TRACKING OER AWARENESS AND ADOPTION IN US K-12 AND HIGHER EDUCATION
RESULTS FROM OUR 2022-23 NATIONAL SURVEYS

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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 design, sampling, survey design, and statistical analysis expertise.

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Over a Decade of Research on OER Awareness

Survey asked about licensing awareness

Over 35,000 respondents across all our reports.

COVID-19

Today

Planned


Higher Ed

K-12

All Reports available at BayViewAnalytics.com/OER
Over a Decade of Research on OER Awareness

Survey asked about licensing awareness

Today’s presentation will be the first look at our most recent 2022-23 results. The full reports will be published later this summer.

Over 35,000 respondents across all our reports.

All Reports available at BayViewAnalytics.com/OER
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
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 repurposing 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 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 repurposing 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)?

- I am not aware of OER
- I have heard of OER, but do not know about them
- I am somewhat aware of OER and know how they can be used
- I am aware of OER and can describe their uses
- 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

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.
Higher Education

OER Awareness
Faculty: OER Awareness (Strict) by Year

- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used

Yearly Awareness Growth:
- 2014-15: 5%, 12%, 10%
- 2015-16: 6%, 16%, 12%
- 2016-17: 8%, 17%, 12%
- 2017-18: 12%, 16%, 11%
- 2018-19: 14%, 17%, 13%
- 2019-20: 16%, 21%, 13%
- 2021-22: 23%, 23%, 11%

OER Awareness Has been Growing Year over Year
OER Use has also grown year over year.

Faculty: Use of OER Materials in Courses by Year

- 2015-16: 5%
- 2016-17: 6%
- 2017-18: 13%
- 2018-19: 14%
- 2019-20: 15%
- 2021-22: 22%
2022-23: OER Awareness for Faculty

**Faculty OER Awareness (Strict) - 2023**

- 29%: I am very aware of OER and know how they can be used in the classroom
- 25%: I am aware of OER and some of their use cases
- 10%: I am somewhat aware of OER but I am not sure how they can be used
- 10%: I have heard of OER, but don’t know much about them
- 26%: I am not aware of OER
OER Awareness continues to increase

- OER Awareness increased 7% since last year
- Largest growth has been in “Very Aware” category
- Almost 2 in 3 Faculty are aware of OER

Faculty OER Awareness (Strict) by Year

- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used
**CORRESPONDING RISE IN OER USE**

- Use of OER as a required material increased 7%.
CONSIDER USE OF OER AS REQUIRED AND SUPPLEMENTAL MATERIALS

Faculty OER Use - 2023

- 29% Required
- 15% Required Only
- 14% Both
- 18% Supplemental Only
Minimal differences in awareness for course level or tenure status.
Institutional Demographics of OER Awareness

I am very aware of OER and know how they can be used in the classroom
I am aware of OER and some of their use cases
I am somewhat aware of OER but I am not sure how they can be used

2-year schools and public institutions faculty are more aware of OER. Faculty at smaller enrollment schools are also more likely to be very aware of OER.

Note, there are only a few respondents from “Under 1,000” schools.
OER awareness has continued to grow year over year in higher education, with an associated increase in OER use.

OER Awareness is associated with faculty who:

- Teach at least 1 online course
- 16-25 years experience teaching
- Teach at certain institutions
  - Two-year
  - Public
  - Small enrollment
K-12

OER AWARENESS
OER AWARENESS DECLINED POST-PANDEMIC

Teacher: Open Educational Resource Awareness (Strict) by Year

- **2018-19**
  - Very aware: 5%
  - Aware of OER: 12%
  - Somewhat aware: 10%

- **2020-21**
  - Very aware: 5%
  - Aware of OER: 12%
  - Somewhat aware: 11%

- **2021-22**
  - Very aware: 4%
  - Aware of OER: 9%
  - Somewhat aware: 9%
K-12 OER Awareness Remains Low

K-12 OER Awareness (Strict)

- 60%: I am very aware of OER and know how they can be used in the classroom
- 12%: I am aware of OER and some of their use cases
- 9%: I am somewhat aware of OER but I am not sure how they can be used
- 12%: I have heard of OER, but don't know much about them
- 7%: I am not aware of OER
But has returned to pre-pandemic levels

- Use of OER as a required material increased 6%
- Current awareness is the same as pre-pandemic – but higher levels of “very aware”
OER Awareness Associated with Grade and Online

K-12 OER Awareness (Strict) by Grade Level

- Pre-K to 3: 2% very aware, 6% aware, 9% somewhat aware
- 4 to 5: 3% very aware, 8% aware, 7% somewhat aware
- 6 to 8: 9% very aware, 13% aware, 10% somewhat aware
- 9 to 12: 10% very aware, 16% aware, 10% somewhat aware

K-12 OER Awareness (Strict) by Online Experience

- Yes: 10% very aware, 17% aware, 13% somewhat aware
- No, I provided all instruction in-person:
  - 7% very aware, 12% aware, 9% somewhat aware

Legend:
- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used
Some Differences by Region

Regions

K-12 OER Awareness (Strict) by Region

- Midwest: 6% very aware, 10% aware, 9% somewhat aware
- Northeast: 9% very aware, 11% aware, 6% somewhat aware
- Southeast: 7% very aware, 11% aware, 9% somewhat aware
- West: 10% very aware, 12% aware, 9% somewhat aware
- Central: 7% very aware, 16% aware, 14% somewhat aware

- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used

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OER awareness returned to pre-pandemic level (28%) after a small drop last year.

OER Awareness is associated with teachers who:

- Teach partially or fully online
- Higher grade levels
- Teach in Central or Western states
CONCLUSIONS
The use of textbooks and other courseware material is less common in younger grades.

The catalog of OER materials has traditionally focused on higher education, so fewer options exist for K-12.

The use of digital courseware tools is much lower in younger grades (though increasing).
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?

K-12
- Can OER awareness grow in K-12?
- How does OER use differ in K-12 classrooms?
- How can teachers help prepare students for OER and digital courseware?
QUESTIONS?

2022-23 OER Reports will be published later this summer with this data and more. To be notified, sign up for our mailing list here: bayviewanalytics.com/contact

Previous Reports: bayviewanalytics.com/OER
THANK YOU

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