

Preliminary Findings

A Survey of K-12 Educators on Social Networking and Content-Sharing Tools

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A light blue background featuring a network diagram of stylized human figures connected by lines, representing social networking or communication.

Survey Goals

Benchmark attitudes, perceptions and utilization of social networking websites and content-sharing tools by teachers, principals and school librarians

Survey Methodology

- ♣ Online survey conducted blind and deployed by MMS Education to 70,000 randomly selected educators, emails provided by MCH
- ♣ 1.4% response rate or 979 total responses:
 - 576 Teachers (59%)
 - 135 Principals (14%)
 - 252 Librarians (26%)
- ♣ Margin of error at the 95% confidence level is +/- 3.05%
- ♣ Some inherent bias since study conducted only with educators with email addresses
- ♣ Incentive included entry in a drawing for a netbook computer

Respondent Demographics

Gender

Female	78%
Male	22%

Age

18-34	16%
35-54	55%
55+	29%

Years in education

2-10 yrs	27%
11-20 yrs	37%
21+ yrs	36%

Grade level

Elementary	45%
Middle School	29%
High School	33%

District metro-status

Rural	10%
Suburban	55%
Urban	25%
Unknown	10%

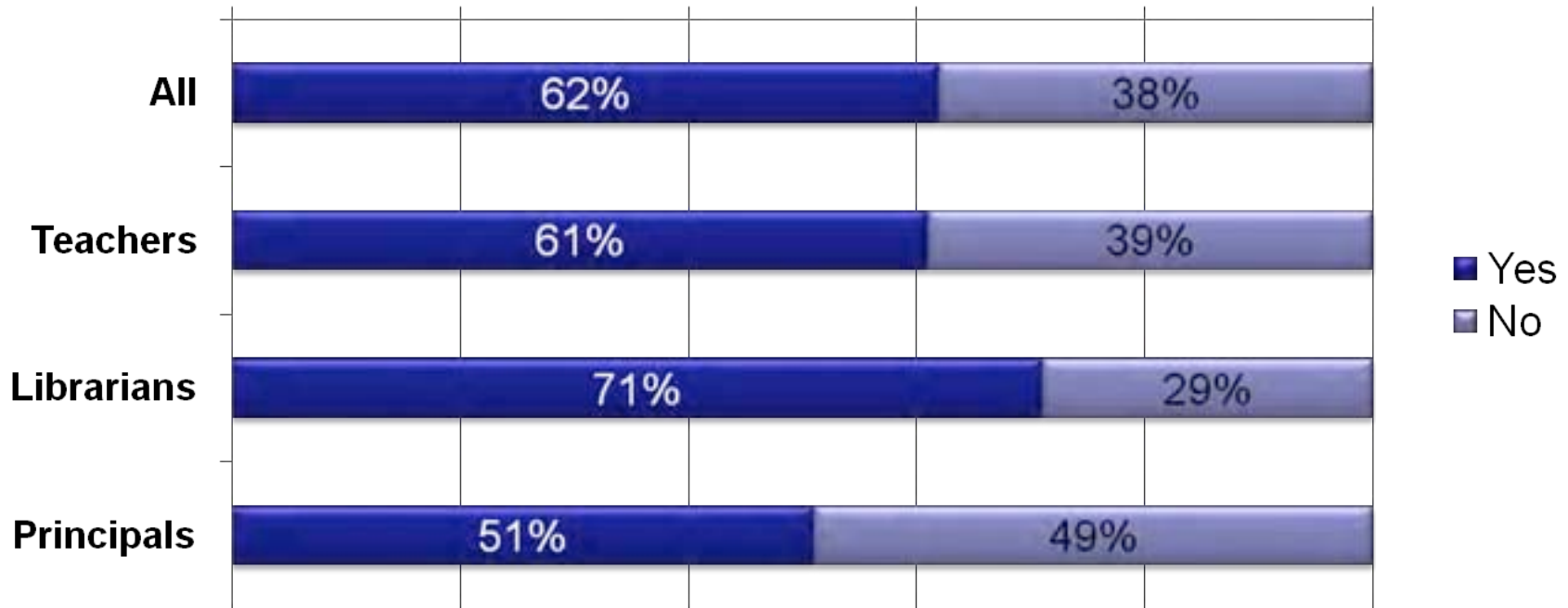
States

46 states + DC

62% of educators surveyed already belong to one or more SN websites

Are you a member of a Social Networking Website(s)*?

0% 20% 40% 60% 80% 100%

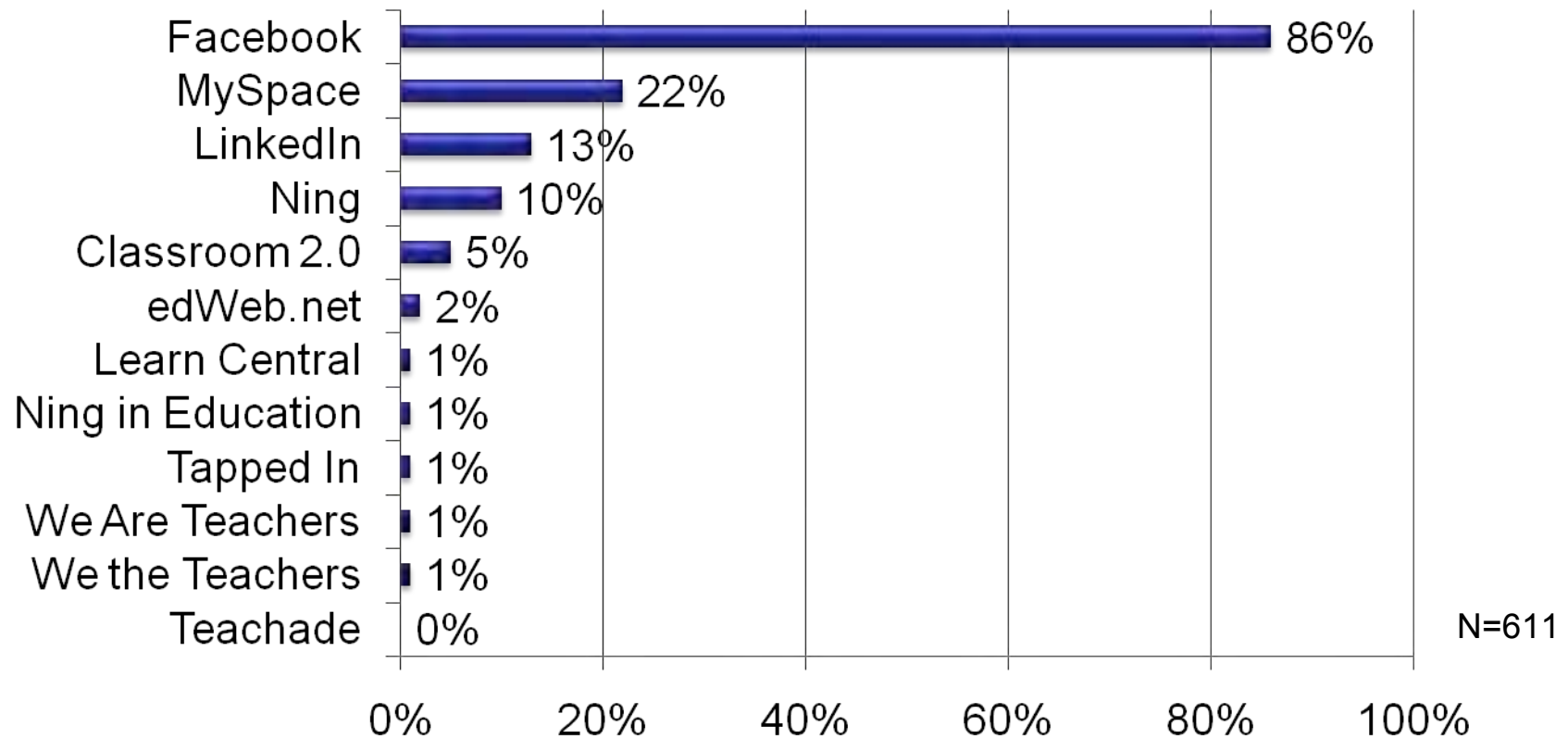


*Social networking sites include general sites (Facebook, My Space, etc.); professional sites (LinkedIn); education sites (We are Teachers, edWeb.net, Classroom 2.0, etc.)

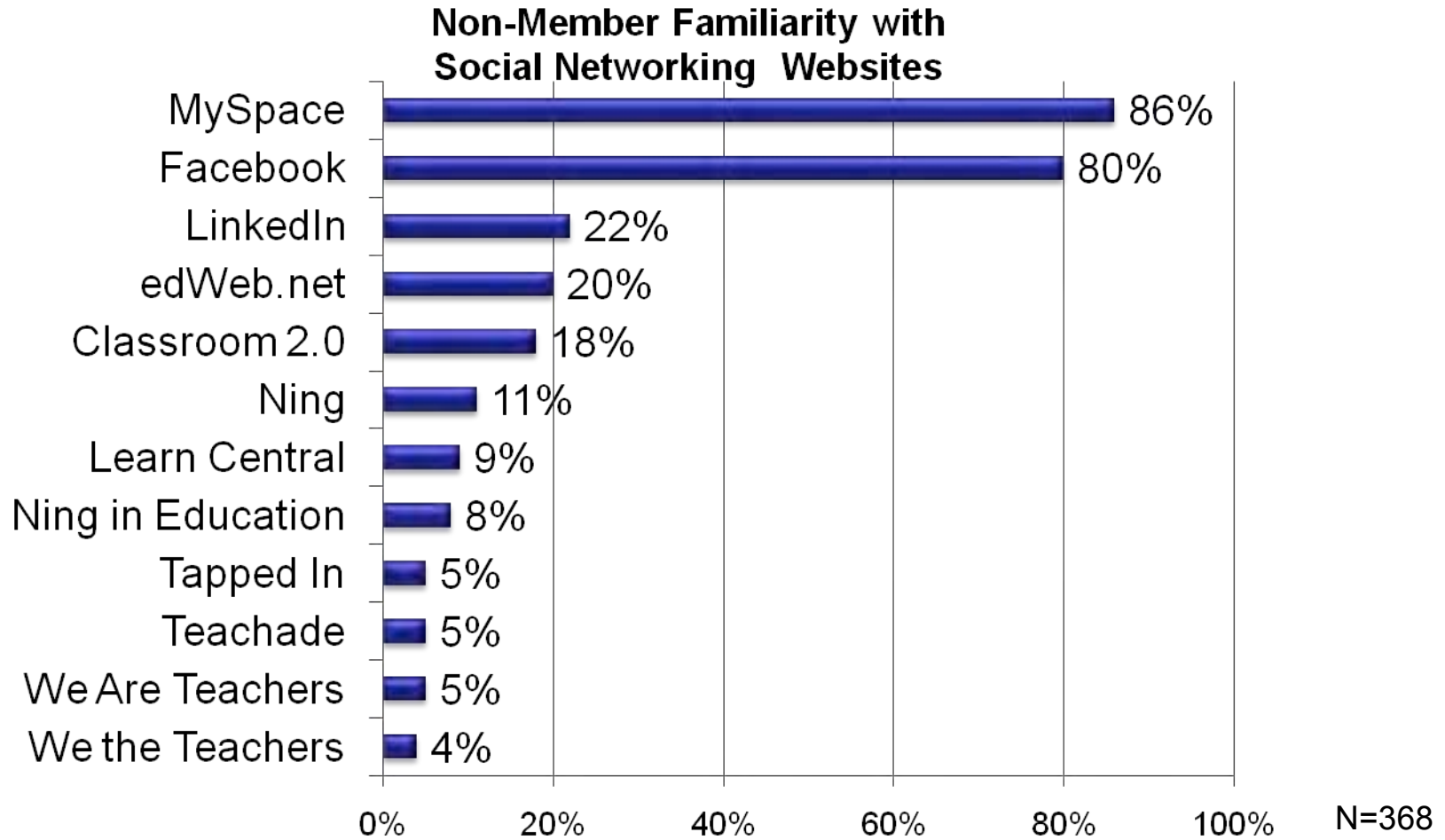
N=979

Facebook has highest membership; education sites still in early growth stage

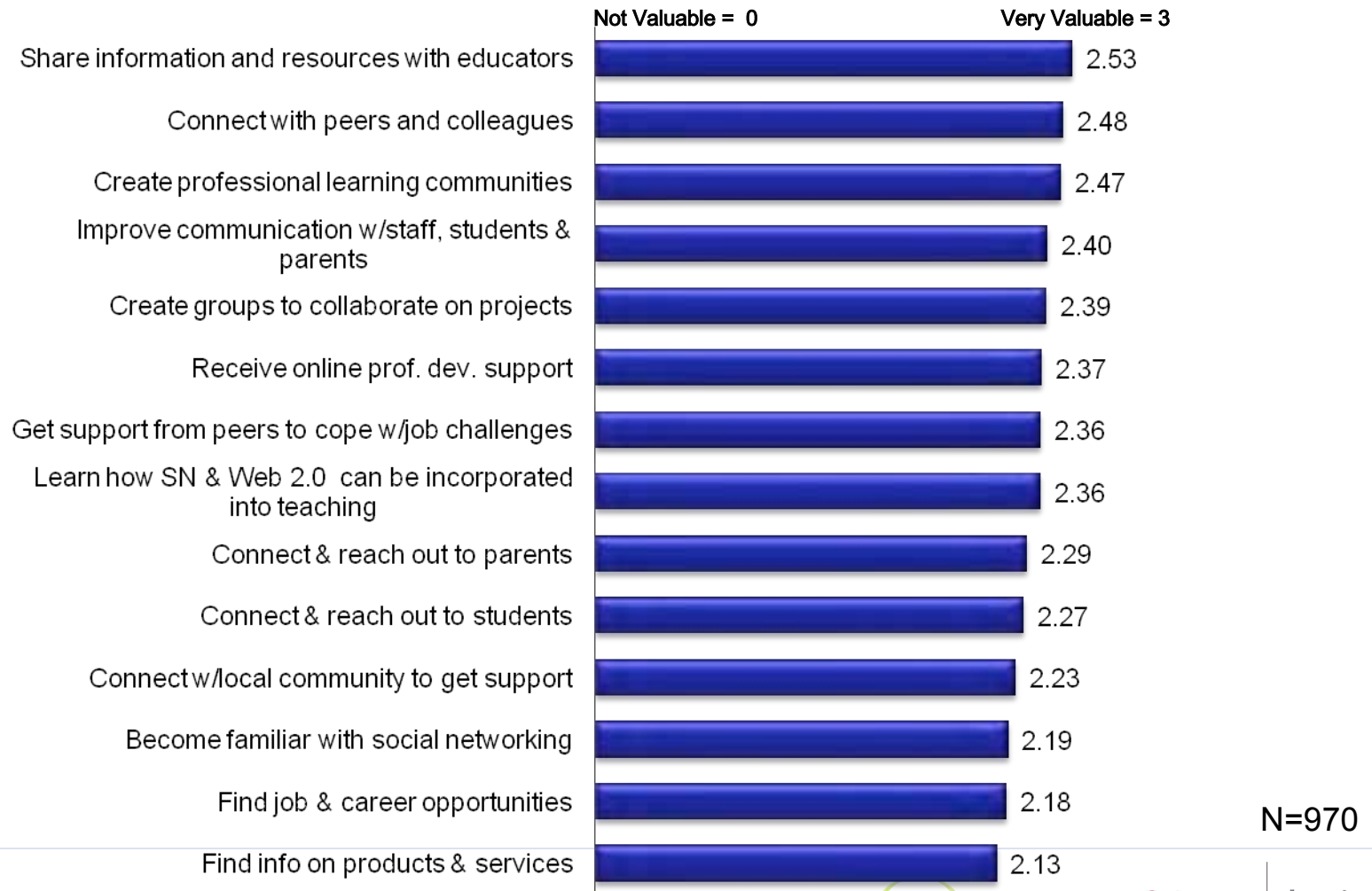
Social Networking Websites Educators Have Joined



Educators who are not members are still familiar with social networks

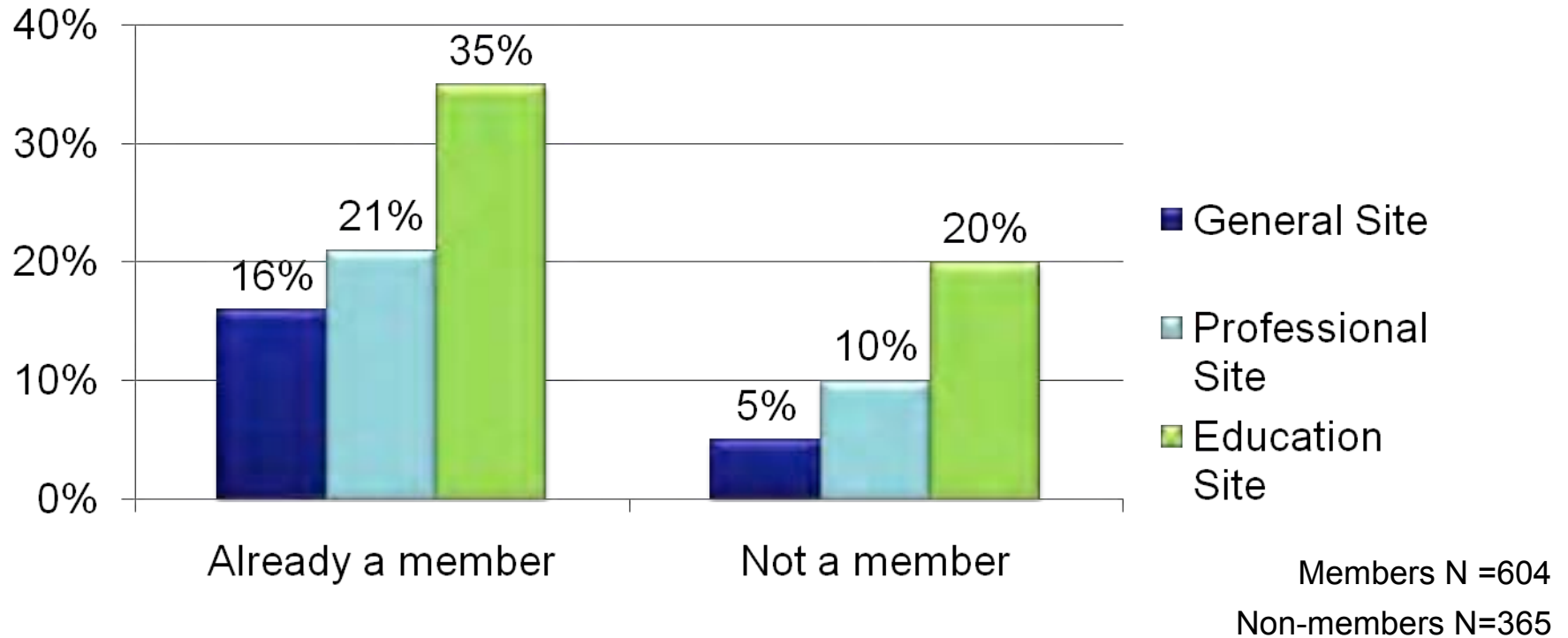


Educators believe social networks could offer significant value for education



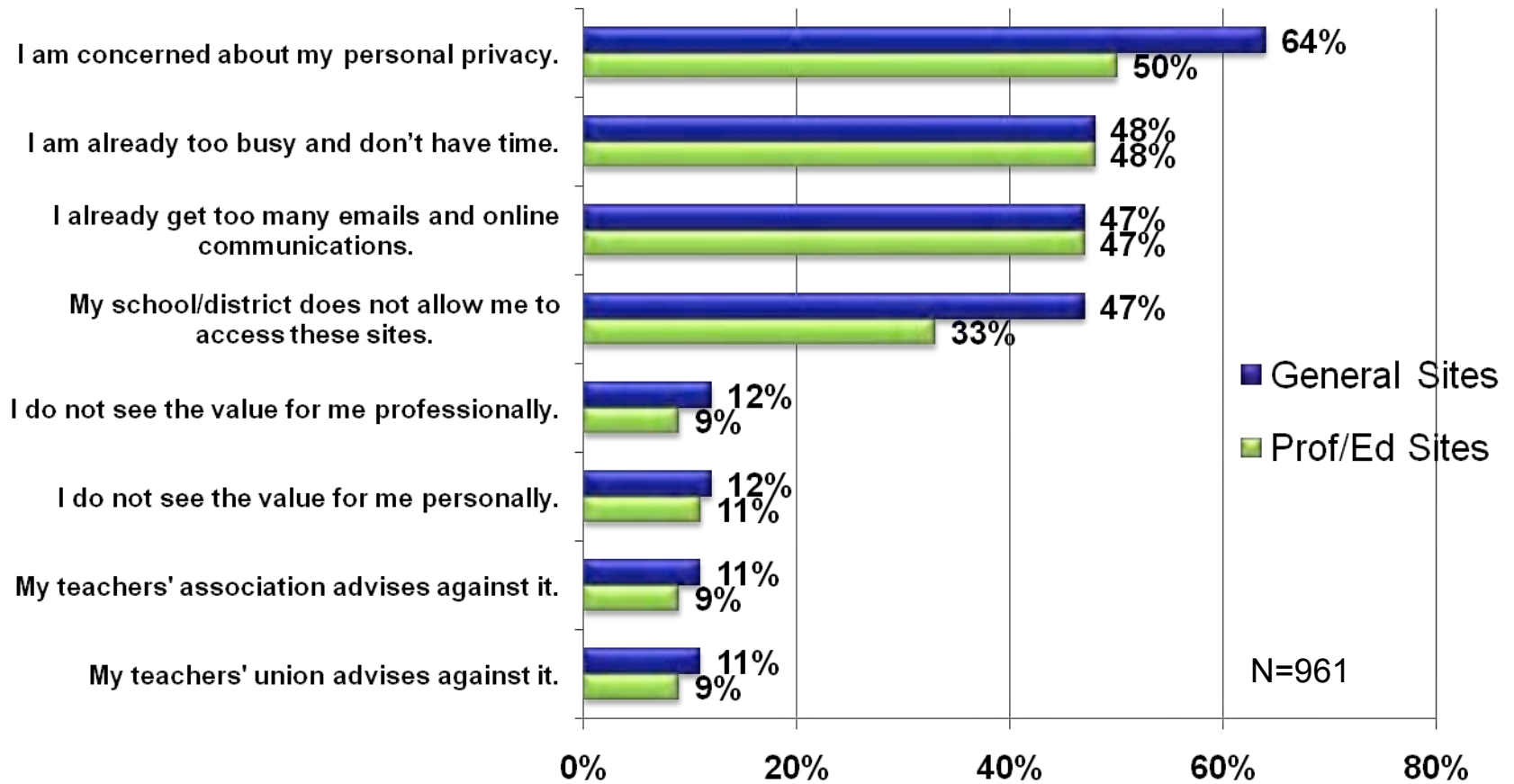
Educators more likely to join education than non-education social networks

Members More Likely to Join Another Social Networking Site in Next 12 Months than Non-members



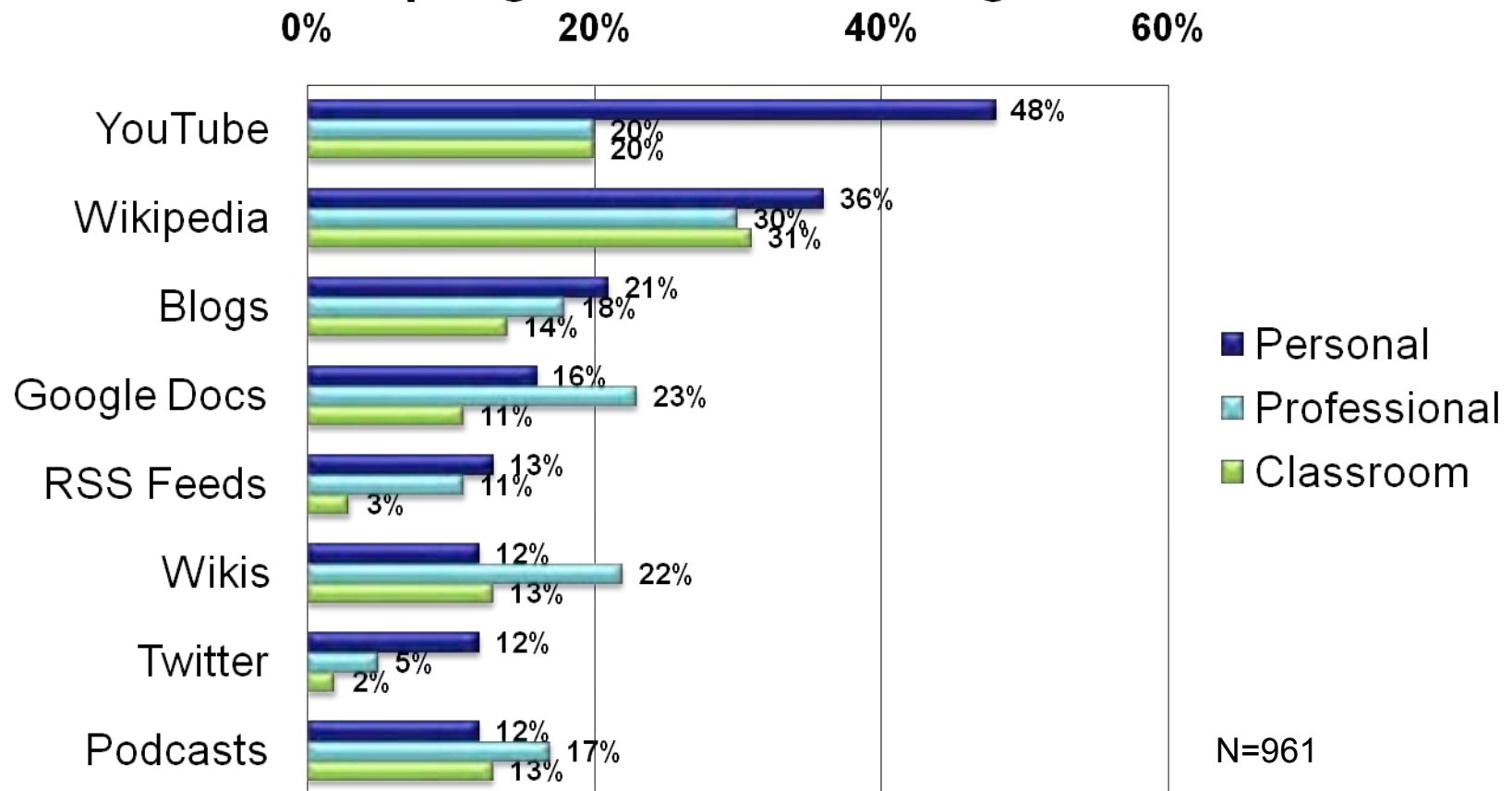
Major concerns include personal privacy, time, email overload and district policy

Major Concerns About Joining Social Networking Sites from all Educators



Educators are currently using many content-sharing tools personally, professionally and in the classroom

Top Eight Content-Sharing Tools



Comments from Educators

“As a principal, we are strongly encouraging our teaching staff to use the technology listed and we are providing the professional development that will allow them to become familiar with many of those listed. Teachers are using these programs in their classrooms and enhancing communications to a great extent. As a long-time educator (41 years and counting) I am still somewhat behind in my use and knowledge of existing technologies but we are still working on adapting them to our campus, classrooms and communication network.”

— Principal, member of an SN site

“The wave of the future. Educators must learn to infuse these technologies into lesson planning and curriculum development.”

— Principal, member of an SN site

Comments from Educators

“It should become more accepted in the world of education to use social networking sites in the classroom. The students we have now will need to be familiar with and navigate through this virtual world to be successful in their futures.”

— Teacher, member of an SN site

“I hope to become more involved with social networking websites to improve students’ learning and my professional development. I also want to share these websites with my peers.”

— Teacher, not a member of an SN site

“They are a great tool to develop PLCs, collaborate and expand our worlds. I used them in grad school and am introducing our teachers to online collaboration.”

— Librarian/media specialist, member of an SN site

Preliminary Observations

- ♣ Educators are definitely joining social networks; Facebook is #1
- ♣ Those who have experienced social networks are believers and supporters
- ♣ Educators indicate a high interest in joining education social networks
- ♣ Primary concerns include district policies, privacy, safety and time
- ♣ Many expressed concerns about keeping their professional and personal lives separate

Preliminary Observations

- ♣ Many expressed the need for professional development and the time to learn how to use these technologies
- ♣ Educators recognize that they are behind the times, that their students communicate with these tools and educators need to learn how to integrate SN and content-sharing tools into teaching



Next Steps

September 15th:

Second deployment

October 26th:

Final report available at no charge
on sponsors' websites

November 4th:

Free webinar highlighting key
findings

To Learn More

Contact any one of the sponsors or email survey@edweb.net, or call 800-575-6015, ext.100



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