Developing digital awareness: are we forgetting our staff?

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Why academic staff and not the students?

• ... or, why not both?

• Staff are guiders of the teaching and learning experience

• They need to be empowered in the selection, development and implementation of technology that best suit their subject areas

• Need to develop their digital awareness ... but at their own pace!!!
Institutional facts

• Three areas of digital divide to sort out

- Institutional digital agenda
- Staff digital development
- Digital driven learners

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Faculty facts

• Three very differentiated subject areas:

**Art & Design:** Fine Arts, Textiles, Photography...

**Computing & Games**

**Media:** Theatre, Film, Creative Writing, English...

(and until recently, **Education**)
Developing digital awareness to academic staff... with ‘minimum’ stress!

Key ideas for our Faculty:
1. Not everybody ‘likes’ technology
2. Not everybody likes technology for their ‘subject areas’
3. Not all technologies suit all subject areas
4. Not all students like technology
5. Not all technology suit students needs

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Adapted from the Apple Classroom of Tomorrow (ACOT) model (Dwyer et al. 1991) and the levels of Technology Implementation (LoTi) model, developed by Christopher Moersch (1995) based on ACOT.
Entry level

Learn the basics of using new **technologies**

(Higher level of resistance)

Academic staff

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Adoption
Use new technology to support traditional learning

(Higher level of resistance)

Adoption level

eChampion
From subject area
A, B or C

Subject area A
or C

Subject area B
or C

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Adaptation
Integrate technology into traditional classroom practice
(Transition from Higher level to lower level of resistance)
Appropriation level

Focus on cooperative, project-based and interdisciplinary work using technology (Lower level of resistance)

- Share good practice
- Don’t overestimate skills
- Explore useful digital multi & inter-disciplinarity
Invention level

Discreet new uses of technology tools
(Lower level of resistance)

Collaboration

New ‘click-to-learn’ ways

Dissemination

Organic ‘arc-of-learning’

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Summary

• Encourage the development of the ‘arc-of-teaching & learning’ in all academic staff by embedding technology (but avoiding ‘technological determinism’)

• Understand and support a richer variety of teaching & learning styles and methods

• Promote the emergence of the collective collaboration and concerted cultivation
Sharing views and practices

- What is your experience?
- What have we missed?
- Opportunities for improvement?
Many thanks!

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Areas of research interest
Key references

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