Content Sharing Functional Requirements: Survey Results

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2nd International Workshop on
Multitype Content Repurposing and Sharing in Medical Education
Plovdiv, January 2010
facts & challenges in medical education

facts:

• medical and biomedical information & knowledge (basic & core) is ever expanding

• medical disciplines and medical educators become increasingly overspecialized

• state-of-the-art expert educational content production and demand is highly increasing

challenges:

• how to provide expert knowledge in remote institutions and everyone interested

• how to provide more audience to overspecialized educators and overspecialized educational content

• how to provide state-of-the-art expert educational content wherever and whenever needed
# the mEducator project

<table>
<thead>
<tr>
<th><strong>project title:</strong></th>
<th>mEducator: Multi-type Content Repurposing and Sharing in Medical Education</th>
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<td><strong>project type:</strong></td>
<td>Best Practice Network</td>
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<td><strong>programme:</strong></td>
<td>eContentplus</td>
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<td>Information Society &amp; Media Directorate General, European Commission</td>
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<tr>
<td><strong>budget:</strong></td>
<td>~4.500.000 €</td>
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<td><strong>duration:</strong></td>
<td>2009-2012</td>
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<td><strong>consortium:</strong></td>
<td>14 partners from 9 EU countries</td>
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mEducator central idea

– discover, retrieve, use, rate, re-use and re-purpose educational content

– providers and users of such content can be
  – expert instructors
  – students / learners
  and anyone interested in any way in medical education
a survey ...

to probe potential mEducator user groups and

– identify current perceptions about the concept of educational content, content repurposing and content sharing

– elucidate current needs & preferences in terms of quality issues, sharing economics and IPR issues

– find out about overall desired functionality of a technological solution for content sharing
the survey

– a questionnaire that consisted of 31 questions, designed to be as open-ended as possible, so that survey participants can express their views (rank, rate, state ‘why’, …)

– the goal was to bring up any relevant issue and opinion, rather than restrict replies to certain predefined options
the survey

questions about

- the participant
- motivation and needs when sharing educational content
- preferences on content types when sharing educational content
- preferences about sharing context and model
- IPR issues
- content quality issues
- content repurposing
the survey

– available in electronic form on the web
– handed out in printed form in relevant scientific events
– advertised in forums, events, medical schools, etc all over Europe

– 155 replies in September 2009
  (on which this presentation is based)
– (200 additional replies till today)
participants' continent of origin

- Europe: 84%
- EU: 84%
- Europe other: 1%
- America: 3%
- Africa: 3%
- Asia: 1%
- no answer: 8%

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sex distribution

female 42%
male 58%
age distribution

- above 65 years: 1%
- 46-65 years: 34%
- 26-45 years: 54%
- 18-25 years: 10%
- less than 18 years: 1%
primary function of participants

- undergraduate student: 15%
- postgraduate student: 25%
- resident doctor: 10%
- healthcare (or related) professional: 37%
- citizen: 12%
- academic teacher: 39%
- professional educational content...: 6%
- education administrator: 5%
- educational policy maker: 2%
- technical support/expert: 12%
- researcher: 3%

% (of 155 participants)
primary area of interest when teaching/learning

- medicine: 49%
- nursing: 4%
- pharmaceutics: 8%
- biology & genetics: 8%
- other basic life sciences: 6%
- social services: 4%
- biomedical engineering: 14%
- biomedical informatics: 25%
- health administration: 12%
- other: 2%

answers % (of 155 responders)
overall general use of web technology

answers % (out of 155 participants)

- no answer
- not familiar
- never
- occasionally
- systematically

- web search engines
- web directories
- portals
- podcasts and/or vodcasts
- blogs (to read)
- blogs (to publish)
- microblogging
- wikis (as a reader)
- wikis (as a contributor)
- social networking sites
- mashups
- feeds
- peer-to-peer sharing sites
why would you share with others material developed by yourself
preferred group for sharing educational content

- with a friend/colleague: 66%
- within your own institution: 50%
- within a known network of peers: 50%
- within a network of people with similar interests (peers & others): 64%
- over the web internationally: 44%
considerations when giving out content

copyright issues in general
possibility to increase citations/web cross references
whether my content is of satisfactory quality
the judgment of others about my work
whether I include improperly referenced material

copyright issues in general: ranking 1, ranking 2, ranking 3
possibility to increase citations/web cross references: ranking 1, ranking 2, ranking 3
whether my content is of satisfactory quality: ranking 1, ranking 2, ranking 3
the judgment of others about my work: ranking 1, ranking 2, ranking 3
whether I include improperly referenced material: ranking 1, ranking 2, ranking 3

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reasons for searching for educational content

- for a major course re-design in terms of content: 15%
- for a major course re-design in terms of teaching method: 15%
- for a major course re-design both in terms of content and teaching method: 18%
- for add-ons and small changes in a course content to include state-of-the-art...: 17%
- for add-ons and changes in a course delivery method, i.e. find same content...: 18%
- for an easy and rapid literature update: 17%

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preferred model for searching/browsing available educational content

- Based on the approach of web search engine: 70%
- Based on a web directory, organized and updated by human specialists: 45%
- Based on a dynamic structure evolving by user input (e.g., folksonomy): 31%
- No answer: 2%

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preferred 'economic' model for sharing

give and take content freely, as needed 84%

follow a model of “take as long as you give” 19%
sell my content; buy the content of others 5%
no answer 1%

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IPR issues when giving out educational content

- let you choose the IPR parameters from a pre-defined list of licenses: 31%
- let you upload or link to a license of your own: 17%
- be absolutely free: 61%
- no answer: 2%
IPR issues when searching for educational content

- that is “Open” and therefore freely available (80%)
- for which you may need to give credit to its owner before using or altering it (30%)
- which you can only change/repurpose for your needs under a specific condition (21%)
- which is marked “for non-commercial purposes” only (39%)
- which is marked as “not to be changed / no derivative works” (6%)
- no answer (1%)

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you choose material that fits your purpose and you don’t care about its “pre-stated quality”, as long as you...

you choose material that is of a stated recent date or else updated recently

you don’t care about its time of creation

you don’t care about its time of creation as long as the material is voted as “good” by some other people

you choose material that is properly reviewed by known procedures/professionals

you choose material that is published by well known institutions and/or organizations

you review it yourself and then use it

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quality issues:
when searching for content, you are interested in content that ....

- is marked as quality material by some recognized organization: 66%
- contains a positive review/feedback from a named reviewer: 51%
- contains a positive review/feedback from an anonymous reviewer: 21%
- many students comment that they like it: 29%
- is voted as excellent by users (teachers and students alike): 55%
- you don’t care about review/quality as long as you personally review it as proper/adequate for your own purposes: 34%

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content types likely to give out

- conventional educational material: 83%
- specialized medical educational material: 43%
- active learning educational material: 37%
- alternative and/or user generated educational content: 29%
- no answer: 1%

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content types likely to search for and use

- conventional educational material: 74%
- specialized medical educational material: 58%
- active learning educational material: 55%
- alternative and/or user generated educational content: 37%
- no answer: 1%

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when using content developed by others

- always use it as is, without any changes: 10%
- most often use it as is, without any changes: 17%
- most often change it to fit your own educational purposes: 55%
- always change it to fit your own educational purposes: 22%
- you usually add things to it: 39%
- you usually take out some of the things in it: 39%
- no answer: 1%

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most common reasons for changing content

- re-organize content, add or fuse or integrate content from different content items: 68%
- translate to a different language: 54%
- change it to fit different cultures: 34%
- change it to fit different pedagogical approaches: 48%
- change it for different educational levels: 39%
- re-purpose for different disciplined and professions: 33%
- change from one type to another: 32%
- re-make for different technology: 20%
- change content created for a different purpose into content fit for education: 34%
- change for people with special needs: 16%

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when would you share your content

- when it is originally yours: 78%
- when it is material originally developed and shared by others: 39%
- when it has been adapted and repurposed by material developed by others: 32%
- other: 1%
when would you use content

- when it is originally developed by somebody you personally know: 61%
- when it is material that has been shared by many others: 61%
- when it has been adapted and repurposed: 42%
lessons learnt...

that we do have a lot of work to do.... 😊

• content sharing seems of interest
• open and free sharing is highly preferred
• the following issues do not seem to be clear enough amongst potential users
  – novel web technologies
  – IPR issues
  – content repurposing
further work

• analyze new replies (~200)

• replies per participant primary function and age group, etc
work done within mEducator

project title: mEducator: Multi-type Content Repurposing and Sharing in Medical Education

project type: Best Practice Network

programme: eContentplus
Information Society & Media Directorate General, European Commission

contract: ECP 2008 EDU 418006

duration: 2009-2012

consortium: 14 partners from 9 EU countries, lead by AUTH (GR)

budget: ~4.500.000 €

website: http://www.meducator.net/
E. Kaldoudi, K. Zigeridou, “Content Sharing Functional Requirements: Survey Results”, 2nd International Workshop on Multi-type Content Repurposing and Sharing in Medical Education, Plovdiv, Bulgaria, 21 January 2010