From Books to Bytes: How Educational Technology is Engaging Students and Enhancing Learning
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From Books to Bytes:

How Educational Technology is Engaging Students and Enhancing Learning
Panelists:

- Linda Briggs, Moderator, Campus Technology
- Cindy Clarke, VP of Marketing, VitalSource
- Lisa Kiefer, Managing Director, Wakefield Research
- David Kent, Director, University of Tennessee
Wakefield Survey:

College Students Want More – and Better – Classroom Technology

• Classroom Technology Reduces Costs, Boosts Achievements
• Educational Technology, From Books to Bytes
• Debt Doubts Threaten Enrollment
Classroom Technology Reduces Costs, Boosts Achievements

Student benefits of using digital textbooks

- More affordable than physical textbooks: 34%
- More convenient than physical textbooks: 31%
- More interactive than physical textbooks: 20%

Ways to improve student learning experience

- Homework that is more interactive: 61%
- Technology to collaborate with other students: 48%
- Exchange instant feedback with professors: 61%
- Personalized digital learning: 55%

Digital Classroom Participation/Performance

- More comfortable participating in digital vs. in-person classes: 56%
- Got better grades in online courses vs. in-person: 51%
- Could get better grades if teachers used more technology in class: 74%
Educational Technology, From Books to Bytes

Using devices to read digital textbooks

- Students that used devices to read digital course materials:
  - 2011: 63%
  - 2015: 87%

- Students that frequently used devices to read digital course materials:
  - 2011: 48%
  - 2015: 78%

Device use among college students

- Laptop:
  - 2014: 90%
  - 2015: 91%
  - 1% increase

- Smartphones:
  - 2014: 83%
  - 2015: 90%
  - 7% increase

- Tablet:
  - 2014: 43%
  - 2015: 50%
  - 7% increase

Digital Classroom Participation/Performance

- Students said they could go only 10 minutes or less without using some form of digital technology on a typical school day: 44%
Debt Doubts Threaten Enrollment

The financial burden of tuition is a major concern

Agreeing that over the next 10 years, fewer students will go to college because it is too expensive

81%

The cost of pursuing a degree is a long-term commitment

Worried they won’t be able to pay off their college loans before they are 50.

2014 44%
2015 54%

Will not attend at least one college because of cost

Decided not to attend at least one college because the cost was too high.

2013 49%
2015 57%

Students want formally taught life skills

How to interview for a job
68%

How to do your taxes and balance a checkbook
67%

How to take out and pay off student loans
62%
What’s Next for the Digital Campus?

Exploring the benefits of digital course materials

• University of Tennessee Health Science Center, Memphis, Tennessee

• University of Tennessee, Knoxville, Tennessee

Balancing print and digital content

Outlook for digital course materials in the future

• Business partnerships for successful digital implementation

• Business models used to deliver digital course materials
Thank you!

For a copy of a press release on the Wakefield Research study of students and educational technology, please visit https://www.vitalsource.com/press

For a free copy of the white paper: “Removing the Roadblocks to a Digital Campus” please go to www.vitalsource.com
Thank you for attending!

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