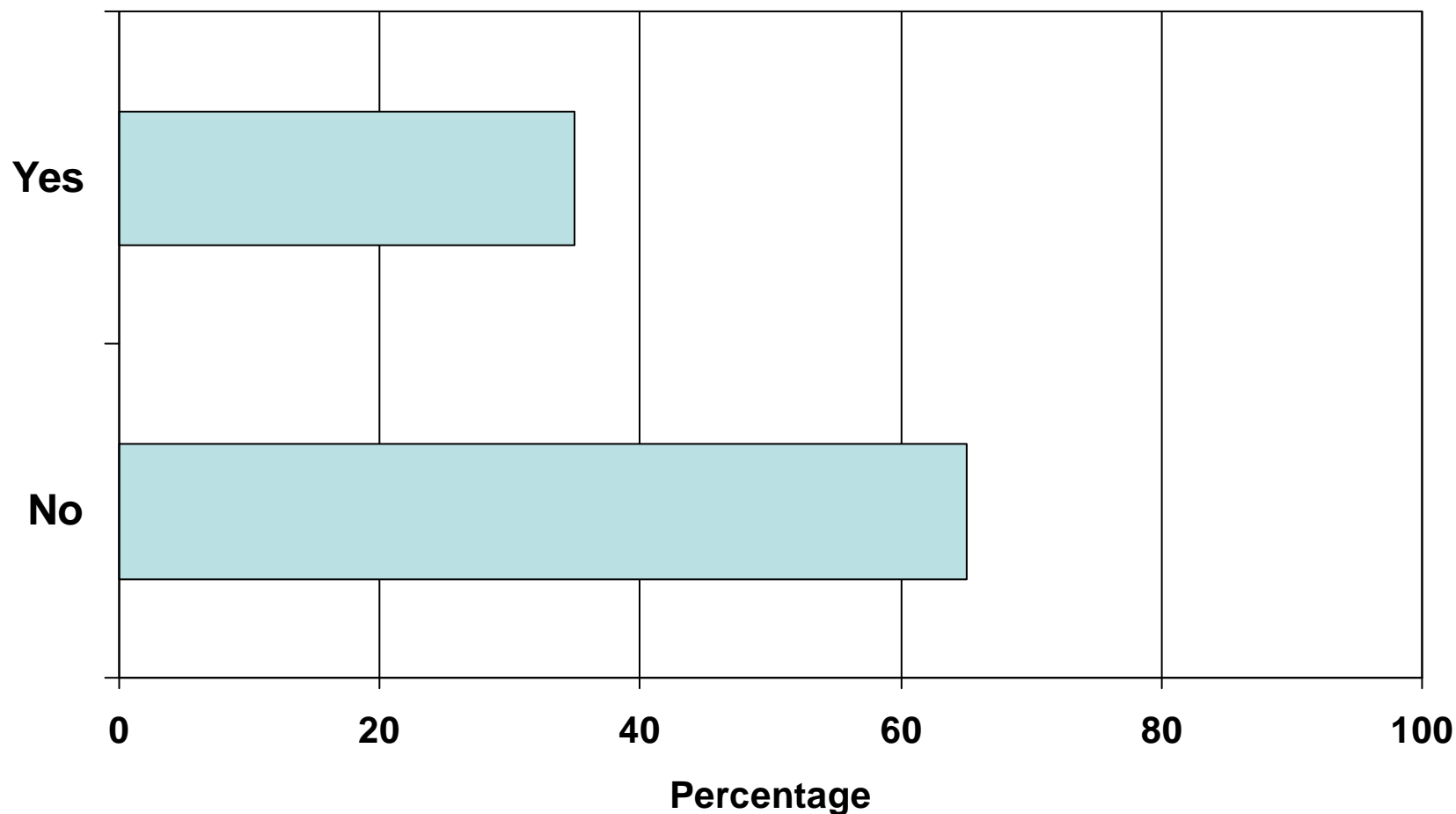


Thomson Learning Social Media Tools Survey 2007

Survey Pool: Who are they?

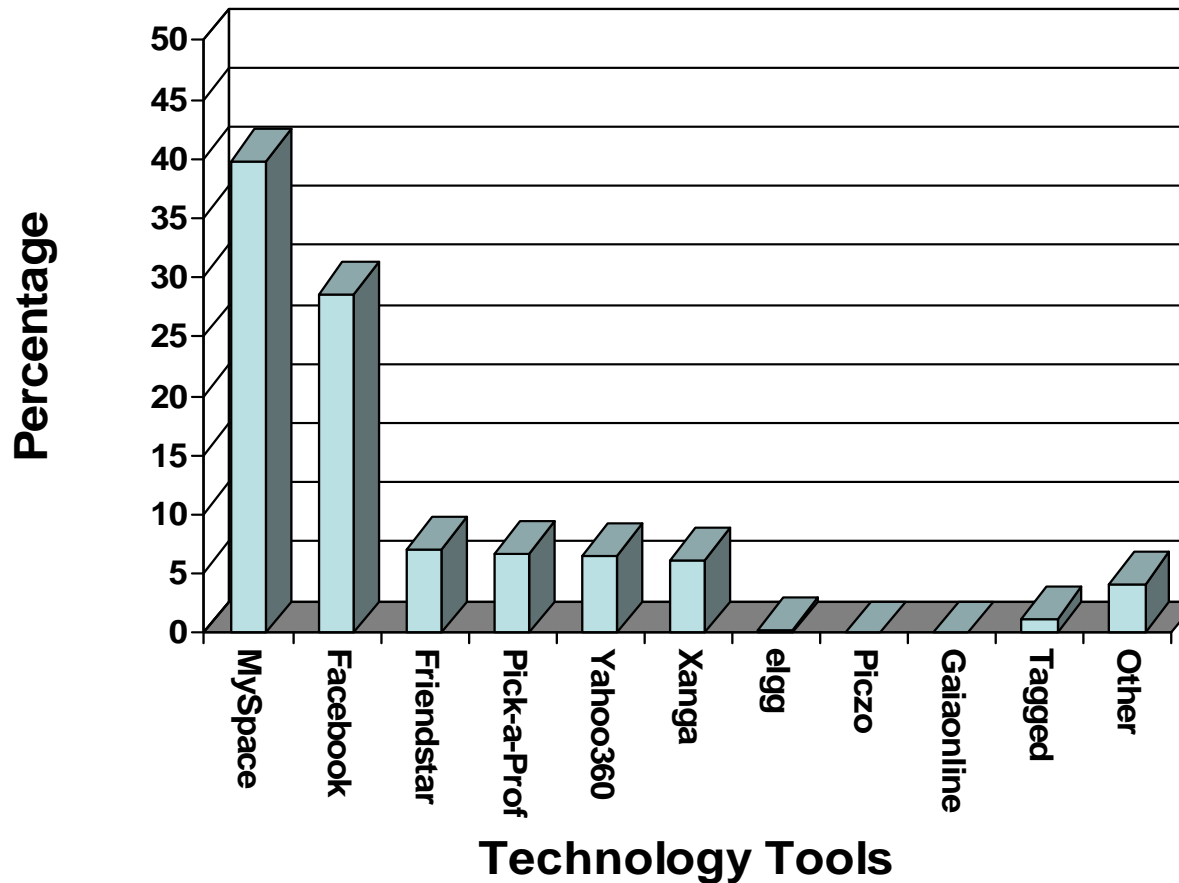
- 677 faculty
- The majority of respondents have been teaching for more than 10 years and represent 4-year or 2-year colleges and universities.
- The majority of respondents teach humanities and social sciences or business and economics at their respective institutions.

Are you familiar with social networking sites?



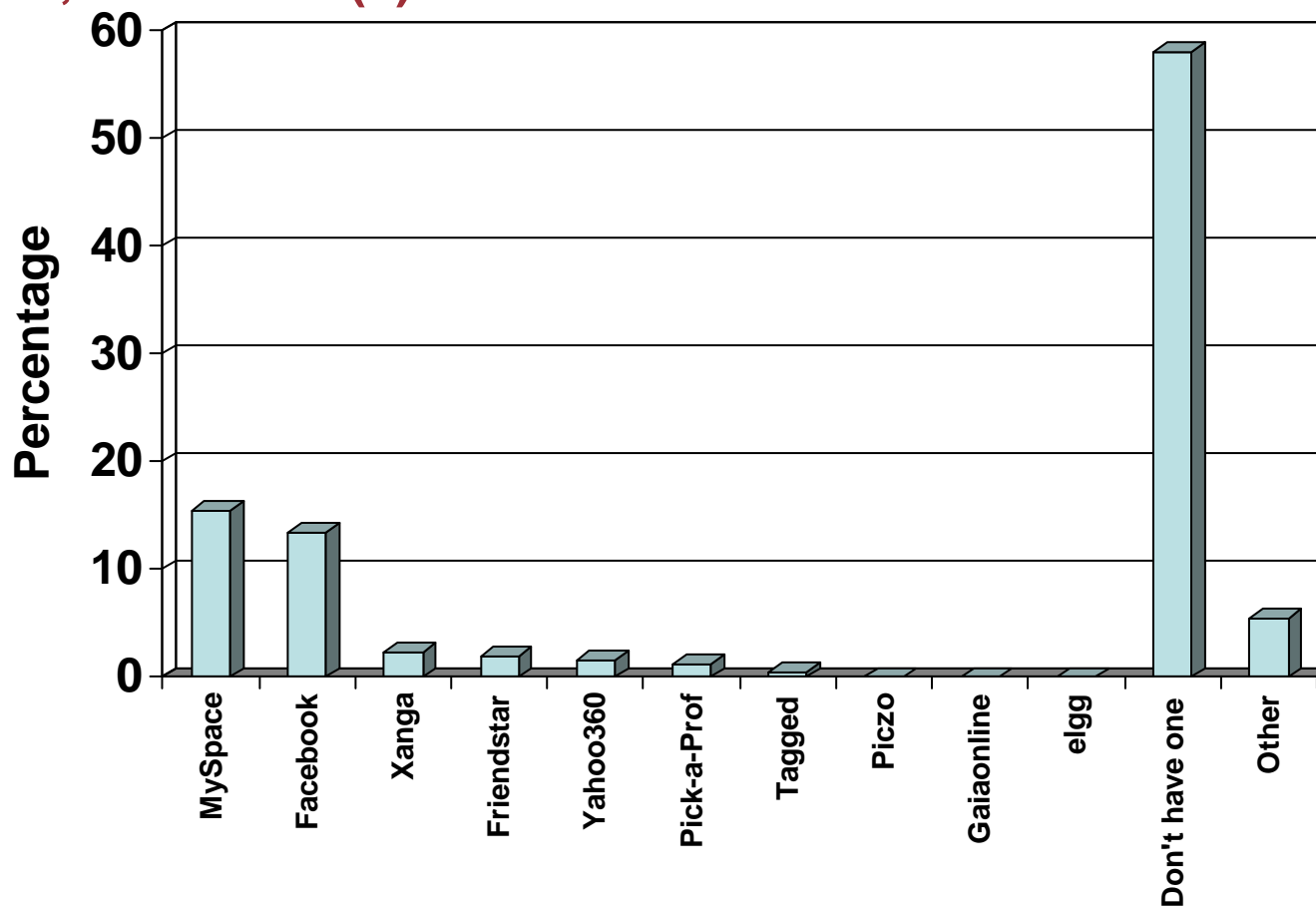
Key Take-Away: More than 65% of faculty say they are not familiar with social networking sites. This leaves room for introduction, education and implementation.

Which of the following social networking sites are you familiar with?



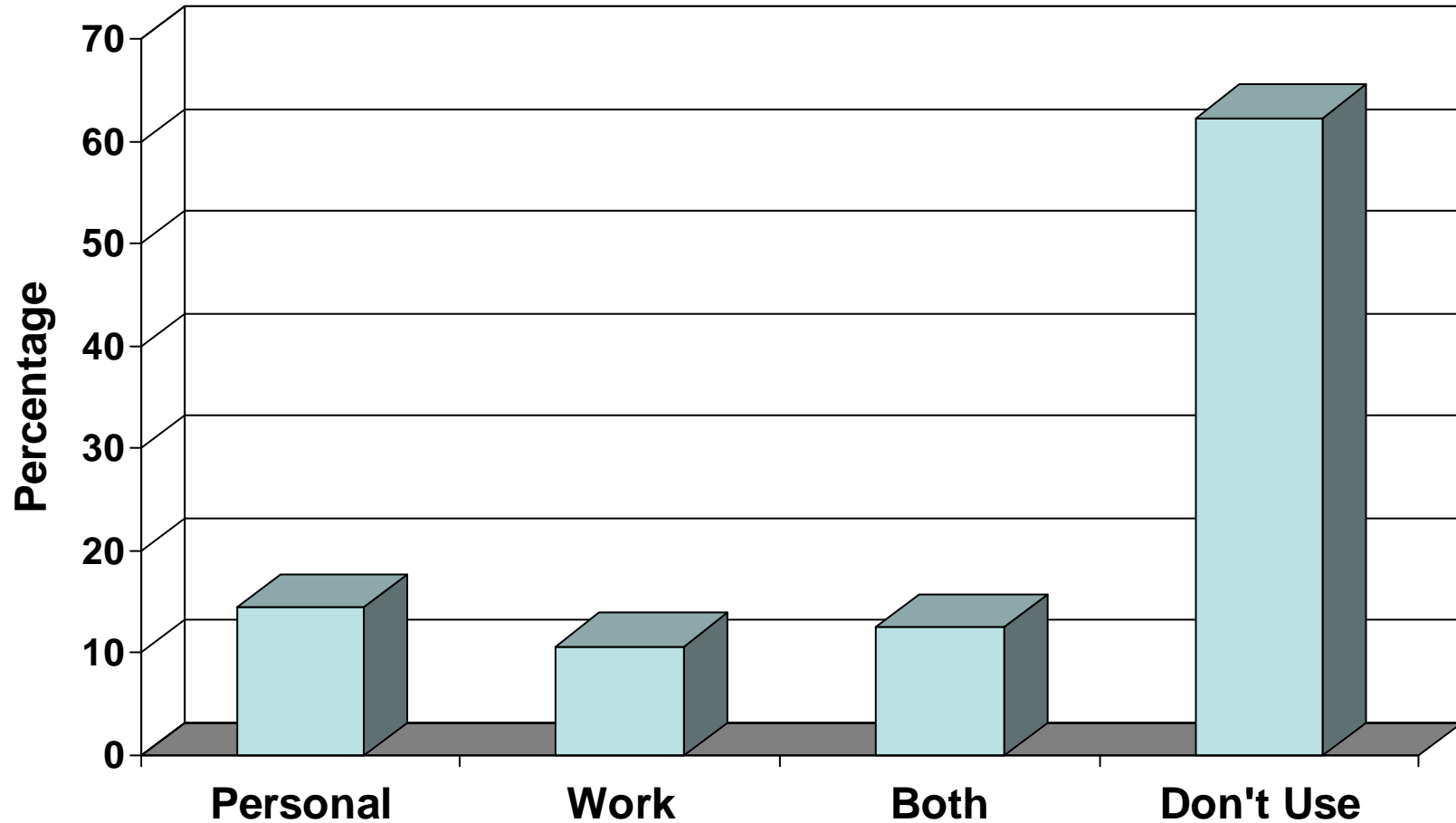
Key Take-Away: Once professors become familiar with social networking, they are generally aware of more than one social networking site.

Do you have a personal profile listed on any social networking site? If so, which one(s)?



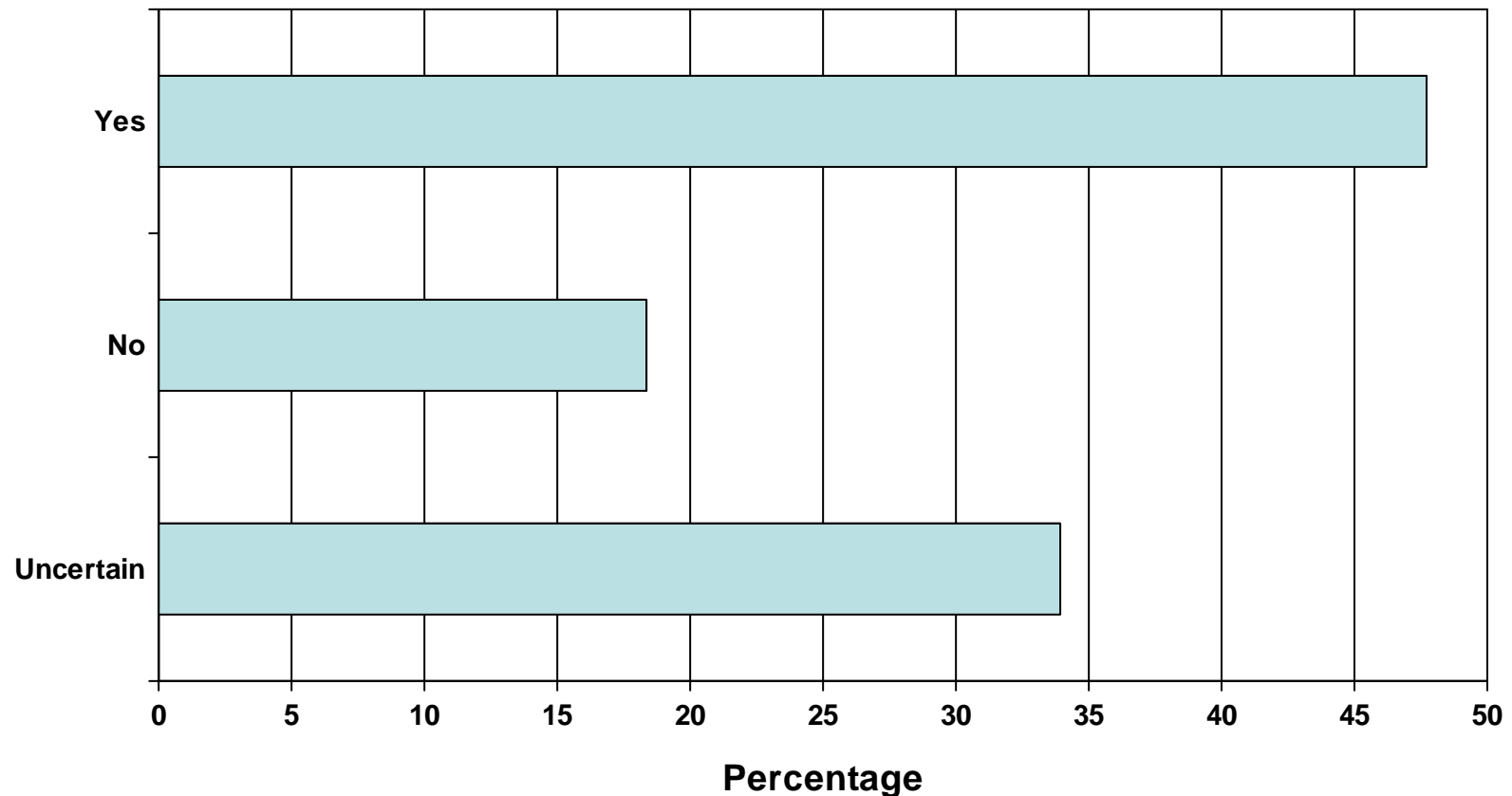
Key Take-Away: More than 21% of total faculty surveyed said they do not have a personal profile on a social networking site. However, the professors that do have personal profiles, have them on multiple sites. Clearly, the professors that have been exposed to social networking expand their participation to multiple sites.

Do you use social networking sites for personal use, work use or both?



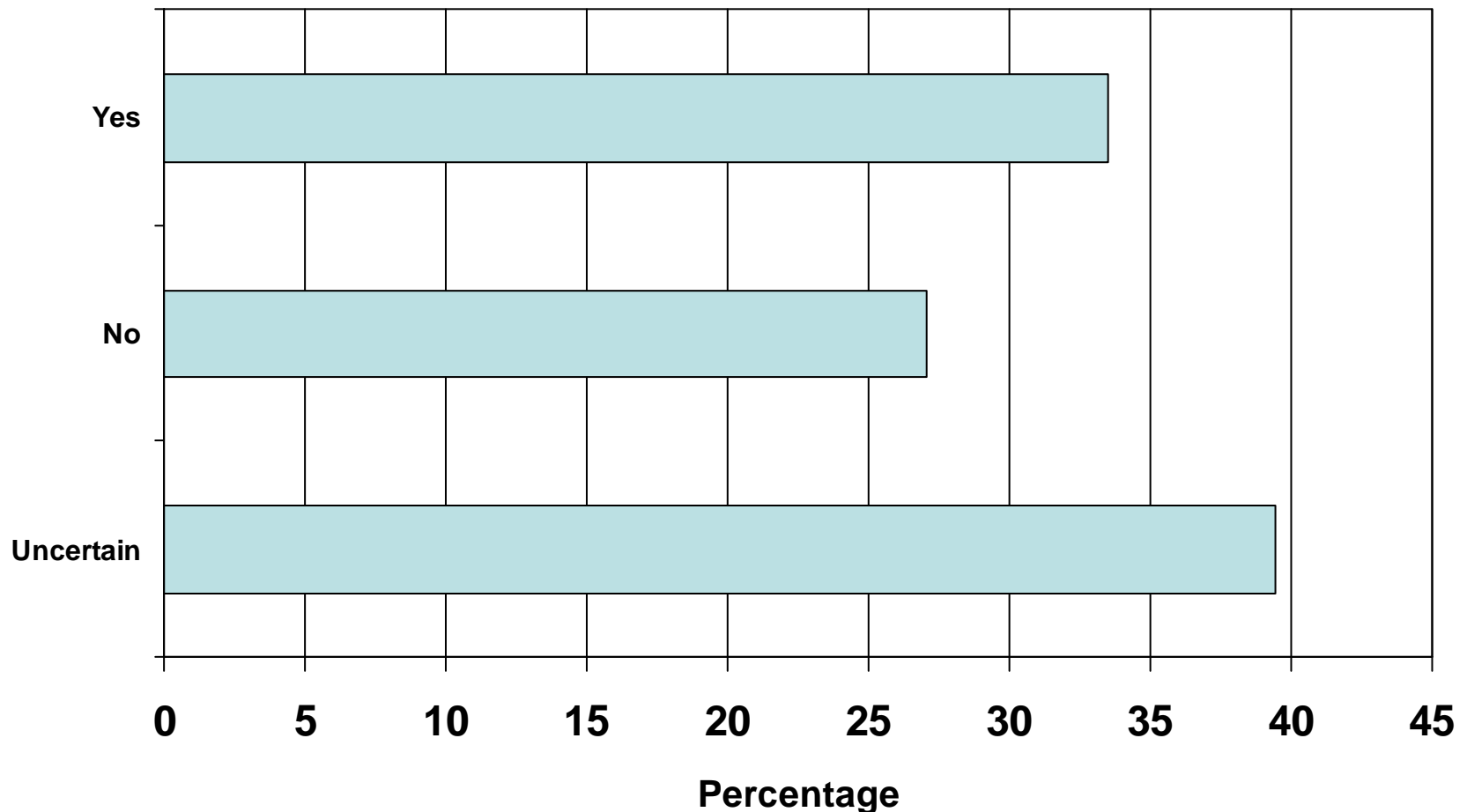
Key Take-Away: While the majority of faculty surveyed are not using social networking sites, those who do, indicate using the sites for both personal and work purposes.

Do you feel social networking has changed or will change how students learn?



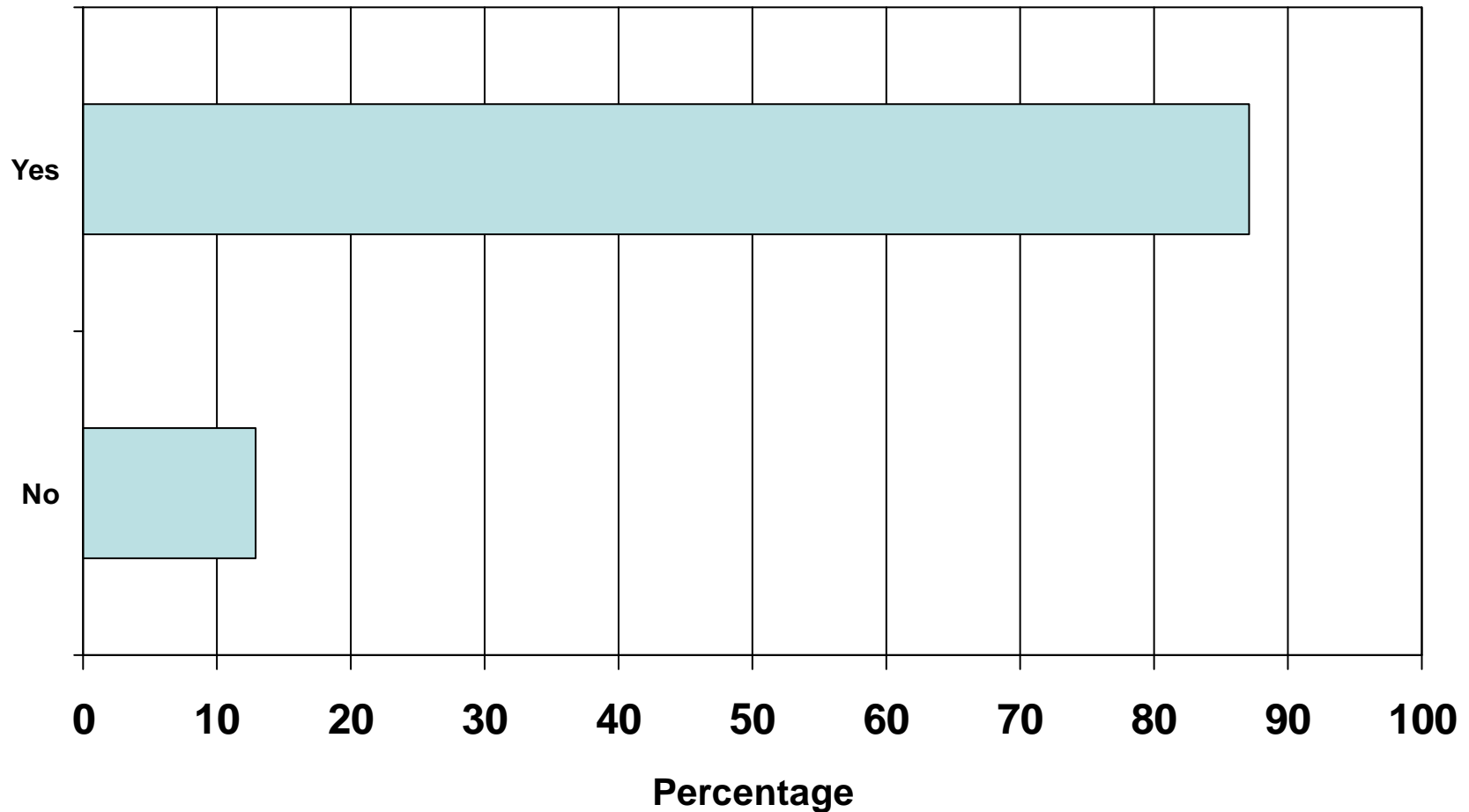
Key Take-Away: Nearly 50% of respondents said they feel social networking has or will change the way students learn, yet only about 35% claim to be familiar with social networking and only about 11% surveyed currently have a social networking site. There is still a need to educate professors about social networking and potential roles in higher education.

Do you feel social networking has changed or will change how instructors teach?



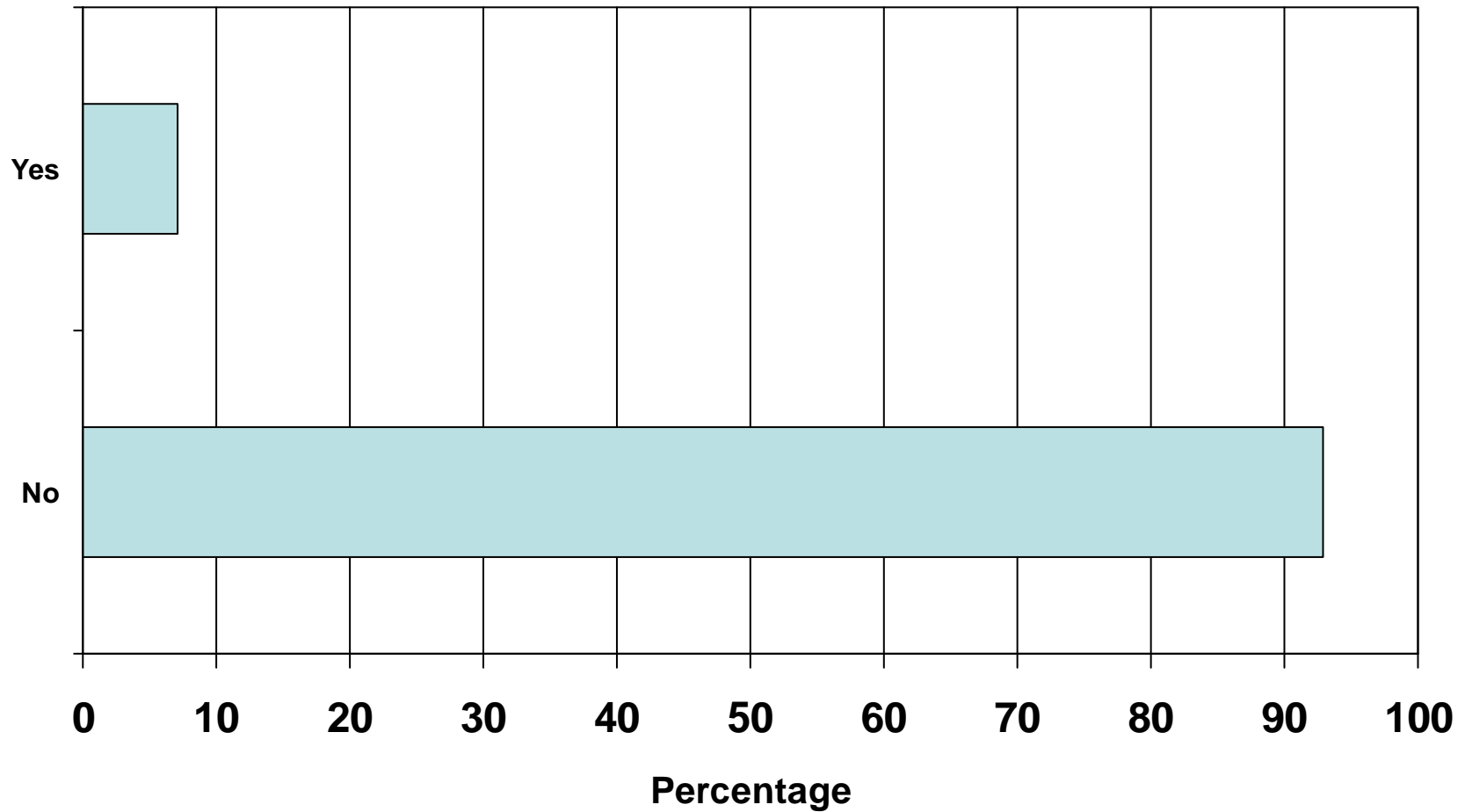
Key Take-Away: About two thirds of faculty respondents do not feel social networking will have an effect on how they teach or are uncertain if it will have an effect. Again, this is more a reflection of lack of awareness and understanding.

Are you aware of social networking sites that allow students to grade or rate professors?



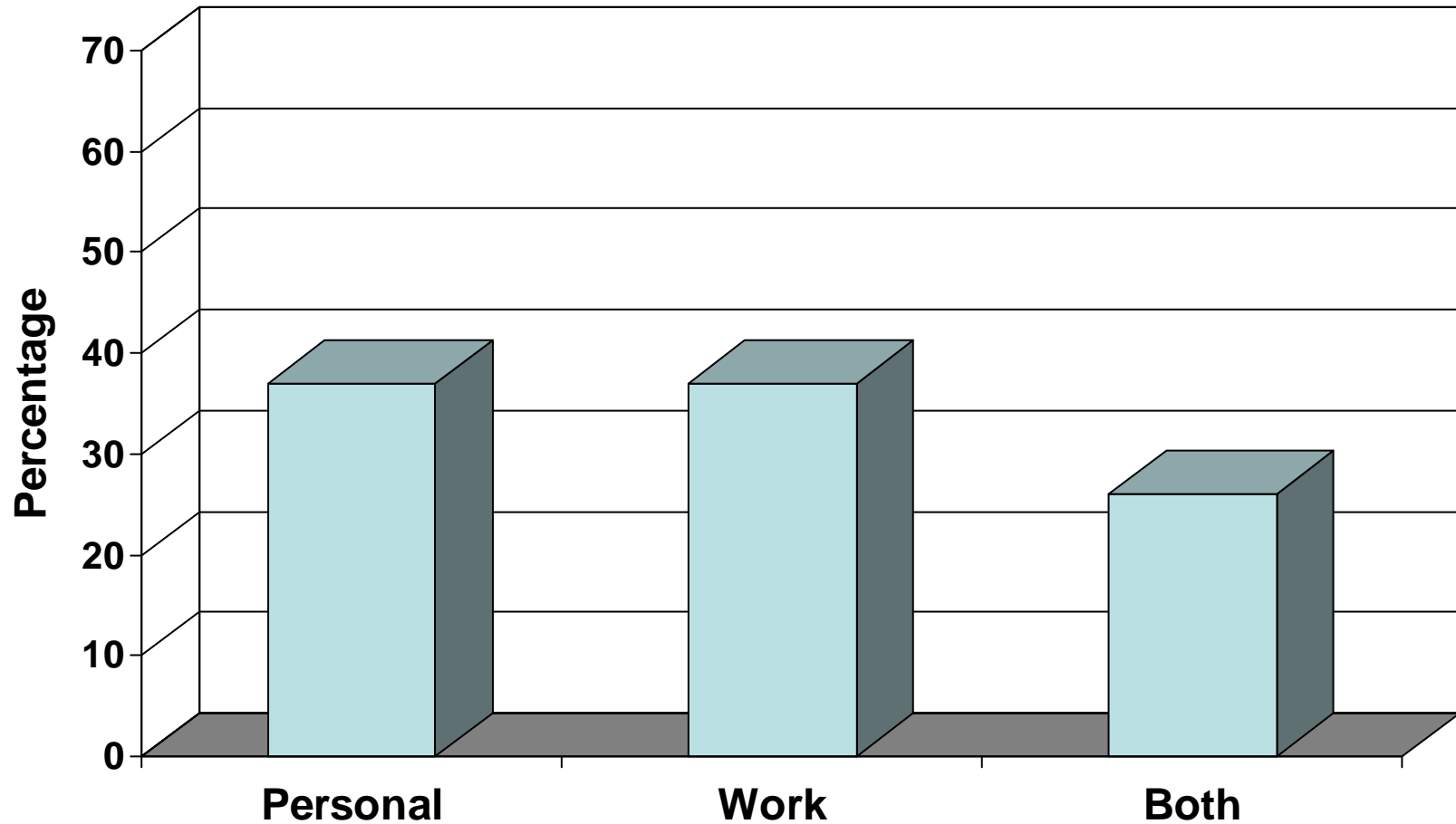
Key Take-Away: More than 87% of professors are aware social networking sites exist in which students can give feedback on professors. Of the professors surveyed, more than 18%, said they have checked one or more of these sites to see how students have graded them.

Do you have your own blog?



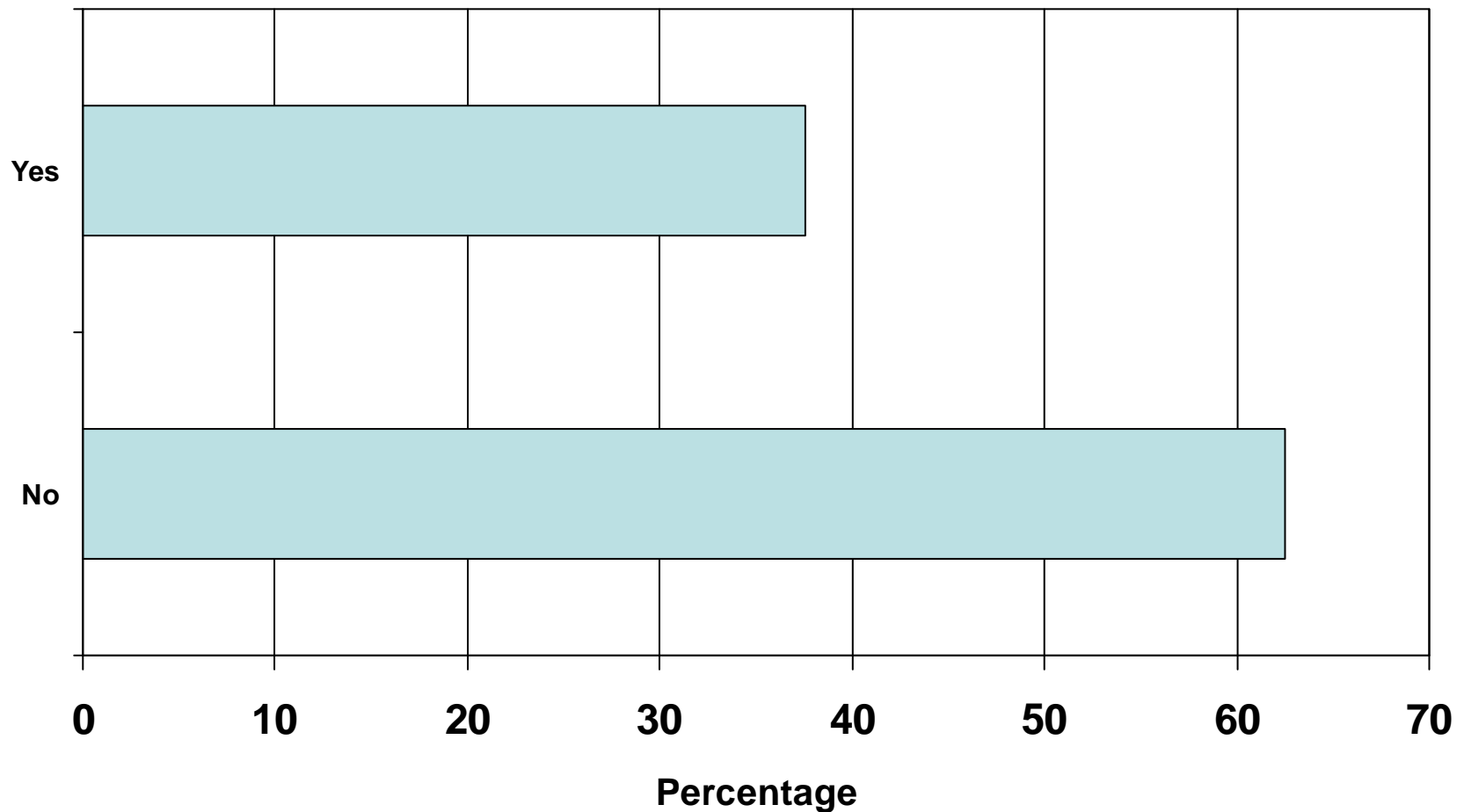
Key Take-Away: More than 90% of respondents said they do not have a blog.

Is your blog used for work, personal interests or both?



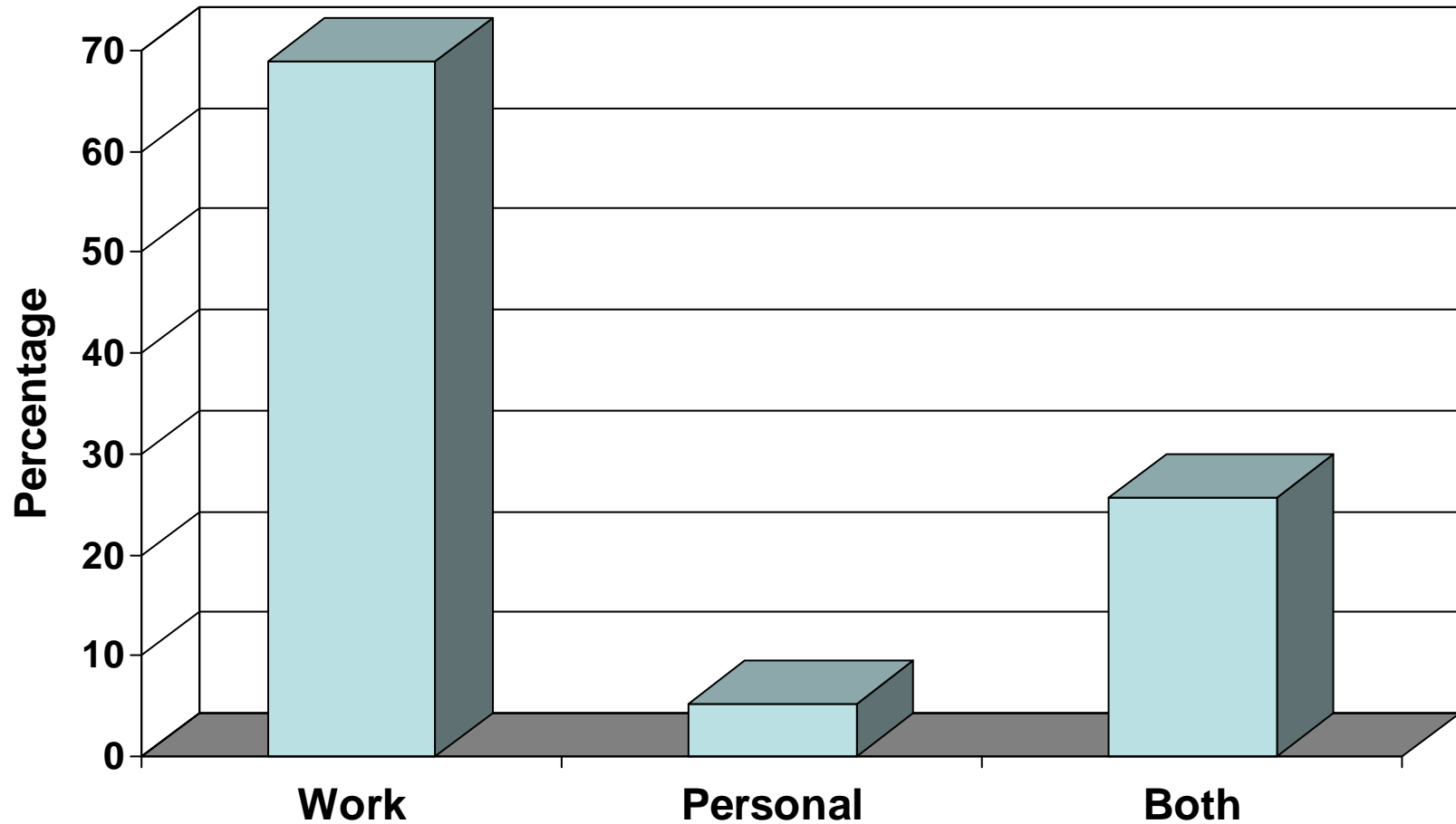
Key Take-Away: Instructors that do have a blog use a blog for both personal and work interests.

Do you have your own website?



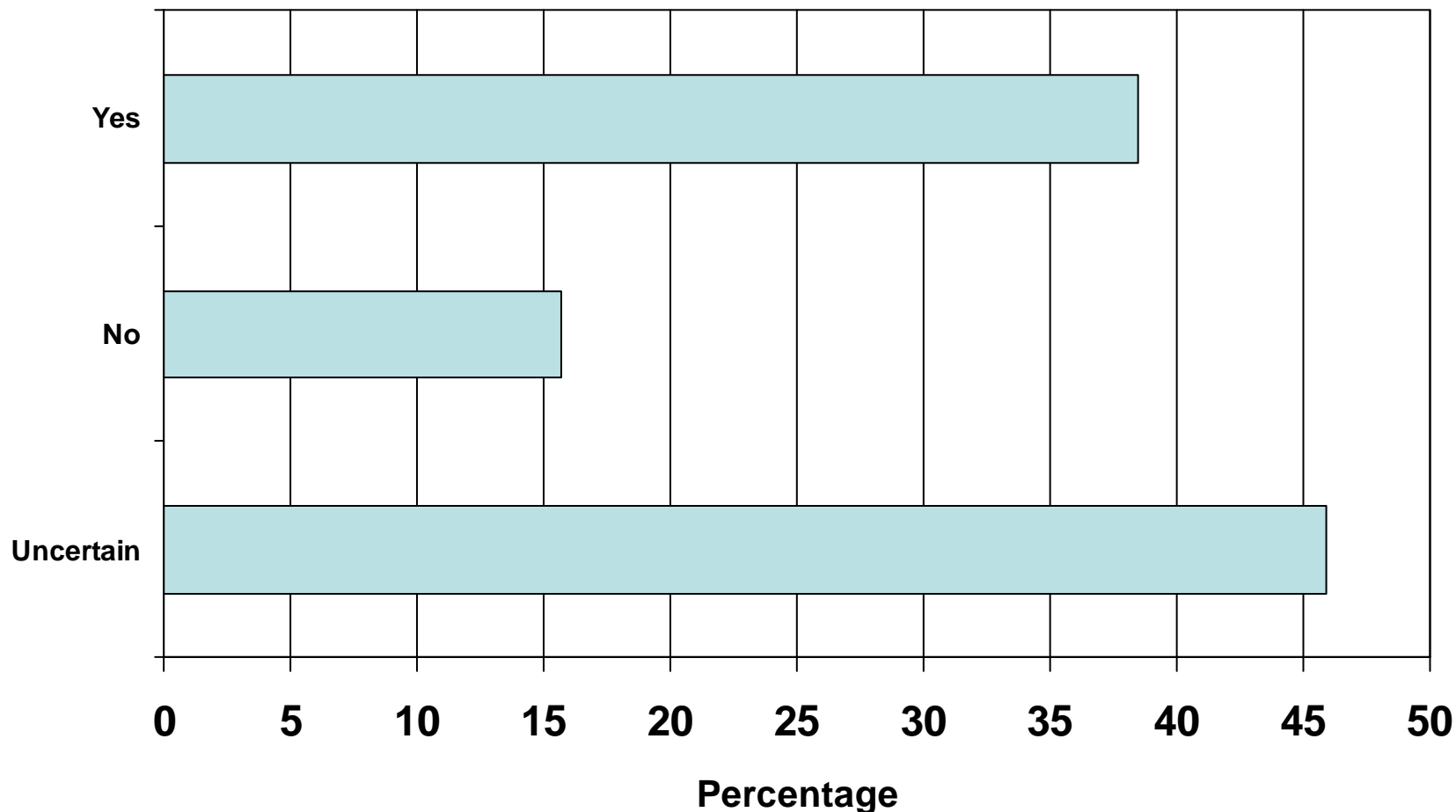
Key Take-Away: Nearly 59% of total faculty surveyed said they do not have their own website.

Is your website used for work, personal interests or both?



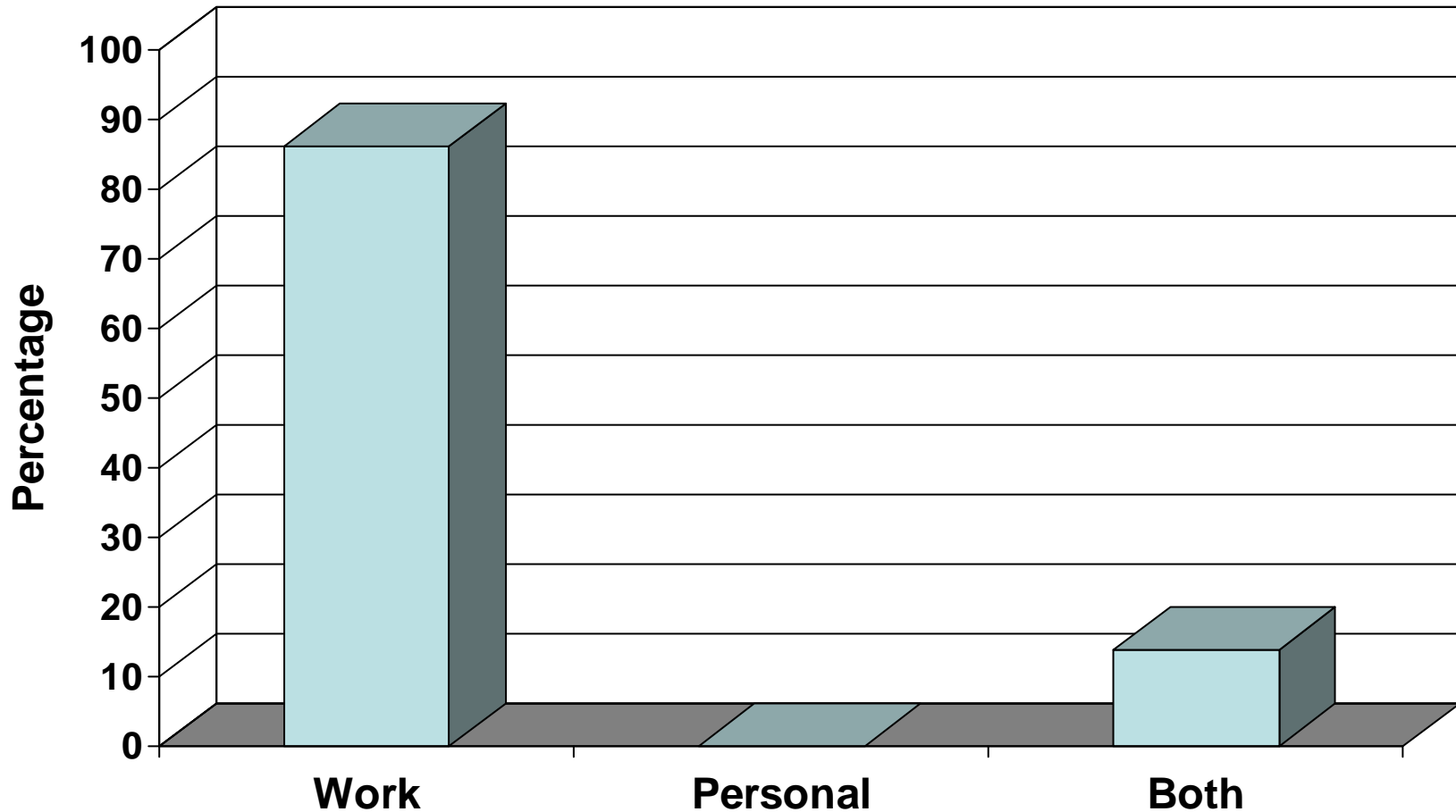
Key Take-Away: The majority of faculty who have a website use it for work (more than 69%).

Do you see podcasting as a valuable communication tool for reaching students?



Key Take-Away: More than one third of responders see podcasts as a valuable communication tool for reaching students, yet more than 82% of total faculty surveyed said they have not created a podcast.

Are your podcasts for work, personal interests or both?



Key Take-Away: None of the faculty surveyed use podcasts solely for personal use. The majority (more than 86%) use them exclusively for work.

Key Points:

- **The majority of professors say they are not familiar with social networking sites and do not have a personal profile on a networking site.**
- **The majority of faculty do not have a blog, have not created a podcast, and do not have their own website. Those who do more often use them for work than for personal interests.**
- **Nearly half of responders feel social networking has or will effect how students learn and more than one third of responders said social networking has or will change how they instruct. This leaves a gap between students' adaptation to new learning behaviors and faculty instruction.**
- **There remains a large opportunity for faculty introduction, education and integration of social networking and media tools, for both professional and personal use.**