

# Exploring the Use of Mobile Technologies and eTextbooks in Higher Education

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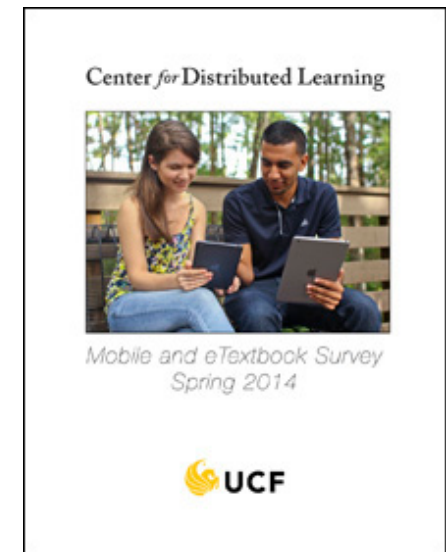
Center  
*for* Distributed  
Learning



**UCF**

# Purpose of 2014 Survey

- Understand the landscape of the adoption of mobile technologies and eTextbooks at UCF
- Compare 2012 and 2014 key findings
- Plan UCF Mobile and eTextbook Campus Initiatives



# Participants

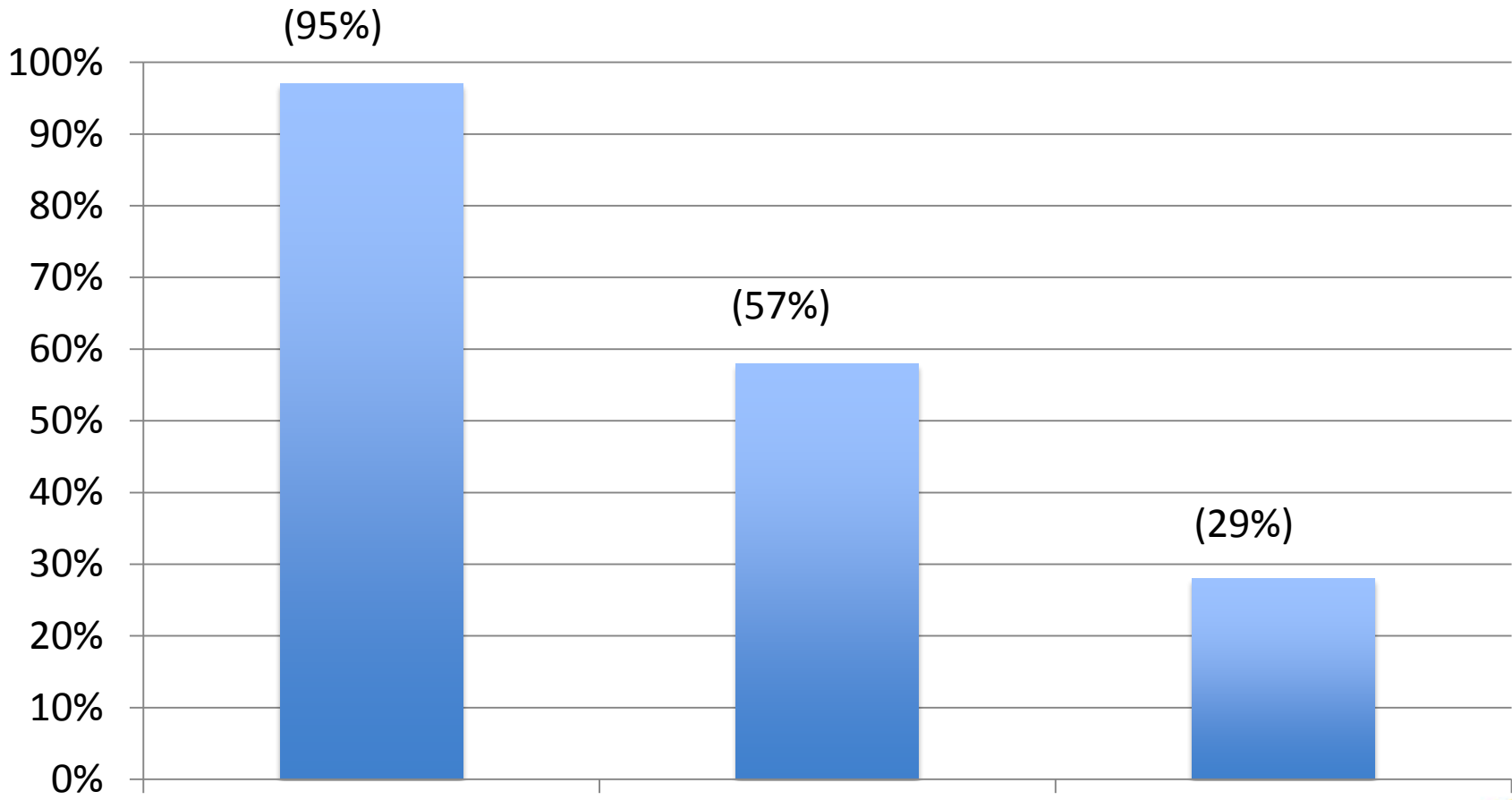
- 1181 students enrolled in online, mixed-mode and FTF classes in Spring 2014 at UCF
  - 83 courses from all 12 colleges
  - 91% undergraduates
  - 84% full time student
  - 68% females



# Mobile



# Mobile Access: Ownership



**2012**      91%

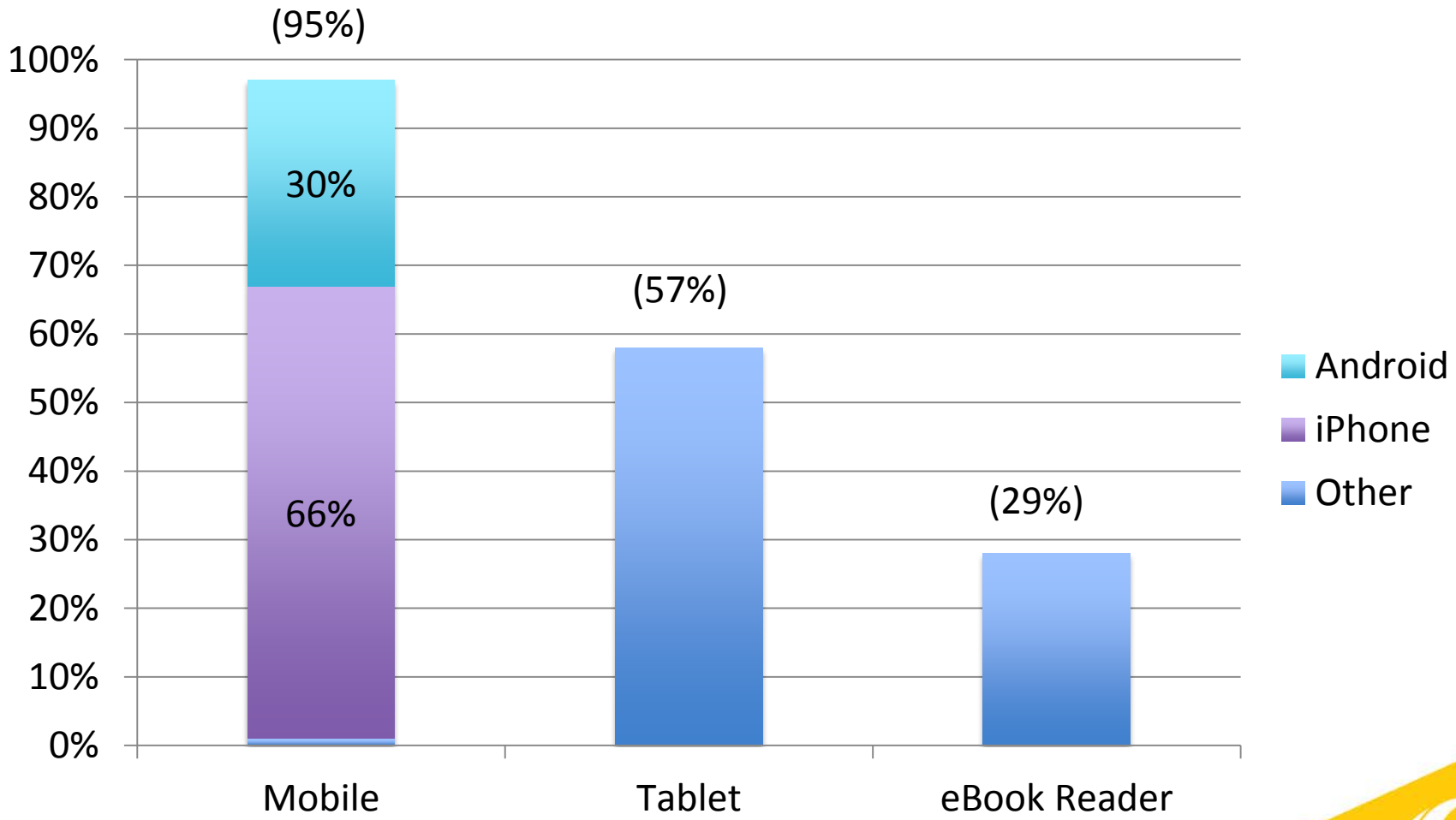
37%

27%

(N=1181)



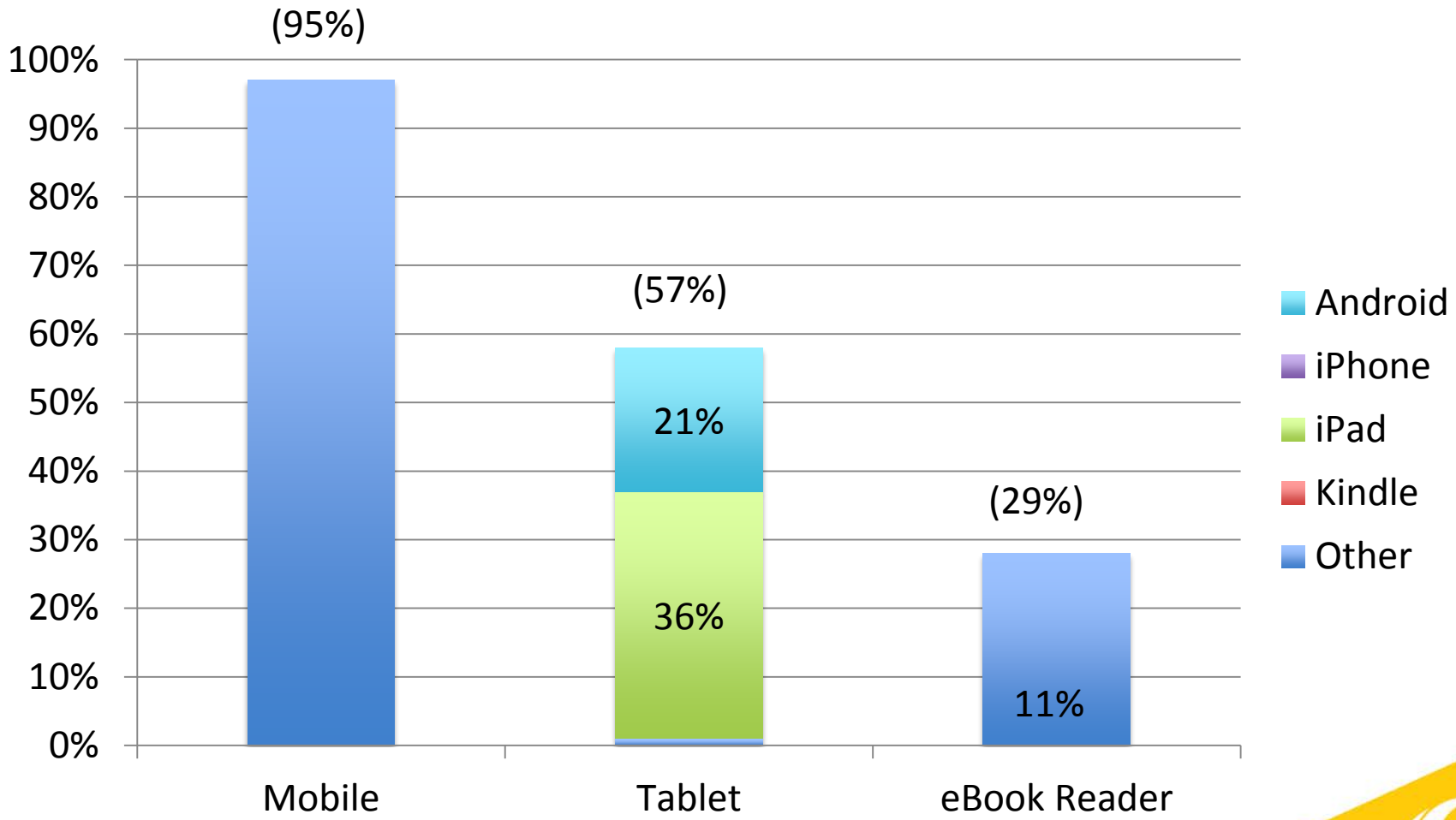
# Mobile Access: Ownership



(N=1181)



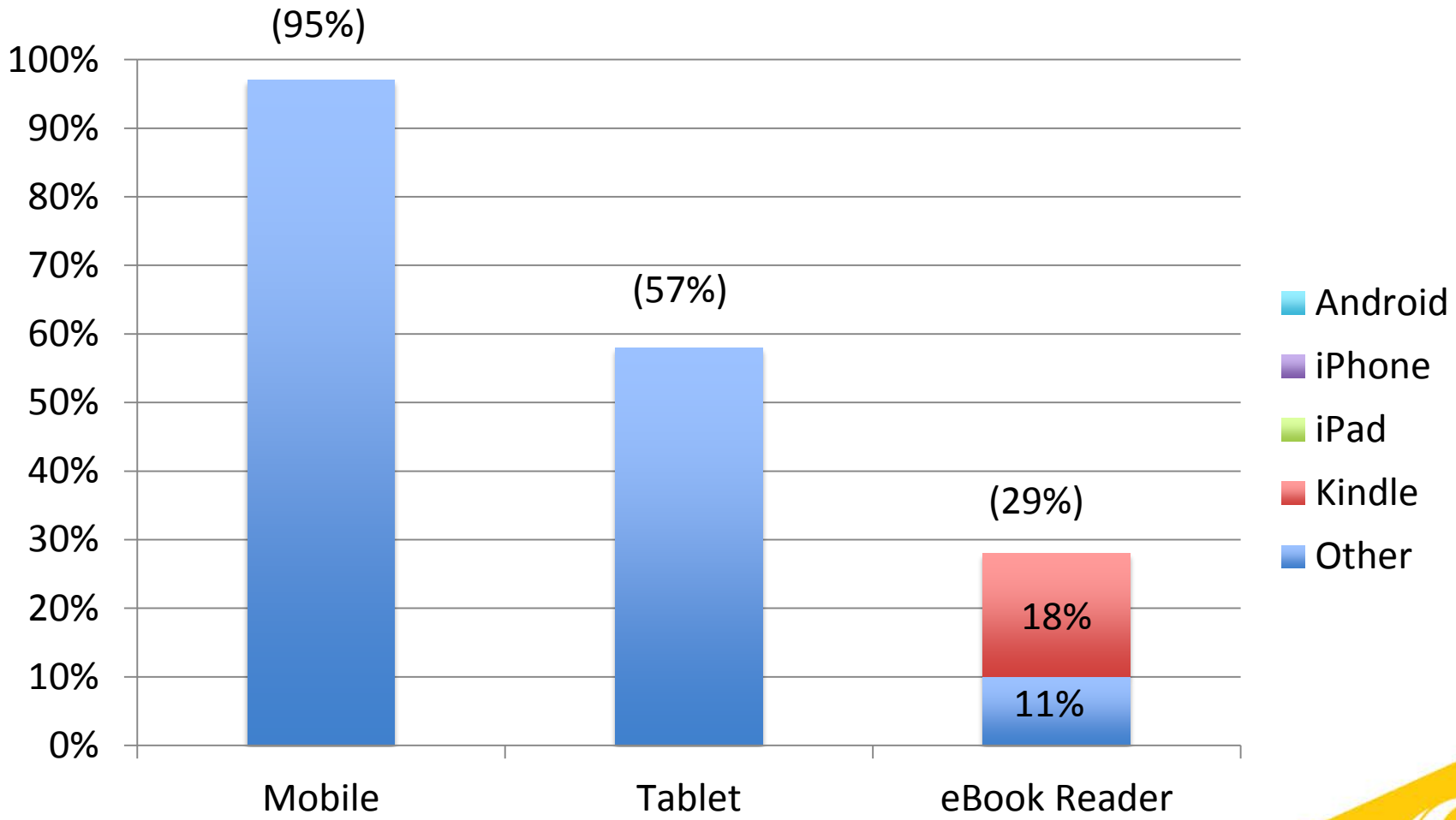
# Mobile Access: Ownership



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# Mobile Access: Ownership

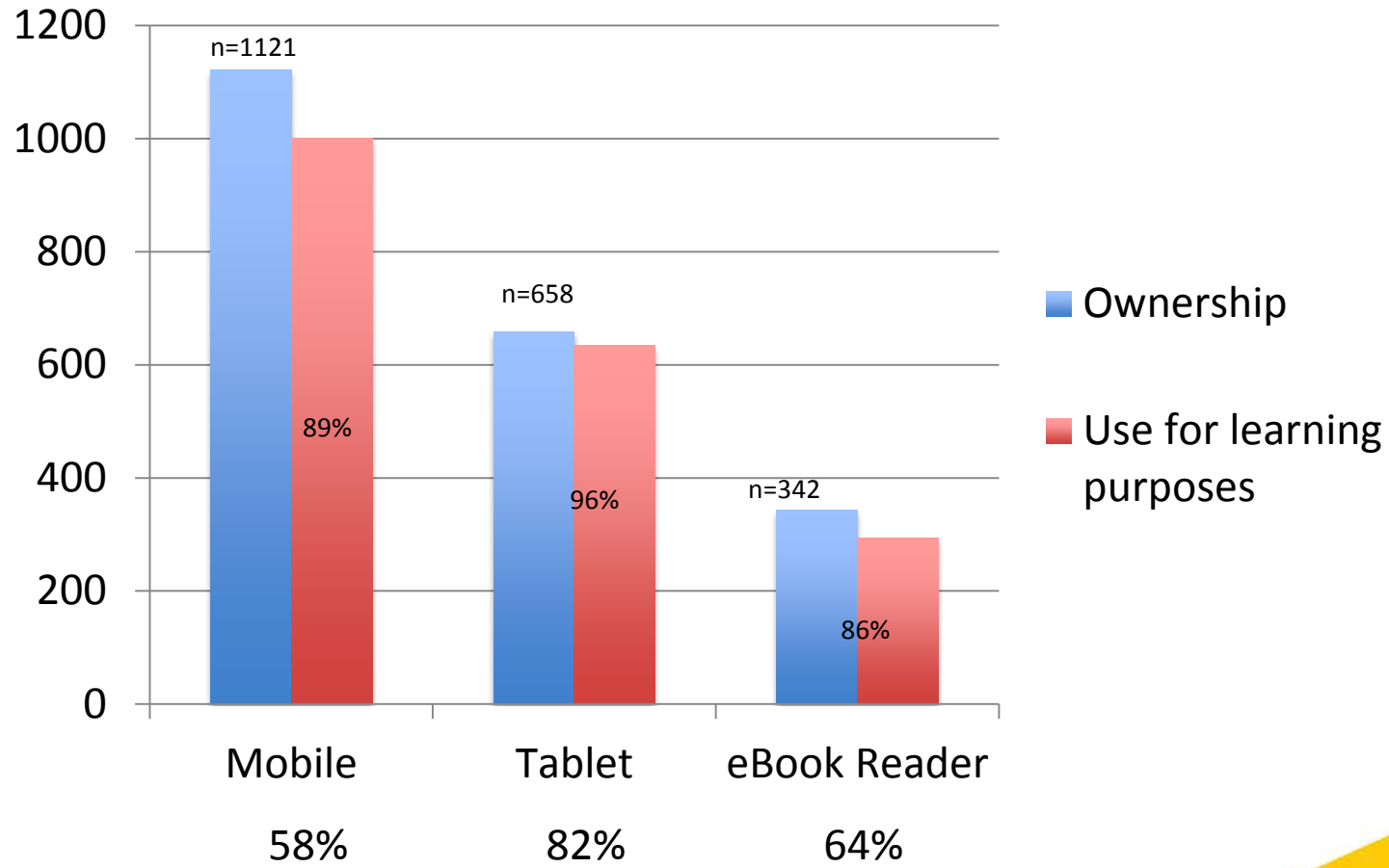


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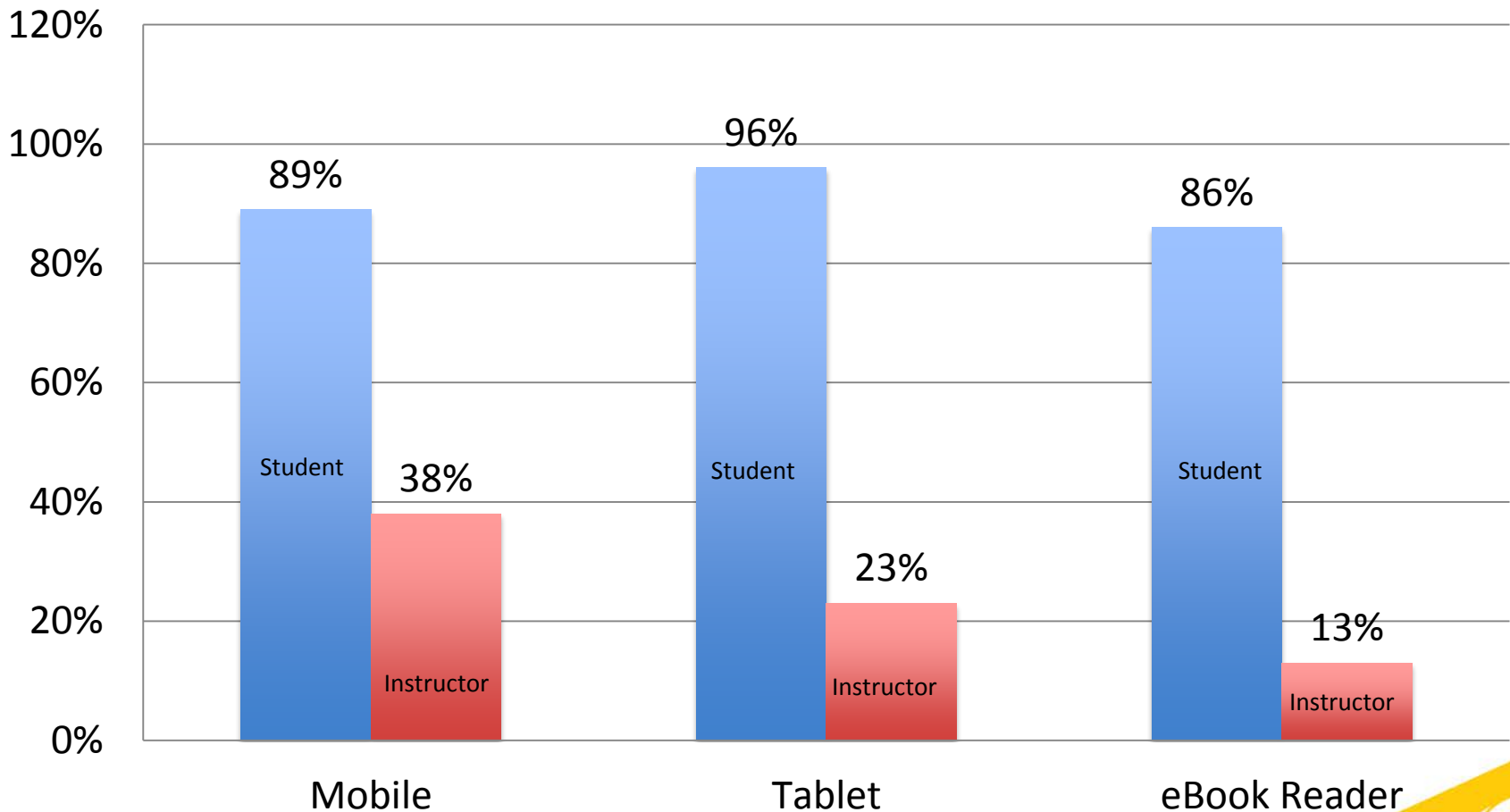
# Use for Learning Purposes



2012



# Use Devices for Learning



# Instructor Support

- 25% of students reported their instructor provided instruction on how to use the mobile app/devices in coursework.
- 19% reported their instructor modeled the use of mobile apps/devices in class.
- 16% reported their instructor clearly stated the requirement of using a mobile apps/devices in coursework in the course syllabus.





# eTextbook



# eTextbook Access

- The majority of students (60%) have used an eTextbook in their college studies.
  - 2012: 42%



# Type of eTextbook

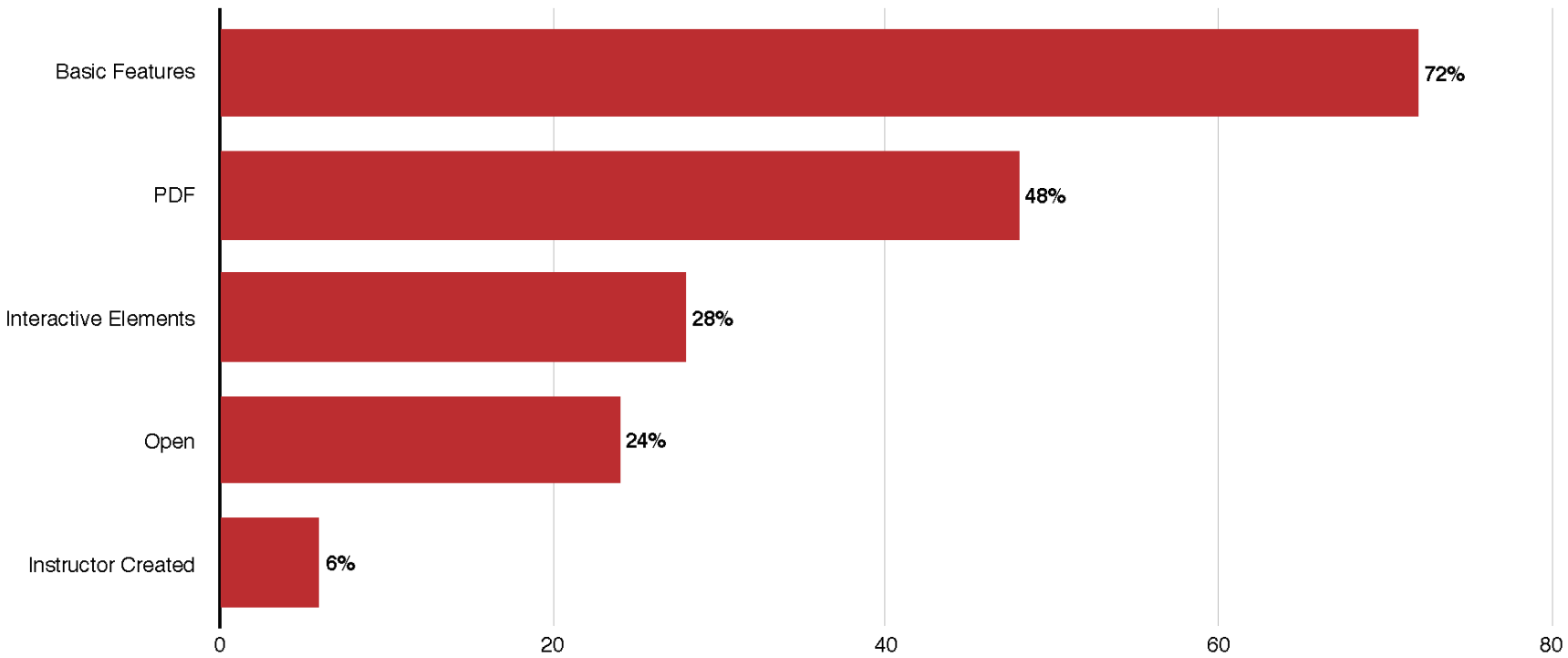


Figure 7: Types of eTextbooks used at least once by students



# eTextbook Access

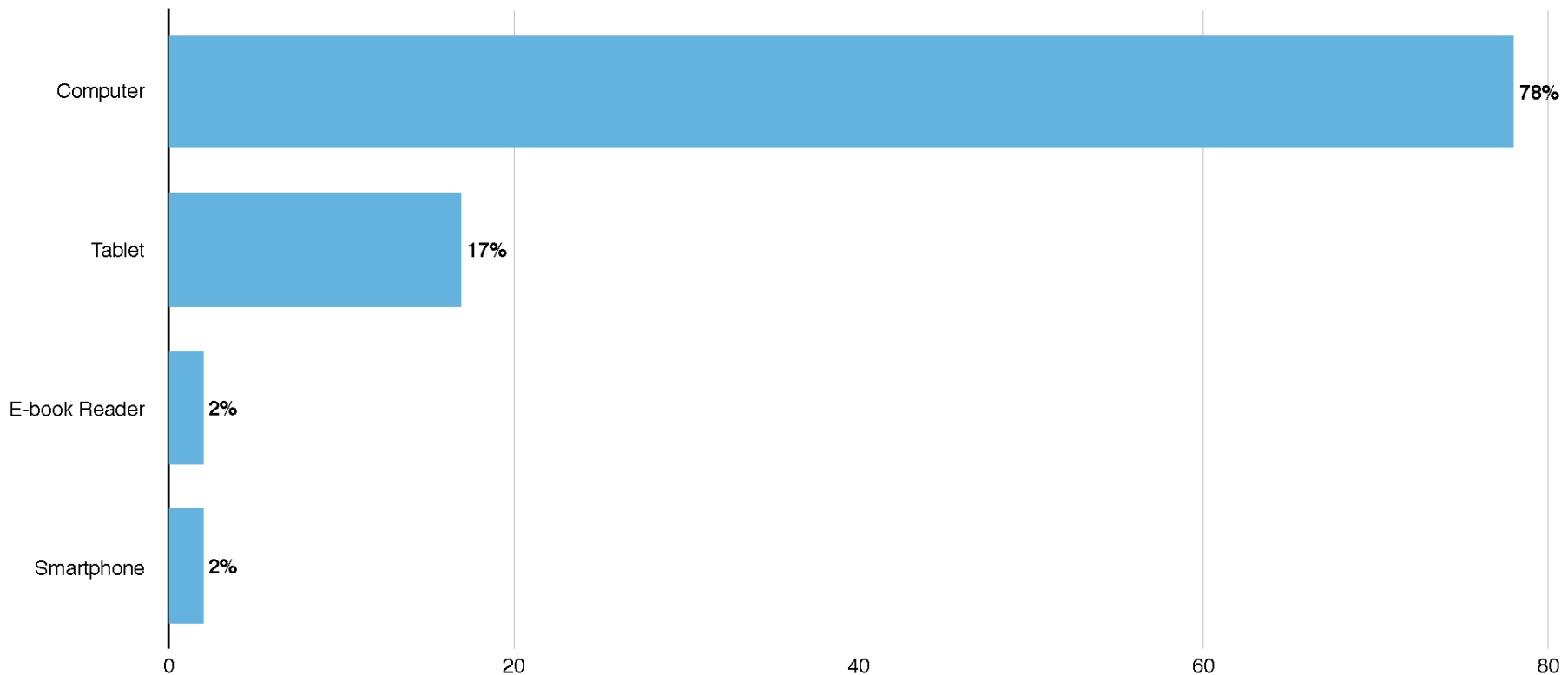


Figure 8: Devices most frequently used to access eTextbooks





# Instructor Use

- 33% said the electronic nature of the textbook was stated in the syllabus.
- 36% said the instructor provided instruction on how to use the eTextbook.
- 28% said the instructor modeled the use of the eTextbook in class.
- Students reported that around 77% of instructors who have used eTextbooks seldom or never actively used the features of eTextbooks.



# Main Findings



# Mobile Findings

- Vast majority of students own a mobile device but academic use is not universal.
- Tablets are most popular device for learning purposes but lower ownership than smartphones.
- Mobile learning typically occurs outside of the formal classroom.
- Students reported limited instructor support



# eTextbook Findings

- eTextbook use up, but most offer basic features.
- eTextbooks are mostly accessed on computers.
- Limited use of features within eTextbooks
- Students reported limited instructor support



# 2014 Recommendations

- Provide logistical and technical support for using mobile devices/apps and eTextbooks
- Provide pedagogical support for using mobile devices/apps and eTextbooks
- Provide faculty development for mobile learning and eTextbooks
- Work closely with publishers and providers of digital content to create customized solutions



# References

- Johnson, L., Adams Becker, S., Estrada, V., & Freeman, A. (2014). NMC horizon report: 2014 higher education edition. Austin, Texas:
- The New Media Consortium. Retrieved from <http://cdn.nmc.org/media/2014-nmc-horizon-report-he-EN-SC.pdf>



# Questions?

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CDL Mobile & eTextbook Initiative &  
2014 Report:

<http://mobile.cdl.ucf.edu/>

