



# OER IN 2023: AWARENESS, ADOPTION, AND OTHER CURRICULA ADOPTION TRENDS

OLC ACCELERATE 2023

OCTOBER 27, 2023

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# BACKGROUND

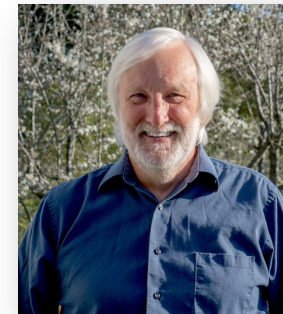


# INTRODUCTION TO BAY VIEW ANALYTICS

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*

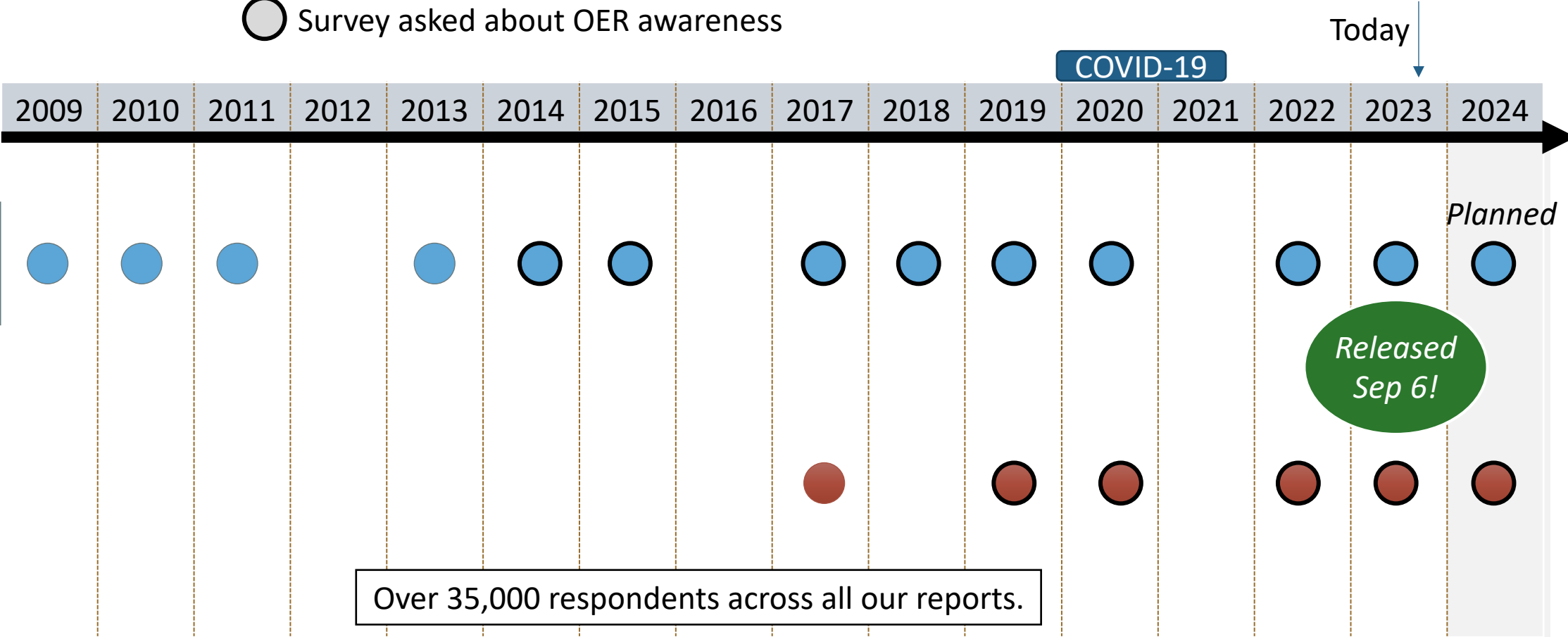


Jeff Seaman, Ph.D.  
*Director*



# OVER A DECADE OF RESEARCH ON OER AWARENESS

○ Survey asked about OER awareness



Over 35,000 respondents across all our reports.

# 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



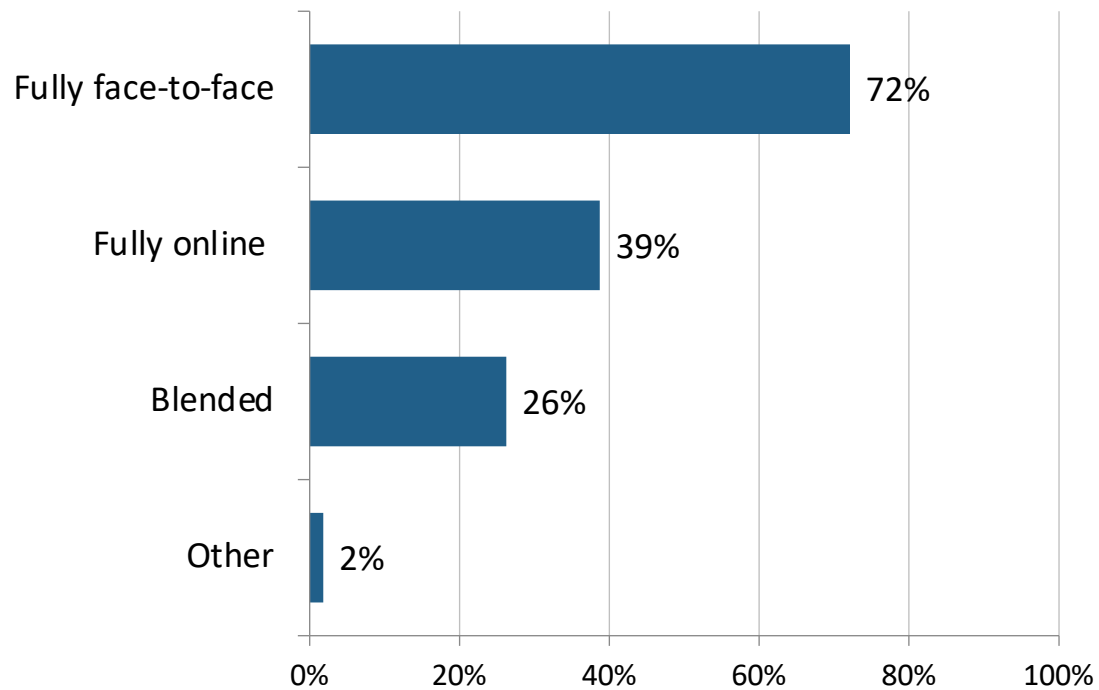
Bay View Analytics®

# STATE OF HIGHER EDUCATION



# TREND BACK TO IN-PERSON, BUT GROWING DIGITAL-ONLY GROUP OF FACULTY

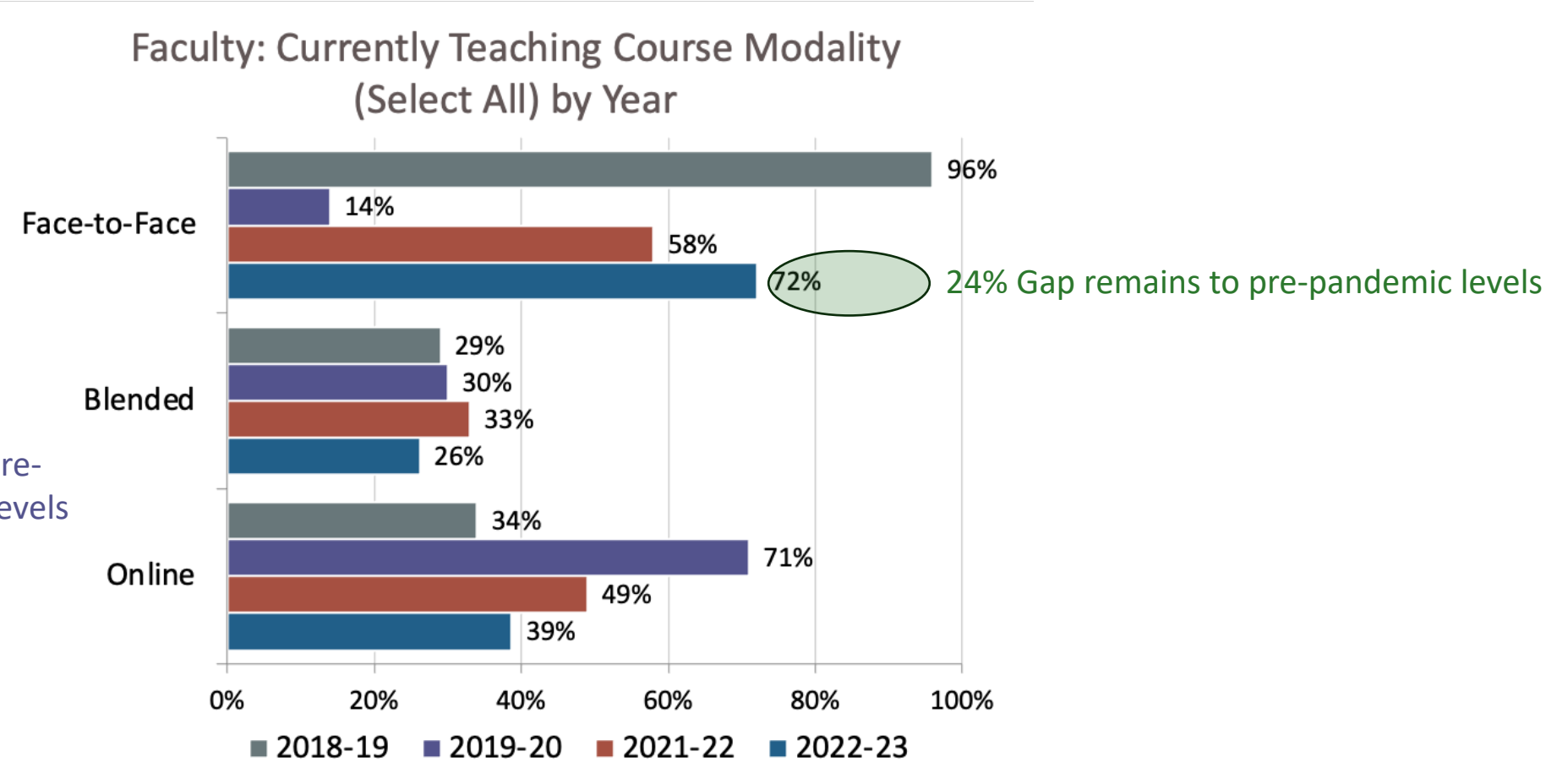
Faculty: Currently Teaching Course Modality  
(Select All)



- Most faculty teach just one modality
- New group of digital-only faculty:
  - 12% only teach fully online
  - 12% teach blended or blended and fully online



# RETURN TO THE CLASSROOM LINGERS BEHIND PRE-PANDEMIC LEVELS





# CURRICULA MATERIALS ARE VARIED

Faculty use many different curricula materials regularly in their courses

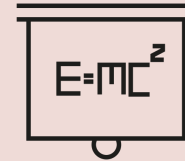
## Common Student Materials



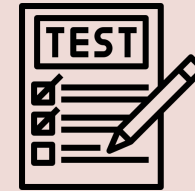
Textbook (77%)



Discussion Questions (54%)



Lecture Slides (68%)



Quizzes and Tests (49%)



Online Homework (56%)

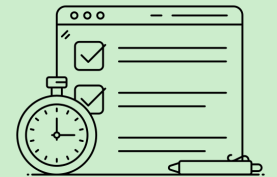
## Common Instructor Materials



Syllabus (52%)



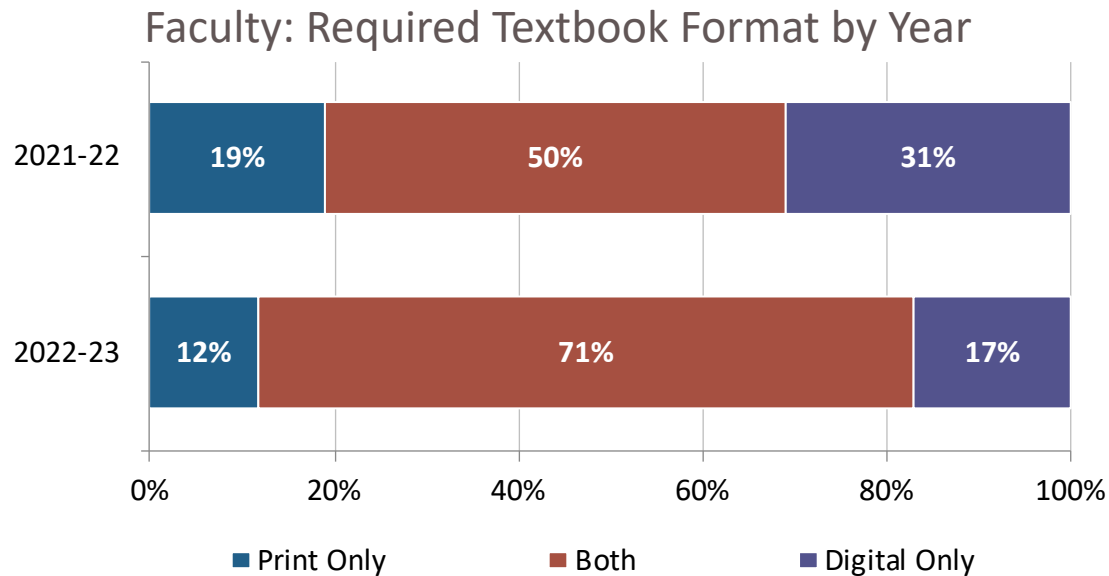
Grading Tools (47%)



Test Banks (36%)



# GROWTH IN OPTIONS FOR TEXTBOOKS



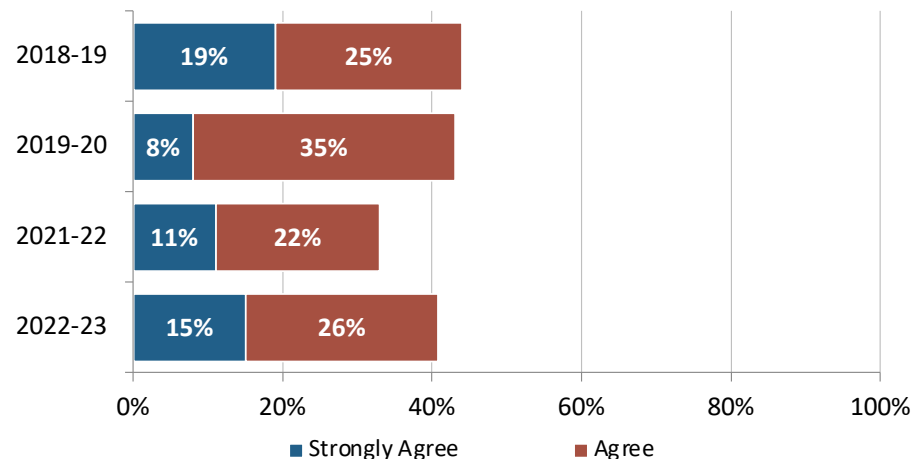
- Textbooks are the most commonly used curricula material (77%)
- Faculty most likely to offer both print and digital formats
  - 88% offer a digital textbook



# SLOW SHIFT TO FACULTY PREFERENCES FOR DIGITAL

- The rise of digital material use has not corresponded to a similar acceptance of digital
- 2022-23 saw a post-pandemic rebound

Faculty: "Students learn better from print materials than they do from digital" by Year



## Digital Pros



- Flexibility
- Accessible from anywhere
- Easily updated

## Digital Cons



- Hard to find high quality
- Accessibility without internet
- Distracting screens



# THE CONTRADICTING STATE OF HIGHER EDUCATION?

In-person instruction is returning, but...

**There is a small and growing number of online-only instructors**

There is an increasing use in digital textbooks, but...

**Faculty do not prefer these tools for teaching**

Digital tools are gaining adoption in courses, but...

**These tools are digital replacements for physical options, not novel implementations**



# INCLUSIVE ACCESS



# INCLUSIVE ACCESS PROGRAMS

Under these programs, **commercial publishers** provide digital access to textbooks and other classroom curricula to every student in a course, on a subscription basis.

Inclusive access programs exist under a variety of names:

- Day one access programs
- Automatic purchase programs
- Unlimited access programs
- Digital direct
- Immediate access
- Course material affordability program

There has been massive growth of inclusive access, especially through the pandemic:

According to [2022 research](#) from Student Watch, 39% of students acquired materials through Inclusive Access models, up from 15% in 2019.



# INCLUSIVE ACCESS CONFUSION

There is no single inclusive access product, or even commonly used names across publishers

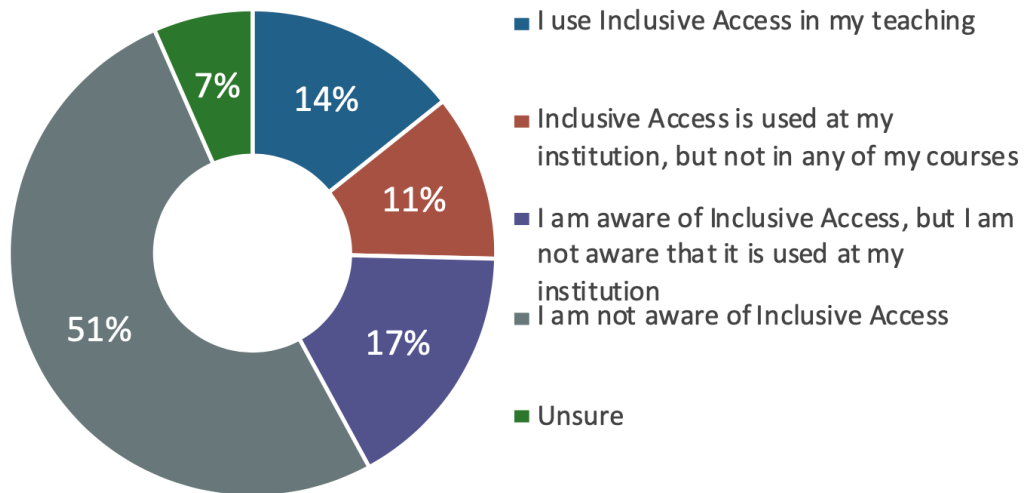


New digital courseware products (or new names) are released every year.

Measuring inclusive access awareness and use is not straightforward.

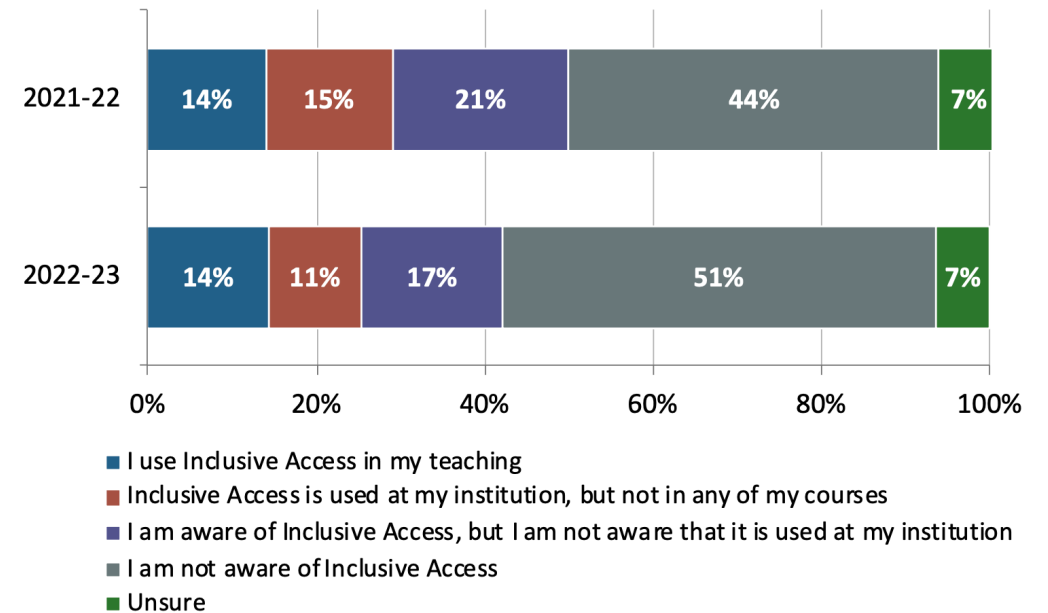
# INCLUSIVE ACCESS AWARENESS

Faculty: Inclusive Access Awareness



Over half of faculty are unaware, and only a quarter say it is used at their institution.

Faculty: Inclusive Access Awareness by Year



Awareness rates have decreased, though reported use remains the same as prior year.



# OER AWARENESS, OER USE, AND OPENSTAX



# 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
- I have heard of OER, but don't know much about them
- 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?

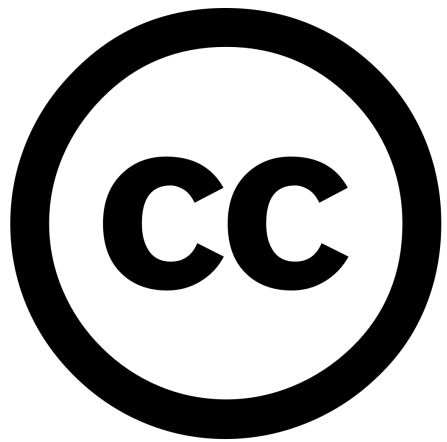
How aware are you of Open Educational Resources (OER)? OER is defined as "teaching, learning, and research resources that reside in the public domain or are otherwise freely available under an intellectual property license that permits unrestricted use and repurposing by others." Unlike copyrighted material, these resources are typically available under a Creative Commons license, which means users can edit, modify, or reuse them.

- 
- A cartoon illustration of a person with blue hair and a green shirt, looking confused with a question mark in a speech bubble above their head.
- I am not aware of OER
  - I have heard of OER, but don't know much about them
  - I am somewhat aware of OER and know 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

But can we trust faculty answers about OER?



# WE NEED A BETTER MEASURE OF OER AWARENESS



Creative Commons Awareness

+



OER Awareness

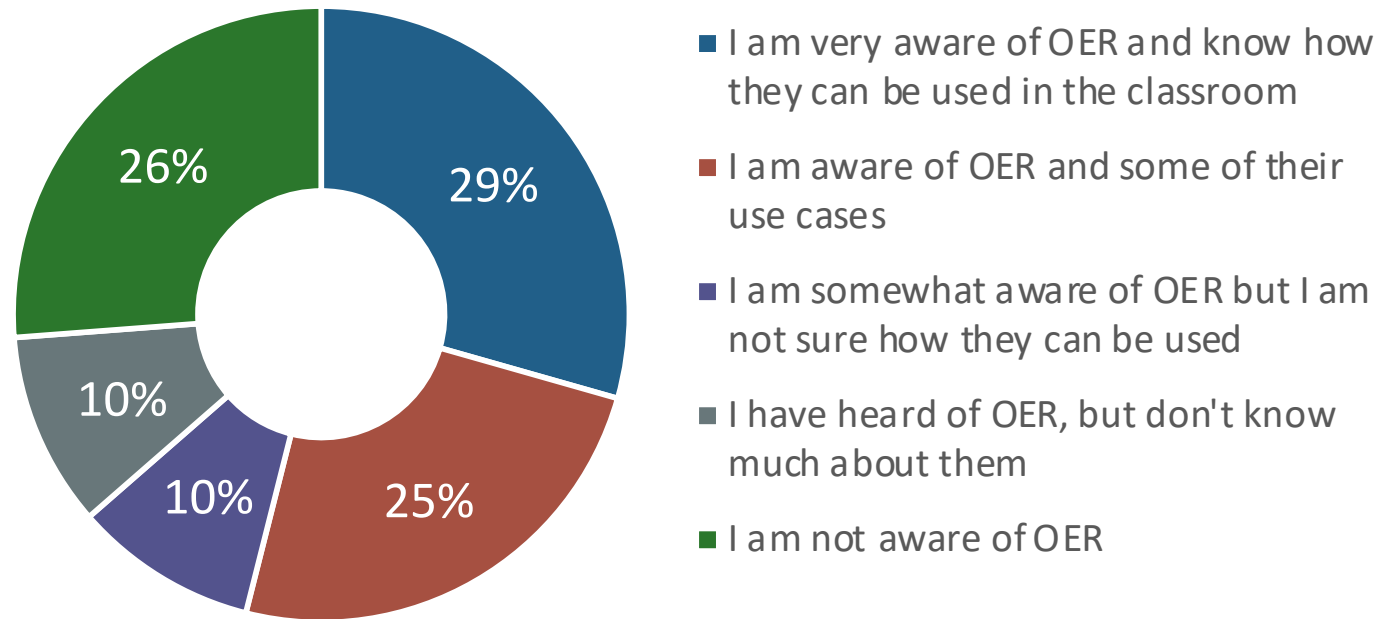
= “Strict” OER Awareness

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.

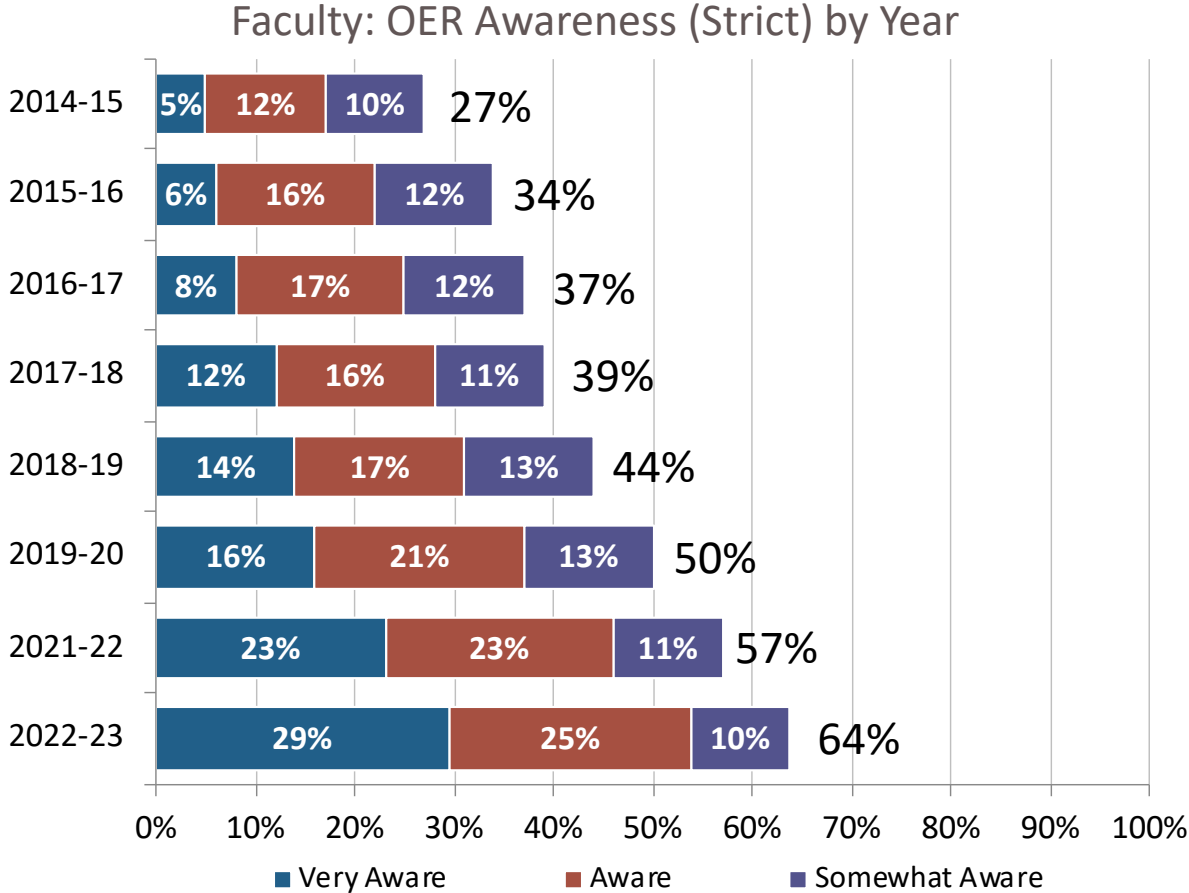


# 2 IN 3 FACULTY ARE AWARE OF OER

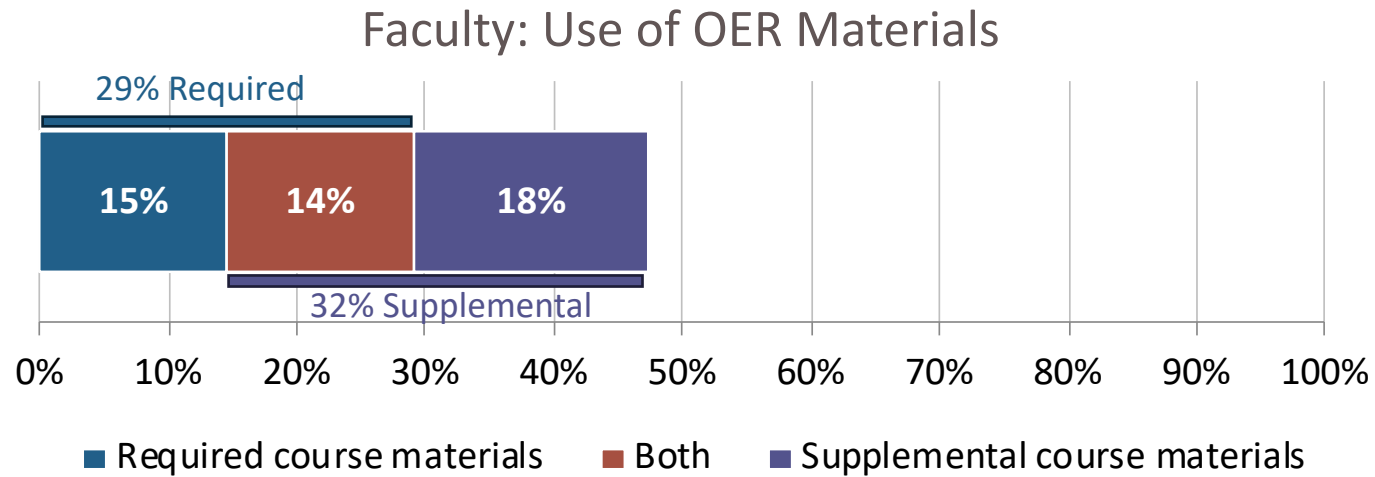
Faculty: OER Awareness (Strict)



# HIGHEST AND DEEPEST AWARENESS MEASURED



# HALF OF ALL FACULTY USE OER



- Similar level of use as required (29%) and supplemental material (32%)

Note:

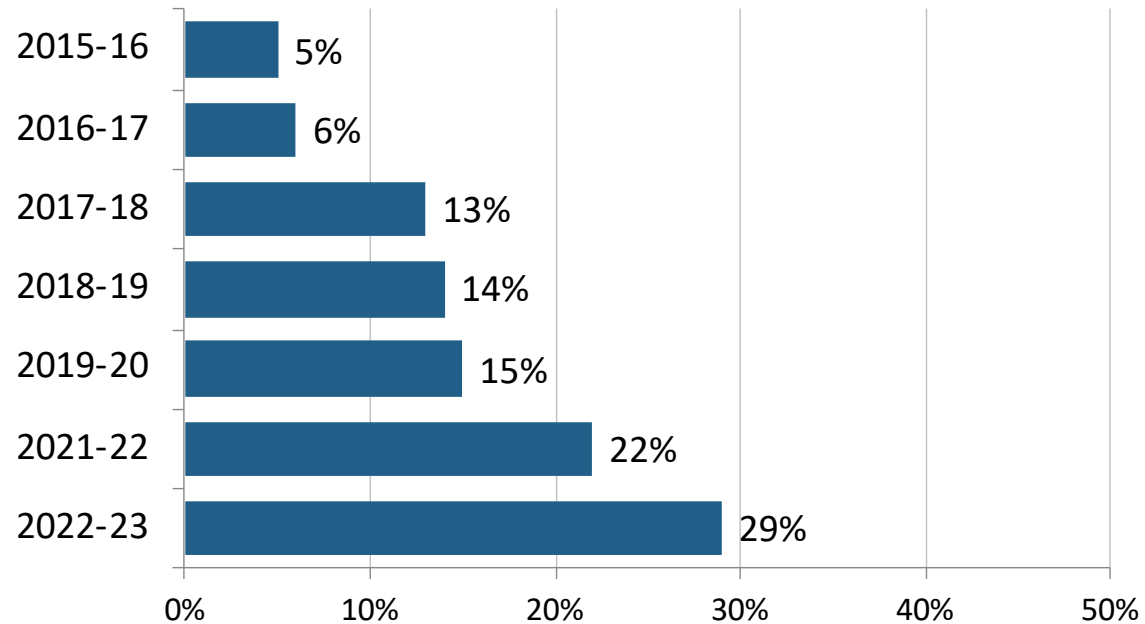
- 1) This is for a **faculty member, not course**. Use is across all faculty courses. For example, faculty can respond “yes” if they use OER in one course out of five or in all five.
- 2) OER materials can be anything; they aren’t limited to textbooks.



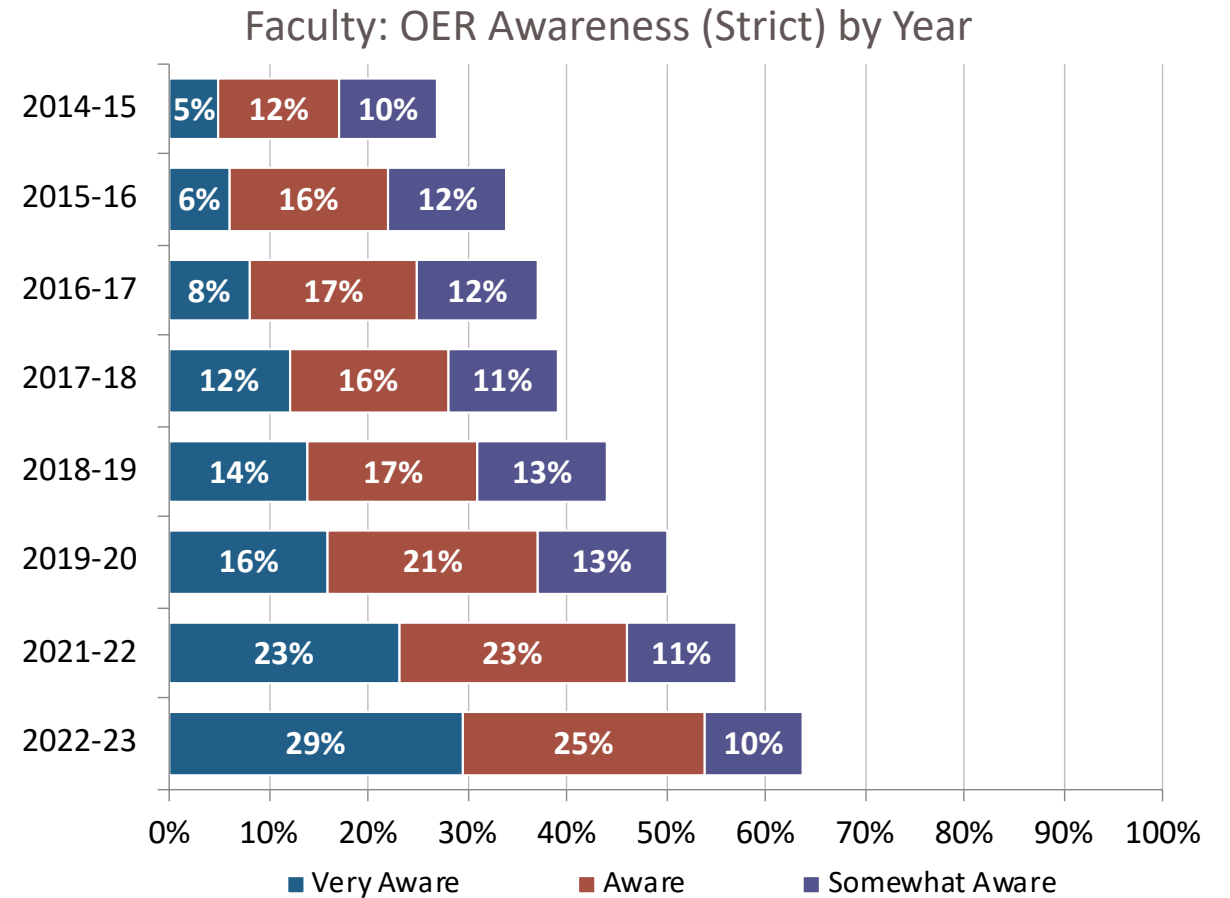
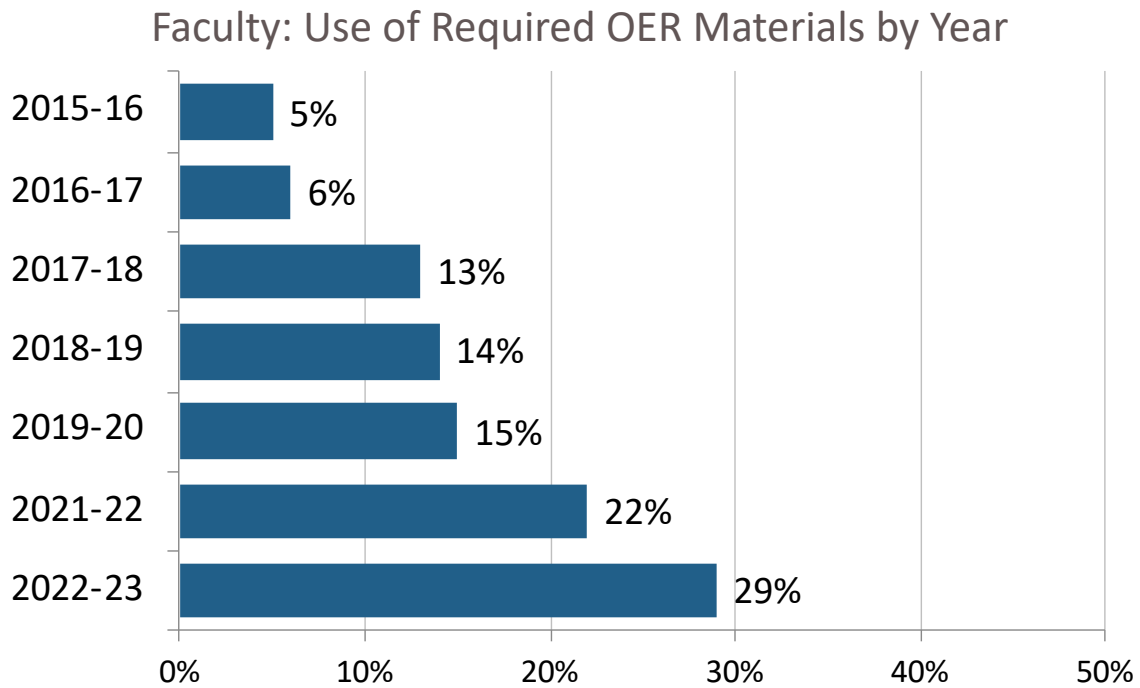


# OER USE HAS GROWN WITH AWARENESS

Faculty: Use of Required OER Materials by Year

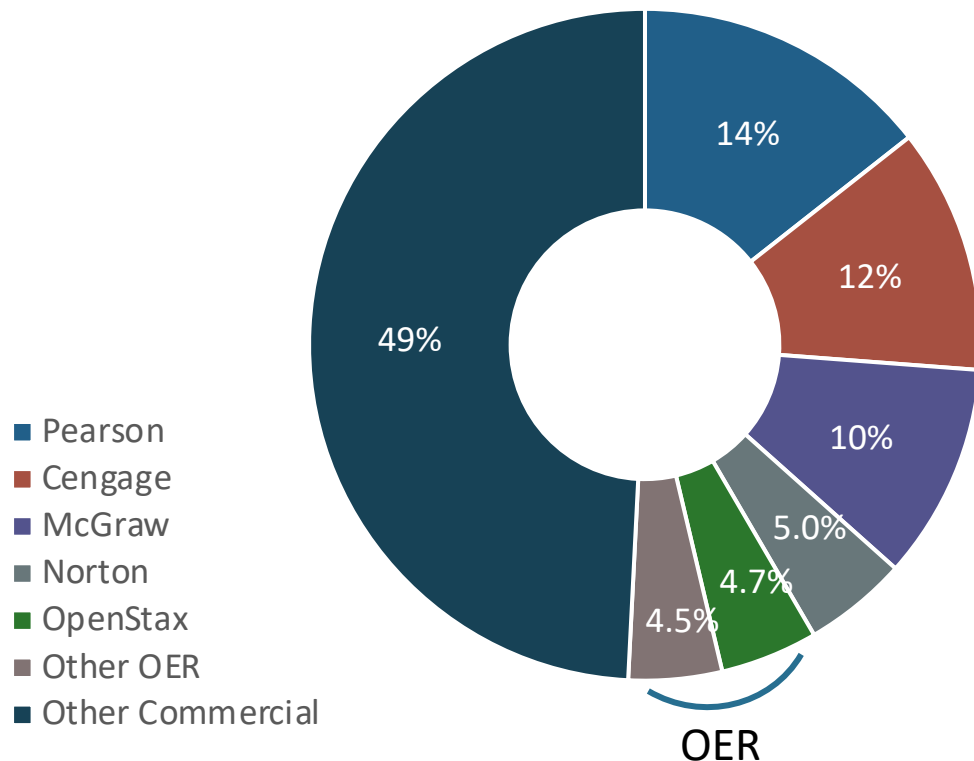


# REQUIRED USE LEVEL TRACKS WITH “VERY AWARE” PROPORTION

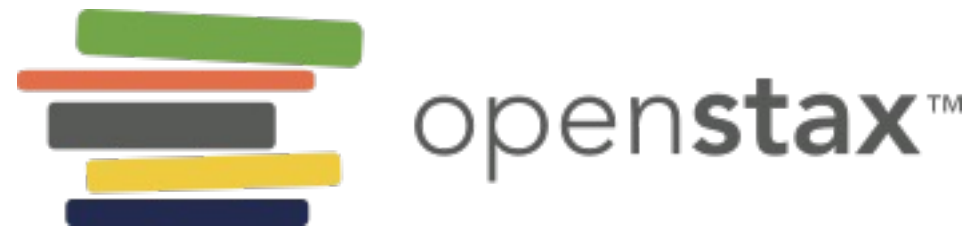


# OER IS THE 4<sup>TH</sup> MOST COMMONLY USED TEXTBOOK

Faculty: Required Textbook Publisher 2022-23



- OER publishers made up 9.2% - combined would be 4<sup>th</sup> most popular group after “Big Three”
- OpenStax is 5<sup>th</sup> top publisher after Big Three and Norton; its share has more than doubled since 2018



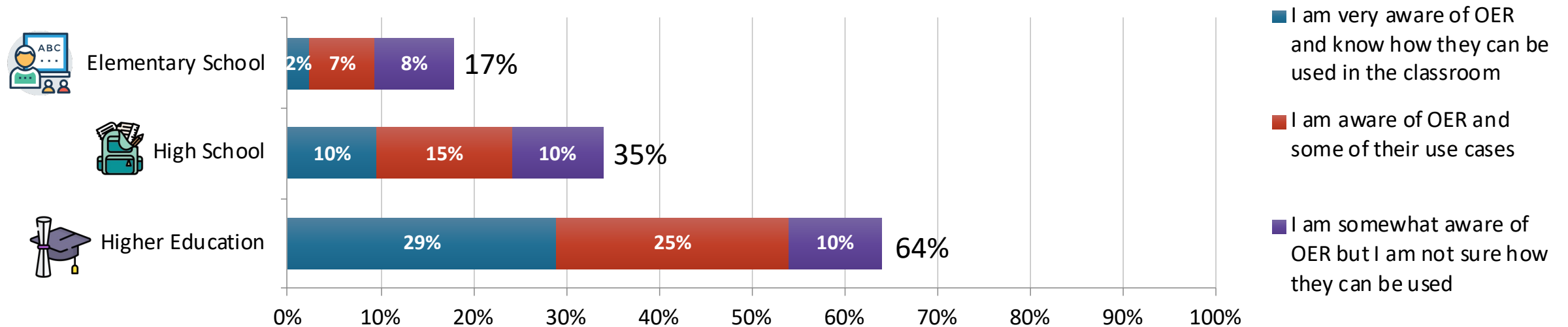
# CONCLUSIONS



# OER AWARENESS IN US EDUCATION

## Awareness increases with classroom grade level

OER Awareness (Strict) by School Type - 2023



# 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?



# QUESTIONS?

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# THANK YOU

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