Participatory session

I am NOT going to talk at you – much
YOU will be doing most of the work

For some tasks I will ask you to use a smart device
• if you do not have one, no worries – please sit next to someone who looks obliging and who DOES have one.
• If you DO have one, you can text OR you can go to www.openhotseat.org & login
Overcoming Barriers to Educational Technology Adoption

Presenter: Dr. Patricia Reid
Manager of Innovations in Technology and Learning
Purdue University
Time, Date, and Location: 10:15 - 11:15 a.m., Friday, March 13, BCH 124
In this presentation we will review the categories and types of barriers that faculty face in adopting technologies. As a group we will identify those we feel we can influence or control. We will then brainstorm on strategies we can use. We will end with a review of Roger’s theories on the stages of adoption and how this may impact our plans.
• Who are you?
  – Major role in higher ed
• Why are you in this session?
Barriers
Think-Pair-Share

Your job – in two minutes
- Think of three barriers to faculty adoption of technologies

With person next to you – in 4 minutes
- Compare your thoughts & come up with five barriers total – be specific
- Consider – which are in your area of focus and/or influence?
- Hotseat your results (including circle), using vote to minimize duplicates
Area of Concern

Area of Influence

Area of Focus
Lack of faculty adoption of instructional technology

- Technology
  - Access
  - Reliability
  - Complexity

- Process
  - Project management
  - Support
    - Faculty
    - Staff
    - Student
  - Professional development
  - Effectiveness
    - Focus
    - Pedagogy & Technology
    - Type & format

- Administration
  - Control
  - Institutional support
  - Misunderstanding of required effort
  - Compensation & time
    - Rewards & recognition
    - Time requirements

- Tensions between administration & academia
- Professional development
  - Participation in professional development
  - Self-efficacy & background
  - Perception of quality & effectiveness

- Technology effectiveness
- Environment
- Legal issues
- Change in roles
- Shift to business model

- Organizational change
- Resistance to change
- Effective use
- Technology background
- Instructional experience
- Self-efficacy
Individual Faculty Barriers

- Technology
  - Access
  - Reliability
  - Complexity

- Process
  - Project management
  - Support
    - Faculty
    - Staff
    - Student
  - Professional development
    - Effectiveness
    - Focus
    - Pedagogy & technology
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- Administration
  - Control
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    - Misunderstanding of required effort
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- Organizational change
  - Changing roles
  - Shift to business model
  - Tensions between administration & academia
  - Legal issues

- Environment

- Lack of faculty adoption of instructional technology

- Technology effectiveness
- Participation in professional development
- Self-efficacy & background
  - Technology background
  - Instructional experience
  - Self-efficacy
- Perception of quality & effectiveness
- Effective use
- Resistance to change
Lack of faculty adoption of instructional technology

Ed Technologist Managed Barriers

- Technology
  - Access
  - Reliability
  - Complexity
- Process
  - Project management
  - Support
    - Faculty
    - Staff
    - Student
  - Professional development
    - Effectiveness
    - Focus
    - Pedagogy & technology
    - Type & format
- Administration
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- Self-efficacy & background
  - Technology background
  - Instructional experience
  - Self-efficacy
- Perception of quality & effectiveness

Participation in professional development

- Education
- Change
- Control
- Management
- Support
- Faculty
- Staff
- Student
- Change in roles
- Shift to business model
- Participation in professional development
- Self-efficacy & background
- Perception of quality & effectiveness

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Ed Technologist Managed Barriers
Lack of faculty adoption of instructional technology

Big, hairy problems
What do you want to do?

- Divide into groups based on which you want to think about more
What do you want to do?
In your group...

• Read the description
• Discuss it to seek clarity if needed
• Select 1-2 specific barriers
• Id where in circles
Attributes of the technology

- Relative advantage
- Complexity
- Compatibility w/ values and practices
- Trialability
- Observable results
What do you want to do?
In your group...

- Read the description
- Discuss it to seek clarity of needed
- Select 1-2 specific barriers
- Id where in circles
- Brainstorm:
  - how you can use tech features to make adoption easier
Knowledge

Persuasion

Decision

Accept

Reject

Implementation

Confirmation

Stages of adoption
What do you want to do?
In your group...

• Read the description
• Discuss it to seek clarity of needed
• Select 1-2 specific barriers
• Id where in circles
• Brainstorm:
  – How can you help people through these stages?
What are we doing?

• ID how your uni intros new tech
• What is good about this method?
• What is missing?

• HOTSEAT (its anonymous)
What are we doing?

• What else COULD you do?

• HOTSEAT (its anonymous)