



# JISC ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE ETNA - Growth & Development Survey categories: ETNA vol. v »Academic Staff »Middle Managers

ISC RSC

»Senior Managers »Learning Resources Staff

»Technical/Network Staff

»Learning Technologists

http://bit.ly/ETNA2012

#### LETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE

## 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

### JISC ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE

#### 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

#### JISC ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE

#### 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

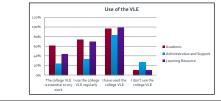
		Admin &		Learning
Facebook	15%	26%	30%	20%
Twitter	3%	9%	28%	18%
YouTube	62%	10%	14%	40%
Flickr	6%	2%	3%	15%
Wiki	13%	2%	4%	15%
Blog	14%	2%	20%	25%
Aggregation tools (e.g. RSS feeds, Scoop.it, Flipboard, Pinterest)	1%	0%	3%	5%
Total	695	502	71	40
Use of social media (%)				

#### Jisc ETNA: The Scottish FE Technology Survey: Use of Social Media and the VLE ETNA: Social Media Training Needs 44% Facebook 16% 40% 37% Twitter YouTube Flickr 17% 14% 14% 42% 32% 32% 38% 23% 20% 40% 31% 36% Wiki Blog 14% 15% 36% 36% 35% 30% 28% 18% Aggregation tools (e.g. RSS feeds, Scoop.it, Flipboard, Pinterest) Total 38% 15% 44% 25% 695 502 71 40 Identified training needs in the use of social media (%)

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Social N	ledia use in education					
Facebook	Stranraer Cutting Crew - <u>http://bit.ly/ahoSFBb</u>					
	Used for communication (between peers & tutor)					
	Secure groups with local salons (employability skills)					
VI Fs &	Enhancing Student-centred Learning - <u>http://bit.ly/1bEgB5i</u>					
Social Media	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.



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「NA: VLE Tra	ining	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

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

