Did they do the reading?

#GLAGReads explores book versus eBooks
THERE MAY COME A DAY WHERE I DO ALL MY READING FOR CLASS

BUT IT IS NOT THIS DAY!
What do we “know” from literature?

• Book clubs have high utility for professional development of pre-service and practicing educators. (Burbank, Kauchak, & Alisa, 2010)
• Perceptions of usefulness, ease of use, innovativeness impact use of e-books (Aharony, 2014)

• Student prefer ebooks when given options (Jones & Brown, 2011)
• Students prefer print text over e-text. (Dennis, 2011)
• Preservice teacher prefer paper books (Larson, 2013)
• Preservice teachers prefer e-books. (Dobler, 2015)

• Paper books are better for reading comprehension and students prefer paper book to e-book (Jeong, 2012)
• There is no difference between e-books and paper books on comprehension (Margolin et al, 2013)
• Students who read e-Textbooks perform better on open ended evaluation. (Dennis, et. al., 2016)
"Technology will not replace great teachers but technology in the hands of great teachers can be transformational."

George Couros
Global Learning in Agriculture Conference: An online community building experience

https://sites.psu.edu/glag/

- On-Demand Presentations (N=16)
- Daily Live Roundtables (N=5)
- Social Media Engagement
- Live Conference with Keynote
- #GLAGReads
- #GLAGjr
“I think what is perhaps the greatest cost [of child stunting due to malnutrition] is almost unmeasurable: it’s the opportunity cost. What might a stunted child have contributed to the benefit of all of us?”

- Roger Thurow

Senior Fellow, The Chicago Council on Global Affairs
#GLAGReads

- Access to text provided to all participants in #GLAG19 (N=318)
  - 100 individuals with All-Access Pass (Conference-in-a-Box) – Hard Copy
  - 218 individual with Digital Pass – eBook via BookShout

- Access provided to text in January 2019. Timeline:
  - Global Learning in Agriculture Week, February 2\textsuperscript{nd}-7\textsuperscript{th}
  - Roger Thurow Keynote on Friday, February 7\textsuperscript{th}
  - Conference Evaluation – February 15\textsuperscript{th}
  - Facilitated Book Club by Robin McLean, February 7\textsuperscript{th}-March 15\textsuperscript{th}
  - #GLAGReads follow up survey – June 2019
Questions to explore together

1. Did participants/learners have access to the “book”?  

2. Did participants/learners value the book? (is it a good book?)

3. Did participants/learners read the book?

4. Did participants/learners engage around the book?
Data Collections

1. Post-Event Conference Evaluation
   • Collected via Qualtrics using standard survey design methods.
   • 144 responses out of 318 (45% response rate)

2. End-of-Semester #GLAGReads Evaluation (May/June 2019)
   • Collected via Qualtrics using standard survey design methods.
   • 98 responses out of 318 (31% response rate)

3. Platform Metrics
   • Bookshouts, Twitter, Facebook Groups, FlipGrid, Zoom

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<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
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<td>All-Access (AKA Conference-in-a-Box)</td>
<td>60.20%</td>
<td>59</td>
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<tr>
<td>2</td>
<td>Digital Pass</td>
<td>39.80%</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>98</td>
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Did they “have” the book?

HAPPINESS IS

...the smell of a new book.

WHAT DO YOU MEAN YOU DON'T HAVE THE BOOK?

WHAT DID YOU THINK WE WERE DOING IN #GLAGREADS?
Access to text provided to all participants in #GLAG19 (N=318)

100 individuals with All-Access Pass (Conference-in-a-Box) – Hard Copy

218 individual with Digital Pass – eBook via BookShout
Global Learning in Agriculture
#GLAG19
Cultivating Empathy in a Global World

ROGER THUROW
Senior Fellow, Global Food and Agriculture

Enter your code from GLAG19
Your eBook is presented by the Chicago Council on Global Affairs!

a856d26af18f
Submit

Enjoy your #GLAG19 eBook!
Meet Roger on February 1st in #GLAG19. Participate in the GLAGReads book club (lead by Dr. Robin McLean, @RCMLean) to prepare for the March 15th Q&A session on The First 1000 days with Roger!
#GLAG19 Evaluation (February 2019)

The #GLAG19 Conference Book was “The First 1000 days” by Roger Thurow. Do you have access to Roger Thurow’s “The First 1000 Days”?

Yes – 93% (n=134)

No – 7% (n=10)

- Collected via Qualtrics using standard survey design methods.
  - 144 responses out of 318 (45% response rate)
### #GLAGReads Follow Up Evaluation (May/June 2019)

Q2 - Prior to #GLAG19, did you have a copy/access to the book, “The First 1000 Days”?

<table>
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<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
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<tbody>
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<td>1</td>
<td>Yes</td>
<td>43.88%</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>56.12%</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>98</td>
</tr>
</tbody>
</table>

- Collected via Qualtrics using standard survey design methods.
- 98 responses out of 318 (31% response rate)
Is it a “Good Book”? 
(i.e. do they see value in content?)
The conference keynote speaker (Roger Thurow) was appropriate and informative

Agreement (Strongly Agree/Agree) = 71%
Disagreement (Strongly Disagree/Disagree) = 03%
Can not say at this time = 26%

- Collected via Qualtrics using standard survey design methods.
  - 144 responses out of 318 (45% response rate)
Q5 - Would you recommend the book to a colleague?

88% Yes, n=86

12% No, n=12
Q6 - Would you recommend the book to a student/youth in your program?

83% Yes, n=81

17% No, n=17

#GLAGReads Follow Up Evaluation (May/June 2019)
Q7 - Do you think you could use the book as part of educational programming if curriculum materials were provided?

78% of respondents say Yes (n=76), while 22% say No (n=22).
Did they read the book?

WHAT DO YOU MEAN,

"DID I READ THE BOOK?"
#GLAGReads Follow Up Evaluation (May/June 2019)

Q3 - Have you read "The First 1000 Days" yet?

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<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Yes</td>
<td>24.24%</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>29.29%</td>
<td>29</td>
</tr>
<tr>
<td>3</td>
<td>Started, but did not finish</td>
<td>46.46%</td>
<td>46</td>
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</table>

Total: 100% 99

- Collected via Qualtrics using standard survey design methods.
- 98 responses out of 318 (31% response rate)
#GLAGReads Follow Up Evaluation (May/June 2019)

Q4 - If you have not read the book (or have not finished), do you think you will?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>80.00%</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>20.00%</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>75</td>
</tr>
</tbody>
</table>

- Collected via Qualtrics using standard survey design methods.
- 98 responses out of 318 (31% response rate)
• 218 Digital Codes Provided
• 96 codes redeemed (44% redemption rate)

Of those 96 codes redeemed,

• Only 28 read any of the book
  • Average of 16% of the book read
    (16,736 words out of 133,843 words)

• Only 2 people read 90% or more of the book
  (1 person read 100%)
Did participants/learners engage around the book?
Do you plan to attend the March 15th Zoom Question & Answer Session with Roger?

Yes - 45% (n=57)
No - 55% (n=71)

• Collected via Qualtrics using standard survey design methods.
  • 144 responses out of 318 (45% response rate)
Friday, March 15th – “Connect”

14 participants

• 10 had a hardy copy; 2 claimed eBook; 2 indicated had not read

• 50% had participated in the #GLAGReads Facebook Group

• 36% had participated in the #GLAGReads FlipGrid

• 21 % had participated in #GLAGReads Twitter Convo
Q11 - Did you attend the March 15th Live Zoom for a Question & Answer Session with the Author Roger Thurow?

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<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
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<tr>
<td>1</td>
<td>Yes</td>
<td>28.57%</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>71.43%</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>98</td>
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</table>
Will you participate in the #GLAGReads Book Club Program?

Yes - 53% (n=69)
No - 47% (n=61)

• Collected via Qualtrics using standard survey design methods.
  • 144 responses out of 318 (45% response rate)
#GLAGReads Follow Up Evaluation (May/June 2019)

Q10 - Please rank the intensity of your involvement in #GLAGReads with 0 being "Minimal" and 100 being "intense“ – 51.11

<table>
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<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
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<td>Minimal</td>
<td>1.00</td>
<td>100.00</td>
<td>51.11</td>
<td>31.94</td>
<td>1019.99</td>
<td>19</td>
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Q8 - Did you participate in the Book Club as part of #GLAG19 (offered between February 2nd and March 15th)?

- Yes: 19% (n=19)
- No: 81% (n=80)

#GLAGReads Follow Up Evaluation (May/June 2019)
Q9 - Since you selected yes (N=19), please indicate how (select all that apply):

- Twitter Conversation - Contributor: 15% (n=6)
- Twitter Conversation - Observer/Lurker: 30% (n=12)
- Facebook Group - Contributor: 23% (n=9)
- Facebook Group - Observer/Lurker: 18% (n=7)
- Flipgrid Community: 15% (n=6)

Total of 40
• 4 topics
• 26 videos
• 203 views
• 4.4 hours of engagement

Further breakdown by topic:
• Let's connect - who are you?
  10 videos and 70 views
  (posted January 25)

• First Reaction –
  8 videos and 81 views
  (posted January 28)

• Outrage? Inspiration?
  5 videos and 34 views
  (posted February 8)

• Challenge: Read the labels –
  3 videos and 18 views
  (posted February 15)
• 102 members
• 34 posts
• 58 comments
• 145 reactions

Friday was most popular day for posts, comments and reactions followed by a tie between Monday, Wednesday and Saturday
<table>
<thead>
<tr>
<th>Year</th>
<th>Posts</th>
<th>Users</th>
<th>Unique Accounts Reached</th>
<th>Impressions</th>
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<tr>
<td>2019 (#GLAG19)</td>
<td>885</td>
<td>142</td>
<td>395,259</td>
<td>1,689,692</td>
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<tr>
<td>2018 (#GLAG18)</td>
<td>1425</td>
<td>119</td>
<td>392,122</td>
<td>1,121,917</td>
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Q12 - Have you participated in Book Clubs in the Past?

<table>
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<th>Answer</th>
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<th>Count</th>
</tr>
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<td>Yes</td>
<td>34.69%</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>65.31%</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>98</td>
</tr>
</tbody>
</table>

#GLAGReads Follow Up Evaluation (May/June 2019)
Prior Book Club Participation

- Professionally Mandated at Work: 1% of selections
- Professionally Optional at Work: 25% of selections
- Professional Optional with Orgs: 12% of selections
- Church or faith-based: 22% of selections
- Personal/Friend Book Club: 23% of selections
- Other: 14% of selections

N=34
86 selections
Q15 - What format do you prefer to received a book in for professional development?

- Hard Copy: 65% (n=64)
- eBook: 6% (n=6)
- No preference, either Hard Copy or eBook: 29% (n=28)
Key Observations

PEOPLE

DON'T READ

TO INNOVATE WAYS TO "MOTIVATE"

BUT, WE CAN'T STOP TRYING
Intrinsic Motivation
Engage in a behavior because it is personally rewarding, not for an external reward

1. Meaningfulness
   You feel that what you are doing is important and you feel that you are contributing to something with real value.

2. Choice
   You perceive a possibility to influence your work. Connects to feeling of ownership and responsibility of your own work.

3. Competence
   You feel like you perform your work tasks exquisitely and feel proud of your high quality performance.

4. Progress
   You have confidence in future and think that you are doing the right things. There is always a light at the end of the tunnel.
#GLAG19 IS EASY AS

1 - 2 - 3

CATALYZE
Participate in #GLAG19 during the week of January 28

CONNECT
Session with Author Roger Thurdow
March 15

CREATE
Share what you've learned in your community by September 1
Join us! #GLAG20: Critical Collaborations
Global Learning in Agriculture Week: February 3-7, 2020

Keynote:
Dr. Maricelis Acevedo, Cornell
Associate Director for Science
Delivering Genetic Gain in Wheat Project

https://sites.psu.edu/glag/