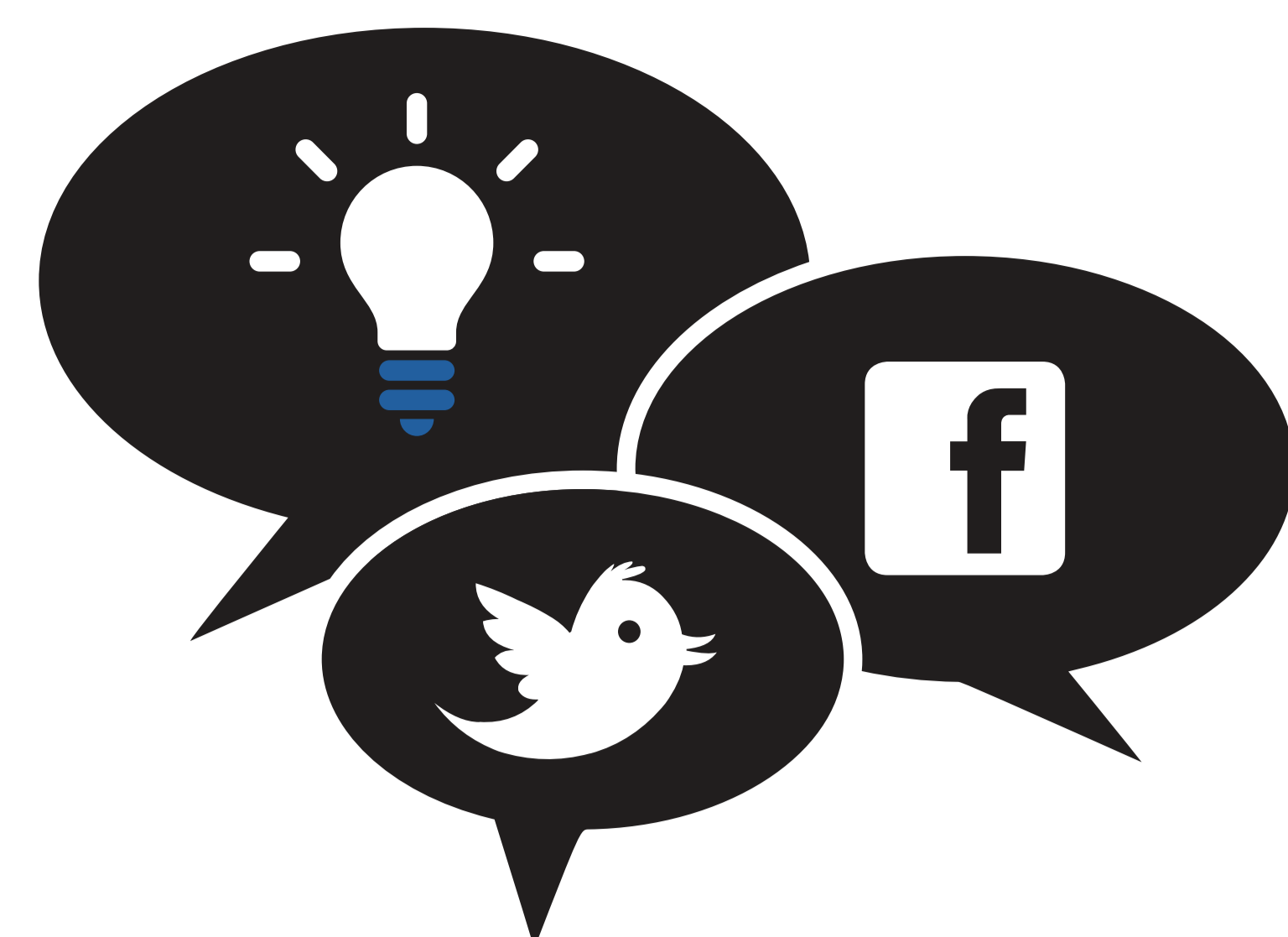


SOCIAL MEDIA FOR TEACHING AND LEARNING



ANNUAL SURVEY OF SOCIAL MEDIA USE BY HIGHER EDUCATION FACULTY, 2013

Faculty are increasingly interested in the social tools available to facilitate engagement and encourage learning. What trends are emerging in today's learning environment, and what concerns might be keeping faculty from adopting social media in the classroom? Take a look.

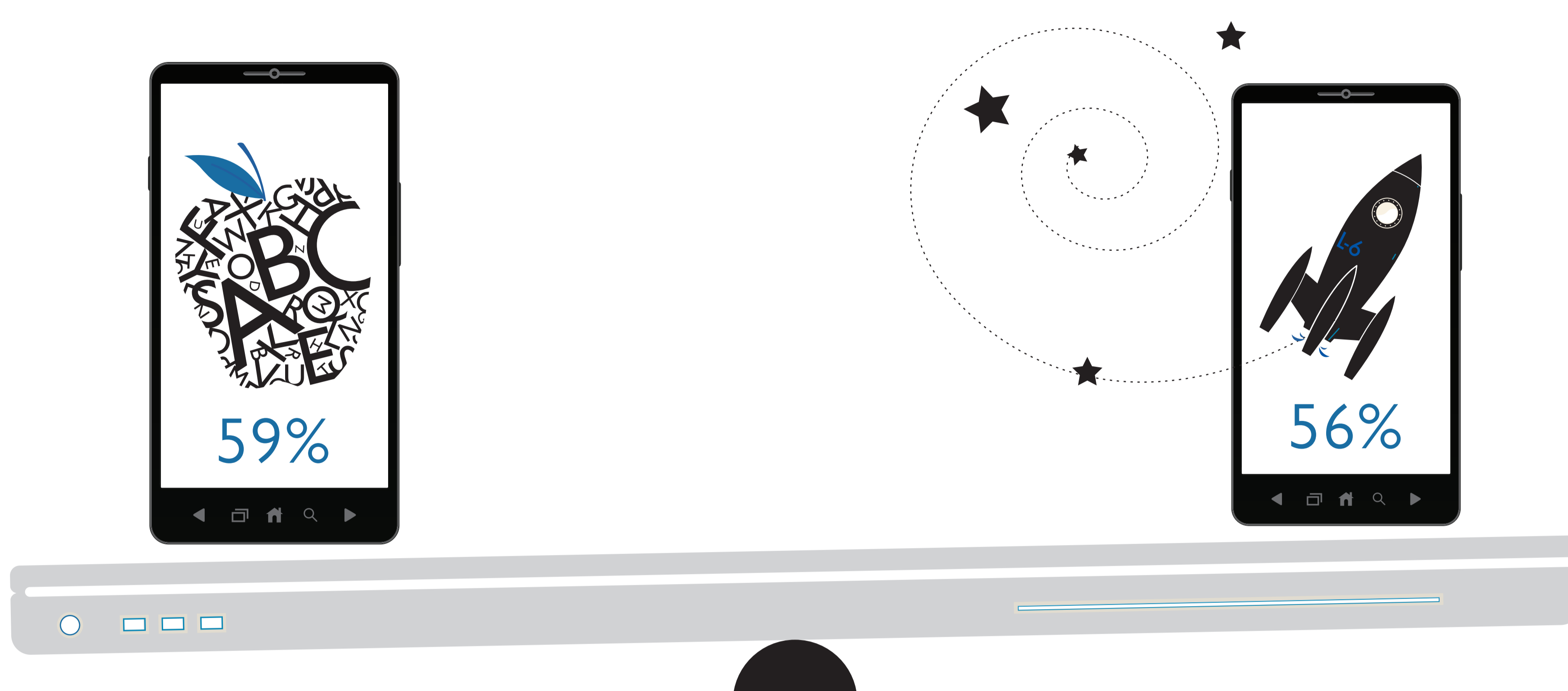
The Learning Environment and Today's Technology

DO ONLINE AND MOBILE CREATE BETTER LEARNING ENVIRONMENTS?

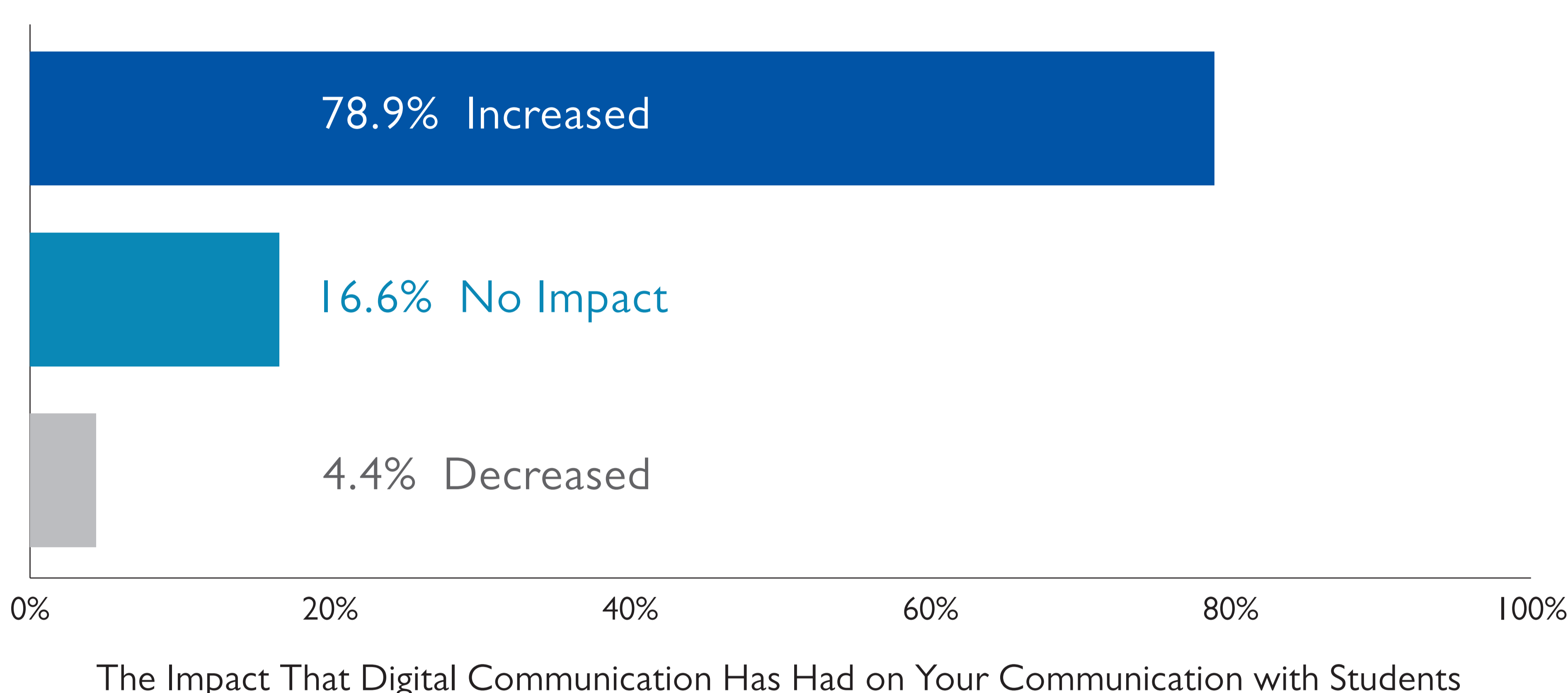
59% of faculty agree that the interactive nature of online and mobile technologies create better learning environments.

HOWEVER

56% of faculty also agree that online and mobile technologies are more distracting than helpful to students for academic work.

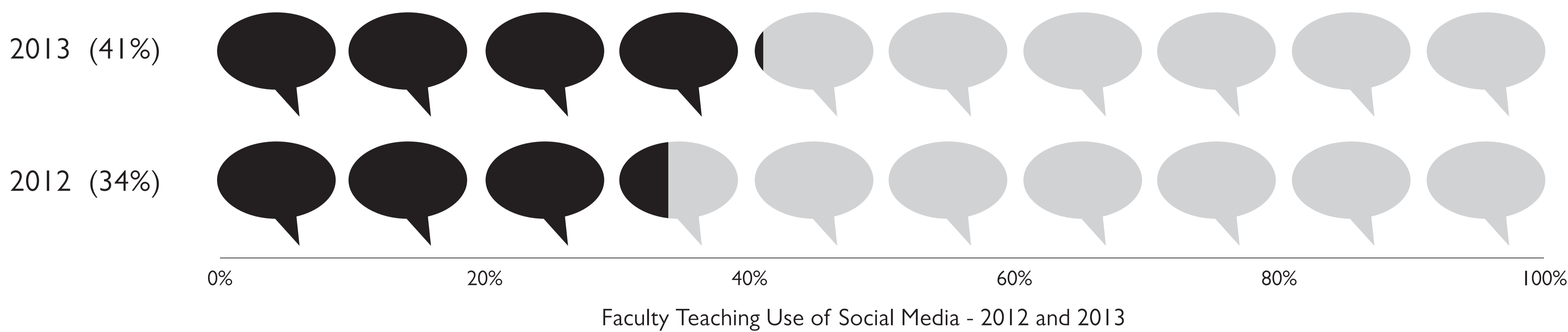


WHAT IMPACT HAS TODAY'S TECHNOLOGY HAD ON FACULTY-STUDENT COMMUNICATION?

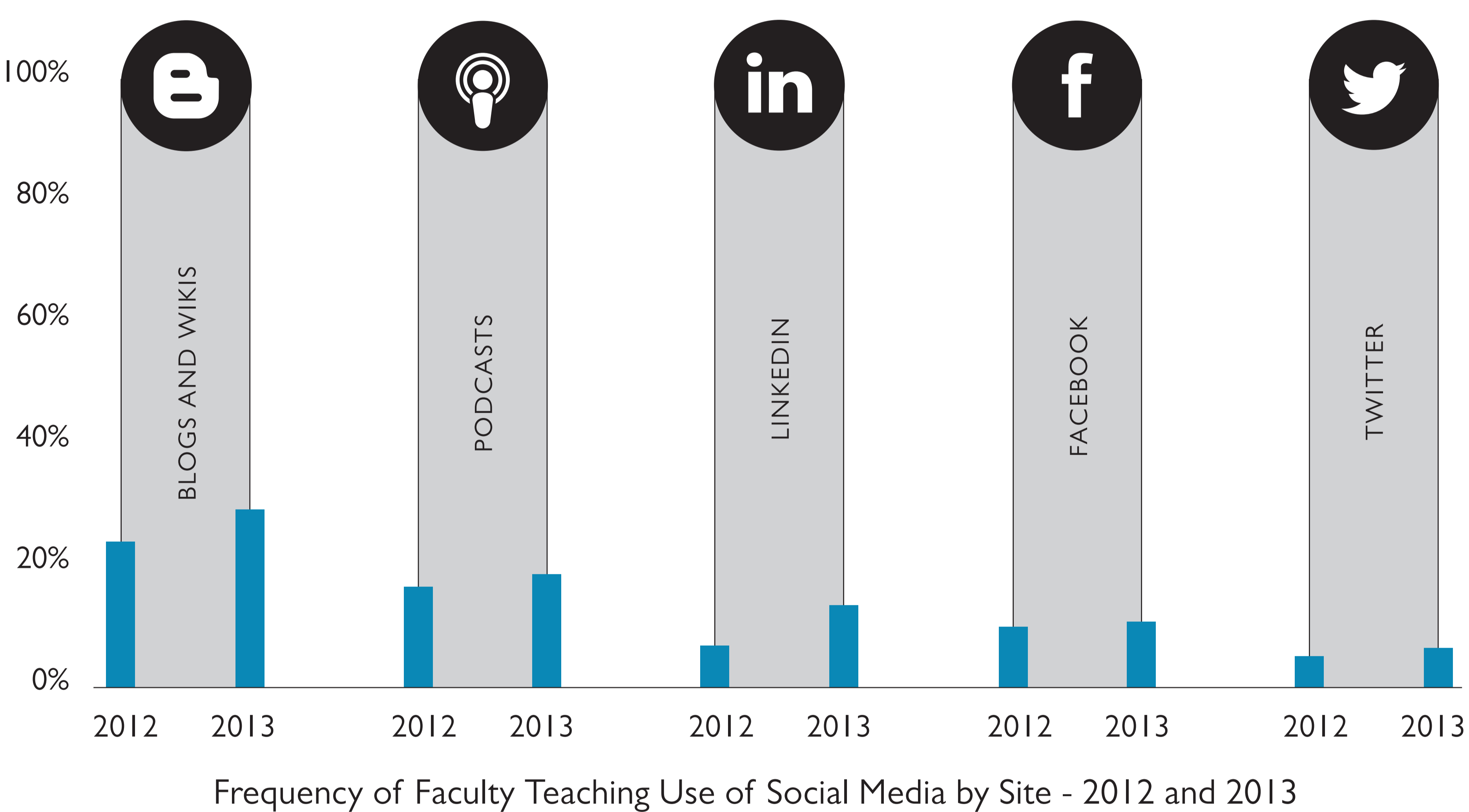


The Use of Social Media in Teaching

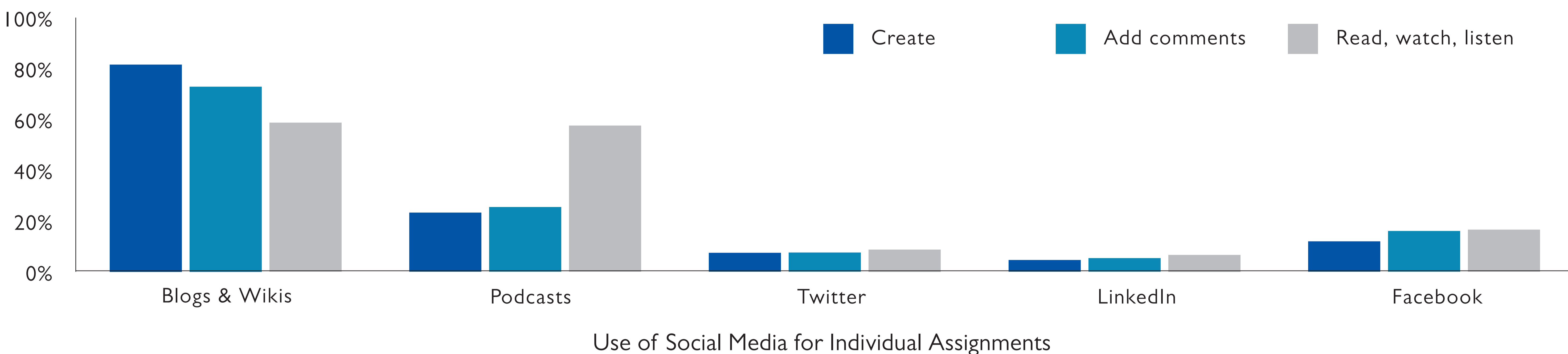
THE USE OF SOCIAL MEDIA IN TEACHING HAS GROWN 21.3% FROM 2012 TO 2013



HOW FREQUENTLY ARE BLOGS AND WIKIS USED IN TEACHING?

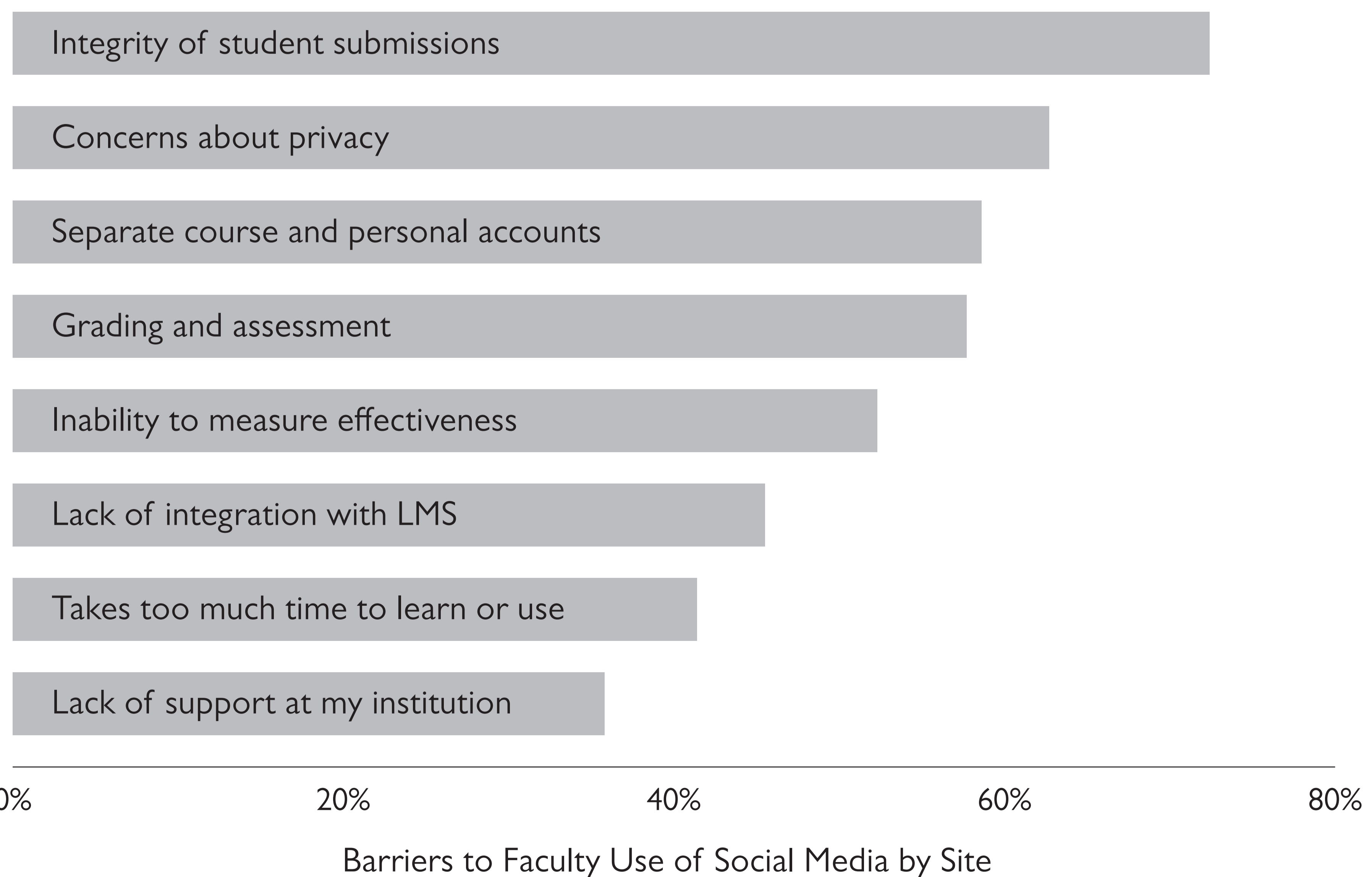
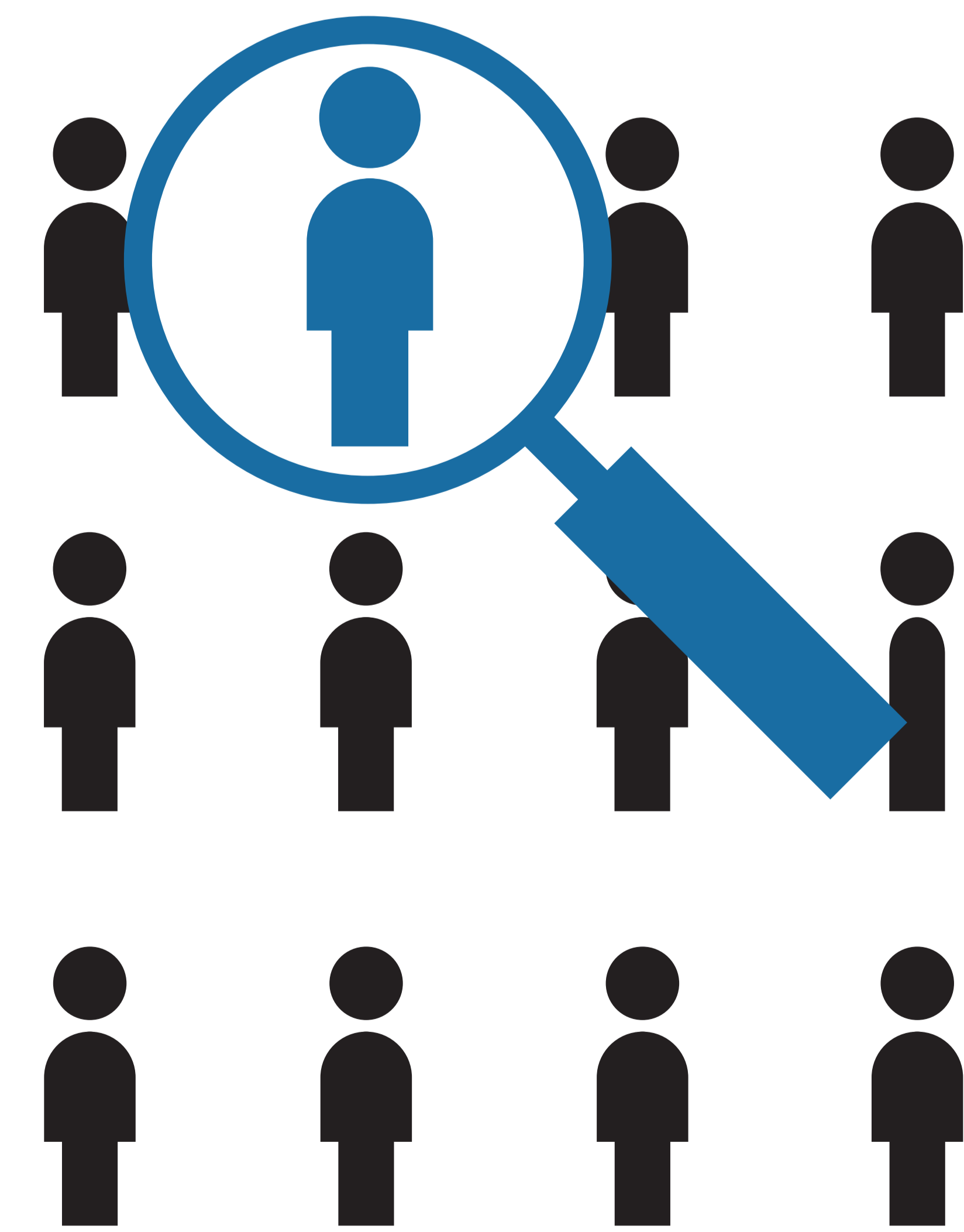


HOW ARE FACULTY ASKING STUDENTS TO ENGAGE WITH CONTENT?



Existing Concerns About the Use of Social Media in Education

THE NUMBER ONE CONCERN OF SOCIAL USE IS THE INTEGRITY OF STUDENT SUBMISSIONS (72%)



THE NUMBER TWO CONCERN IS PRIVACY (63%). THE TOP THREE PRIVACY CONCERNS INCLUDE:

