Digital
It is not the future, it is the present.

TALIS INSIGHT EUROPE 2016

@digisim
Engaging Academics in Digital Discourse.

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@digisim
Overview

Part 01  Part 02  Part 03
Digital  People  Engagement
Part One

Digital (Society).
2bn WORLDWIDE

UK Smartphone Users

42 Million*

*TALIS INSIGHT EUROPE 2016
Digital Disconnect

Social / Communication
Facebook: 1.59 billion monthly active users (December 31, 2015).
Whats App: 1 billion users (Feb 2016).

Shopping
95% of British people buy goods via internet.

E-Learning / TEL
100% of undergraduate modules has an online presence.
It is a required to use the VLE for learning & teaching, but usage of tools is limited, varying in practice and inconsistent.

Experimenting
Lack of opportunities to experiment, innovate & play within educational technology and lack of “time” to do so. We have all the ingredients but the outcomes haven’t yet been realised.
Part Two

People
“Transformation is more about the human and organisational aspects of teaching and learning than it is about the use of technology”  
Fear of Change

“Resistance to change is the action taken by people when they perceive the change to be a threat to their usual activities of daily living.”

Leedham (2013)
Competence

Shock  
Disbelief  
Anger (Stubbornness)  
Reality awareness  
Insecurity & blame  
Letting go  
Learning new skills  
Commitment & new focus

Denial  
Resistance  
Self Doubt  
Acceptance  
Exploration  
Understanding  
Integration

Adapted from the work of Elizabeth Kübler-Ross (5 Stages of Grief)
Digitally Overwhelmed

- HARDWARE
- DATA ANALYSIS
- PRODUCTIVITY
- STORAGE
- PROCESSES
- STRATEGY
- COMMUNICATION
- SUPPORT
Digital Isolation
Part Three

Engagement
One Size Does NOT Fit All.

Professor Jones
History

Been at the University for 5 years and is an internationally renowned expert in their field. Has used social media & web 2.0 tools to raise awareness of their research, but also within their teaching.

Experiences & Needs

- Has had great success integrating Twitter into teaching.
- Loves to try new digital tools and services.
- Has already developed a fully online module.
Dr Smith
Biology

Been at the University for 8 years and is an internationally renowned expert in their field. Has used some technology but finds the VLE difficult to navigate & use effectively.

Experiences & Needs
• Bad experience with online quizzes.
• Lacks confidence in online spaces.
• Wishes to put Biology 101 online.
• Effective use of Grade Mark
• Good use of Lecture Capture
Making it real.
For individuals to take forward any digital development it must mean something to them. How do you take a central strategic activity & make it purposeful & individual for each academic?

Our approach.
We do this through discourse. We ask course teams to identify what digital tools and services they want to use and explore what they could potentially use. This way the digital elements align with the subject areas pedagogic model.
What can technology “enable” us to do that we can’t do without it?
How can technology "enhance" what we already do?
How can technology "enrich" our learning experiences?
How can technology "empower" our learners & teachers?
A Conversational Framework

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https://www.leedsbeckett.ac.uk/partners/4e-framework.htm
Poll 3
Final Thoughts

(It’s not about the technology).
Put People At The Centre

Are you ok?
Don’t be afraid to ask if everything is ok. Create an environment where failure is part of a learning process, not the end result.

Data
Gather data, quantitative and qualitative. It’s the latter that helps to make the changes. Let others tell their stories.

Make it accessible.
The key to engagement is to make it accessible. Break down the project into achievable goals for staff to focus on.

Champions
Use your champions to share your vision and to take forward the activity. They are natural supporters, work closely with them as they operate at a grassroots level.

Global
Don’t look inwards for solutions. Connect with others globally for guidance, resources and experience.

Impact
Be clear on what the impact will be for people. Focus on the benefits, but also recognise the challenges and how they will be overcome.
Tips to Success

Tip 01
Plan your timeframe (and be realistic). Can you stagger your implementation?

Tip 02
Talk with your stakeholders, get them on board. Engage the people early.

Tip 03
Be clear about your vision/activity. What will it achieve & why is it necessary?

Tip 04
Like chess digital change is a long game. Don’t rush it.

Tip 05
Make sure you have all the cogs in place. Technology, support, information & people.

Tip 06
Is everything in place? Are you ready to go? Be 100% sure & take the plunge.
Always start with the conversation.
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