecting increasingly more digital experiences
- There are a growing number of alternative options to textbooks available as both digital and physical
Q&A
THANK YOU!

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