



ONLINE LEARNING™
CONSORTIUM

INSIDE THE FACULTY MIND: ATTITUDES AND USE OF DIGITAL AND OPEN MATERIALS

RESULTS FROM OUR 2024-25 NATIONAL SURVEY OF HIGHER EDUCATION FACULTY

10 SEPTEMBER 2025

JULIA SEAMAN

JEFF SEAMAN



PRESENTATION DETAILS

Research
background



Survey
Details



Discussion
and Q&A



RESEARCH QUESTIONS



What are the current adoption and awareness of digital course material options?



What are opinions on digital vs. print course materials?



How have responses changed over time?

RESEARCH BACKGROUND

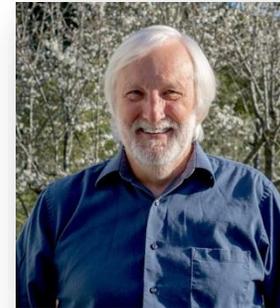


INTRODUCTION TO BAY VIEW ANALYTICS

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.



Julia Seaman, Ph.D.
Director of Research



Jeff Seaman, Ph.D.
Director



RESEARCH AND PROJECTS

OpenTextbookProject.org

Open Textbook Project

Welcome to the Open Textbook Project

The Open Textbook Project is a growing repository of surveys, studies, and data on course material affordability, and its impact on student success in U.S. higher education.

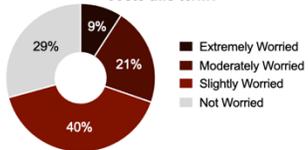
Our goal is to provide the most up-to-date, comprehensive source of information on the subject, as well as providing support and tools for states and organization that want to design their own research studies.

Majority of U.S. college students are worried about meeting their course material costs

Download report (PDF): https://www.bayviewanalytics.com/reports/2023_student_course_material_affordability.pdf.
Report as a webpage: https://www.bayviewanalytics.com/reports/2023_student_course_material_affordability.html.
Press release: [Majority of U.S. college students are worried about meeting their course material costs](#)

In a recent national survey, 71% of undergraduate students in the U.S. reported being worried about meeting their course material costs for the current academic term; 30% said they were "moderately" or "extremely" worried about meeting these costs. Over half of the students who participated in the survey say that their course material costs per term are over \$200.

How worried were you about meeting your course material costs this term?



Open Textbook Project

National and Regional

- Bay View Analytics
- Cengage
- Library Journal
- Midwestern Higher Education Compact
- Open Textbook Alliance
- PIRG

State Level

- Colorado
- Connecticut
- Florida
- Illinois
- Oregon
- Pennsylvania
- Tennessee
- Virginia
- Washington

Institutions

- Bentley University
- Gettysburg College
- Old Dominion University
- Randolph College
- SUNY Oneonta
- University of Hawaii at Manoa
- William & Mary

Contact Us

We welcome your feedback and questions. Please submit any questions or comments you may have.

BayViewAnalytics.com

Bay View Analytics Presentations



Bay View Analytics participates in multiple conferences focused on education research and online learning. Our presentations cover our most current research on distance learning and open educational resources in US K-12 and higher education, and offer an overview of trends over the last decade. The presentations reflect work with multiple partners, including the William and Flora Hewlett Foundation, the Online Learning Consortium, Cengage, Pearson, and the Western Interstate Commission for Higher Education (WICHE), among others.

Online Teaching Conference - 2025

National And California Trends In Online Teaching and Digital Courseware

Date: June 18, 2024

Presenters: Jeff Seaman, Ph.D. (Bay View Analytics), Julia Seaman, Ph.D. (Bay View Analytics), Michelle Pliat (Open Educational Resources Initiative)

This presentation examines the level of online teaching and the use of digital tools nationally and in California higher education classrooms. Using data from Bay View Analytics national surveys conducted between 2012 and 2023, the presentation examines course-making, current use rates for course materials regularly used with students, and their format (print or digital). Faculty also provided the source or creator for many materials, such as self-created, commercially purchased, or free online or OER. Finally, the presenter will discuss the implications for online teaching in California and nationally.

Download presentation slides (PDF)

AI/ML - 2025 Forum on Digital Innovation

Course material costs as a barrier for student success: local, state, and national efforts to assess the impact

Date: April 3, 2024

Presenters: Jeff Seaman, Ph.D. (Bay View Analytics), Julia Seaman, Ph.D. (Bay View Analytics)

This presentation reviews the statewide course material affordability research landscape from the local to the national level. These projects build upon the groundwork laid by the Florida Student Textbook and Course Materials Survey and were soon expanded to additional states. Each project engaged with students to understand their barriers and their impact on academic success. The presenter will highlight the significant commonalities among the results from all states and note any differences. The speakers will discuss project implementation and the impact of results and advise others who may want to follow in their footsteps.

Download presentation slides (PDF)

OpenStax Webinar

Trends on Digital Course Material Use and OER Awareness in K-12: Results from our National Survey of K-12 Teachers

Date: March 25 9, 2025

Presenters: Julia Seaman Ph.D. (Bay View Analytics), Jeff Seaman, Ph.D. (Bay View Analytics)

Did you know that just one-third of K-12 educators use open educational resources (OER)? Dr. Julia Seaman and Dr. Jeff Seaman will be sharing findings from the 2024 Bay View Analytics survey "Conflicted Digital Adoption: Educational Resources in U.S. K-12 Education, 2024", including:

- The challenges facing K-12 educators and learners in a post-pandemic educational environment
- The role of open educational resources (OER) in bridging the gap between print and digital
- The impact of adaptability - how open educational resources (OER) can serve all students digitally or in print

Download presentation slides (PDF)

Open Educational Resources

Approaching a New Normal? Educational Resources in U.S. Higher Education, 2024

Download report: [Approaching a New Normal?](#)

This is the 13th report in a series of surveys tracking curricula discovery, selection, and adoption processes in U.S. higher education. The survey responses for this analysis were collected in April 2024, from a total of 3,447 faculty. The respondents come from all 50 U.S. states, the District of Columbia, and the Virgin Islands.



Key takeaways from this year's survey are:

- Fully face-to-face courses remained the most common modality in 2024, with three-quarters of faculty teaching at least one such course. A smaller portion of faculty (40%) taught at least one course that was fully online.
- Digital options for required textbooks continue to grow. The majority of faculty (78%) have a required textbook for students for their largest enrolled course, and almost all required textbooks (92%) are offered in a digital format.
- Faculty sponsors on print versus digital materials remain confound and stable. The majority of faculty (79%) agree digital materials offer students greater flexibility, but a large number of faculty (41%) also agree that print materials are better for student learning.
- Faculty awareness for licensing varies by the type of license. Faculty have the highest level of awareness for copyright (91% aware in any level), followed by public domain (70%), and finally Creative Commons (58%).
- In 2023-24, more than half of faculty (54%) were aware of OER at any level. However, OER awareness dropped 8% compared to 2022-23, to a level seen two years ago, in 2021-22. For the most part, differences were seen evenly across faculty characteristics like teaching modality, discipline, and institution type.
- There was a 2% decline in the rate of use of OER as required materials for 2023-24 compared to 2022-23, paralleling the decrease in OER awareness. Overall, 26% of all faculty reporting that they use OER as a required material in their courses.

Conflicted Digital Adoption:

Educational Resources in U.S. K-12 Education, 2024

Download report: [Conflicted Digital Adoption: Educational Resources in U.S. K-12 Education, 2024](#)

This is the 6th report in a series tracking curricula discovery, selection, and adoption processes in U.S. K-12 education. This survey was conducted in April 2024, with a total of 1,377 teachers and 206 administrators participating. The respondents come from 48 states and the District of Columbia.



Key takeaways from this year's survey include:

- One third of K-12 teachers are aware of open educational resources (OER), the highest level since we started measuring in 2018-19. A similar percentage of teachers report using OER materials this year.

- State-focused research
- K-12 and Higher Education
- Students & course material affordability

We welcome your feedback and questions. Please use the form below to submit any questions or comments you may have.

What would you like to do?

Join the Bay View Analytics mailing list

Give feedback or make a request

Participate in Bay View Analytics research projects

Your name (Optional) We only use your name to personalize emails to you. It is never shared.



Powered by Qualtrics



OVER A DECADE OF RESEARCH ON OER AWARENESS

○ Survey asked about OER awareness



Higher Ed



First look at results with 2024-25 Reports in late Aug!

K-12



Over 40,000 respondents across all our reports.

SURVEYS AIM TO UNDERSTAND THE ROLE OF DIGITAL MATERIALS AND OER

Goals of Surveys

- To understand the role of OER in Higher Education
- To quantify perceptions and adoption of digital course materials

Respondents

- Faculty & Students
- Nationally representative for geography and type of institution

Project supported by



Bay View Analytics®

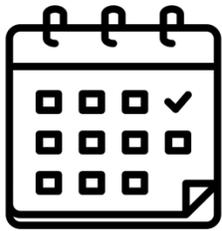
SURVEY DETAILS



SURVEY TOPICS

- Digital Textbook Use
- Perceptions on Digital Courseware
- OER Awareness
- AI Use & Opinions

SURVEY DETAILS



April 2025



3,038 Faculty



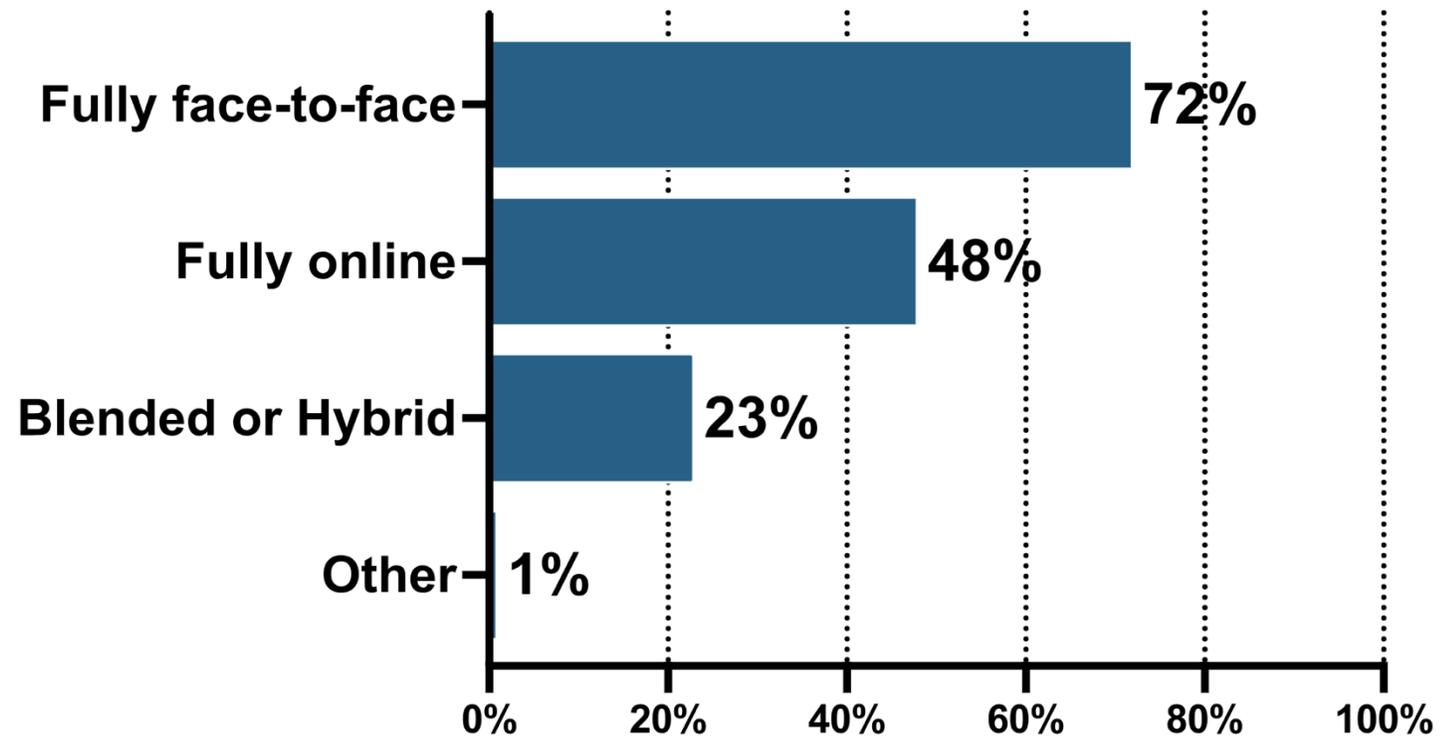
50 States + DC
and VI

SURVEY RESULTS



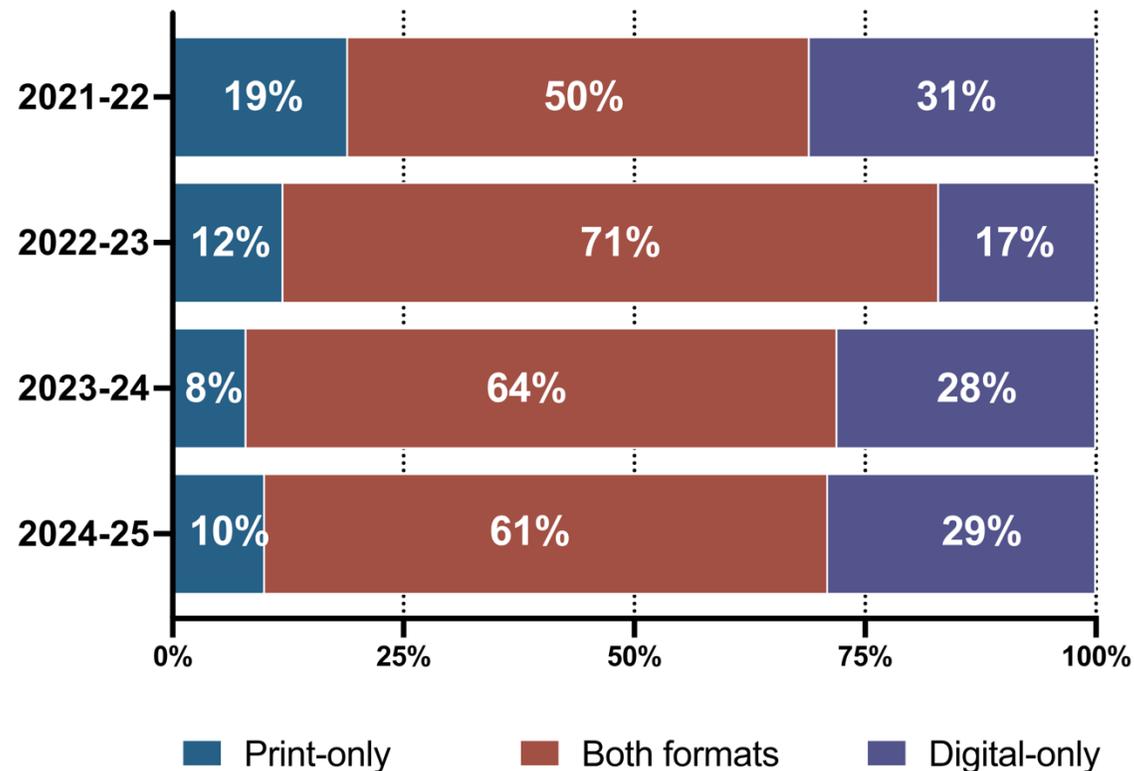
REMOTE TEACHING REMAINS COMMON, THOUGH LOWER THAN IN-PERSON

2024-25 Faculty: Current Teaching Modality (Select All)



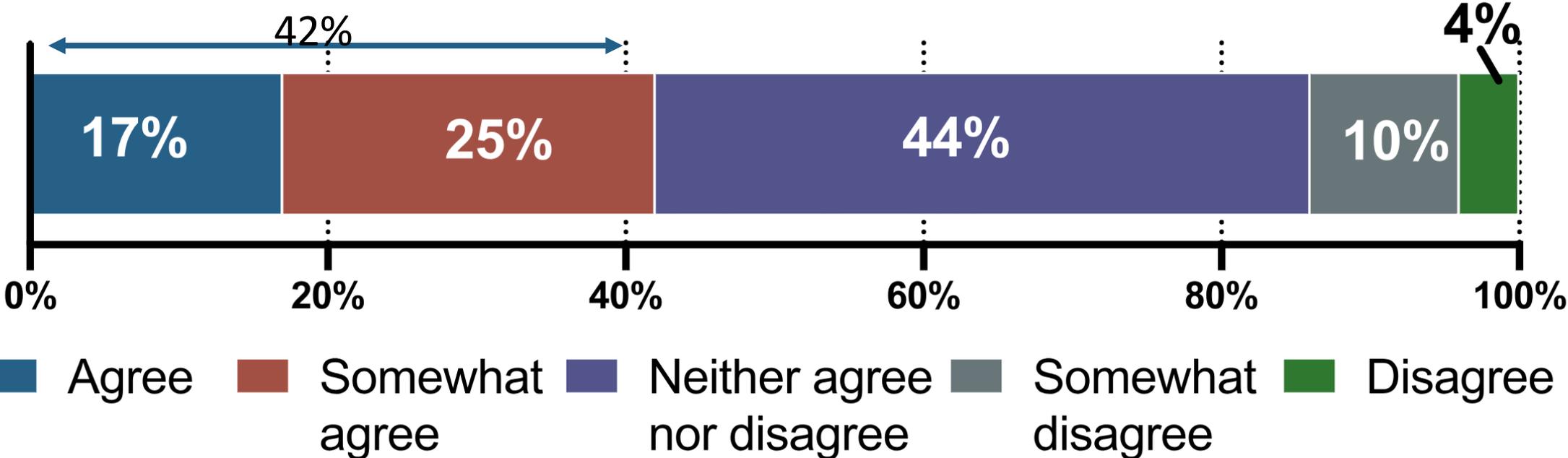
90% OF REQUIRED TEXTBOOKS ARE AVAILABLE AS DIGITAL FORMAT FOR STUDENTS, 6 OUT OF 10 AS BOTH FORMATS

Faculty: Required Textbook Format by Year



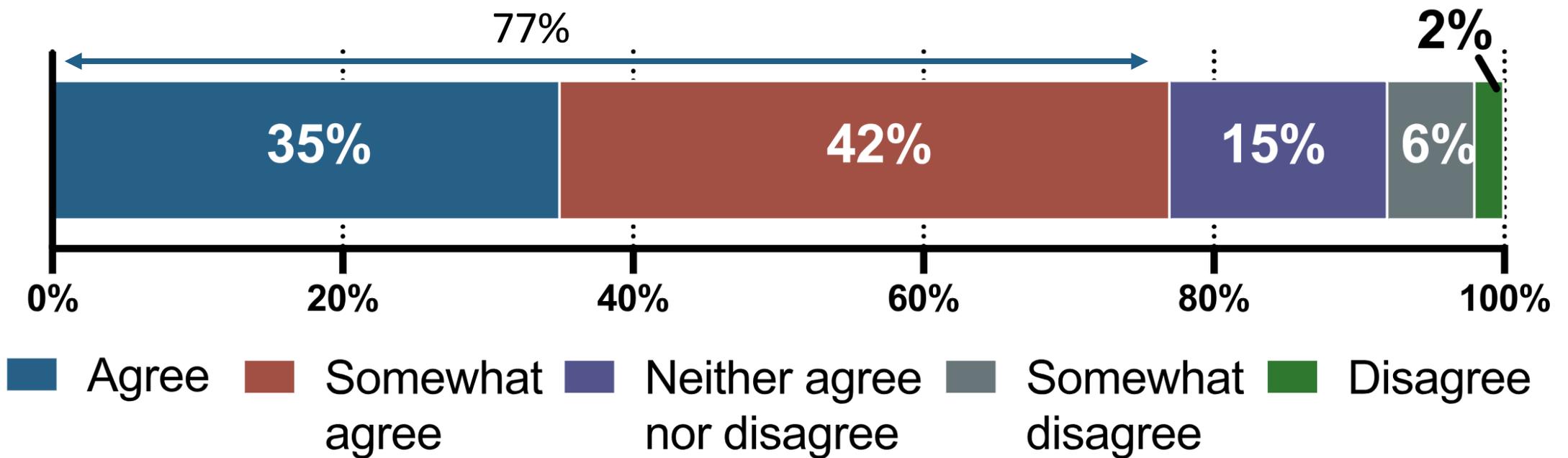
MANY FACULTY HOLD PRINT AS BETTER FOR LEARNING

2024-25 Faculty: Agreement with “Students learn better from print materials than they do from digital materials.”



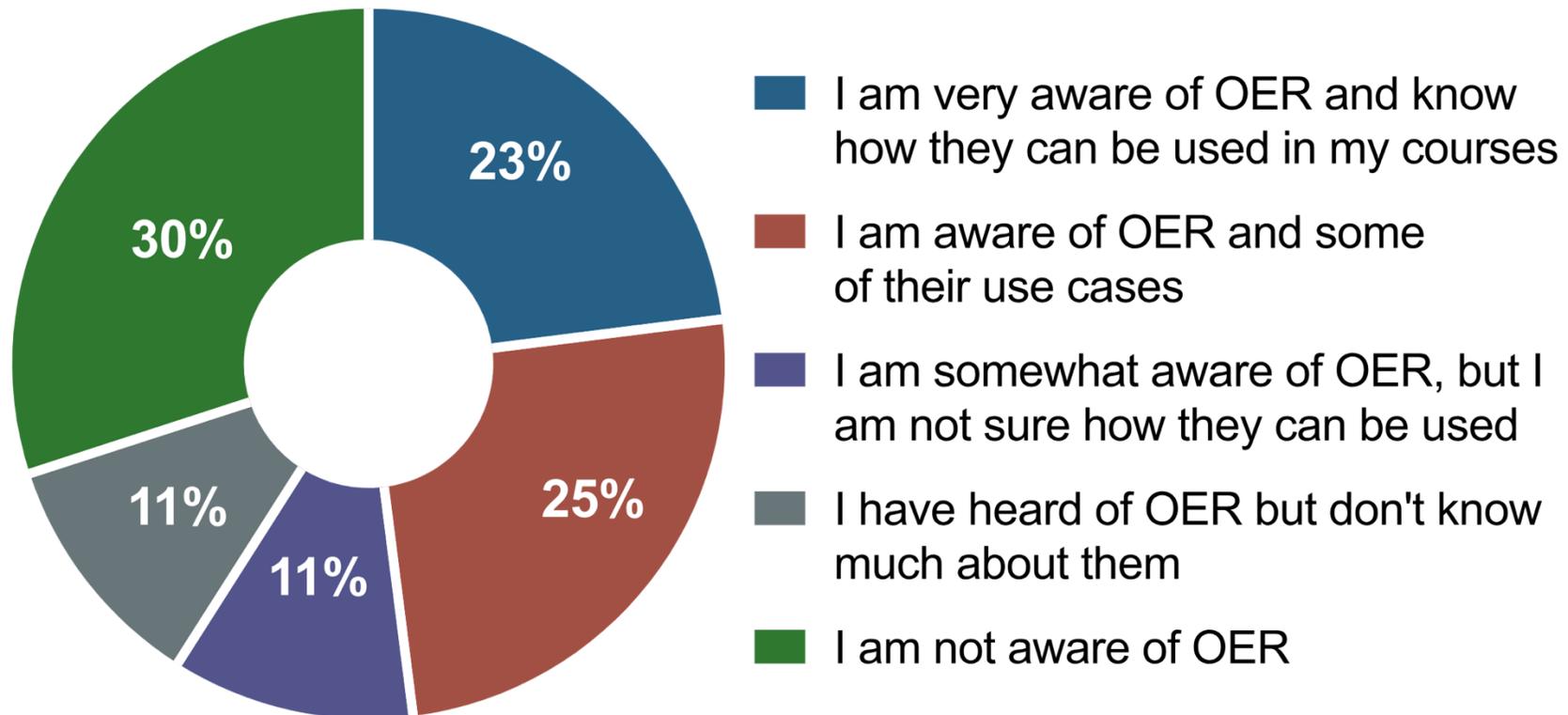
WHILE MAJORITY OF FACULTY ALSO BELIEVE DIGITAL MATERIALS OFFER BENEFITS FOR STUDENTS

2024-25 Faculty: Agreement with “Digital materials provide greater flexibility for students.”

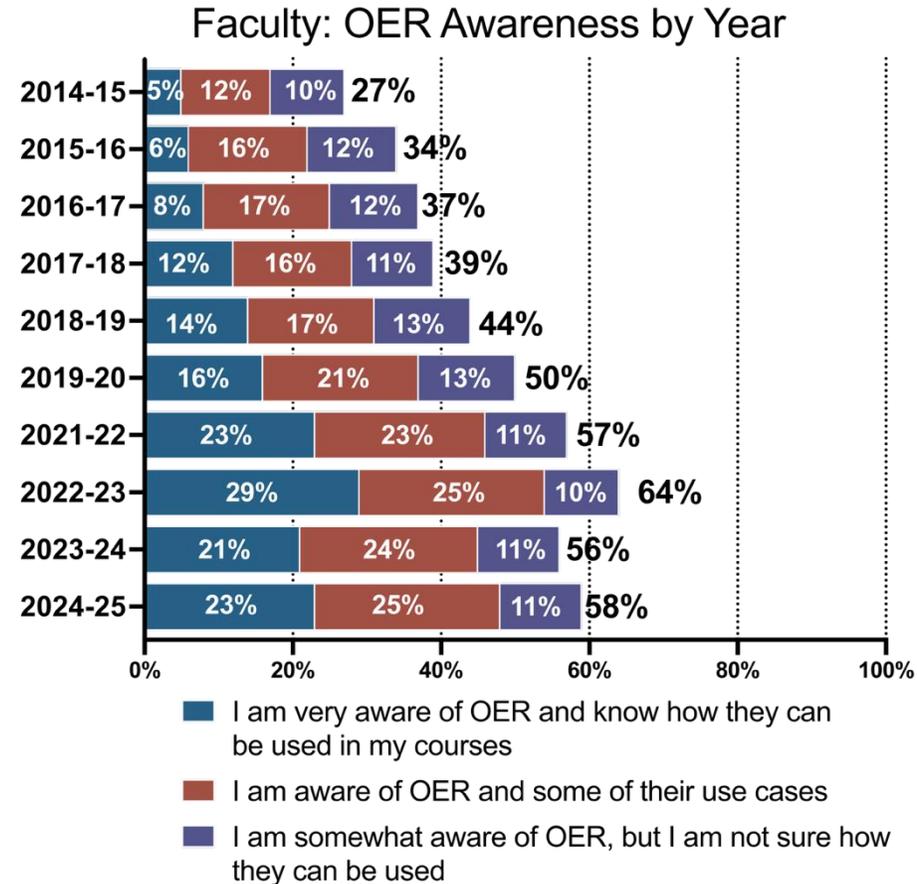


SLIGHTLY MORE THAN 1 IN EVERY 2 FACULTY IS AWARE OF OER AT SOME LEVEL

2024-25 Faculty: OER Awareness

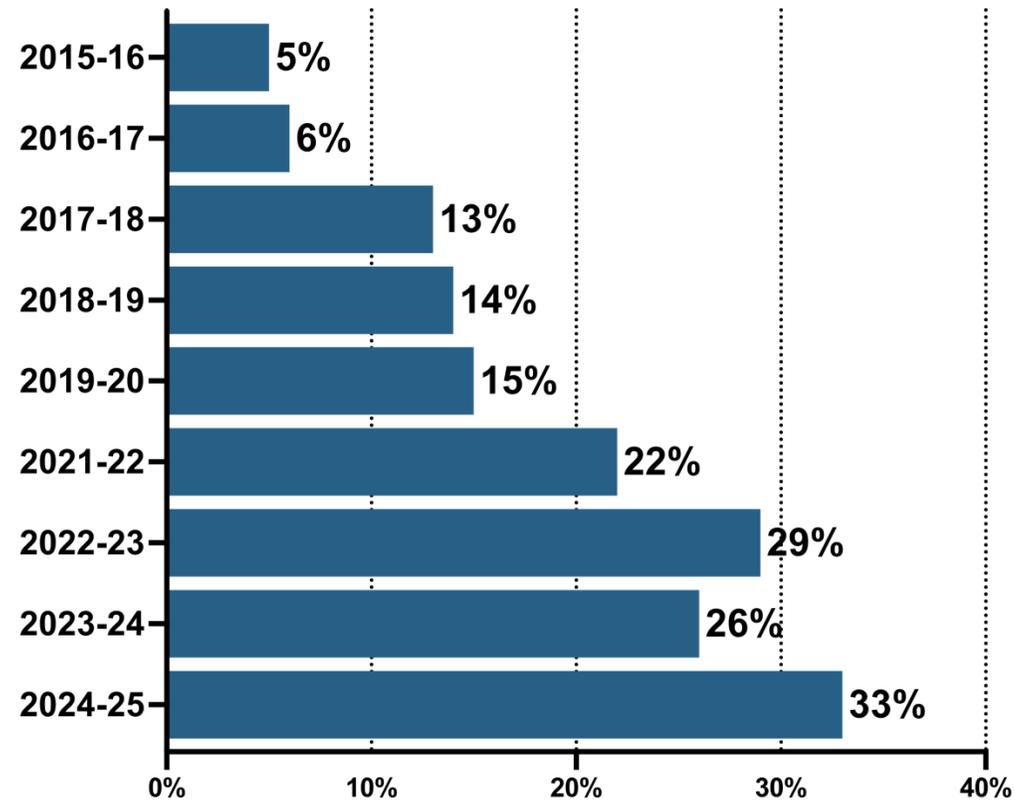


OER AWARENESS HAS INCREASED THIS YEAR



OER USE ALSO INCREASED, TO 1 IN 3 FACULTY USING IT

Faculty: Use of Required OER by Year



DIGITAL TRENDS IN US HIGHER EDUCATION

- **Digital Teaching:** Blended and fully online courses and digital tools becoming integral in classrooms.
- **Curricula Material Formats:** Faculty find benefits in both print and digital formats, and the majority offer both to students, though required textbooks are more likely to be available digitally compared to print.
- **OER Awareness and Adoption:** OER awareness rose slightly this year, with an even larger rise in the number of faculty using OER as required course materials





THANK YOU

WWW.BAYVIEWANALYTICS.COM