

GOING DIGITAL 2016
Institutional Report for Iowa State University

Final • 15 March 2016	Iowa State University	All Participants	By Campus Type			By Age					Emploment Status	
			University	MA/BA	Public 2-Yr.	< 35	35-44	45-54	55-65	< 65	Full-Time	Part-Time
number of survey participants	136	2905	1917	735	253	316	651	691	861	282	2325	547
1. How important are the issues below in your decision to select textbooks and course materials? <i>(pct. reporting important/very important)</i>												
My own assessment of textbooks/course materials	97.8	97.1	97.3	97.6	94.4	95.2	96.9	97.7	97.1	98.6	97.9	94.0
Comments from my students or teaching assistants	75.4	71.1	70.6	70.2	77.3	74.5	73.4	68.9	70.4	66.7	70.5	73.3
Comments from my colleagues	74.1	71.3	70.7	71.2	75.4	75.1	74.1	71.6	69.9	64.0	71.4	70.9
Comments/reviews on various websites (FacultyOnline, Merlot, etc.)	14.1	21.0	19.5	22.5	27.4	19.7	21.2	20.8	22.2	18.4	19.0	28.5
Available supplemental resources for students	40.3	45.6	42.8	48.6	57.1	41.9	44.5	45.6	48.4	43.7	43.8	52.5
Supplemental instructor materials (teaching guides, test sets, presentation materials, etc.	39.3	45.8	42.1	50.9	59.0	42.5	47.5	46.4	46.8	40.9	44.4	51.5
Available access to unlock digial supplements	26.1	33.5	31.2	34.3	48.4	27.3	30.4	34.5	36.1	34.1	30.9	44.1
Cost of the textbook/course materials for my students	87.4	86.4	84.5	90.1	89.6	83.8	87.9	88.1	86.5	80.8	86.2	87.1
2. As you think about the course materials you selected for your classes this fall (2015), how important was it that textbooks, other books, and related course materials be available in digital formats for your students? <i>(pct. reporting important/very important)</i>												
Core (required) textbooks	31.3	36.2	34.6	37.9	43.4	34.0	35.6	37.6	37.0	36.7	34.6	43.6
Other recommended or required course materials (not traditional textbooks)	33.6	39.0	39.9	36.7	38.6	35.6	39.0	38.4	42.0	37.6	37.8	44.3
Other supplemental instructional materials	39.1	41.4	41.2	41.1	43.8	38.1	41.9	42.4	43.2	38.8	40.2	46.7
3. What's your view of and experience with digital course materials? <i>(pct. who agree/strongly agree)</i>												
Digital course materials generally cost less for my students.	75.8	78.7	78.7	78.4	79.2	79.9	76.7	77.4	81.1	81.8	77.8	82.4
Digital course materials are preferred by my students over print.	18.0	19.1	17.6	19.9	27.9	20.1	19.2	18.9	20.4	16.7	18.5	20.7
Digital course materials are as easy for me to use as similar print materials.	42.9	41.0	42.0	37.5	43.7	38.1	42.5	40.0	42.8	39.2	39.6	46.6
Digital course materials have a beneficial impact on student learning compared to print.	47.5	44.0	46.8	41.1	32.5	44.1	44.1	42.8	46.5	43.3	43.9	45.2
Digital course materials are higher quality than similar print materials.	28.2	27.7	26.4	27.2	38.0	28.7	27.6	28.2	29.0	22.9	26.1	33.1
4. Are you familiar with or have you used Open Education Resources (OER) materials – textbooks or supplements – in your courses? (percentages)												
I have never heard of OER.	43.2	39.9	42.3	37.2	29.7	48.7	39.4	35.7	39.1	46.1	38.1	48.4
I know a little about OER but have not used or reviewed OER materials for my courses.	43.2	36.3	36.6	36.2	33.7	33.1	36.0	37.0	37.7	32.1	36.9	33.2
I have reviewed OER resources for one or more of my courses but decided not to use OER materials.	6.1	9.8	8.7	11.6	13.3	5.4	9.3	11.6	10.2	10.4	10.9	5.2
I have used OER materials for one or more of my courses.	6.1	10.5	9.1	11.5	18.1	8.9	12.4	11.8	9.7	7.5	10.5	10.5
I have used OER materials for my courses and have also made some (or all) of my course materials available as OER.	1.5	3.5	3.3	3.6	5.2	3.8	3.1	3.9	3.3	3.9	3.6	2.8

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5. What kinds of OER course materials are/would be most useful to you? <i>(pct. reporting useful/very useful)</i>												
OER Textbooks (as an alternative to required texts from commercial publishers)	43.3	47.4	46.9	45.6	56.9	47.1	51.4	51.0	45.4	36.4	47.7	45.9
Other required course materials	40.9	49.4	49.0	47.2	58.6	49.2	51.5	52.5	48.3	42.0	49.1	50.3
Other supplemental course materials	40.2	53.4	52.8	51.1	64.6	54.7	55.5	56.7	52.2	44.5	52.9	55.3
Video (from YouTube, iTunesU, Khan Academy, etc)	49.6	62.2	61.2	62.0	70.0	65.5	69.4	63.6	58.1	53.0	61.3	65.7
6. How important are the following factors as reasons why you use (or might use) OER resources for your courses? <i>(pct. reporting important/very important)</i>												
Low cost of OER course materials for my students	60.3	70.8	69.8	72.5	72.7	73.1	74.8	75.1	68.3	58.8	71.2	69.8
High quality of OER course materials	70.4	74.3	74.6	73.6	73.4	78.2	80.0	80.3	69.6	61.0	74.9	71.3
Option to update/remix OER materials for my courses	58.4	65.0	65.4	63.6	65.6	64.7	69.8	69.2	63.5	51.9	64.5	66.8
Recommendation of my colleagues	50.4	47.7	46.5	48.2	55.3	52.6	52.6	50.5	44.0	35.5	46.6	52.2
Comments/reviews on various web sites (FacultyOnline, Merlot, etc.)	13.6	18.8	17.2	21.8	22.3	17.2	19.7	20.3	19.1	15.5	17.7	23.1
Support for OER from my college bookstore	40.8	41.9	40.0	43.6	51.5	40.3	42.3	42.5	44.8	35.5	41.1	45.3
OER materials are generally easy to find online	48.8	56.5	55.9	56.8	60.3	60.1	62.1	59.7	54.5	42.4	56.3	57.3
OER materials are generally available in a digital format	46.8	51.8	51.7	50.6	56.4	51.8	57.0	52.9	52.0	40.7	51.5	52.7
7. As you think about the much discussed "movement" to digital course materials, how soon do you think the course materials in your classes will be primarily digital (including digital OER)? <i>(percentages)</i>												
Primarily digital												
Currently (Fall 2015)	16.9	15.5	16.8	13.1	12.7	12.8	17.0	15.9	15.6	15.7	16.2	12.8
Next Year (fall 2016)	3.1	7.5	7.4	7.1	8.9	6.7	8.6	8.3	7.5	4.9	6.6	11.5
3 Years (Fall 2018)	25.4	27.3	27.3	25.9	30.8	26.9	22.1	27.6	30.6	27.7	25.9	32.9
5 years (Fall 2020)	22.3	17.1	16.3	19.2	17.3	17.9	20.7	14.8	17.3	15.0	17.5	15.7
7 Years (Fall 2022)	9.2	8.6	8.4	9.5	7.2	7.1	8.6	10.4	7.6	8.6	9.1	5.9
Never	23.1	24.1	23.8	25.2	23.2	28.6	23.1	23.0	21.3	28.1	24.8	21.2
Primarily OER												
Currently (Fall 2015)	2.7	4.9	4.9	4.3	6.2	4.3	4.9	5.7	4.5	5.3	5.1	4.1
Next Year (fall 2016)	3.5	5.8	5.2	6.1	9.3	4.6	6.8	6.1	6.1	3.7	5.1	8.4
3 Years (Fall 2018)	15.9	21.1	20.5	22.6	20.8	24.2	17.7	21.0	23.1	20.1	19.2	28.8
5 years (Fall 2020)	17.7	16.8	16.8	16.2	18.6	17.1	16.7	15.0	19.5	14.3	16.7	16.9
7 Years (Fall 2022)	12.4	10.3	10.8	9.6	8.9	11.0	10.3	11.5	8.5	12.3	10.7	8.6
Never	47.8	41.2	41.9	41.1	36.3	38.8	43.7	40.8	38.4	44.3	43.1	33.1

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			University	MA/BA	Public 2-Yr.	< 35	35-44	45-54	55-65	< 65	Full-Time	Part-Time
8. Please share with us your opinions about the following issues												
<i>(pct. agree/strongly agree)</i>												
Publishers usually provide significant added-value content as part of digital course materials that are not available in the parallel print product.	49.2	45.0	43.4	46.4	52.5	40.0	42.6	43.6	48.9	47.6	43.6	50.7
All of my students own or have easy access to technology (laptops, tablets, etc.) that would allow them to make full use of digital materials for my classes.	75.2	72.3	77.3	67.7	48.4	68.4	68.3	70.4	77.0	78.3	72.5	71.5
I would be more likely to use digital curricular resources if they offered analytics and reports on class performance.	36.4	43.7	43.0	44.7	45.7	52.9	46.3	43.1	40.7	39.8	42.0	50.6
I have (or would like) to use curricular materials that make use of adaptive learning technologies.	65.9	68.8	66.9	70.9	76.6	72.5	72.1	70.0	67.7	57.6	66.3	79.3
Digital curricular resources provide for a richer and more effective learning experience than print materials.	33.3	35.1	34.6	34.3	41.7	35.8	35.7	34.2	37.5	33.0	33.9	40.1
Digital textbooks should be significantly less expensive than a new print copy of the same book.	87.7	89.6	89.5	89.3	90.9	92.5	89.1	89.6	89.0	88.0	89.0	92.1
The OER course materials in my field provide a viable alternative to traditional print materials.	29.3	36.1	35.0	37.7	38.6	42.8	36.8	37.1	33.8	31.0	34.7	41.9
The representatives of college publishers do a good job of informing faculty about curricular innovations in their fields.	41.7	37.7	35.0	41.0	47.9	31.0	35.9	40.5	38.1	39.1	36.8	41.1
I would be willing to assign only digital course materials for my classes if I could be certain that the digital materials would cost at least 40 percent less than comparable print materials.	45.2	54.4	54.2	55.0	54.4	56.9	56.1	54.9	55.5	47.6	53.5	58.2
9. Please share with us your opinions about your local college bookstore.												
<i>(percentage who agree/strongly agree)</i>												
My campus bookstore is a trustworthy and objective source for information about course materials.	82.3	72.0	72.1	71.3	72.8	71.3	69.1	66.9	77.3	74.1	70.3	79.3
Regardless of the format (print, digital, OER, etc.), college stores should be the primary distribution channel for textbooks and course materials.	54.5	45.2	45.0	42.9	53.1	40.1	44.5	39.4	47.6	59.8	44.2	48.5
My campus bookstore can play an important role helping faculty select and effectively use digital curricular course materials.	67.2	59.5	59.9	58.3	60.2	65.0	56.4	56.8	62.3	60.9	57.2	69.3
My campus bookstore should offer the option of digital course materials whenever they are available.	88.3	88.6	88.8	87.3	91.3	91.2	86.4	88.7	90.6	85.2	88.0	92.1