



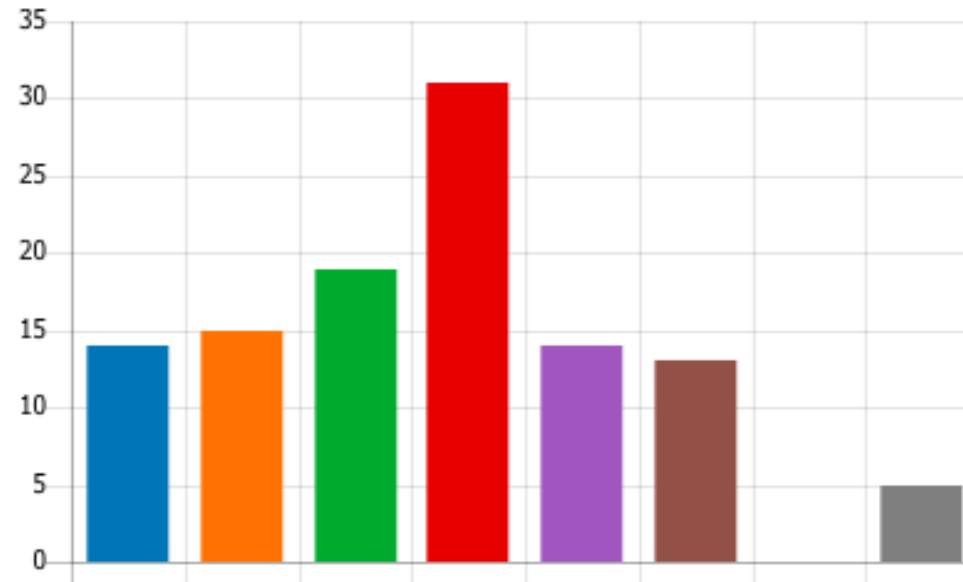
# Thinkalong Survey Analysis

## Summary

- Classroom teachers and librarians are distinct groups of educators. We should have segmented marketing efforts to meet these two audiences:
  - Influencer marketing for classroom teachers who find tools via blogs and word of mouth and a social media marketing plan for library media specialists
  - We should also consider how to work with the teacher influencers that are listed in the survey responses. Can we send kits to them or work together on curating a Thinkalong module? What other ways can we partner so that they can share our content and we can gather insights from them?
- We already knew that we could find educators on Facebook and Twitter. The survey indicated 25% of the entrants find educational content on Pinterest and 11% on Instagram
  - There's an opportunity to create a Thinkalong following on Pinterest to supplement our social media marketing on Facebook and Instagram
- Most of the educators have content needs for research skills, digital literacy, and media literacy. A smaller percentage cover social emotional learning, current events, and debate
  - There's an SEO opportunity to incorporate these keywords into the website. We could also use the keywords to create a PPC campaign to reach classroom teachers
- The most frequently listed resources are PBS LearningMedia, Common Sense Media, Teachers Pay Teachers, School Library Journal, Checkology, and ProCon.org. Each of these websites heavily feature customizable lesson plans and resources that require little prep for classroom use. Thus, curation and lesson planning support may be linked to frequency of use.
- When the Education Outreach team is following up with the educators that asked for more contact, we make sure the email is timely and that they can get their kits mailed to them quickly. We should also ask if they understood how to use the tool in their lessons.

## Which ages do you work with?

● Pre-kindergarten – kindergarten	14
● 1st – 3rd grade	15
● 4th – 5th grade	19
● Middle school	31
● Early high school	14
● Late high school	13
● Post-secondary	0
● Other	5

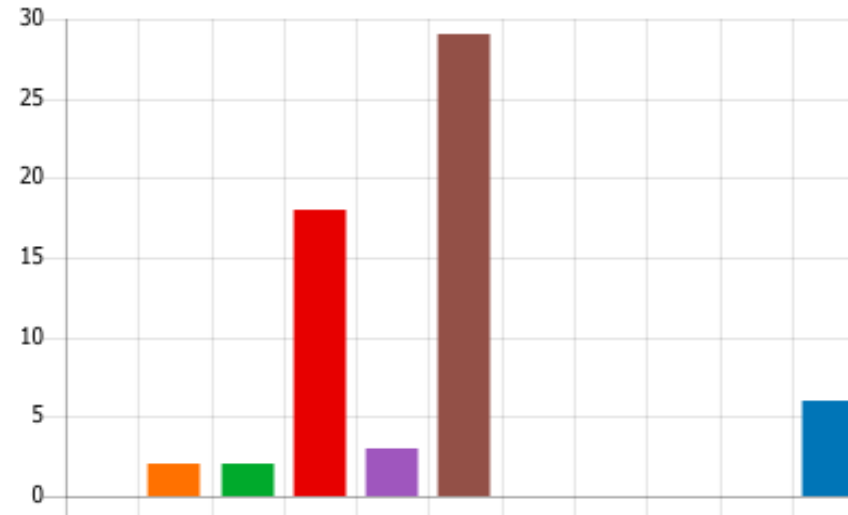


\*Sum of percentages will not add up to 100 as the total number of answer choices selected for a question can be greater than the number of respondents that answered the question.

- 53% work with middle schoolers
- 42% work with 4th and 5th graders
- 45% work with high school students
- 25% work with late elementary and middle school
- 14% work with middle school and early high school
- Other – ESL, Citizenship applicants, retired, K-6, and K-12

## What is your professional role?

● Youth organization leader	0
● Youth program instructor/me...	2
● Home-schooling parent or car...	2
● Classroom teacher - public sc...	18
● Classroom teacher - private sc...	3
● Library media specialist	29
● School administrator or depar...	0
● PTA Officer	0
● School board member	0
● Elected official involved in edu...	0
● Other	6



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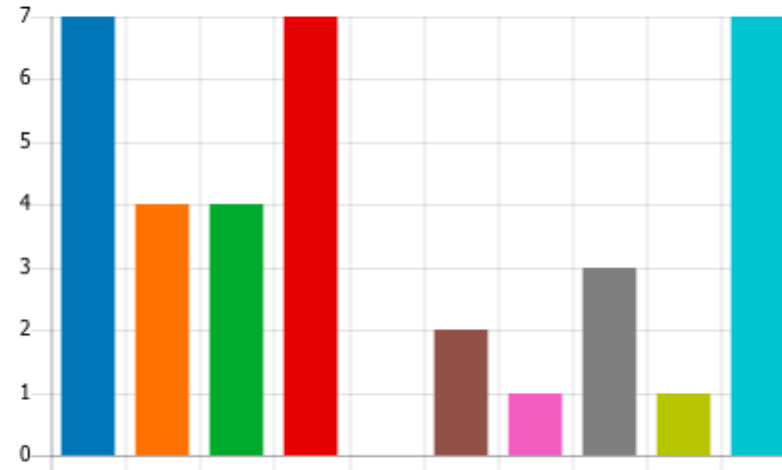
- 48% of entrants are library media specialists
- 35% are classroom teachers – all but 3 are public school teachers
- Other – Academically Gifted Teacher, Technology Integration Specialist, Community Worker

# What subject areas do you teach?

Classroom Teachers

[More Details](#)

● Social Studies	7
● Math	4
● Science	4
● English/Language Arts	7
● Art	0
● English to Speakers of Other L...	2
● Special Education	1
● Gifted and Talented	3
● Not Applicable	1
● Other	7

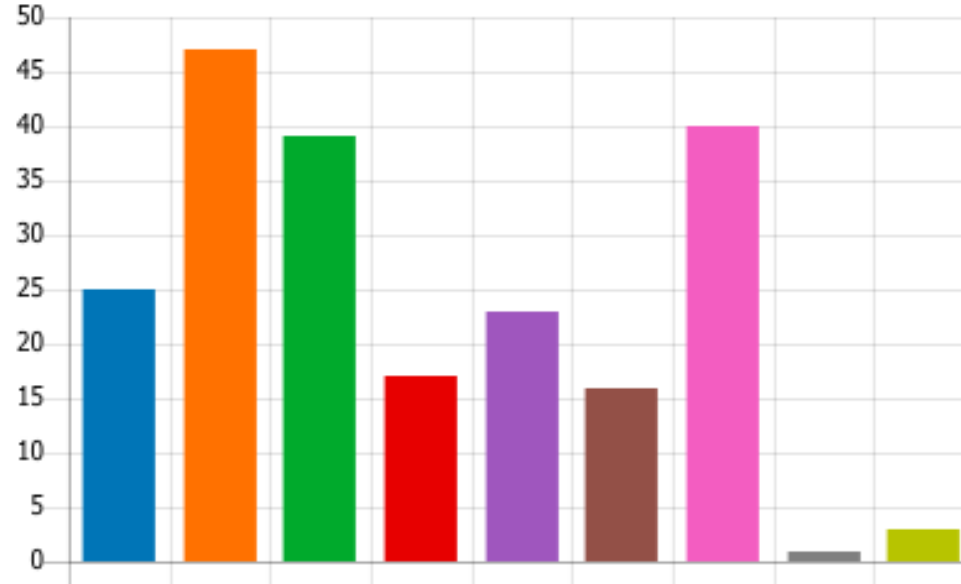


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- 86% teach in public schools
- 33% teach social studies/history
- 29% teach STEM
- 29% teach ELA
- 33% teach unlisted subjects: Citizenship, Computers, Theology, Theory of Learning, Special Ed, Leadership, and Theater

## What content areas do you typically cover?

All Educators



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- 90% cover research skills
- 78% cover digital literacy
- 75% cover information or media literacy
- 48% of educators cover social emotional learning
- 44% cover current events
- 33% cover debate

## Where do you most often find and/or save ideas for activities or lessons?

- 60% of entrants use social media
- 75% of entrants use websites
- 18% use educator influencers

### Social Media

- 40% respondents use Facebook
- 35% use Twitter
- 25% use Pinterest
- 12% use Podcasts
- 11% use Instagram

### Websites

- 25% use Teachers Pay Teachers
- 20% use PBS LearningMedia
- Other Options: Common Sense Media, What Works Clearinghouse, Facing History, Free Technology 4 Teachers, Databases, USCIS, ALA



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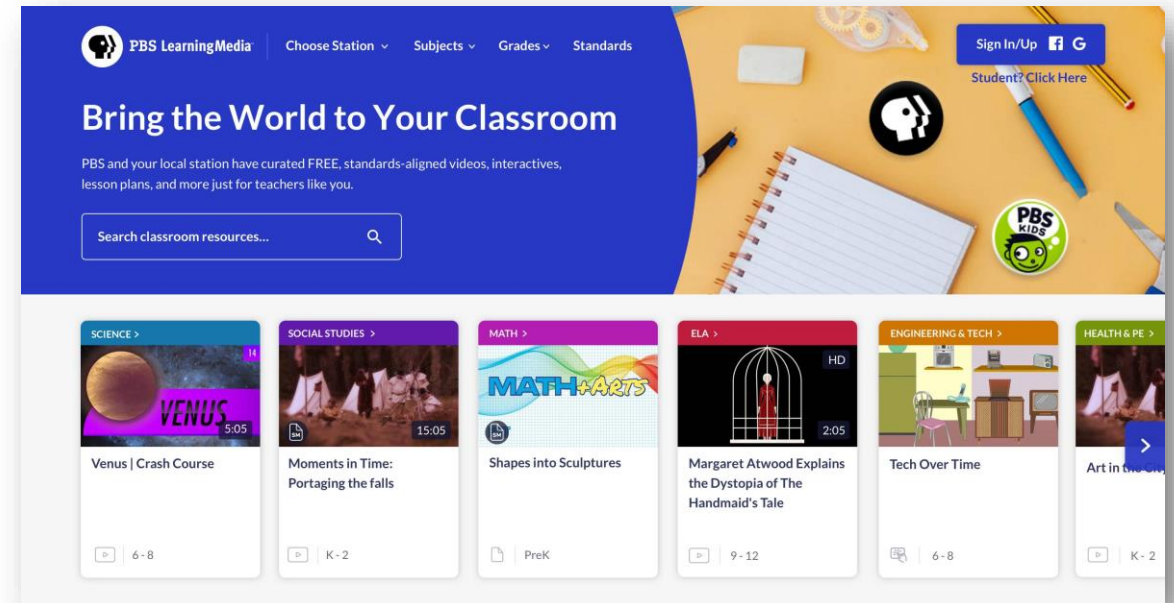
## Where do middle school library media specialists find ideas and lessons?

### Social Media

- 85% use Facebook
- 79% use Twitter
- 29% use Pinterest
- 14% use Instagram

### Websites

- 3 entrants use PBS LearningMedia
- 3 entrants use Teachers Pay teachers
- Other options listed: ALA, Common Sense Media



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## Where do middle school classroom teachers find ideas and lessons?

Classroom teachers reference fewer social media platforms than media specialists. They tend to look more often to websites, colleagues, and educator influencers.

### Social Media

- 3 teachers use Facebook
- 2 teachers use Twitter
- 1 teacher uses Instagram and Pinterest

### Websites

- 6 teachers use Teachers Pay Teachers
- 3 teachers use PBS LearningMedia
- Other options: Facing History, What Works Clearinghouse, School Databases



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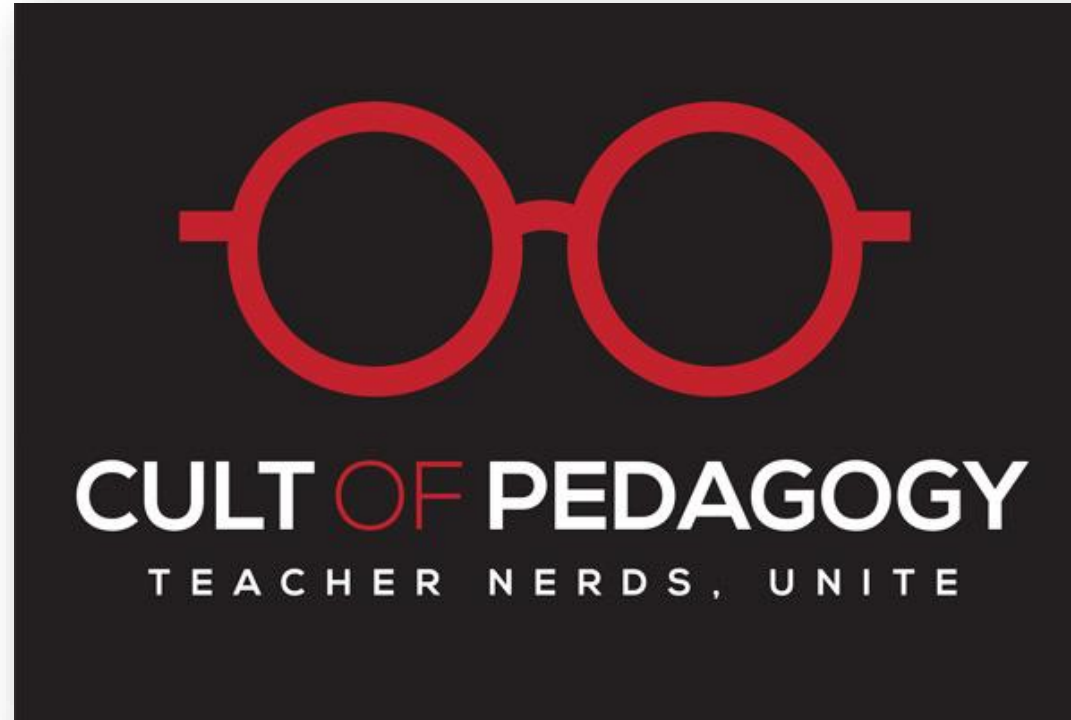
What do you use most often to find ideas for activities or lessons?

### Blogs

- [Cult of Pedagogy](#)
- [Monica Genta](#)
- [Total Timesavers](#)
- [Matt Miller](#)
- [Kasey Bell](#)
- [Monica Burns](#)
- [Dave Burgess](#)

### Podcasts

- [School Librarians United](#)
- [NPR Podcasts](#)



## What do you use most often to find ideas for activities or lessons?

### Educator Influencers

- Shannon McClintock Millet ([@shannonmmiller](#))
- Kristina Holzweiss ([@lieberrian](#))
- Jenny Lussier ([@jluss](#))
- Joyce Valenza ([@joycevalenza](#))
- Catlin Tucker ([@Catlin\\_Tucker](#))
- Michel Luhtala ([@mluhtala](#))
- Alice Keeler ([@alicekeeler](#))
- Martha Bonjorno ([@Mrs\\_Bongi](#))
- Jennifer Lewis ([@FLHSMsLewis](#))
- Steven Tetreault ([@DrTLovesBooks](#))

### Professional Development Networks

- 41% Connecticut Association of School Librarians
- 22% American Library Association
- 19% American Association of School Librarians
- 14% International Society for Technology in Education

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## What do you use most often to find ideas for activities or lessons?

### The most popular publications listed are:

- School Library Journal
- Common Sense Media
- ALA
- Edweek
- ISTE
- Edutopia
- Teaching Tolerance
- PBS/NPR

### Other publications listed:

- School Library Connection
- CASL
- AASL
- Knowledge Quest
- Scholastic EDU
- News Literacy Project
- Smithsonian
- Time
- The Week
- National Geographic

## What tools, programs or resources have you used to introduce media literacy, critical thinking or civil discourse?

### Most Popular Media Literacy Resources

- [Common Sense Media](#)
- [Checkology](#)
- [Pro/Con.org](#)
- [Newsela](#)
- [iCivics](#)

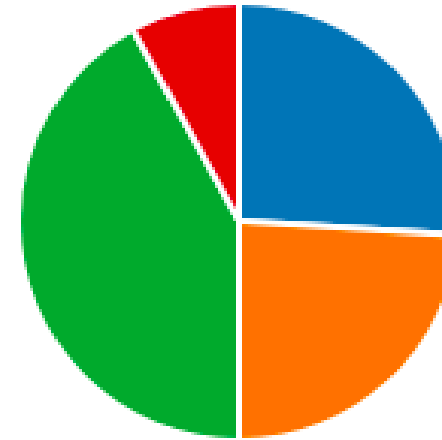
### Other Resources Listed

- [Snopes](#)
- [Media Education Foundation](#)
- [News Literacy Project](#)
- [National History Day](#)
- [Newseum](#)
- [Flocabulary](#)
- [Gale Database: Opposing Views](#)
- Library databases



## How often do you incorporate public media into your lessons or programs?

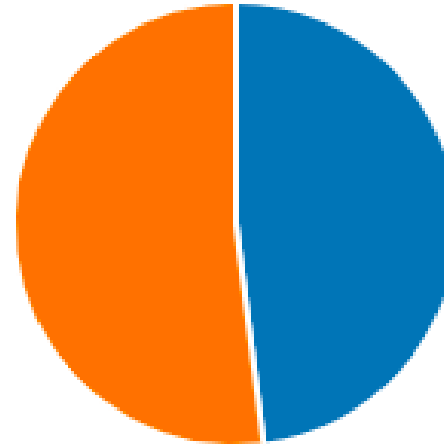
● More than 10 times per year	13
● 6-10 times per year	12
● 1-5 times per year	21
● Never	4



Most entrants use public media 1-5 times in their classroom. A nearly equal number of educators use public media 6-10 or more than 10 times per year.

Considering the popularity of PBS LearningMedia in the responses, these frequent instances of public media use may be LearningMedia lessons.

**Would you like Thinkalong outreach specialists to contact you to explore how you can use it?**



About half of the educators that took the survey responded that they wanted to hear more about how Thinkalong could fit their classroom needs.

Since there isn't a sign-in process or content block on the Thinkalong modules, this may indicate that there is still confusion on how to use the tool. It would be helpful to investigate further when we contact the educators.