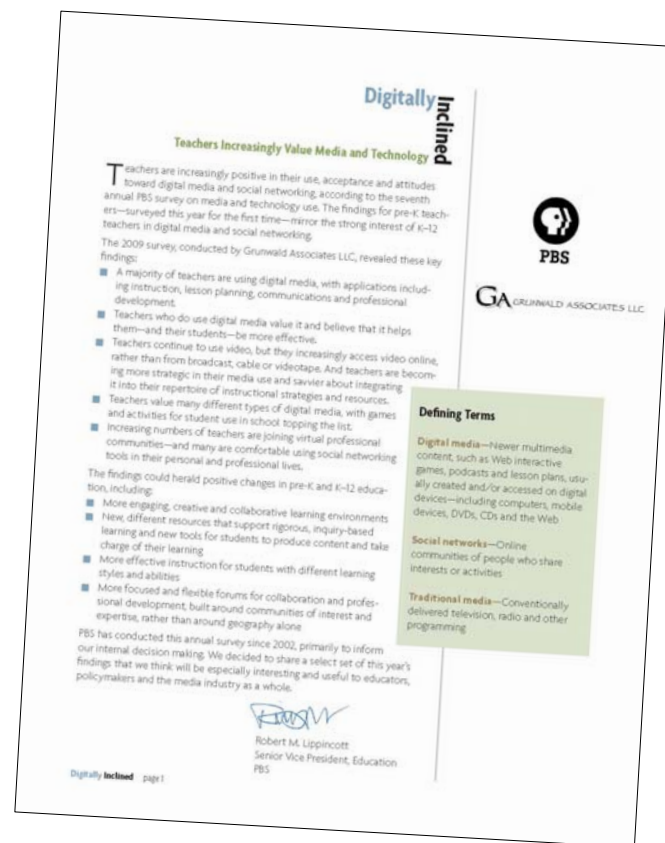


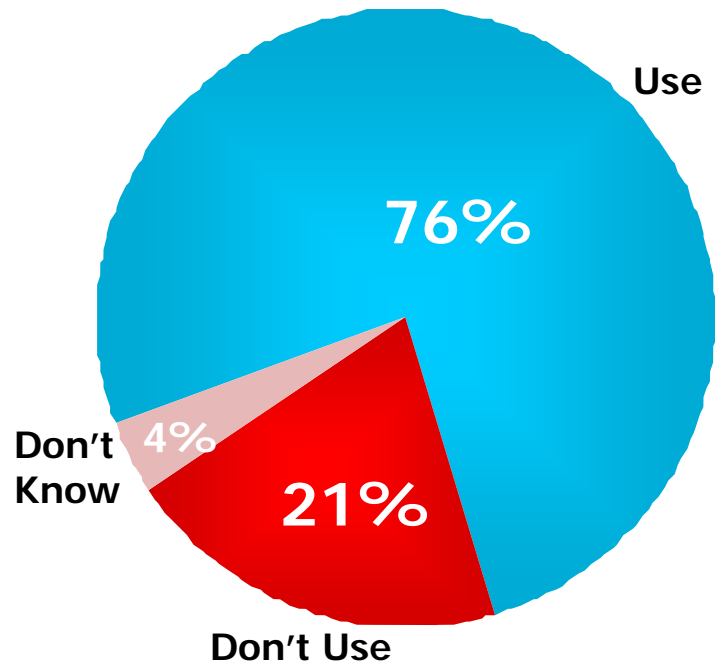
# Turning the Corner: Select Trends in Education Technology

*Data Presentation for CoSN – TED Panel  
March 2, 2010*

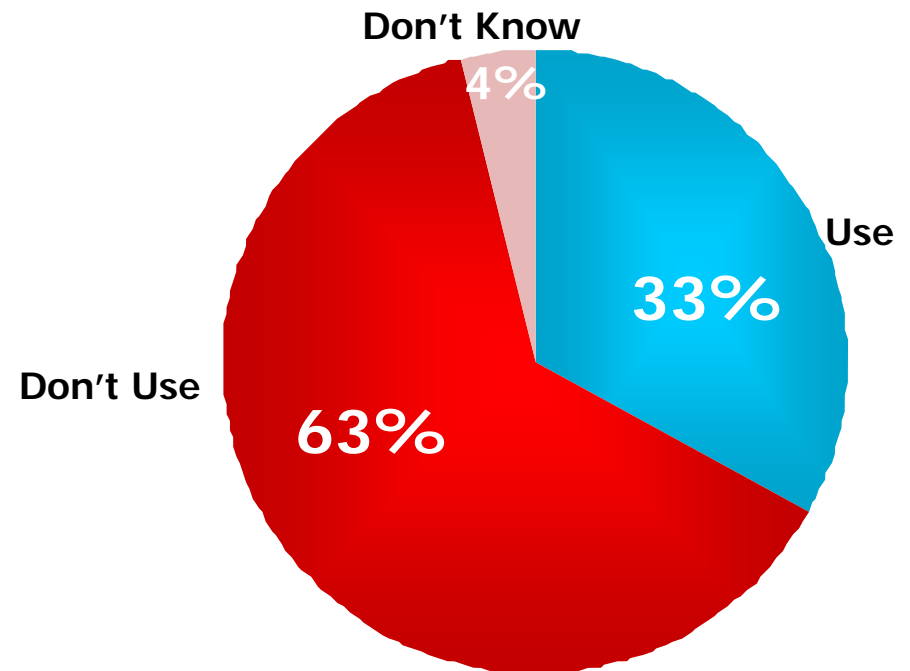


# Classroom Use of Digital Media

Use of Digital Media: K-12 Teachers  
n=1,212



Use of Digital Media: Pre-K Teachers  
n=206



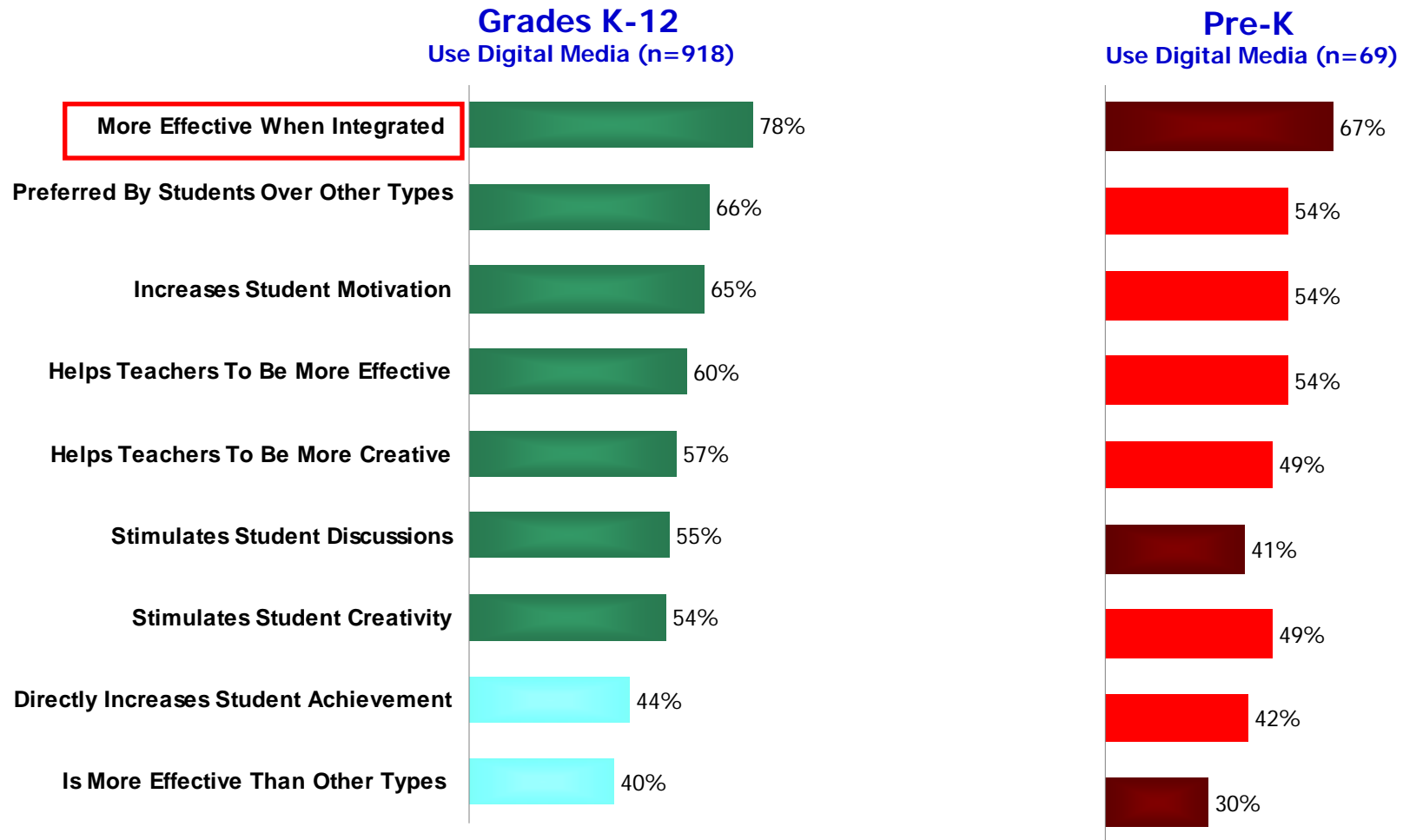
Q18: Do you ever use digital multimedia in the classroom (Web interactive online games, podcasts, digital lesson plans, etc.)?

Q19: On average, about how often do you use digital multimedia in the classroom for instructional purposes?



# Increasingly Sophisticated Teacher Attitudes: Classroom Multimedia

Percentage Rating 8, 9, or 10 Agreement



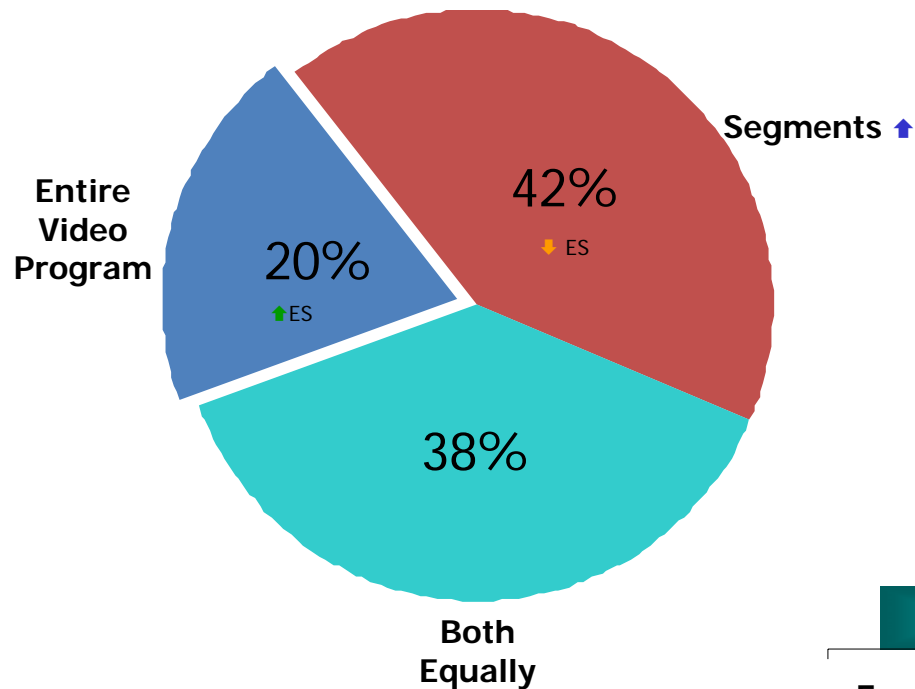
Q19a. How much do you agree or disagree with the following statements regarding multimedia in the classroom (Web sites, interactive online games, podcasts, digital lesson plans, etc.)? \*



# K-12 Video: More Segments vs Whole Program

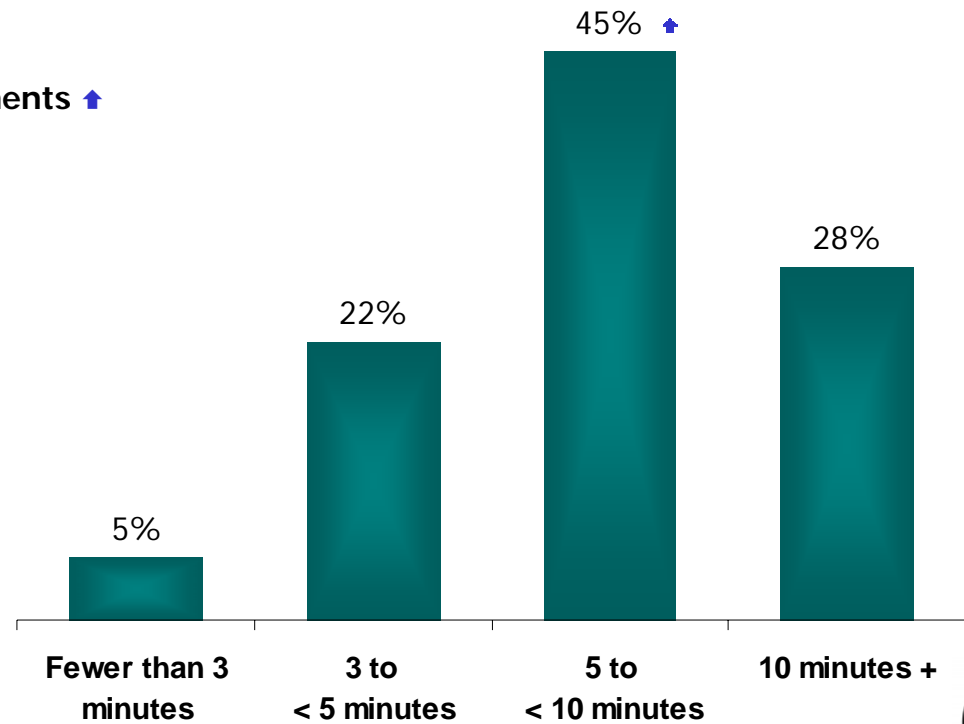
## Most Often Used Video Length: K-12

Use TV/Video Content (n=1,155)



## Length of Segments Used

Used Segments (n=1,032)



Q11. Which of the following do you typically use most often in the classroom?  
 Q11a. If you are using segments from a program, what is the average segment length?

↑ Higher (vs. 2008)  
 ↓ Lower

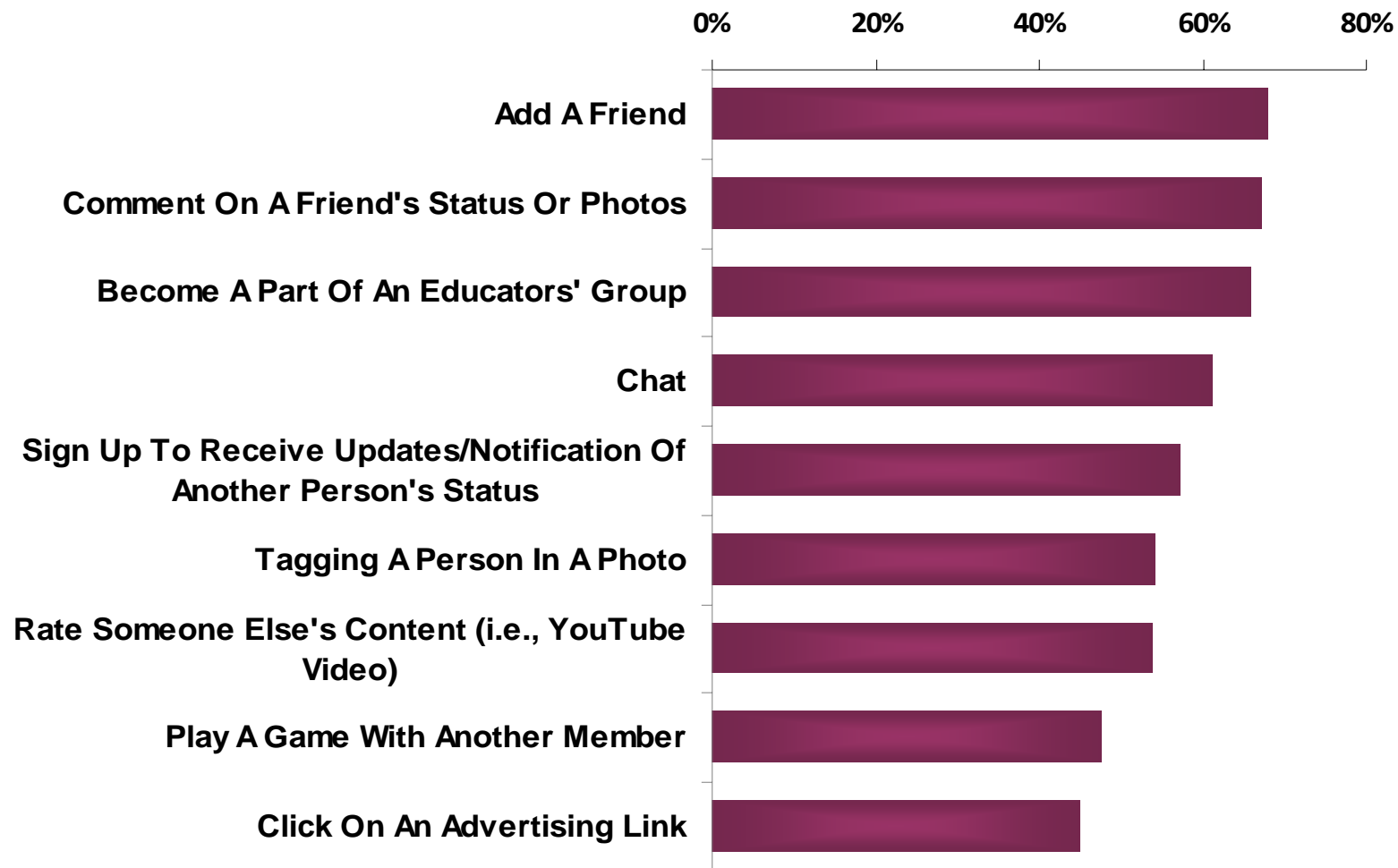


# Teacher Comfort With Social Networking

K-12

Q21aa. When using a social networking site, such as Facebook, Wiki, or other social media communities, how comfortable are you doing the following things?\*

Use Digital Multimedia In Classroom/Use Social Networking Sites  
Percentage Rating 4 or 5

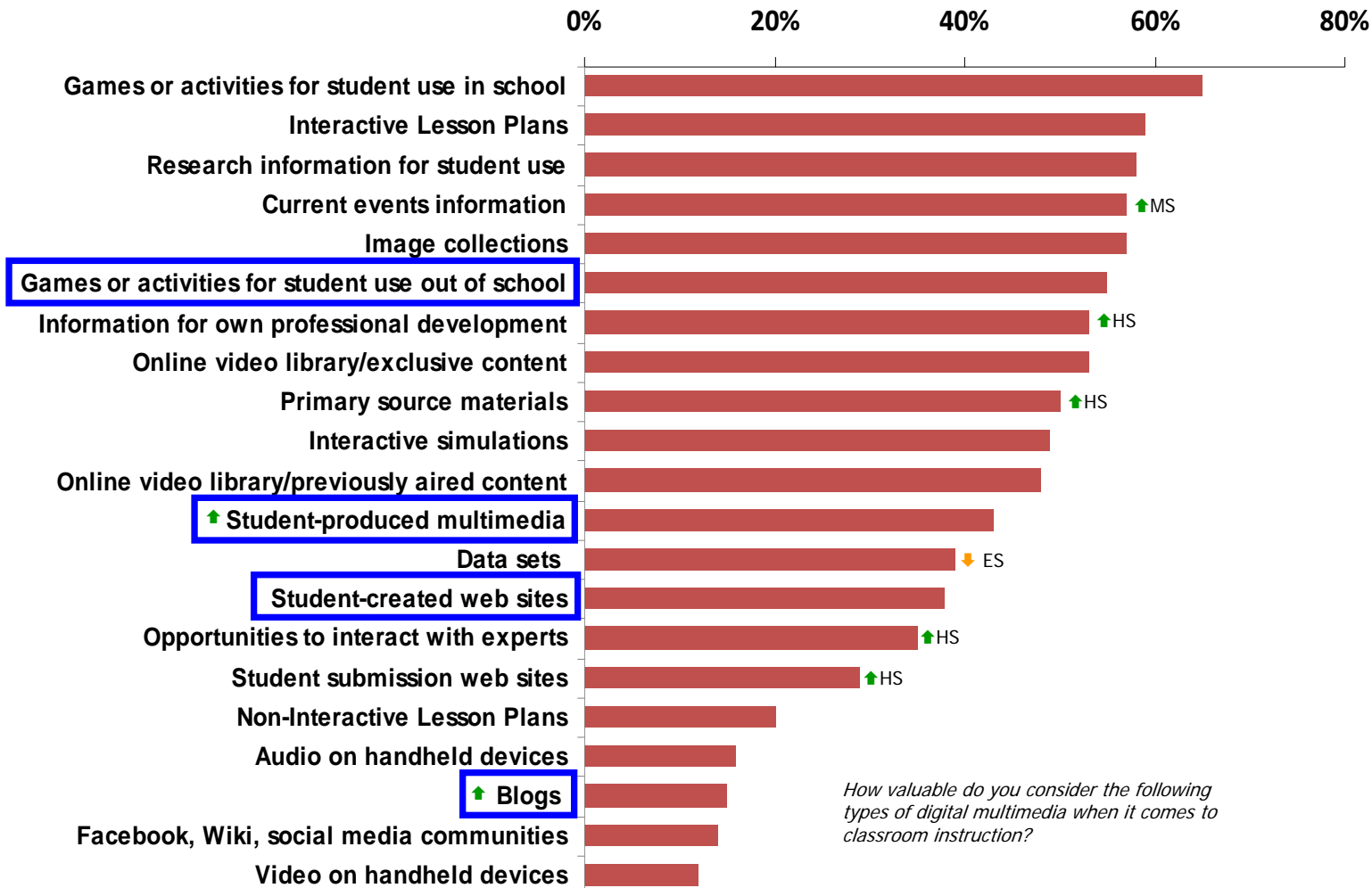


# Value of Types of Digital Multimedia (per Teachers)

## Value Particular Types of Multimedia

n=Use Digital Media

Percentage Rating 8, 9, or 10

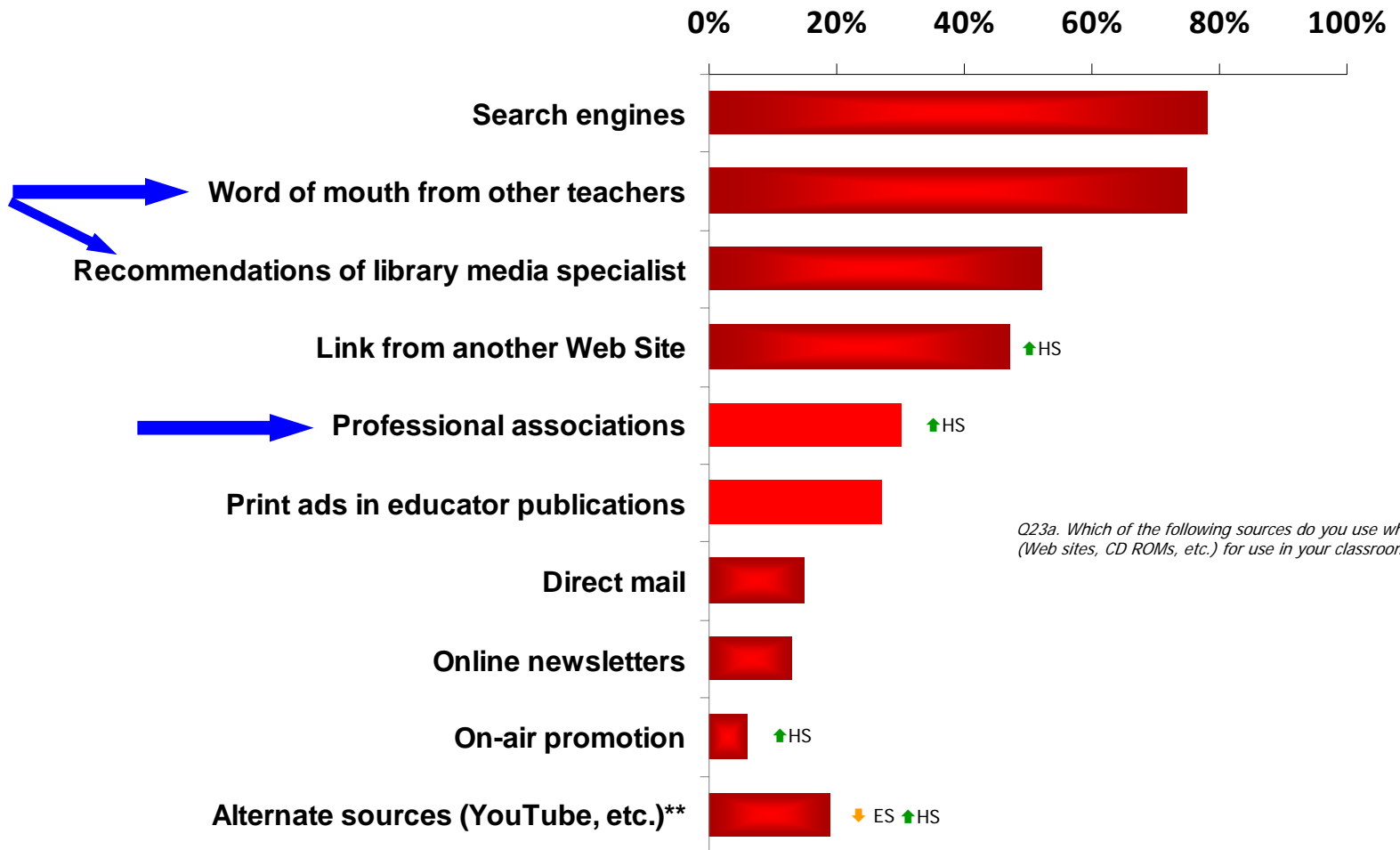


*How valuable do you consider the following types of digital multimedia when it comes to classroom instruction?*



# Teachers' Sources Used to Select Digital Media

Sources Used to Locate Digital Media



Q23a. Which of the following sources do you use when locating digital media (Web sites, CD ROMs, etc.) for use in your classroom?

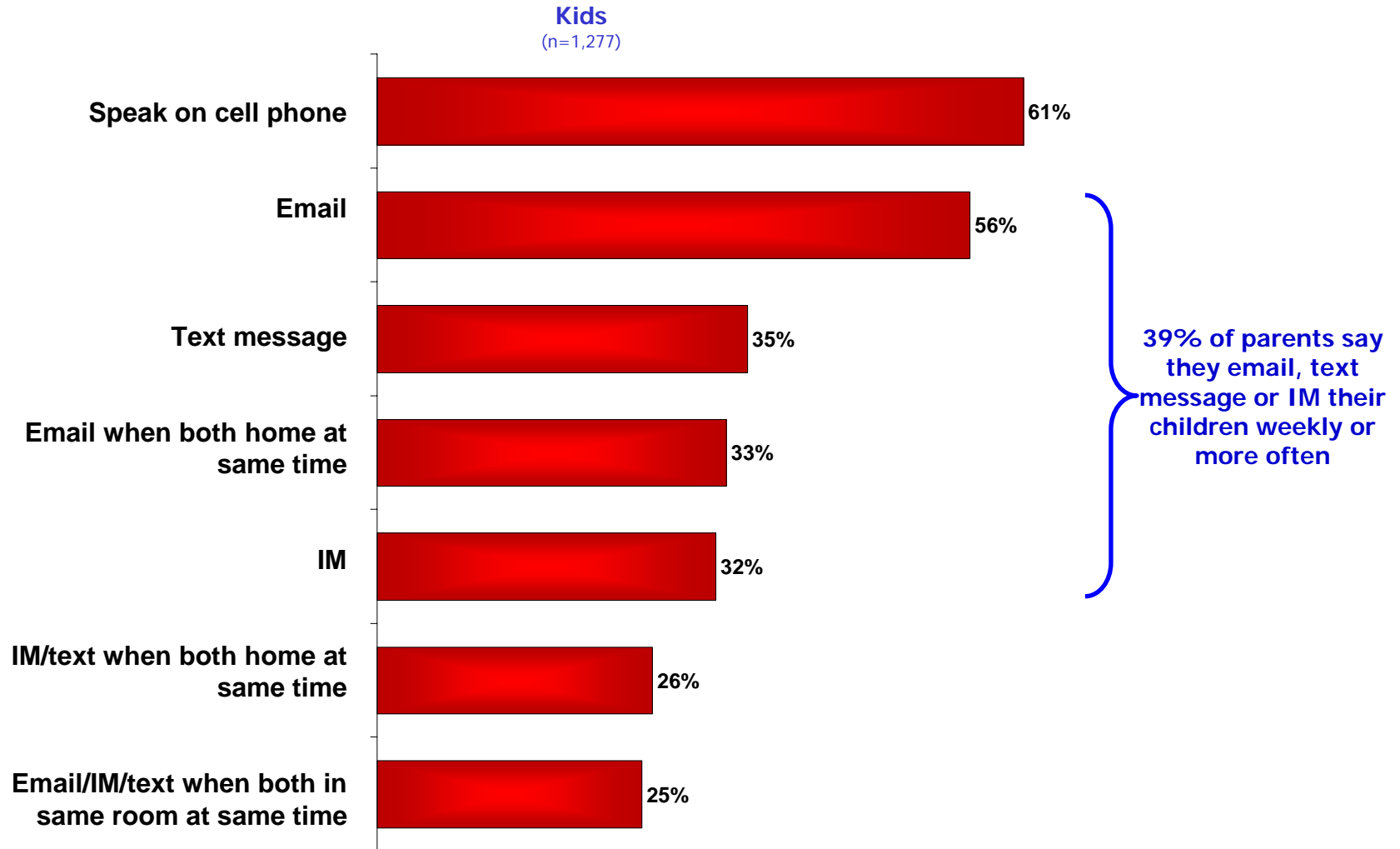


# Students and Parents Using Technology

## Parent Communication Methods: Kids

Q41. How frequently, if ever, do you do each of the following things with your parents?

Percent Indicating They Ever Do Activity



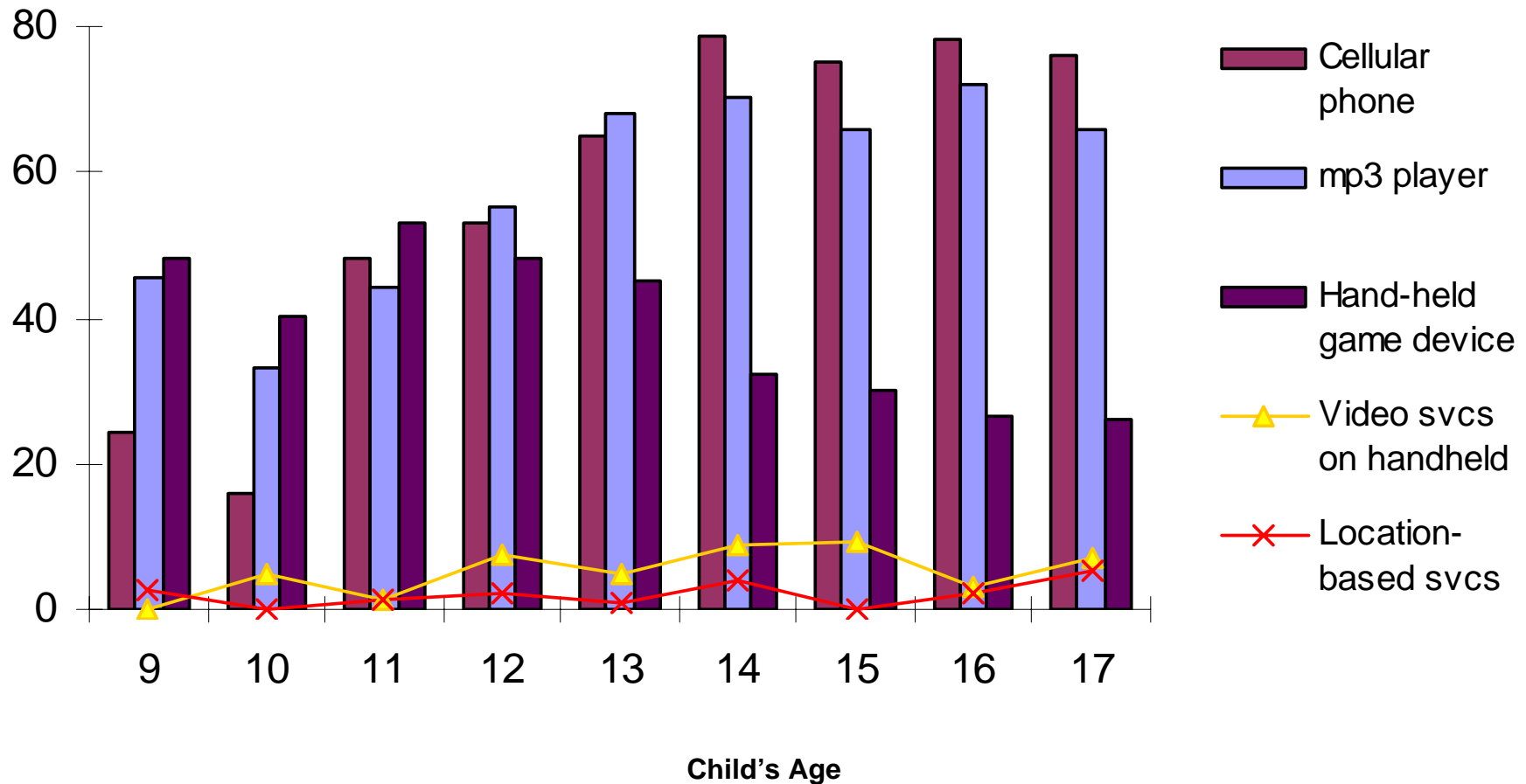


# Students' Personal Electronics – Aging Younger

## Items Owned or Used Regularly: **Girls**

Q64. Which, if any, of the following items do you own or use regularly?

Percent Indicating They Own or Use Regularly

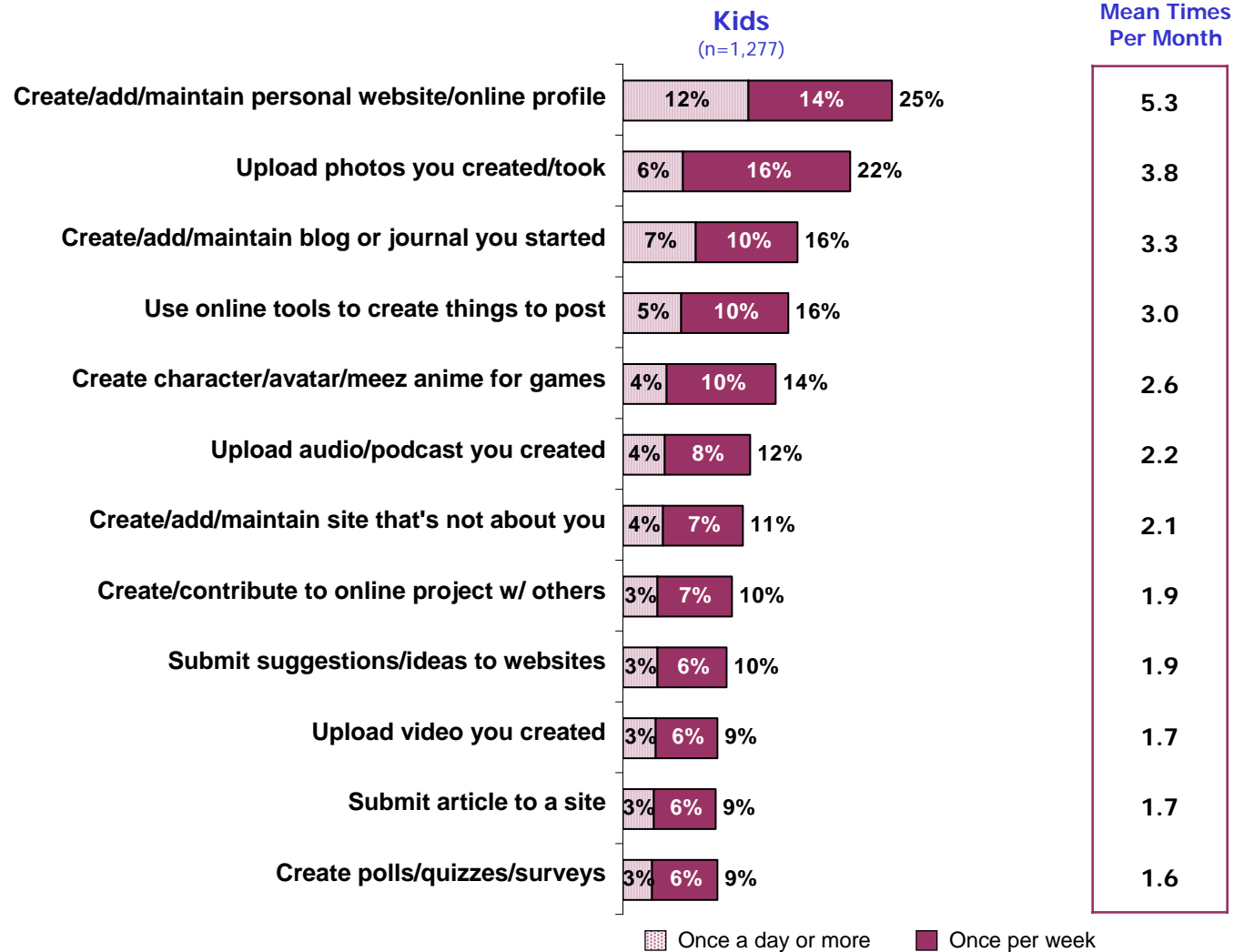


# Students Taking Control of Media...Becoming *Producers*

## Creative/Authoring Activity Frequencies: Kids

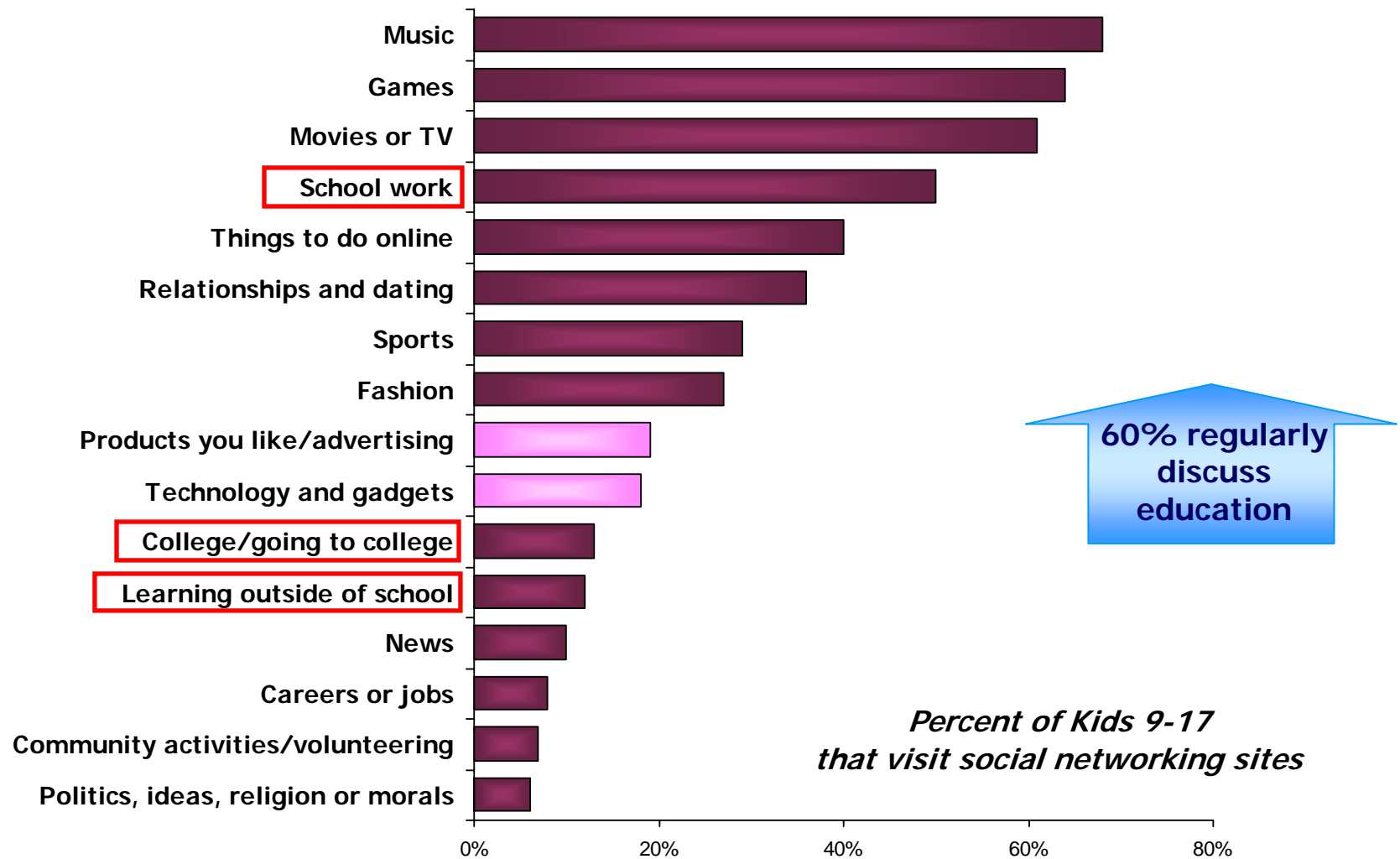
Q38. How often, if ever, do you do each of the following *from any location*?

Percent Indicating They Do Activity At Least Once Per Week



**27% do  
online  
production  
3x+ /week**

# Kids Talk About Schoolwork Online

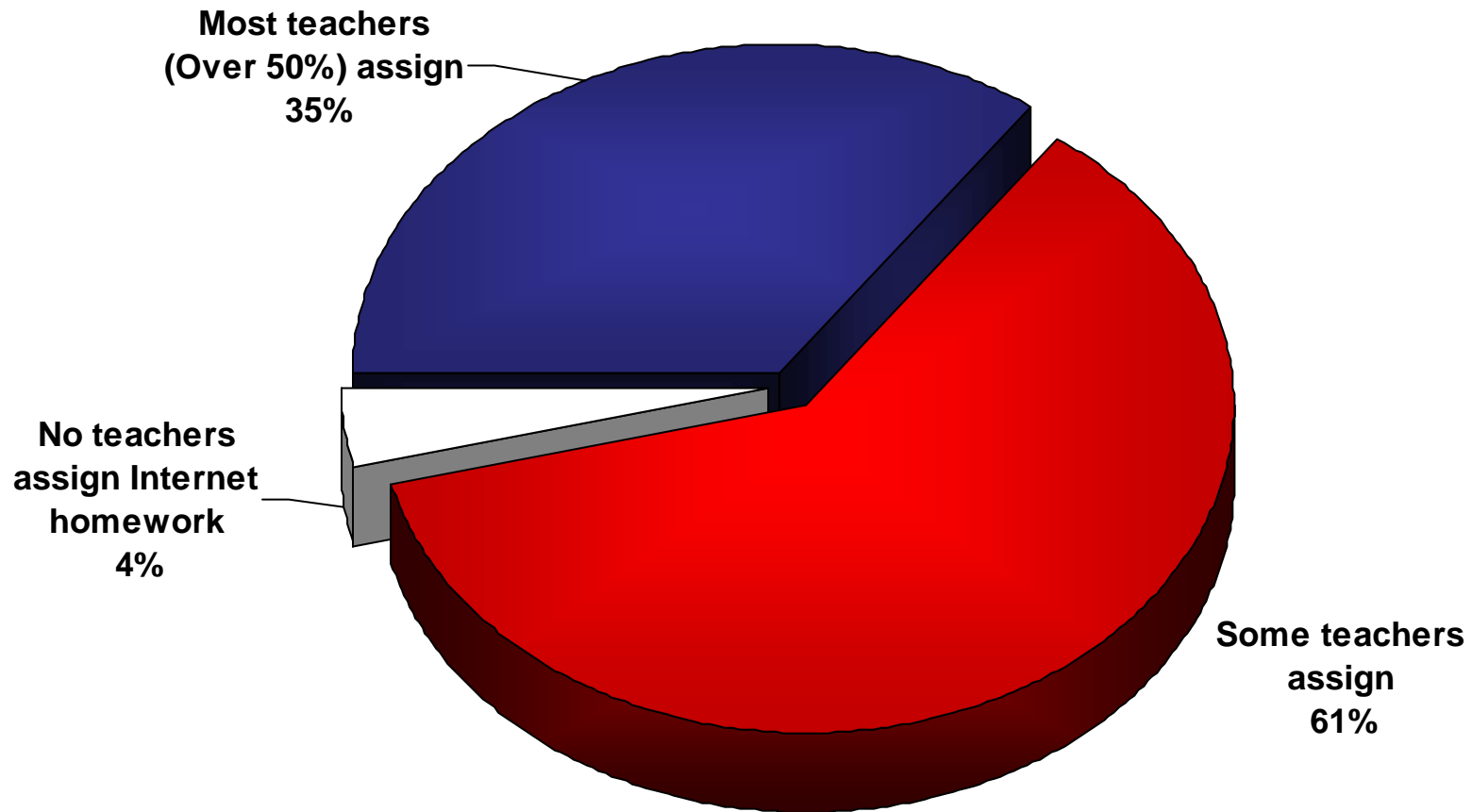


Q: What types of things do you like to talk to others about on social networking websites?

# Many Teachers Assign Net Homework

---

Proportion of teachers in district that assign homework requiring Internet use  
(per school district decision makers)



Q: What percent of the teachers at your school district give assignments that require Internet use for completion of schoolwork? n=250 district leaders

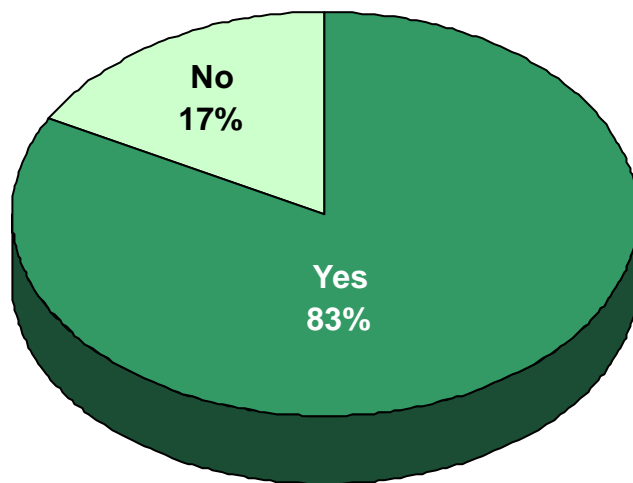
# Most Districts Providing Home Access To Ed Services

## School-Home Connections: Home Access to School Educational Services

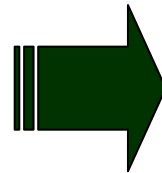
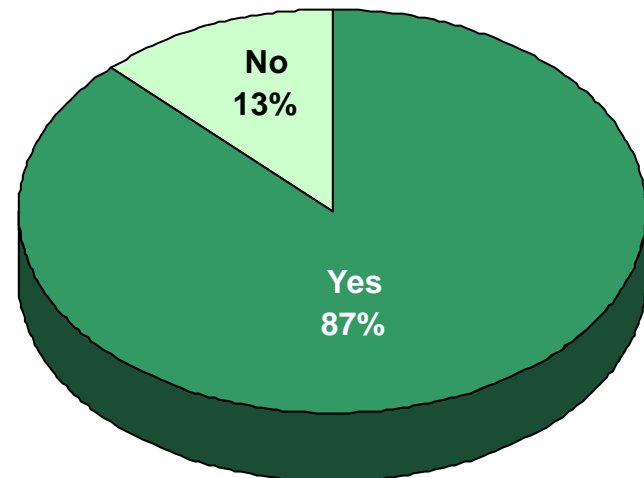
Q34. Does your school district pay for access to any online services or sites such as subscription-based online educational services or online learning management systems?

Q35. Are your students allowed to access any of these online services or sites from home?

Whether District Pays for Access to Online Services/Sites



Whether Students Have Access to School-Sponsored Online Services/Sites from Home



**And Teachers Assigning Net-Based Homework....**

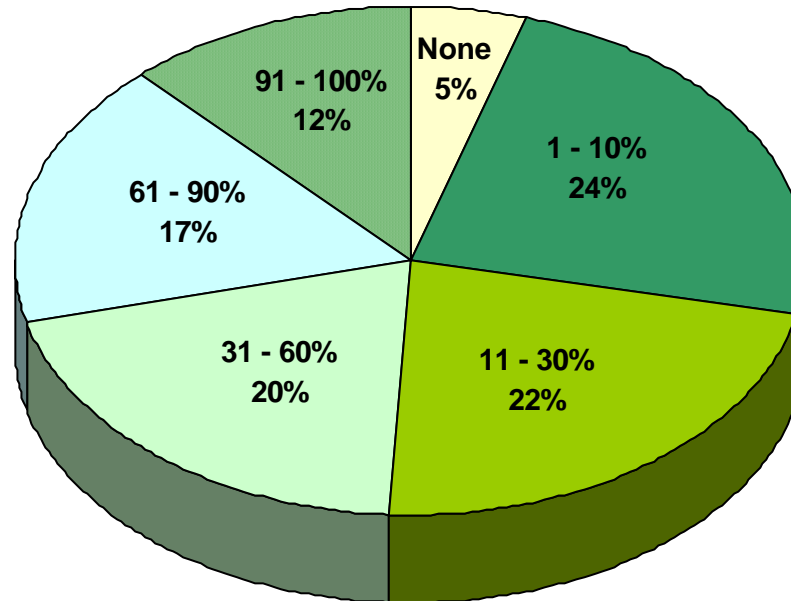
# More Teachers Communicating With Students Via Web

## Teacher-Student Communication Via Web Pages

Q28. What percentage of teachers from your school district utilize web pages for communication of assignments, links, etc.?

Percent of Teachers in District Utilizing Web Pages for Communicating

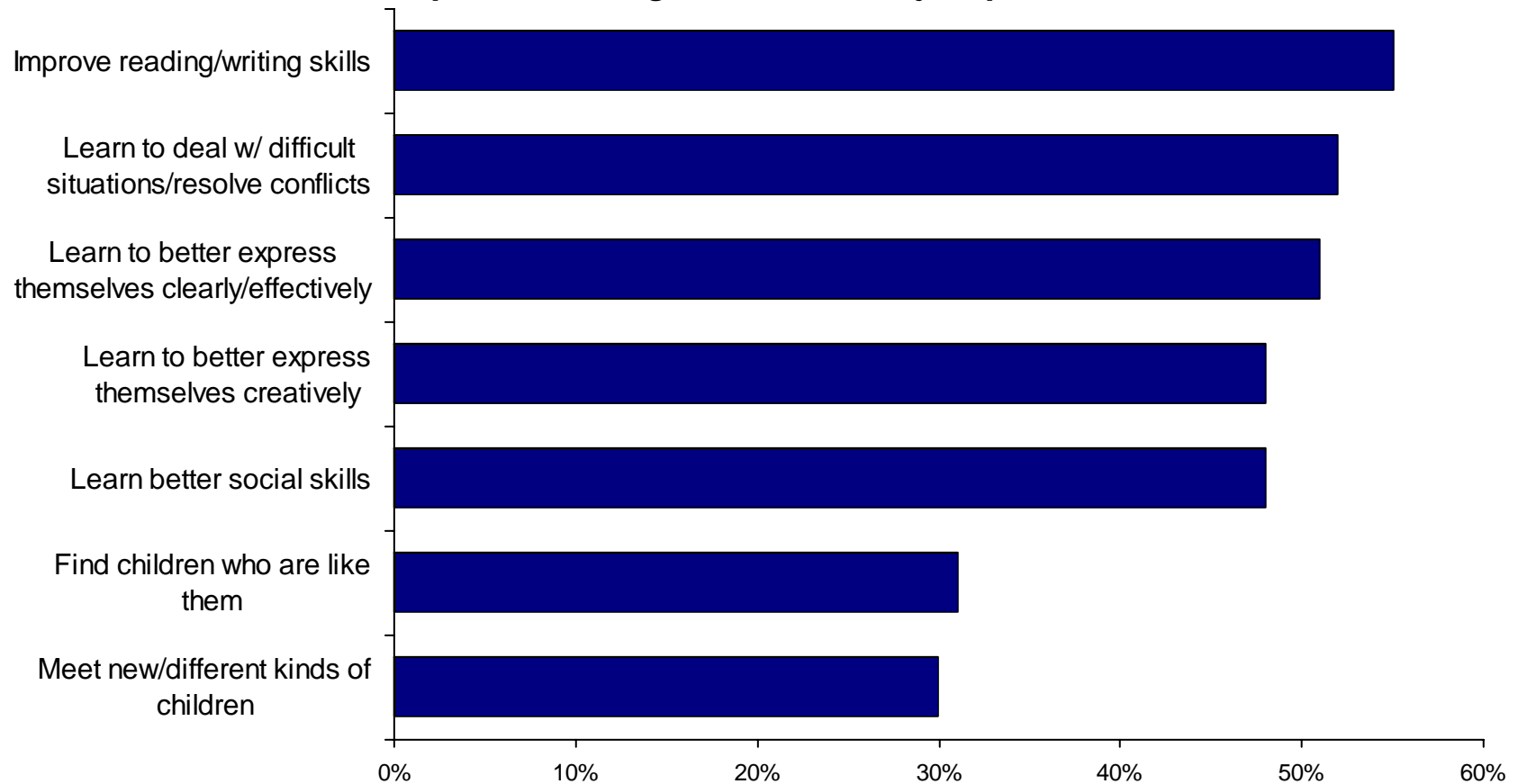
**School District  
Decision-Makers**  
(n=250)



# Perceived Benefits of Social Networking Sites

Parents believe social networking sites can help kids become successful adults.

*Percent of parents rating each as a "very important" benefit*

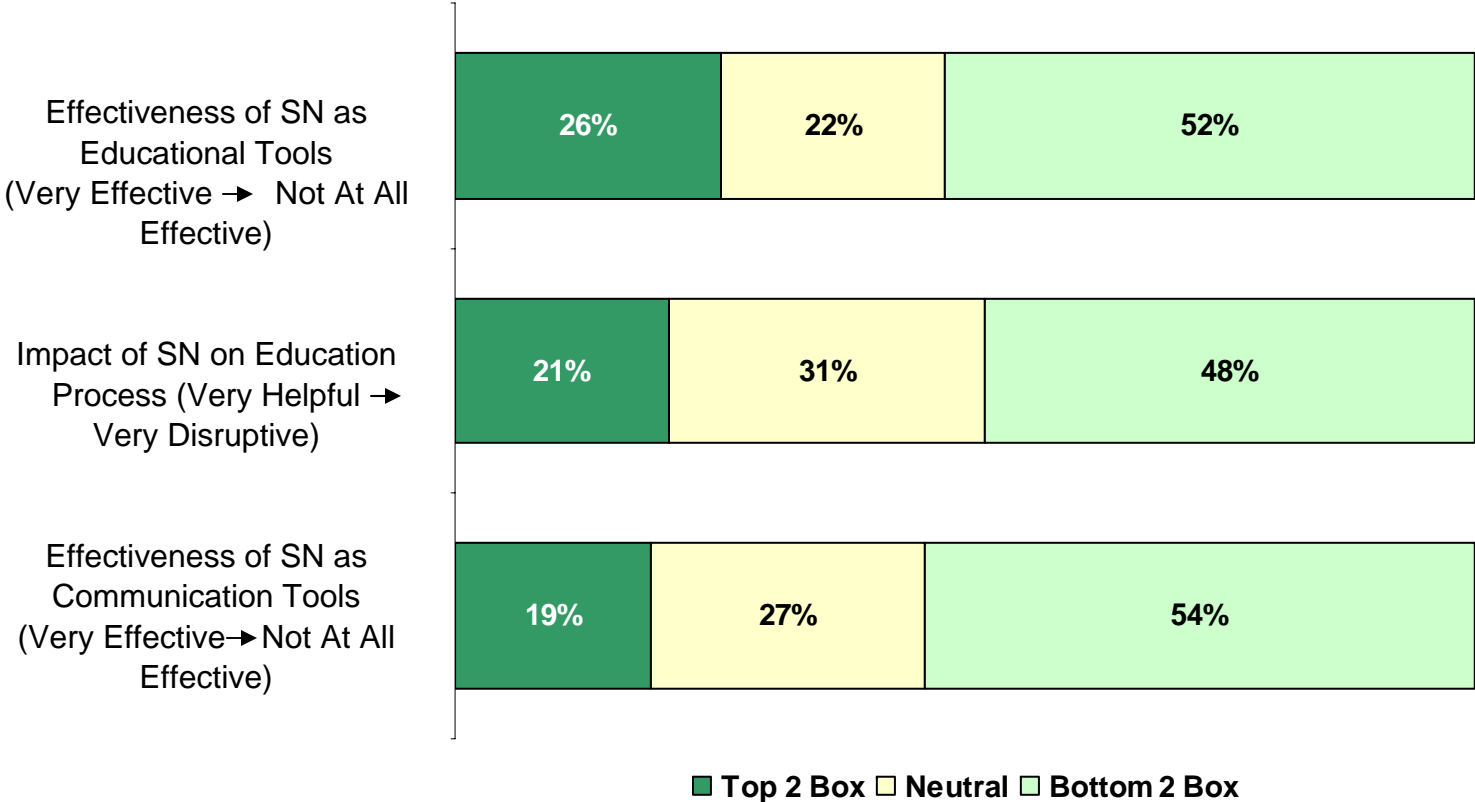


Q: When thinking about social networking websites, how important is it for your (CHILD) to...? n=1,039 parents

# Schools Skeptical About Value Of Social Media In Current Form

## Effectiveness of Social Networking Technologies and Services for Students

Q13. How effective are Social Networking technologies and services as educational tools for students in your school ?  
Q14. How effective are Social Networking technologies and services as communication tools for students in your school district?  
Q16. How has access to Social Networking sites impacted the education process? Would you say that it has been...?



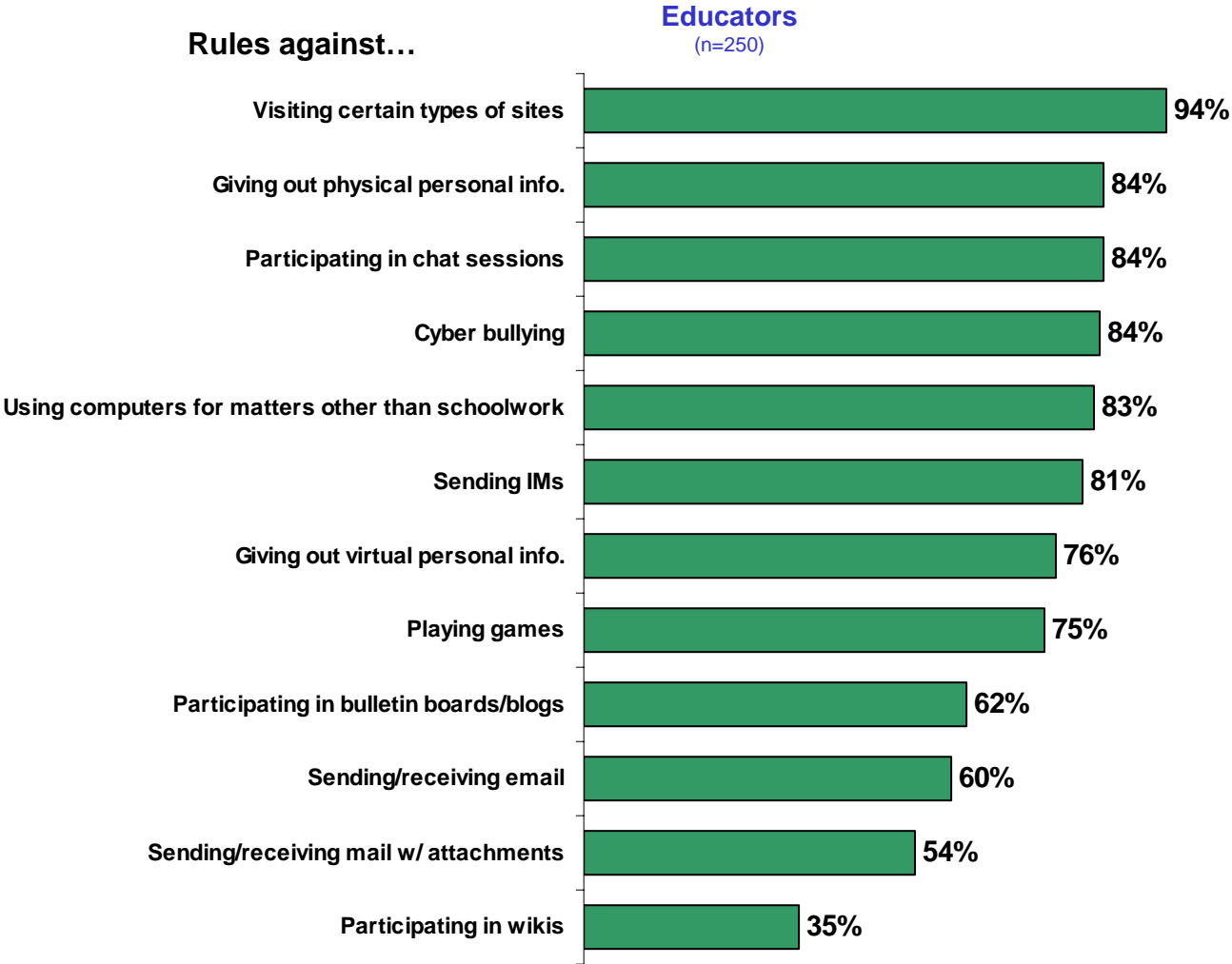


# Broad Range Of School Rules Limit Internet, SN Use

## District Rules Against Types of Student Internet Use

Q1. Which of these rules are in place at your school district for student Internet usage? Do you have rules against...

Percent Indicating Rule Against Type of Internet Use



# But Districts Hope SN Can Broaden Kids' Horizons

## Educators' Expectations for Social Networking

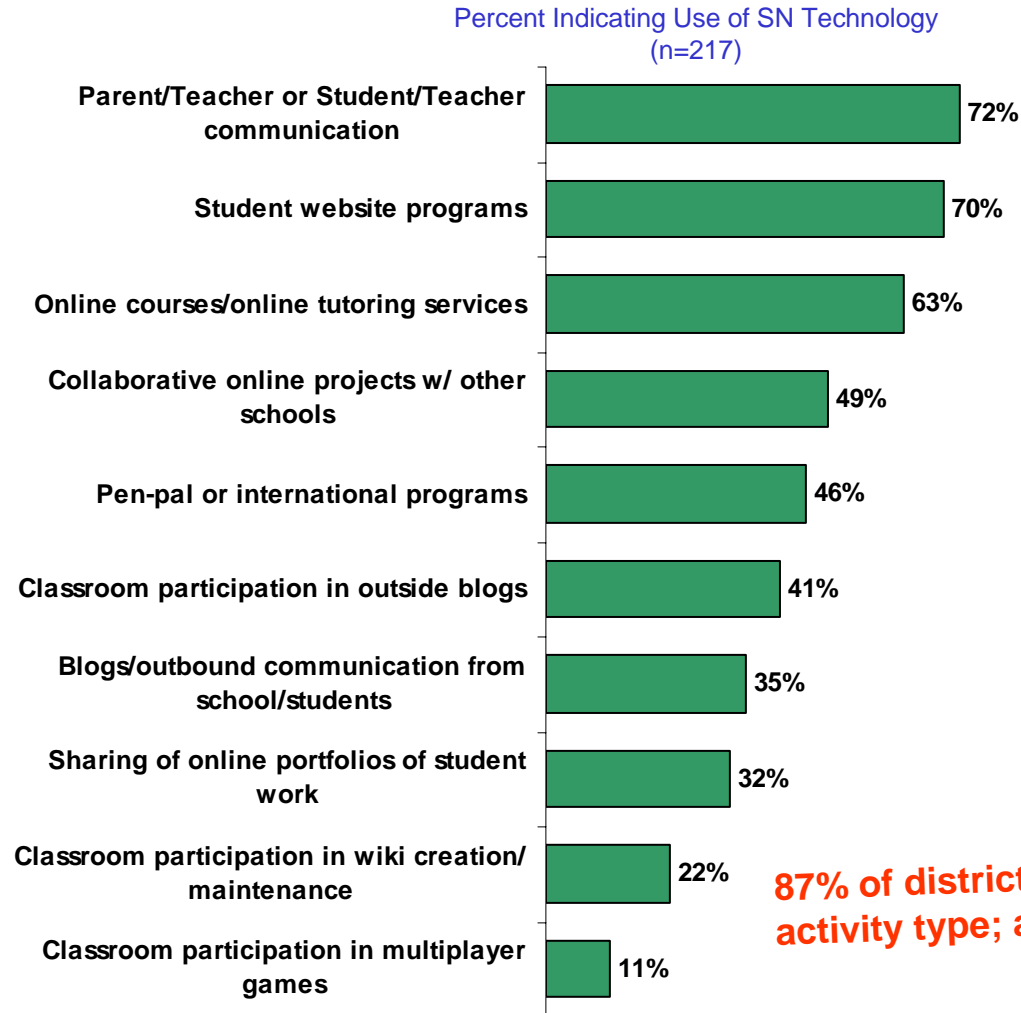
Q15. Now I am going to read you a few statements about the benefits of Social Networking websites for your students. How much do you expect that Social Networking will help students to...



# Districts Involved In Many Activities With Social Media Elements

## District Participation In Educational Social Networking Activities

Q12. In which of the following ways is Social Networking technology used by educators or students at your school district?



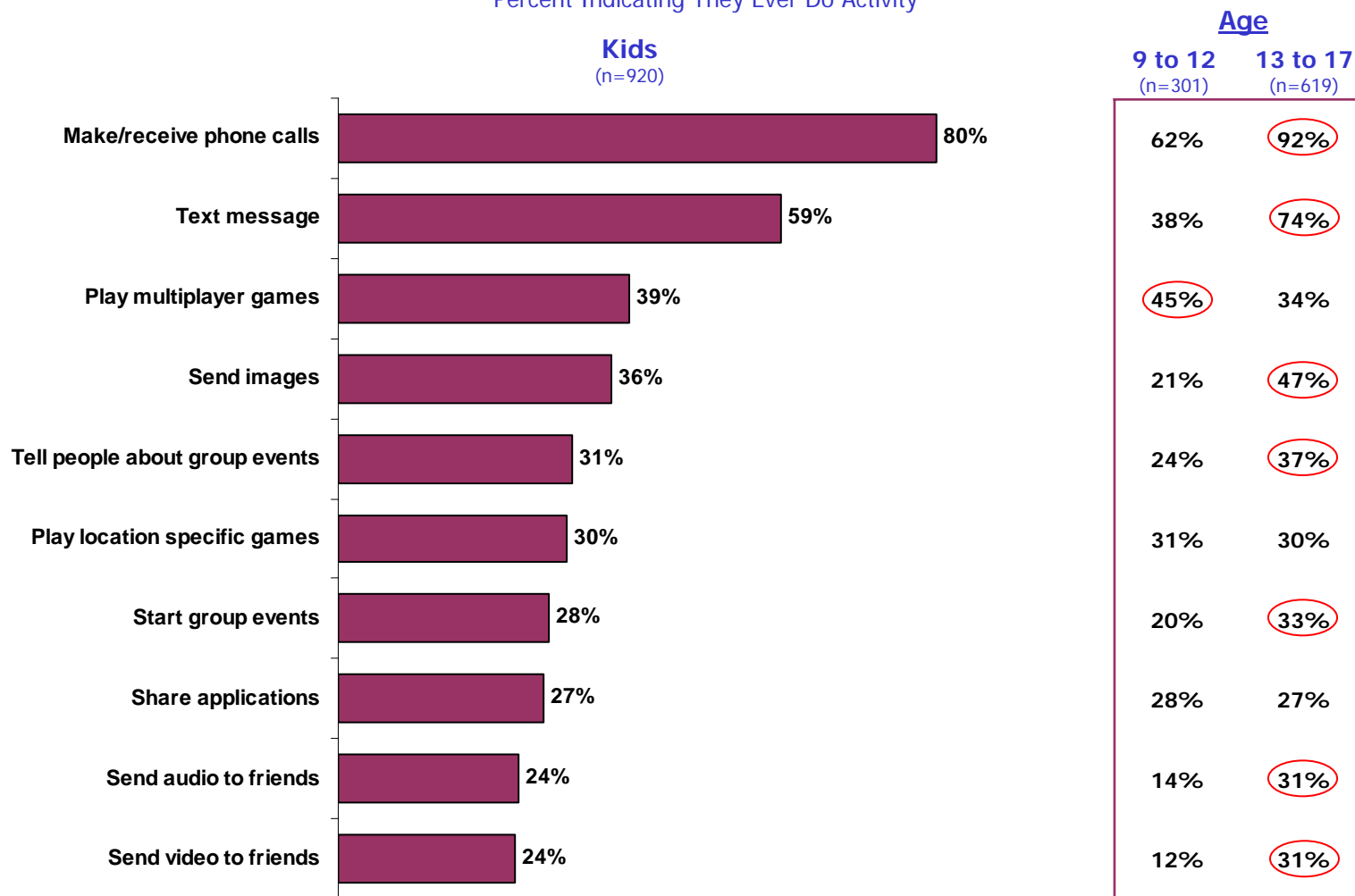
**87% of districts involved in at least one activity type; ave. district involved in 4-5**

# Mobile / Handhelds: The Next Platform

## Activities Done On Cell Phone/Handheld: Students

Q40. How often do you use your cell phone or handheld wireless device to do each of the following things?

Among Students Who Own Cell Phone/Handheld  
Percent Indicating They Ever Do Activity



   = Significant over other subgroup at the 95% confidence level.

# Informal Tech-Mediated Learning Increasingly Important

The screenshot shows the homepage of the National Science Foundation Institute for Learning Innovation. The page features a navigation menu on the left with links for HOME, WIKI, COLLABORATIONS, CONTRIBUTORS, LINKED IN, CONTACT US, and LOG IN. Below the navigation is the logo for Grunwald Associates LLC. The main content area is titled 'SEARCH' and includes a search bar and a 'SEARCH' button. Below the search bar is a list of case studies, each with a thumbnail image, a title, a brief description, and statistics for views and comments. The case studies listed are: SchoolTube: Science, National Parks Views, NEAq Tours, Our-Playground.org, Bomb Squad, FICSS Game, Worldwide Telescope.org, Wolf Quest, GMU ITEST, and NPS Webrangers.

**National Science Foundation**  
WHERE DISCOVERIES BEGIN

**INSTITUTE FOR Learning Innovation**

HOME SEARCH ADD NEW CASE

WIKI

COLLABORATIONS

CONTRIBUTORS

LINKED IN

CONTACT US

LOG IN

**GA**  
Grunwald Associates LLC

**SchoolTube: Science**  
Through SchoolTube, students and educators are creating and sharing hundreds of videos to teach and inspire about science; how well is this model working, and can it be extended out to informal science environments?  
Views: 256 Comments: 6 [more](#)

**National Parks Views**  
First created to bring our national parks to those who might never get to visit, NPS Views is now using multimedia to add entirely new dimensions—spatial, multicultural, interdisciplinary, and more—to the experience...  
Views: 277 Comments: 10 [more](#)

**NEAq Tours**  
The New England Aquarium goes mobile to bring participants home to its facilities, even as it enables the protection of the far-flung corners of the Earth through its innovative, community-based Live Blue initiative.  
Views: 448 Comments: 10 [more](#)

**Our-Playground.org**  
Seeking to take citizen science participation to another level, Our-Playground also offers opportunities to apply scientific principles/processes across disciplines. A number of charter members of our community are already getting involved.  
Views: 320 Comments: 12 [more](#)

**Bomb Squad**  
Ben Hillman seeks to tell the story of 20th century physics in the 'musical to end all musicals,' a new animated feature film in development. See what Pulitzer-Prize winning historian Richard Rhodes (*The Making of the Atomic Bomb*) has to say about it.  
Views: 466 Comments: 19 [more](#)

**FICSS Game**  
The Harvard-Smithsonian Center for Astrophysics uses a unique approach to disseminate the results of its research to K-12 educators and drive its findings home, getting the word out about the key factors in science education that most impact college science success.  
Views: 266 Comments: 7 [more](#)

**Worldwide Telescope.org**  
Millions of kids and adults are exploring the universe, taking each other on multimedia tours through space/time, learning about hundreds of thousands of celestial objects, even creating their own constellations using Microsoft's powerful virtual telescope.  
Views: 343 Comments: 12 [more](#)

**Wolf Quest**  
Tweens and teens learn critical thinking skills and form strong emotional bonds with a feared and misunderstood predator as they take a long walk in a wolf's footsteps in this zoo-supported immersive 3-D multiplayer game and community.  
Views: 405 Comments: 12 [more](#)

**GMU ITEST**  
GMU's ITEST gets at-risk kids involved in science through videogame creation, generating deep understanding of key scientific principles and processes. Next up: can it increase students' interest in pursuing STEM-related careers?  
Views: 351 Comments: 11 [more](#)

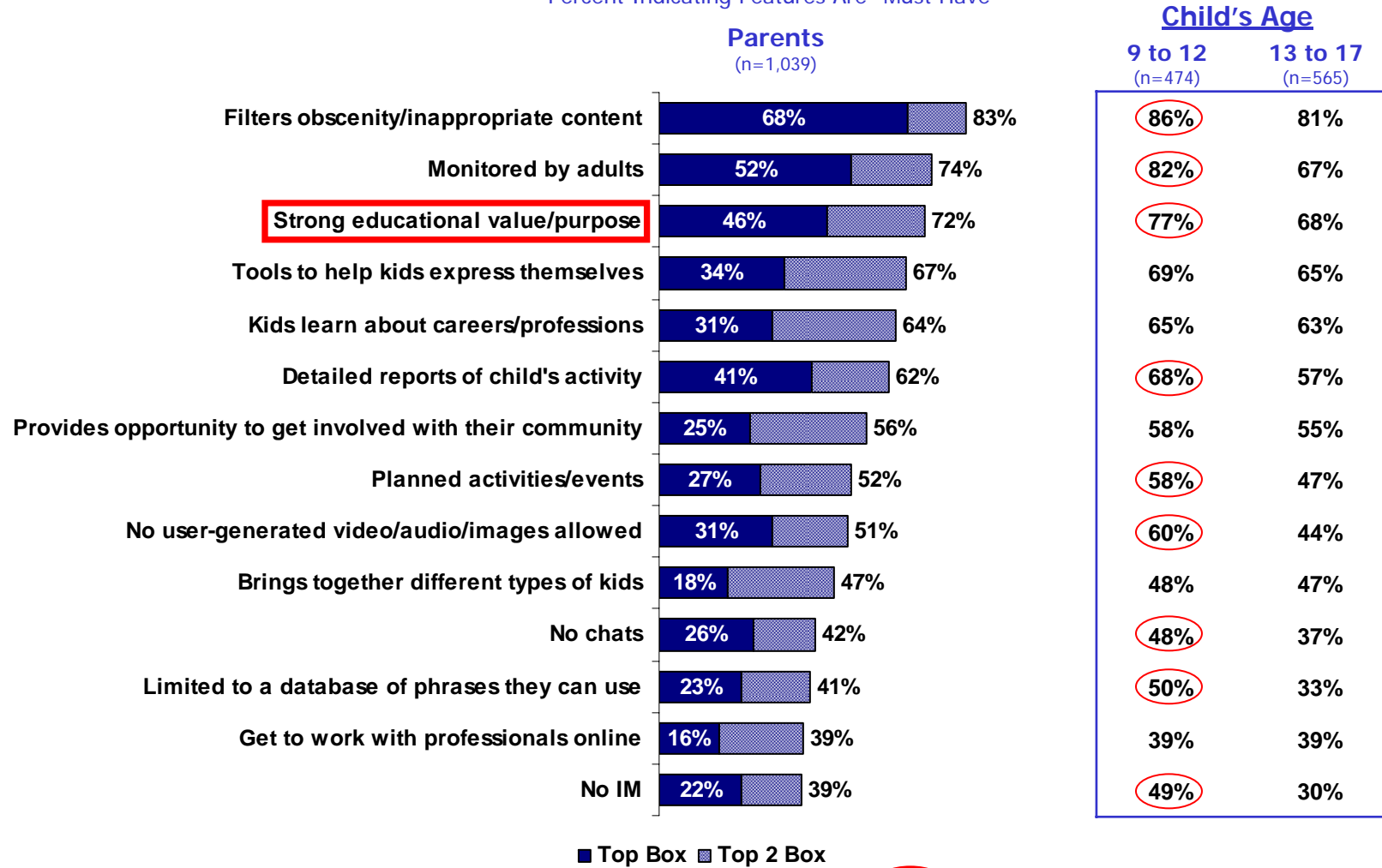
**NPS Webrangers**  
Growing by leaps and bounds, the National Park Service's Webrangers program is getting kids in touch with the great outdoors and nature through a goal-oriented, multi-level collection of online activities and increasingly unique user contributions.  
Views: 426 Comments: 9 [more](#)

<http://www.mediasciencelearning.com/CaseStudies>

# Making the Case to Industry: Education a Driver of Family Decisions

## Specific Features That Sell Sites To Parents

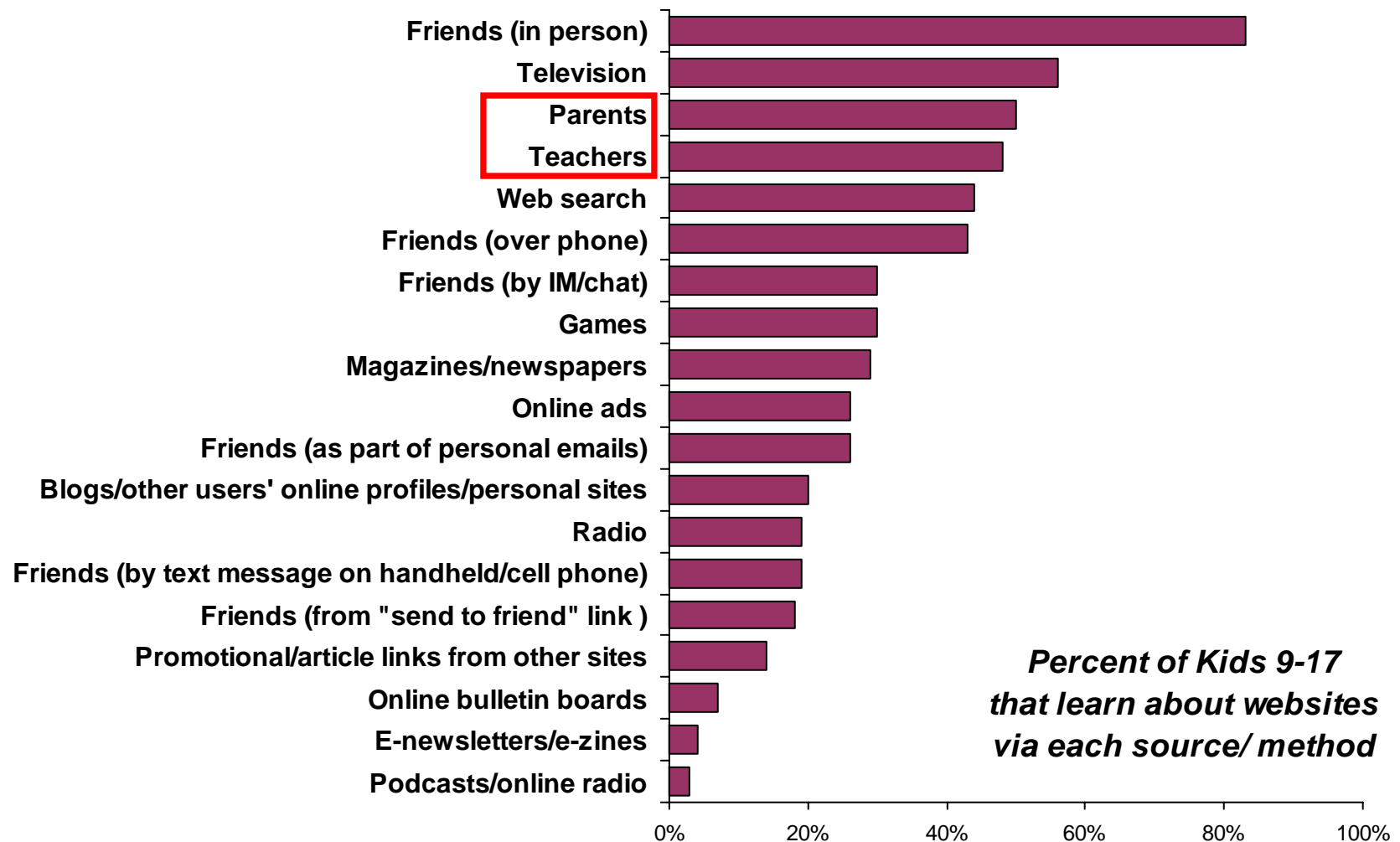
Q13. When it comes to your (CHILD), how important is each of the following social networking website features?  
Percent Indicating Features Are "Must Have"



  = Significant over other subgroup at the 95% confidence level.

# Teachers & Parents Fuel Student Awareness Of Websites

Key adults (parents and teachers) outrank traditional media (TV, print, radio.)



Q: How do you learn about new websites?

# Open Source / Community

---

Coming Soon:

An  
**Open Source**  
Platform  
for Internet-based  
Assessment

A Report on  
Education Leaders'  
Perceptions  
of Online Testing  
in an Open Source  
Environment

A Grunwald Associates LLC Report  
Sponsored by  
the Educational Testing Service

GA GRUNWALD ASSOCIATES LLC  
www.grunwald.com



**Thank You**

**Peter@Grunwald.com**

**www.grunwald.com**