

STUDENT AND FACULTY SENTIMENTS AND USAGES OF AI IN CALIFORNIA AND NATIONALLY

24 JUNE 2026

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PRESENTATION DETAILS

Research
background



Survey
Details



Conclusions
& Q&A



RESEARCH QUESTIONS



What are the current adoption and perceptions of AI in higher education?



Where are the alignments and tensions between faculty and students?



How does California(& the CCCs) compare to the national results?



RESEARCH BACKGROUND

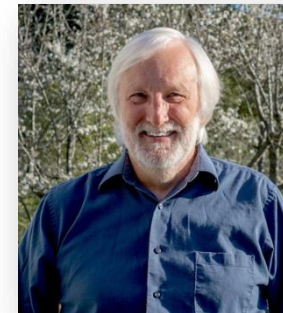


INTRODUCTION TO BAY VIEW ANALYTICS

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.

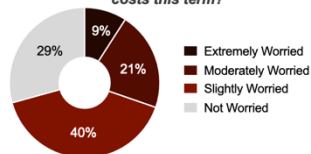
Our goal is to provide the most up-to-date, comprehensive source of information on the subject, as well as providing support and tools for states and organization that want to design their own research studies.

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 Piliat (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 modeling, 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 presentation will discuss the implications for online teaching in California and nationally.

Download presentation slides (PDF)

AACSB - 2025 Forum on Digital Innovation

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

Date: April 5, 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 have since expanded to additional states. Each project engaged with students to understand their barriers and their impact on academic success. The presentation 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)

OpenState Webinar

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

Date: March 22 & 29, 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)? 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 barriers 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 came 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 opinions on print versus digital materials remain conflicted and stable. The majority of faculty (79%) agree digital materials offer students greater flexibility, but a large number of faculty (48%) 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 (64% aware at any level), followed by public domain (50%), and finally Creative Commons (38%).
- 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 3% decline in the use 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 came 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 as



- 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

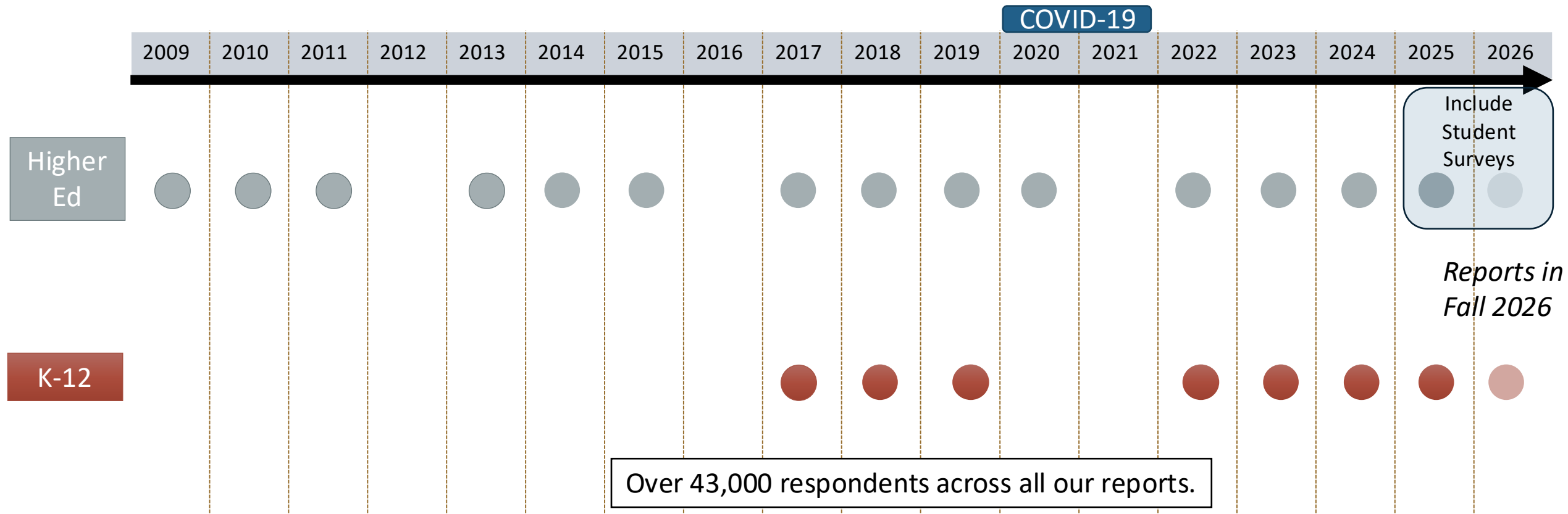
Your name (Optional) We only use your name to personalize emails to you. It is never shared.



Powered by Qualtrics C²



OVER A DECADE OF RESEARCH ON DIGITAL ADOPTION



SURVEYS AIM TO UNDERSTAND THE ROLE OF DIGITAL MATERIALS (INCLUDING OER AND AI)

Goals of Surveys

- To understand the role of digital adoption 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



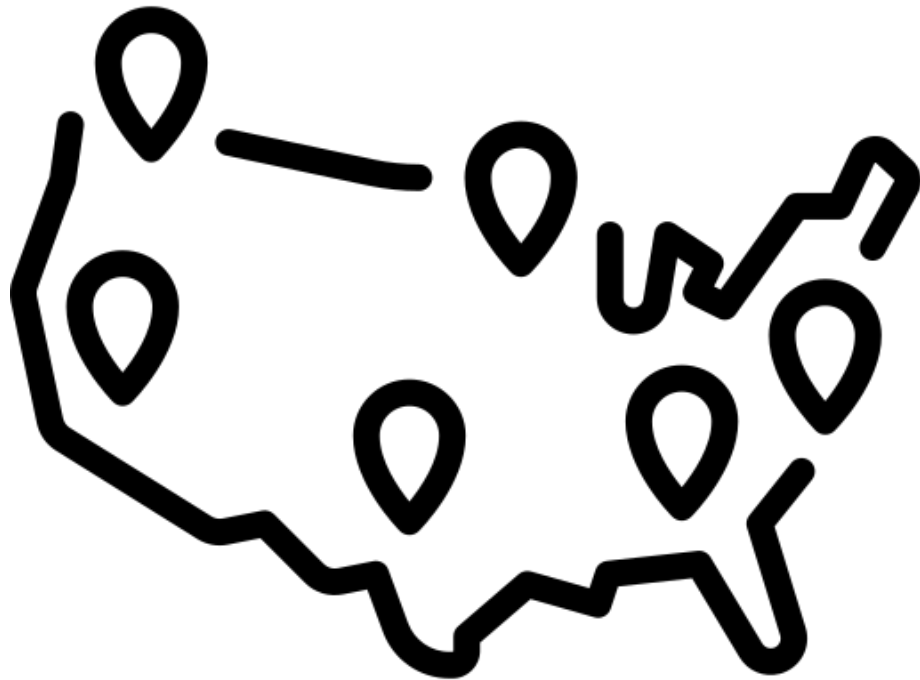
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SURVEY DETAILS



SURVEY DETAILS

National-level



3,344 Faculty
2,063 Students

State-level



313 Faculty
214 Students



California
Community
Colleges

105 Faculty



SURVEY TOPICS

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

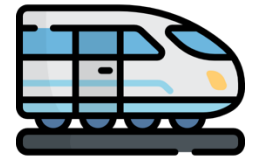
Report coming in
early Fall 2026!



BACKGROUND



Digital and AI is already here and being used; and more AI tools and adoption is coming.



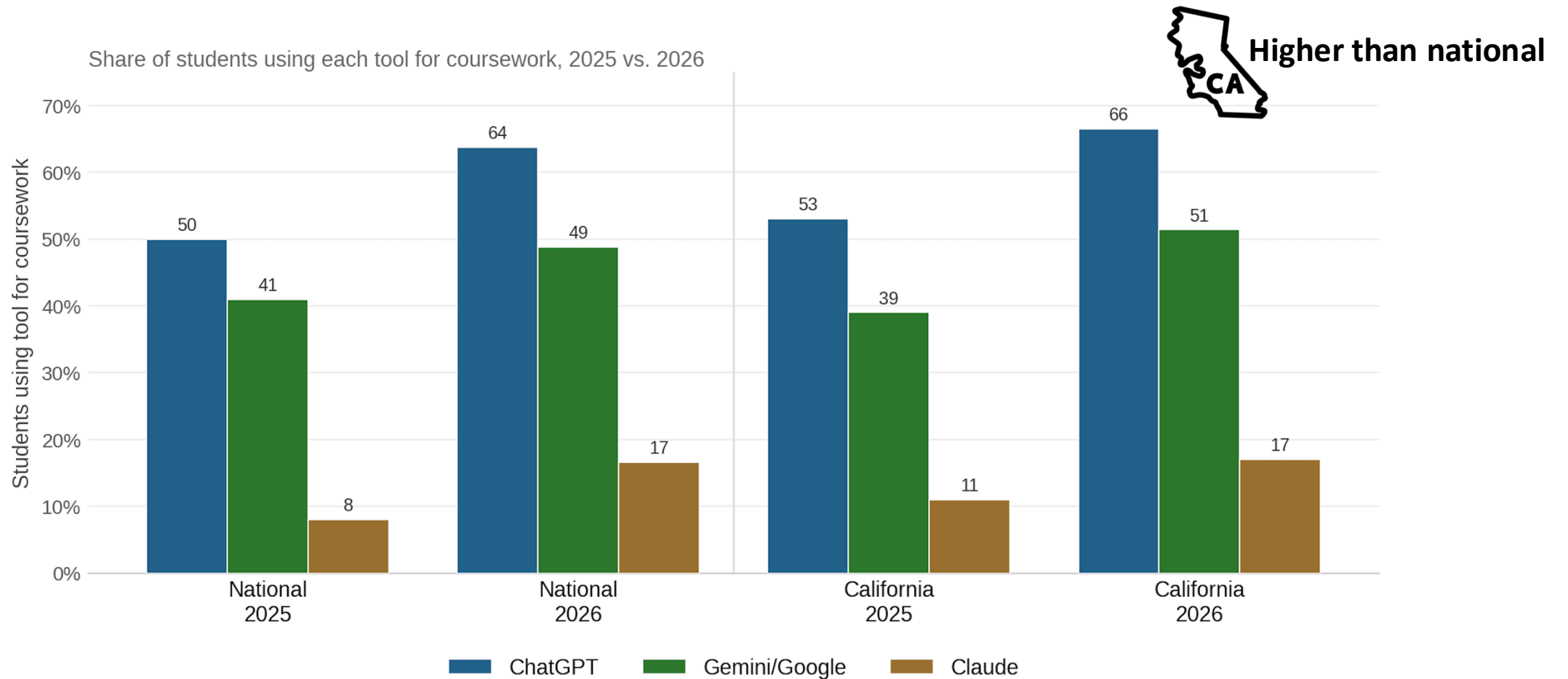
California leads in digital adoptions for both faculty and students.



There are always tensions between how faculty choose materials and how students actually think and use them.



STUDENT AWARENESS & USE IS VERY HIGH



ABOUT 70% OF STUDENTS NATIONALLY PAY SOMETHING FOR AI TOOLS

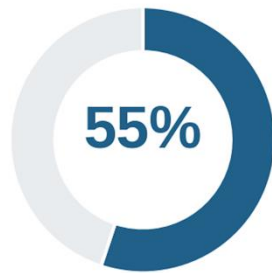


Slightly higher spend
(fewer free tier, more
over \$25/mo)

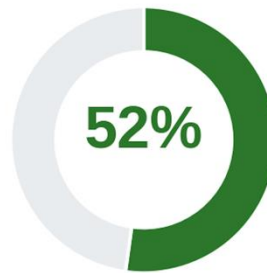
Monthly spend	National	California
\$0 - free access only	30.0%	27.1%
\$1–10	6.6%	3.9%
\$11–25	16.9%	12.8%
\$26–50	21.6%	23.6%
\$51–100	16.1%	19.2%
\$101-200	6.2%	10.3%
Over \$200 per month.	2.7%	3.0%



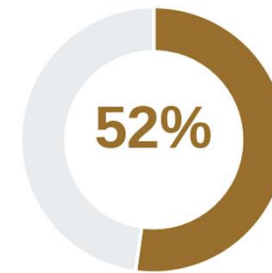
STUDENTS USE THE TOOLS FOR ACADEMIC SUPPORT



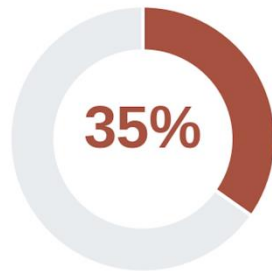
Help with
writing & editing



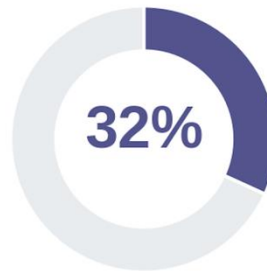
Completing
homework



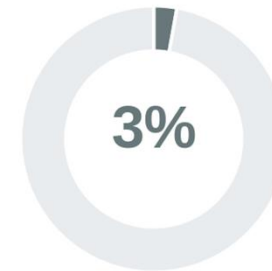
Exam prep



Substitute for
reading & summaries



Completing
online assignments



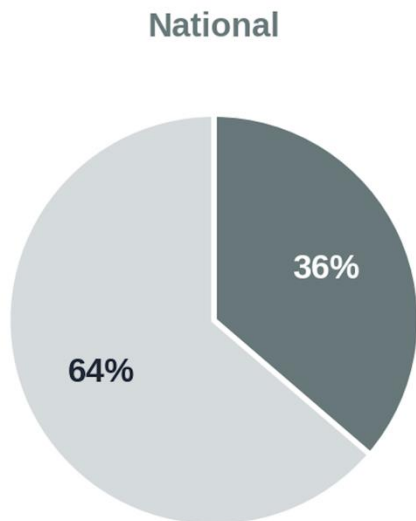
Other



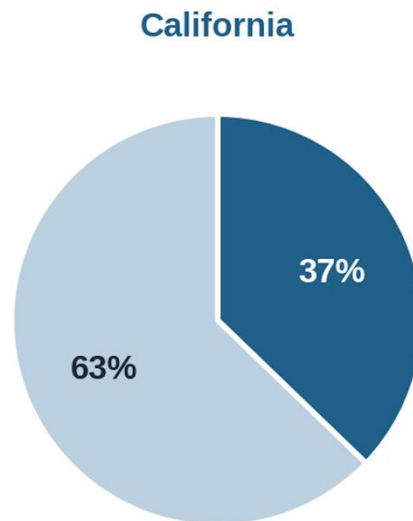
Similar to national



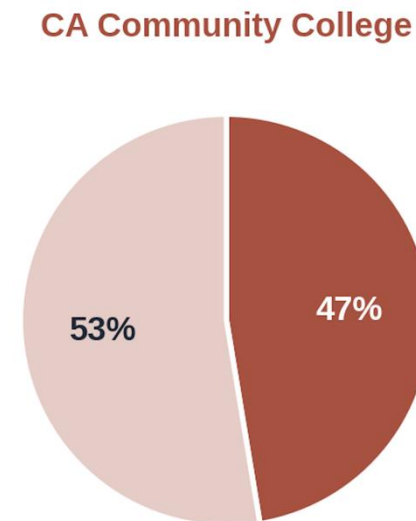
FACULTY ADOPTION IS SLOWER BUT GROWING



36% do not use AI
(vs. 42% 2024-25)



37% do not use AI
(vs. 39% 2024-25)



47% do not use AI
(Similar to 2024-25)

Most use is for Teaching & materials (e.g., class prep), with smaller proportion for student assignments, and lower use for grading.



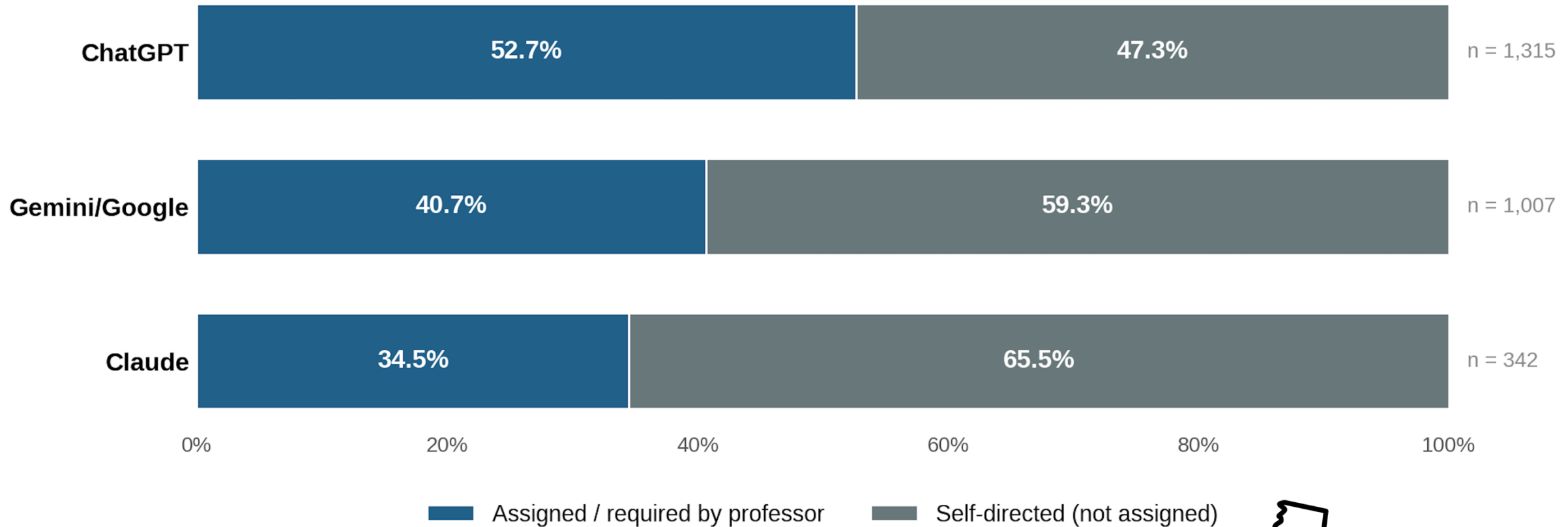
**Similar or lower
use by type**



**Much lower use
for everything**



STUDENTS STATE THAT SOME BUT NOT MOST OF AI USE IS ASSIGNED OR KNOWN BY THE PROFESSOR



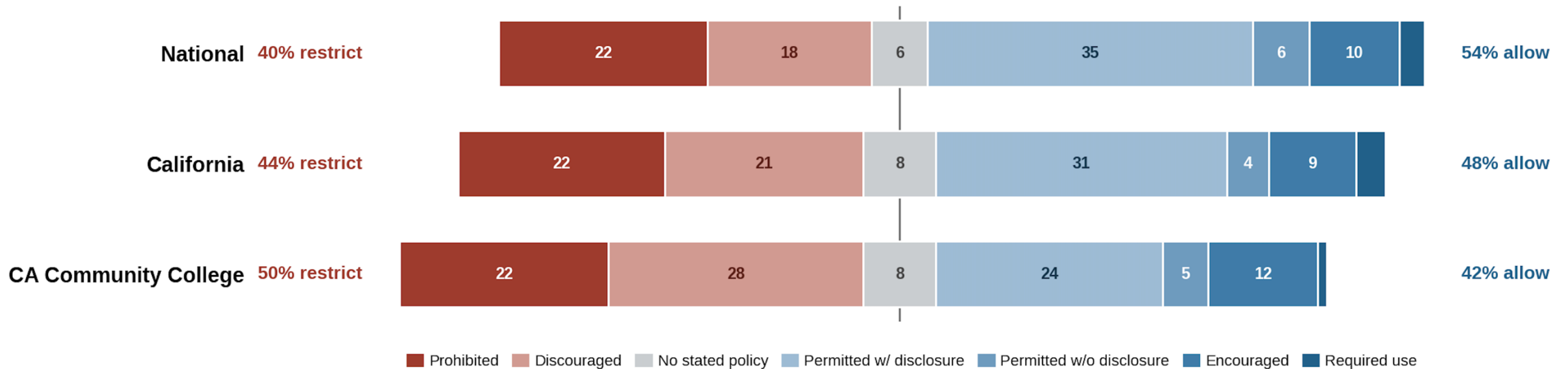
 Similar to national



THOUGH FACULTY CLASSROOM APPROACH VARIES

Faculty approach to student AI use in their course (2026)

← more restrictive | more permissive → (“no stated policy” centered). CA community colleges lean most restrictive.



More restrictive

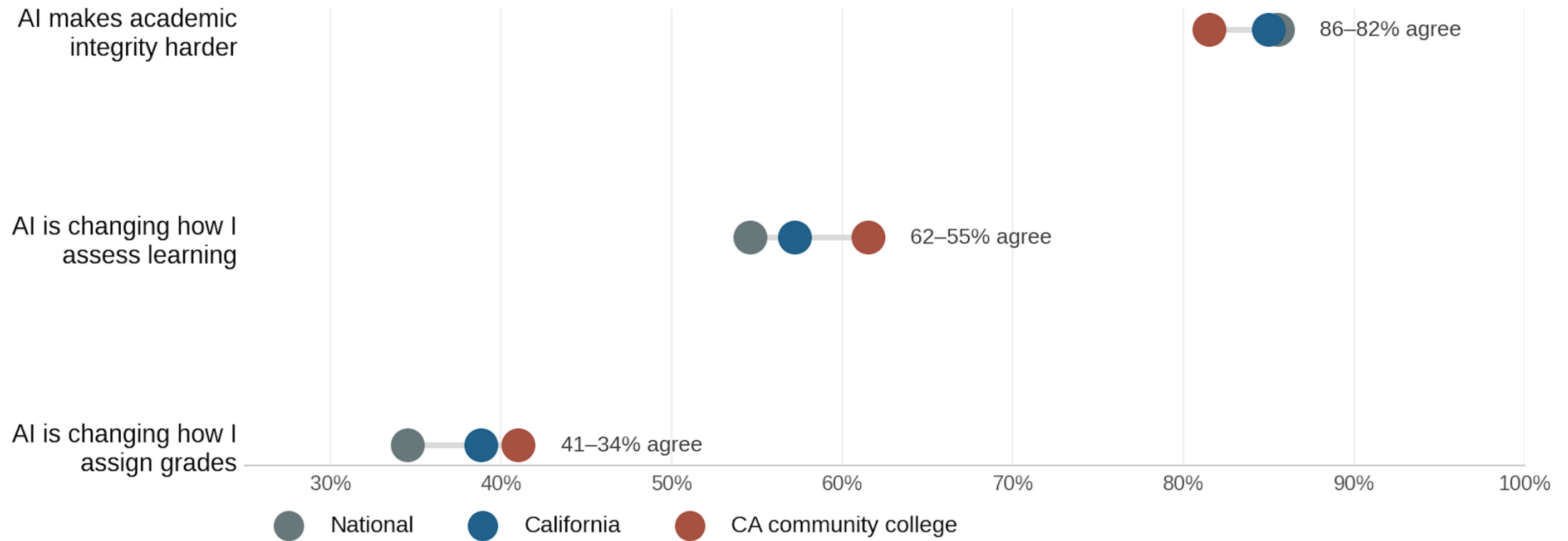


California
Community
Colleges

Most restrictive



AI IMPACT ON FACULTY ASSESSMENT AND GRADING



OVERALL AI SENTIMENTS

How do you feel about AI? Select all that apply.

Excited

Concerned

Inspired

Curious

Frustrated

Optimistic

Undecided

Uncomfortable

Empowered

Indifferent

Afraid

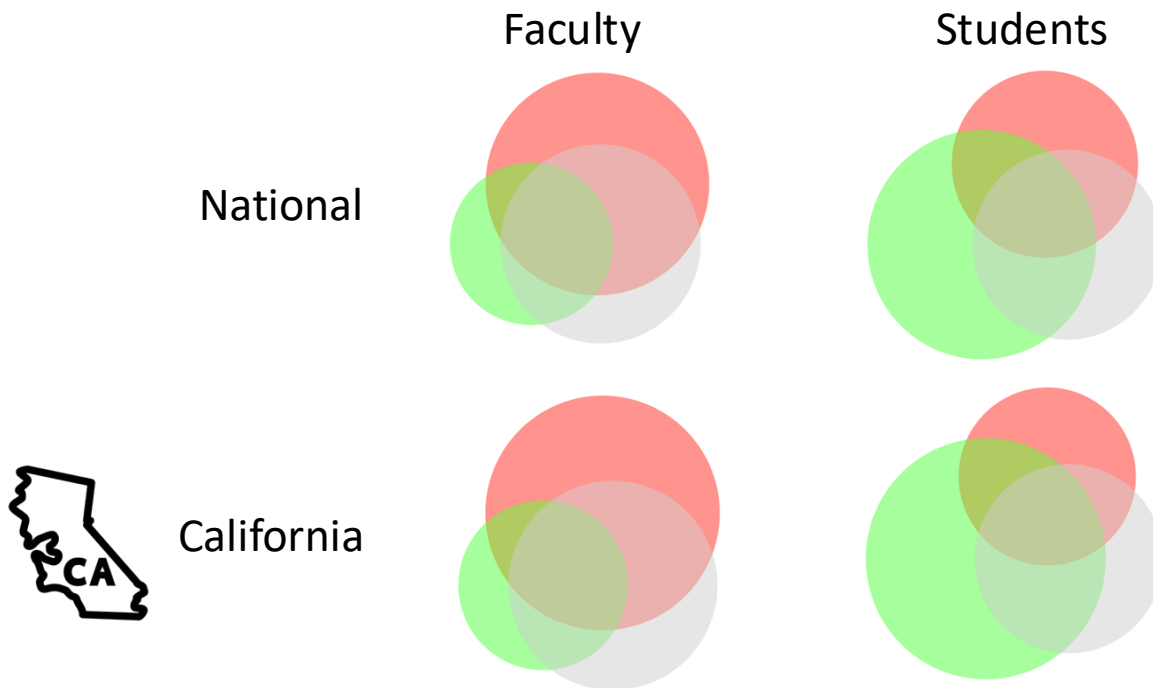
Impatient

Confused

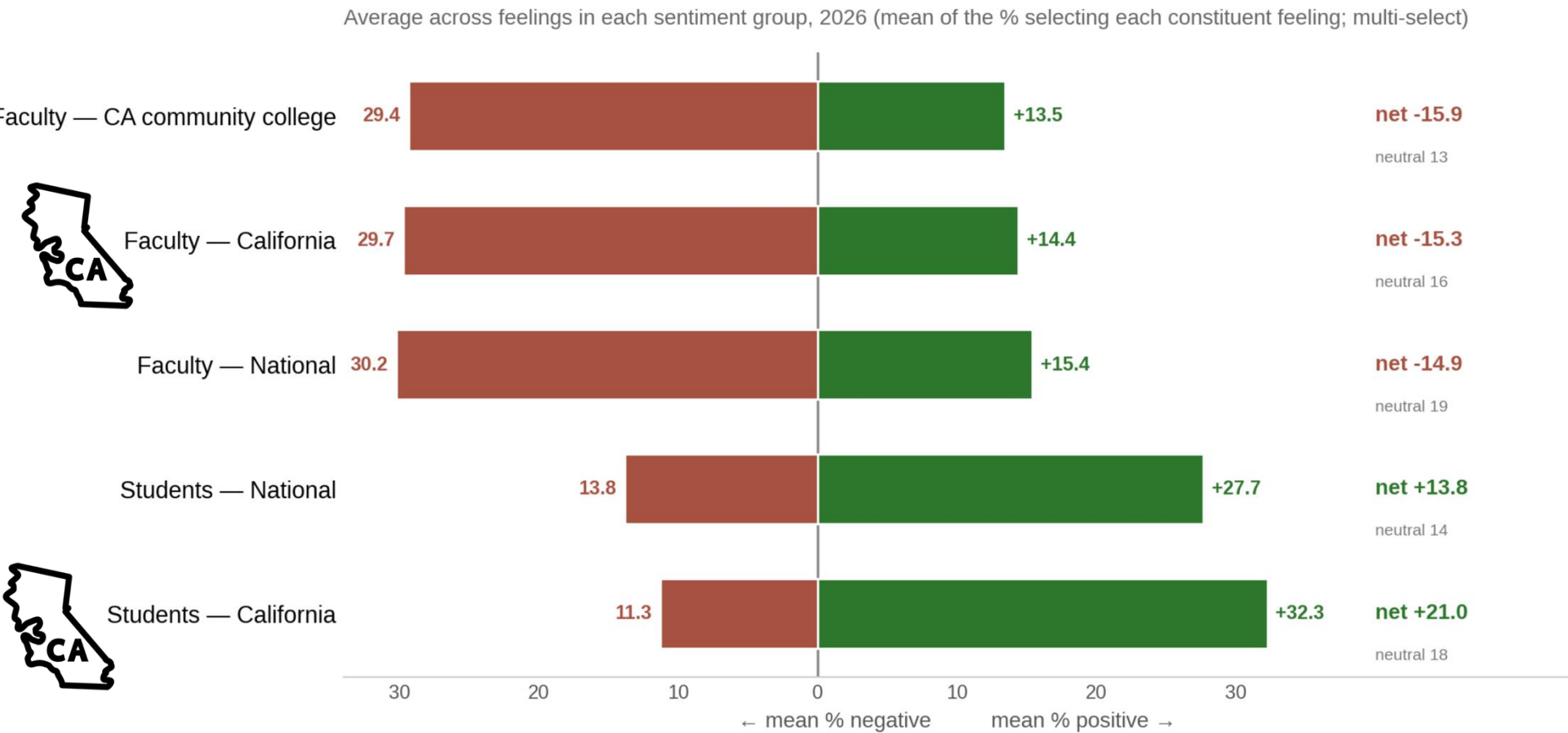


CONFLICTING SENTIMENTS OVERALL AND INTERNALLY

Most respondents chose more than 1, many chose both positive and negative.



EVERY FACULTY GROUP IS NET NEGATIVE; EVERY STUDENT IS NET POSITIVE



ATTITUDES ARE CHANGING...AND DIVIDING

Sentiment compared to 2024-25	Faculty	Students
Positive	Decreasing ↓ ↓	Increasing ↑ ↑
Neutral	Mixed ↓ ↑	Decreasing ↓
Negative	Increasing ↑ ↑ ↑	Decreasing ↓ ↓



Similar to national



Similar to national



California
Community
Colleges

Similar to national



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ONLINE TEACHING & COURSES

Faculty who teach online:

- Systematically warmer on AI and more likely to use
- Stronger belief that AI can help develop skills (or doesn't hinder)
- More likely to express positive emotions (but still net negative)



- Not as warm but warmer than in-person CA peers

Students who take online courses:

- Do not vary too much from those who are in-person
- Students who take both modalities are more likely to use AI & spend money on it



CONCLUSIONS



A GROWING TENSION AND CHANGING TIMES

Adoption of digital is here and now AI is a part of it...



CA vs. US

CA & CCC faculty show more caution while CA students tend to be more enthusiastic

Students vs. Faculty

Students universally are using more AI (required or not) and more positive about it for themselves, their learning skills, and institution

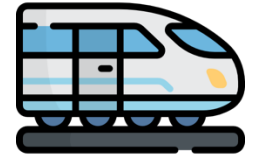
...but not without some protests.



BACKGROUND



Digital and AI is already here and being used; and more AI tools and adoption is coming.



California leads in digital adoptions for both faculty and students.



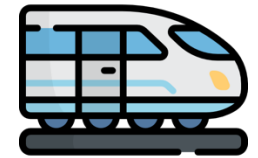
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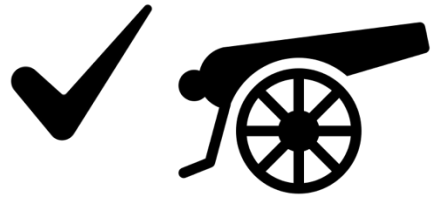
UPDATING THE CURRENT STATUS



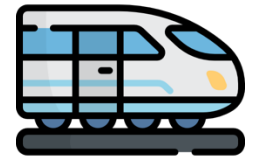
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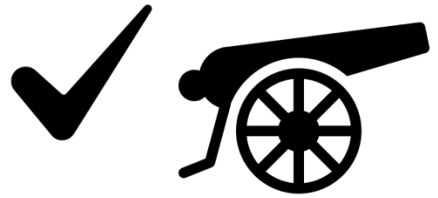
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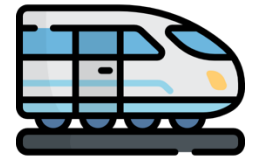
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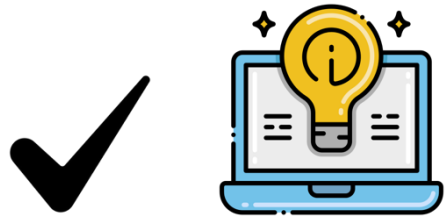
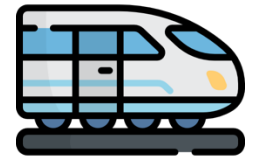
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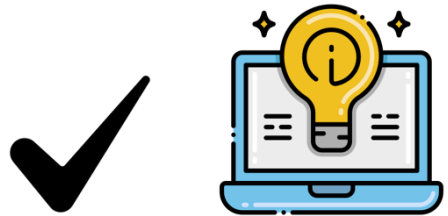
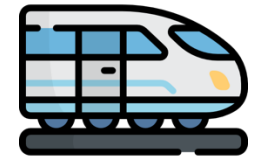


California leads in digital adoptions for both faculty and students; **students lead AI adoption and positive sentiments while faculty most negative and cautious.**

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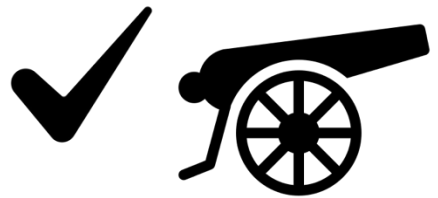
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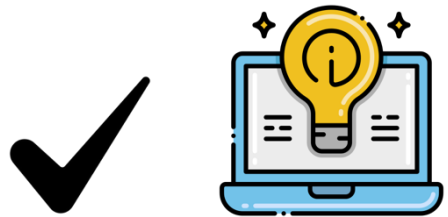
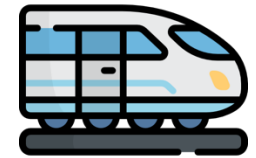
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There are **increasing** tensions between how faculty choose materials and how students actually think and use them.





THANK YOU!

JULIA@BAYVIEWANALYTICS.COM