

Jisc




ETNA
The Scottish FE Technology Survey: Use of Social Media and the VLE
Scot-BUG, University of Aberdeen, 27th February 2014

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Jisc ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE 2

Introductions



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Jisc ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE 3

Session Outline

- » Some background & history
- » Some key findings...
- » Emerging themes
 - » Use of social media
 - » Use of VLEs
- » Q&A

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Some background & history

“The surveys over the years have provided an overview of the use of ICT within colleges in Scotland, looking at how technology is used, how it might be used in the future and the skills necessary to continue the huge progress already been made.”

ETNA Vol.V p.6

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ETNA - Growth & Development



Survey categories:

- » Academic Staff
- » Middle Managers
- » Senior Managers
- » Learning Resources Staff
- » Technical/Network Staff
- » Learning Technologists

<http://bit.ly/ETNA2012>

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ETNA: Some key findings.....

- » Technology appears to be well **embedded** in colleges in Scotland
- » Respondents were generally **positive** in their **attitudes** about the effectiveness and potential contribution of technology to them in undertaking their role
- » Technology was seen as useful in supporting learning and teaching but should not be seen as a replacement for traditional face-to-face methods
- » Should not assume that students have access to technology or are comfortable using it

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ETNA: The evolution of technology

How has technology changed since the 2001 survey?

- » Staff and students are getting better access to technology & digital resources both on and off campus
- » There has been a growth in home broadband, mobile technologies, social media....
- » VLEs are now embedded in the sector

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ETNA: Use of Social Media tools

- » Social media tools are widely available across colleges (although some tools are blocked)
- » There is a notable variation in use of the tools with YouTube identified as the most popular tool
- » 70% of academic respondents agreed that the use of social media tools enhances the quality of the learning experience
- » Some respondents felt that tools were a distraction and should remain in the social space of learners

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| Use of social media | Academic | Admin & Support | Learning Resource | Learning Technologist |
|---|----------|-----------------|-------------------|-----------------------|
| Facebook | 15% | 26% | 30% | 20% |
| Twitter | 3% | 9% | 28% | 18% |
| YouTube | 62% | 10% | 14% | 40% |
| Flickr | 6% | 2% | 3% | 15% |
| Wiki | 13% | 2% | 4% | 15% |
| Blog | 14% | 2% | 20% | 25% |
| Aggregation tools (e.g. RSS feeds, Scoop.it, Flipboard, Pinterest) | 1% | 0% | 3% | 5% |
| Total | 695 | 502 | 71 | 40 |

Use of social media (%)

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ETNA: Social Media Training Needs

| Social media training need | Academic | Admin & Support | Learning Resource | Learning Technologist |
|---|----------|-----------------|-------------------|-----------------------|
| Facebook | 37% | 16% | 44% | 40% |
| Twitter | 40% | 17% | 42% | 38% |
| YouTube | 31% | 14% | 32% | 23% |
| Flickr | 36% | 14% | 32% | 20% |
| Wiki | 36% | 14% | 35% | 28% |
| Blog | 36% | 15% | 30% | 18% |
| Aggregation tools (e.g. RSS feeds, Scoop.it, Flipboard, Pinterest) | 38% | 15% | 44% | 25% |
| Total | 695 | 502 | 71 | 40 |

Identified training needs in the use of social media (%)

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Social Media use in education

Facebook

Stranraer Cutting Crew - <http://bit.ly/1hoSFBb>

Used for communication (between peers & tutor)

Secure groups with local salons (employability skills)

VLEs & Social Media

Enhancing Student-centred Learning - <http://bit.ly/1bEgBsj>

As well as using VLE tools (chat & forums), also made use of course Facebook page

Enabled peer support to take place outside class time. Students became active participants in their course.

Both staff & students benefited from the range of comms tools being used

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ETNA: Use of the VLE

- » Survey demonstrates that VLEs are firmly embedded within the college landscape
- » Academics considered the VLE had the potential to enhance the student experience and that students engaged well with it but there may be a need to improve student engagement with the VLE.

| Use of VLE | Academic (%) | Administrative and Support (%) | Learning Resource (%) |
|---|--------------|--------------------------------|-----------------------|
| The college VLE is essential to my work | ~60% | ~30% | ~40% |
| I use the college VLE regularly | ~70% | ~40% | ~60% |
| I have used the college VLE | ~80% | ~70% | ~80% |
| I don't use the college VLE | ~10% | ~20% | ~10% |

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ETNA: VLE Training Needs

| VLE training needs | Tech/ Net | Academic | Admin & Support | LR | LT |
|--|--------------|------------|--------------------|-----------|-----------|
| use the VLE | 14% | 9% | 7% | 8% | 5% |
| author learning materials for the VLE | N/A | 15% | 6% | 15% | 8% |
| Create materials for the VLE | N/A | 10% | 5% | 6% | 5% |
| create assessments | N/A | 22% | 7% | 11% | 11% |
| facilitate communication and discussion groups | N/A | 23% | 8% | 10% | 14% |
| Total | 42 | 626 | 392 | 63 | 39 |


Perceived training need in the use of the VLE (%)

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Further information

- » ETNA 2012 Key Findings Report & Staff Category Reports - <http://bit.ly/ETNA2012>
- » Previous ETNA reports – <http://bit.ly/previousETNAs>
- » Ten years of research shows a move from digital competency to digital fluency - <http://bit.ly/ETNAskills>
- » Social media use in Scottish FE Colleges - <http://bit.ly/ETNASocialmedia>

Jisc ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE 15



Copy of slides – <http://slidesha.re/1bFyoJq>