



*Did they do the
reading?*
#GLAGReads explores
book versus eBooks

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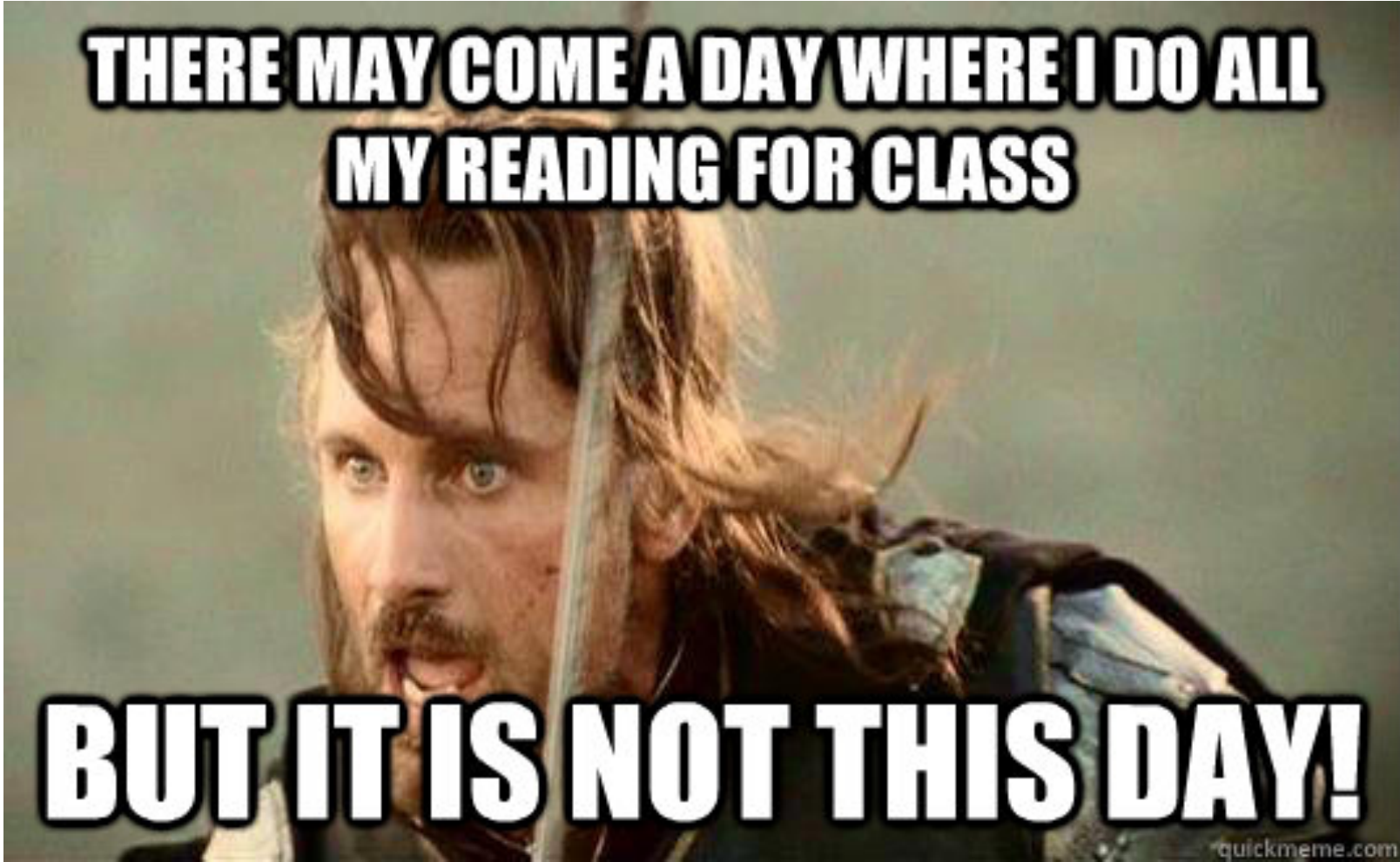
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Global Teach Ag! Fellow
The Pennsylvania State University





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



#GLAG19 IS EASY AS

1 - 2 - 3



CATALYZE

PARTICIPATE IN #GLAG19 DURING THE
WEEK OF JANUARY 28



CONNECT

SESSION WITH AUTHOR ROGER THURLOW
MARCH 15



CREATE

SHARE WHAT YOU'VE LEARNED
IN YOUR COMMUNITY
BY SEPTEMBER 1

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

GLAGJr™
Global Learning
in Agriculture

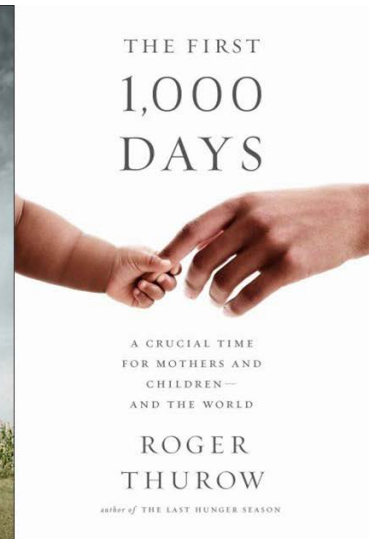
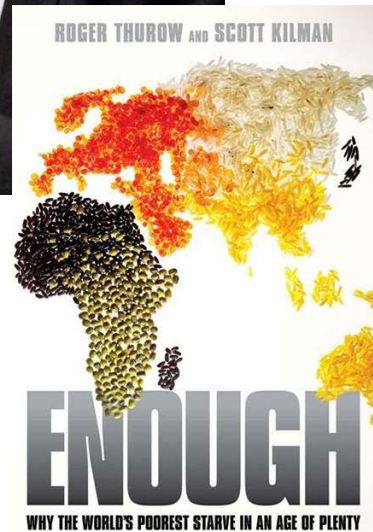




"I think what is perhaps the greatest cost [of child stunting due to malnutrition] is almost unmeasurable: it's the opportunity cost. What might a stunted child have contributed to the benefit of all of us?"

- 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 2nd-7th
 - Roger Thurow Keynote on Friday, February 7th
 - Conference Evaluation – February 15th
 - Facilitated Book Club by Robin McLean, February 7th-March 15th
 - #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

#	Answer	%	Count
1	All-Access (AKA Conference-in-a-Box)	60.20%	59
2	Digital Pass	39.80%	39
	Total	100%	98

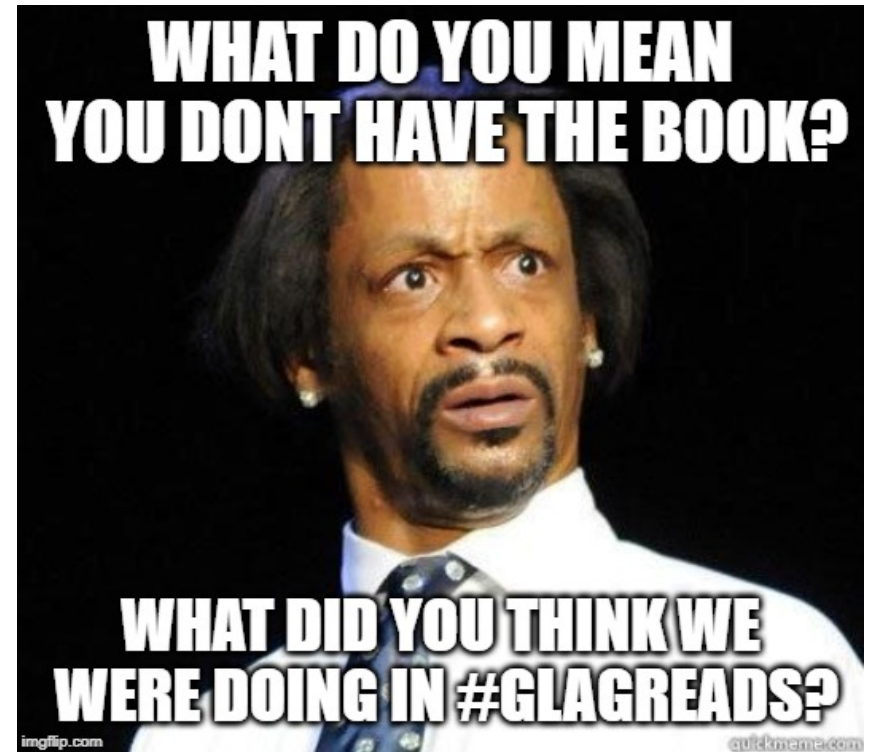


Did they “have” the book?

HAPPINESS IS



*...the smell
of a new book.*





Access to text provided to all participants in #GLAG19 (N=318)

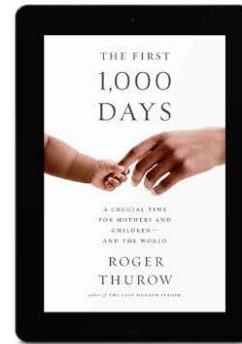
100 individuals with All-Access Pass (Conference-in-a-Box) – Hard Copy

218 individual with Digital Pass – eBook via BookShout





ROGER THUROW
Senior Fellow, Global Food and Agriculture



Enter your code from GLAG19

Your eBook is presented by the Chicago Council on Global Affairs!

Enjoy your #GLAG19 eBook!

Meet Roger on February 1st in #GLAG19. Participate in the GLAGReads book club (lead by Dr. Robin McLean, @RCMLearn) 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”?

#	Answer	%	Count
1	Yes	43.88%	43
2	No	56.12%	55
	Total	100%	98

- 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?)

#GLAG19 Evaluation

Note:

4-point scale used "Strongly Agree, Agree, Disagree and Strongly Disagree"

The conference keynote speaker (Roger Thurow) was appropriate and informative

Agreement (Strongly Agree/Agree) = 71%

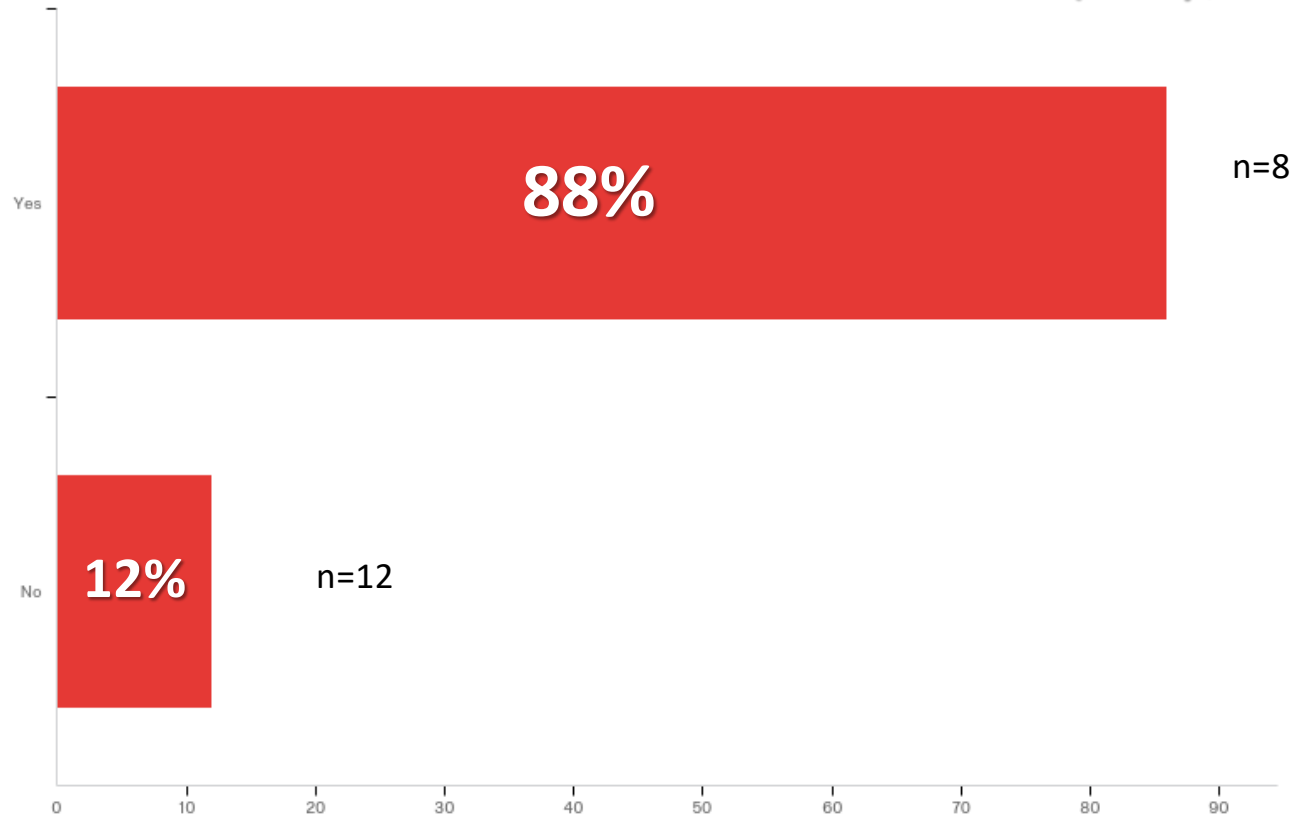
Disagreement (Strongly Disagree/Disagree) = 03%

Can not say at this time = 26%

- Collected via Qualtrics using standard survey design methods.
 - 144 responses out of 318 (45% response rate)

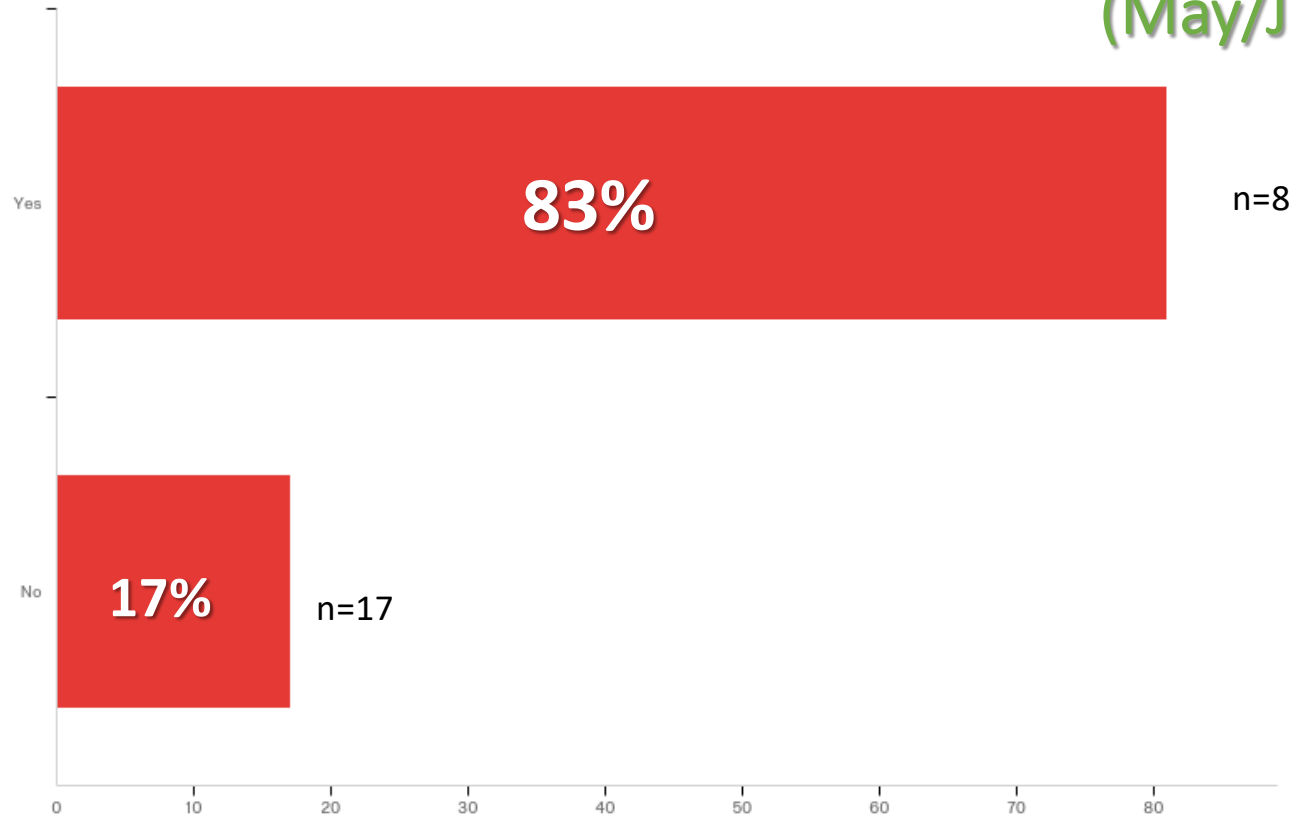
Q5 - Would you recommend the book to a colleague?

#GLAGReads Follow
Up Evaluation
(May/June 2019)



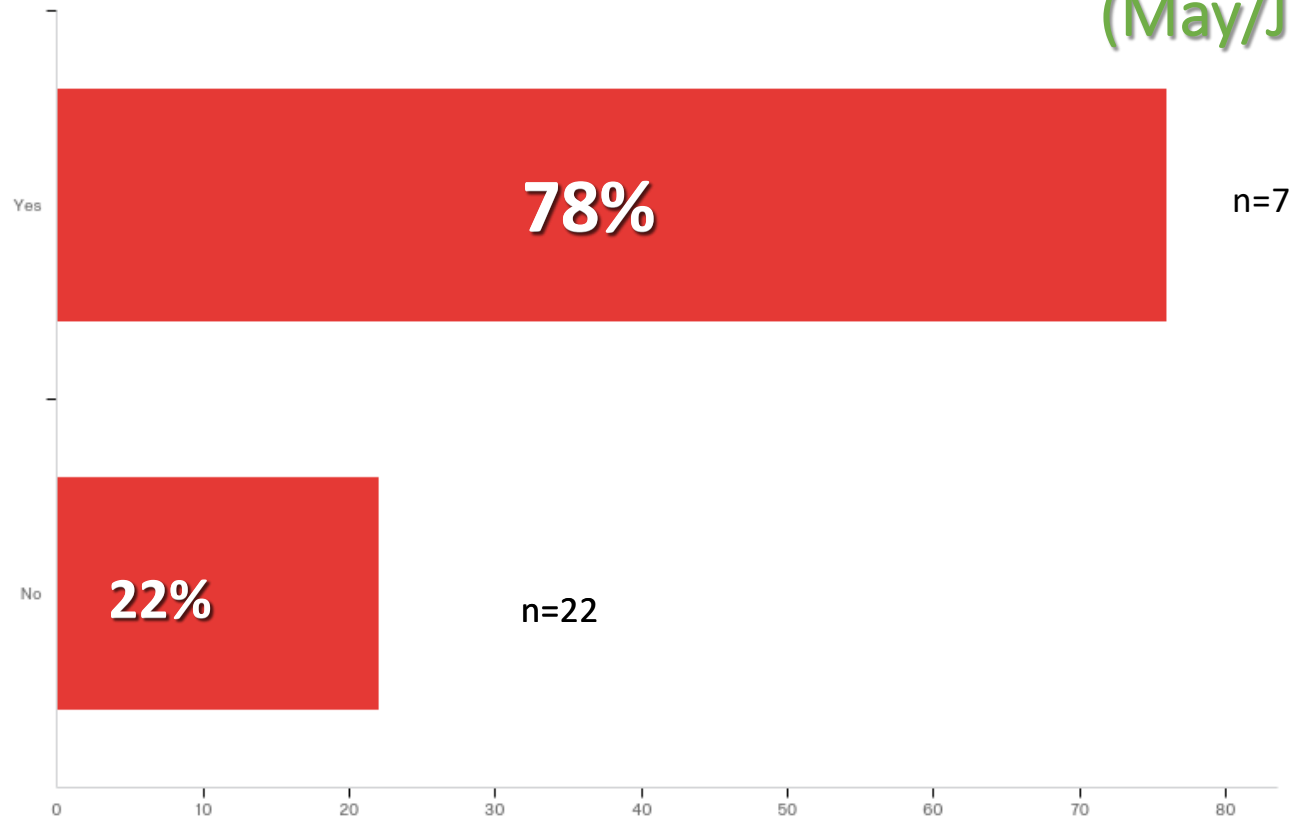
Q6 - Would you recommend the book to a student/youth in your program?

#GLAGReads Follow
Up Evaluation
(May/June 2019)

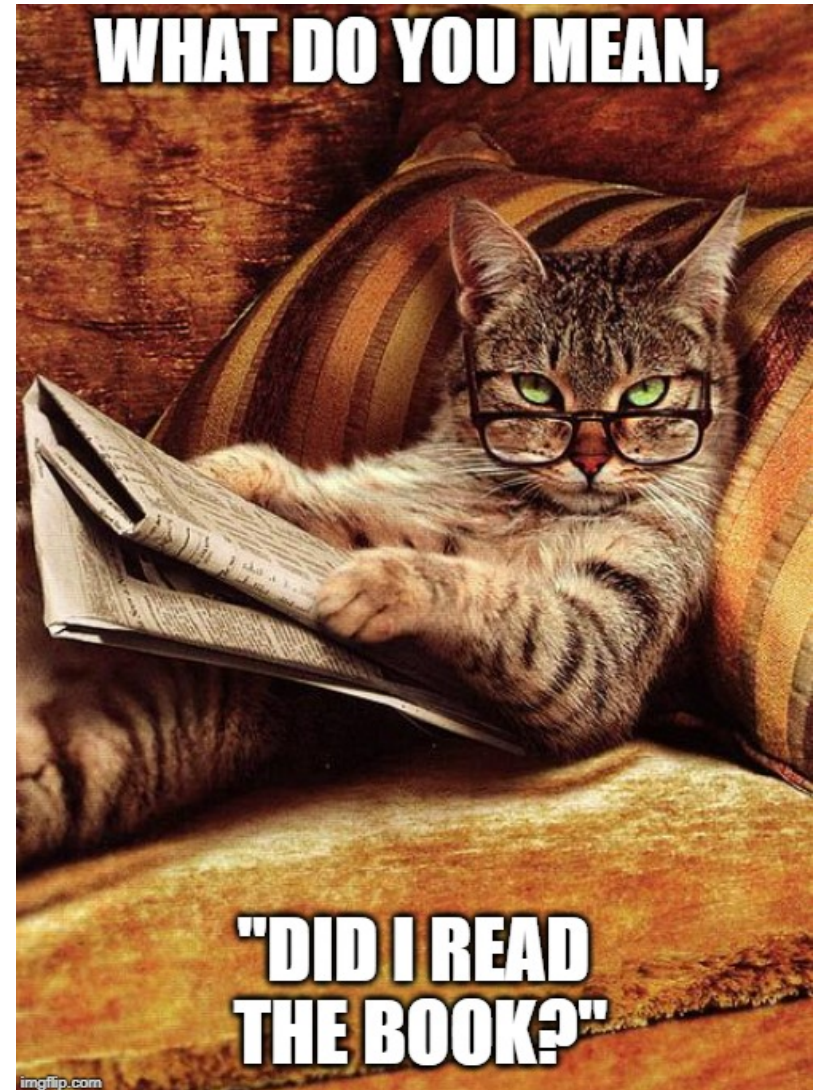


Q7 - Do you think you could use the book as part of educational programming if curriculum materials were provided?

#GLAGReads Follow
Up Evaluation
(May/June 2019)



Did they read the book?



#GLAGReads Follow Up Evaluation (May/June 2019)

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

#	Answer	%	Count
1	Yes	24.24%	24
2	No	29.29%	29
3	Started, but did not finish	46.46%	46
	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?

#	Answer	%	Count
1	Yes	80.00%	60
2	No	20.00%	15
	Total	100%	75

- *Collected via Qualtrics using standard survey design methods.*
 - *98 responses out of 318 (31% response rate)*



THE CHICAGO
COUNCIL
— ON —
GLOBAL
AFFAIRS

bookshout!TM

- 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%)



AutoSave Off CCGA_012219 - Chicago Council on Global Affairs - The First 1,000 Days (175)2019-06-10.csv - Excel Foster, Daniel Douglas

File Home Insert Page Layout Formulas Data Review View Help Acrobat Search

Clipboard Font Alignment Number Styles Cells Editing Ideas

Calibri 11 A A Wrap Text General Normal Bad Good Neutral

Share Comments

AutoSum Fill Clear Sort & Filter Find & Select Ideas

A33

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Name	Email	Education	Gender	Age-Rang	Redemption Code	ISBN	Title	Redeemed At	Percentag	Total Words Read				
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		ks.us				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-02-01 20:02:11 UTC	93%	88467				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-30 11:10:56 UTC	73%	69425				
			d Ph.D., graduat	Female	65 or olde	916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 13:50:09 UTC	70%	66767				
		m				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 11:43:46 UTC	64%	60867				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-29 02:04:51 UTC	22%	21037				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-02-05 02:40:54 UTC	13%	13042				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-02-06 17:21:27 UTC	4%	4564				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-28 14:45:20 UTC	2%	2321				
		au				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-30 01:16:15 UTC	1%	1898				
		tate.edu				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 12:23:12 UTC	1%	1037				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-29 03:35:07 UTC	1%	1033				
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						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-28 05:06:16 UTC	0%	600				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-29 02:28:29 UTC	0%	465				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-30 02:57:39 UTC	0%	401				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 14:11:28 UTC	0%	270				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-30 18:57:10 UTC	0%	211				
			Bachelor's degi	Male	35-44	916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-04-09 13:47:47 UTC	0%	134				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-30 14:53:35 UTC	0%	66				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-02-15 20:11:41 UTC	0%	64				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-31 01:56:50 UTC	0%	61				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 13:13:05 UTC	0%	60				
		om				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 16:40:19 UTC	0%	56				
		du				916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-25 17:57:05 UTC	0%	52				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-01-28 13:56:27 UTC	0%	36				
						916QaVnxMXyu	9.78161E+12	The First 1,000 Days	2019-02-02 16:25:31 UTC	0%	18				
30															
31															
32										16%	16736.71				
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35															
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37															
38															
39															

CCGA_012219 - Chicago Council o

Ready



Did participants/learners engage around the book?



#GLAG19 Evaluation (February 2019)

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

#GLAGReads Follow Up Evaluation (May/June 2019)

Q11 - Did you attend the March 15th Live Zoom for a Question & Answer Session with the Author Roger Thurow?

#	Answer	%	Count
1	Yes	28.57%	28
2	No	71.43%	70
	Total	100%	98

#GLAG19 Evaluation (February 2019)

Will you participate in the #GLAGReads Book Club Program?

Yes - 53% (n=69)

No - 47% (n=61)

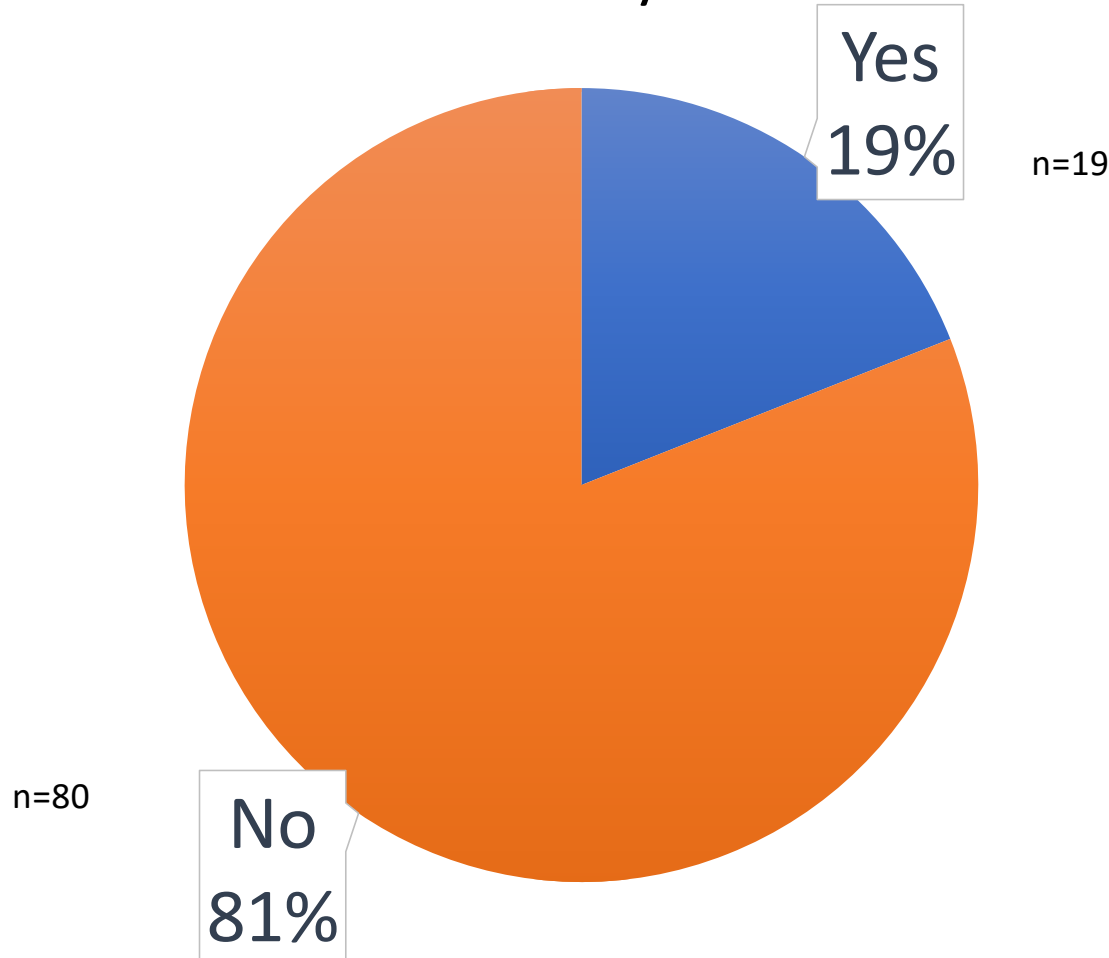
- *Collected via Qualtrics using standard survey design methods.*
 - *144 responses out of 318 (45% response rate)*

#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**

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Minimal	1.00	100.00	51.11	31.94	1019.99	19

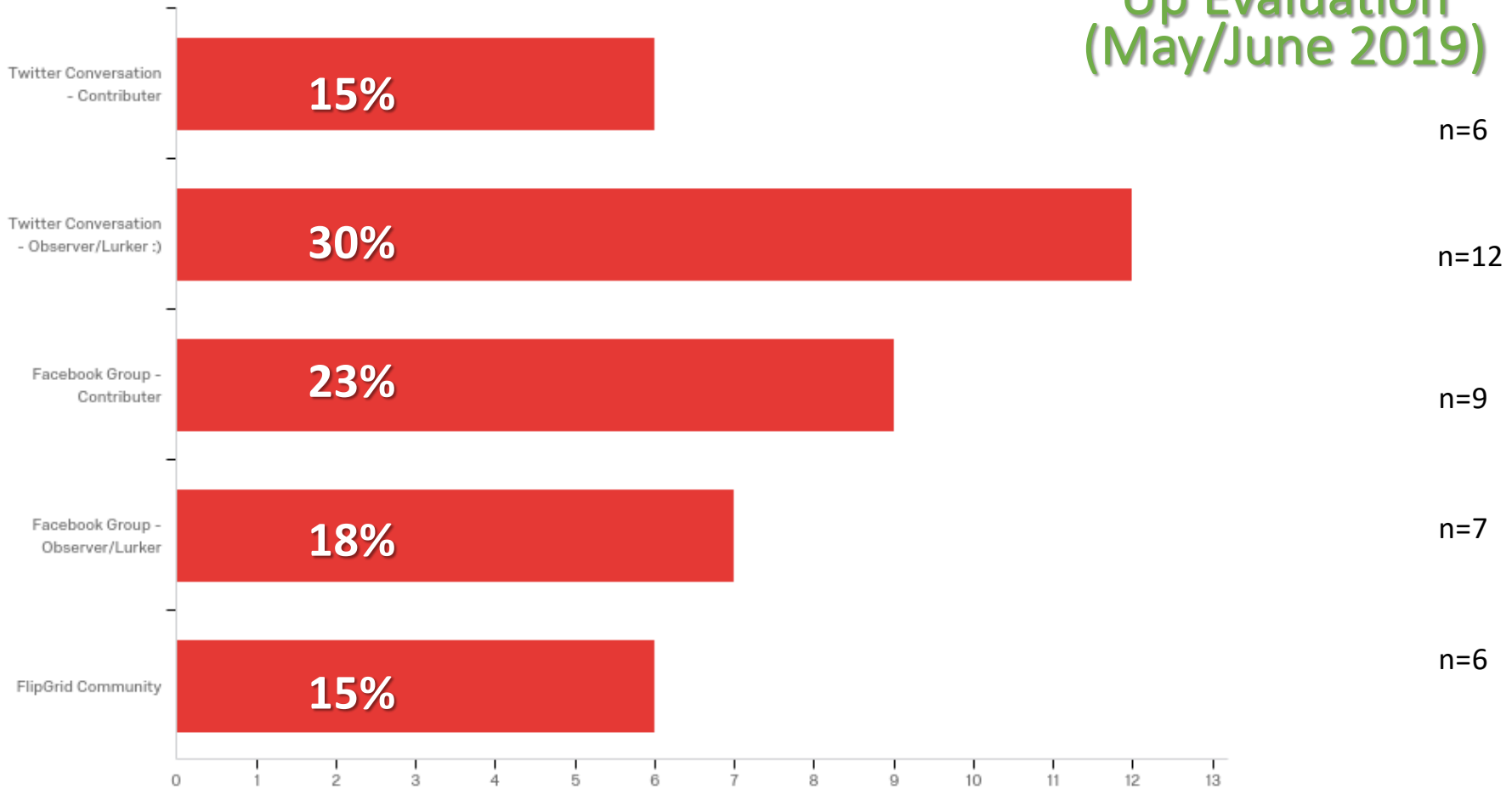
Q8 - Did you participate in the Book Club as part of #GLAG19 (offered between February 2nd and March 15th)?



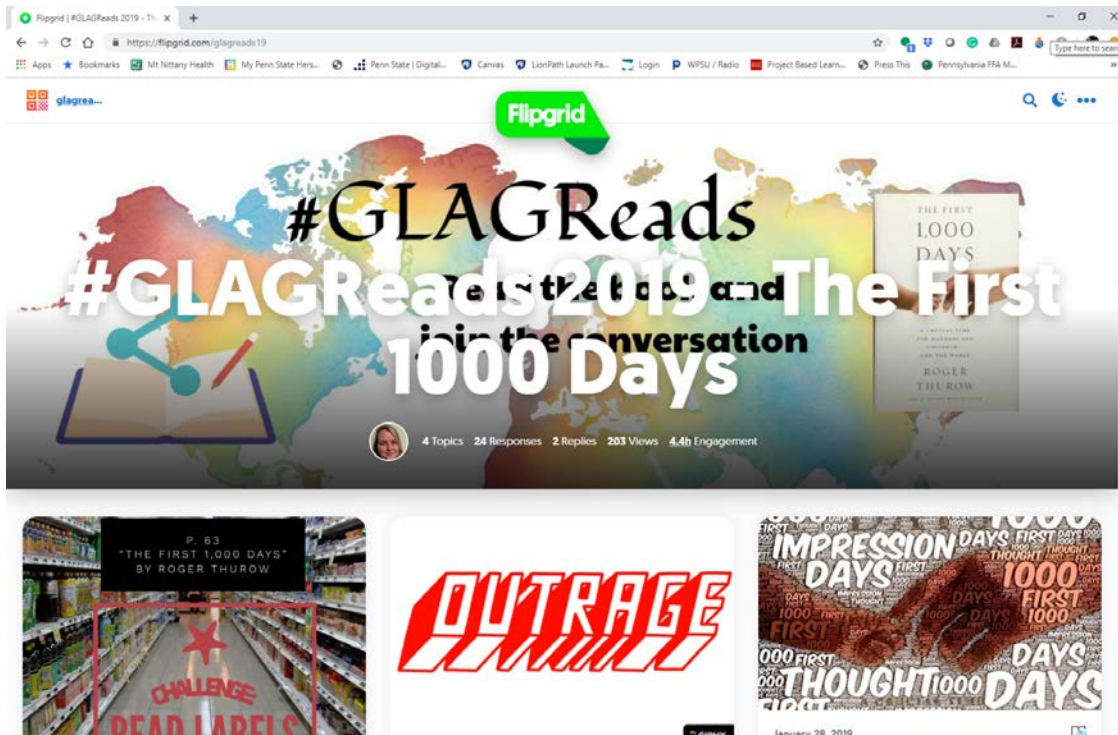
#GLAGReads Follow
Up Evaluation
(May/June 2019)

Q9 - Since you selected yes (N=19) ,
please indicate how (select all that apply):

#GLAGReads Follow Up Evaluation (May/June 2019)



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)

#GLAGReads Book Study

Public group

Interacting as yourself

About

Discussion

Chats

Members

Events

Videos

Photos

Group Insights

Moderate Group

Group Quality

Search this group

Shortcuts

- Game Collective
- Teach Ag Chat
- Pennsylvania Ag Ed Fo...
- Global Teach Ag (20)
- Ag Education Discus... (7)
- Teach AgI at Penn ... (19)
- Owl Vision: Ag Ed Disc...
- Teach Ag Society at Pe...
- NY Ag Education Co... (4)

See more

#GLAGReads

Read the book and join the conversation

THE FIRST 1000 DAYS

A JOURNAL FROM THE OUTSIDE AND INSIDE AND THE WORLD

ROGER THUROW

Joined

Notifications

Share

More

Write Post

Add Photo/Video

Live Video

More

Write something...

Photo/Video

Watch Party

Tag Friends

More

Changes to Group Types

Group types have become simpler, and your School or Class group is now a General group. Nothing has changed with your group's layout or the settings and tools you can use.

Learn More

NEW ACTIVITY

Robin McLean is with Melanie Miller Foster.

GROUP BY

Global Teach Ag

420 like this

POPULAR TOPICS IN POSTS

Manage

Access to Book (2)

Part 1 (1)

IWAWB (1)

Book Club (1)

INVITE MEMBERS

Embed Invite

Enter name or email address...

MEMBERS

102 Members

SUGGESTED MEMBERS

Hide

Friends

Caryn Hoerst Filson

Invite Member

Alicia Gates

Invite Member

Jeff Hyde

Invite Member



- 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

#GLAGReads - Twitter Search / T x +

https://twitter.com/search?q=%23GLAGReads&src=typed_query&f=live


Apps Bookmarks Mt Nittany Health My Penn State Hers... Penn State | Digital... Canvas LionPath Launch Pa... Login WPSU / Radio Project Based Learn... Press This

#GLAGReads Daniel D. Foster

#GLAGReads

Top Latest People Photos Videos


Melanie Foster @GlobalMelanie · Apr 6
It's a food and NUTRITION security issue, right @RogerThurow? Eat Your Veggies: Study Finds Poor Diets Linked to One in Five Deaths #foodsecurity #WFPglobalguides #GLAG19 #GLAGReads



Eat Your Veggies: Study Finds Poor Diets Linked to One in Five Deaths
A study in The Lancet found that in 2017, 11 million premature deaths were linked to diets short on fruits, vegetables and whole grains.
nytimes.com


2 3

NBC Middle FFA @NBMiddleFFA · Mar 15
After a day at Hort Expo, what did Doc do to keep honing her skills & knowledge to help bring new ideas to you in become advocates? She joined the #GLAGReads discussion. @zoom_us makes building relationships easier. #lifelonglearning #globallearning



Trends for you

Trending in USA
Watergate
45.6K Tweets




John Dean to testify Mueller report allegations 'strikingly like' thehill.com

#NachoFries
Nacho Fries are back at Taco Bell.
Promoted by Taco Bell

Trending in USA
Gym Jordan
7,707 Tweets

Trending in USA
John Dean
Trending with: Matt Gaetz, Jim Jordan, Gaetz

Politics
Former Nixon counsel John Dean compares Mueller report to ...



Trending in Pennsylvania
Nadler
41.3K Tweets

Show more

Terms Privacy policy Cookies Ads info More

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Tweet

	Posts	Users	Unique Accounts Reached	Impressions
2019 (#GLAG19)	885	142	395,259	1,689,692
2018 (#GLAG18)	1425	119	392,122	1,121,917

*Other
Stuff*

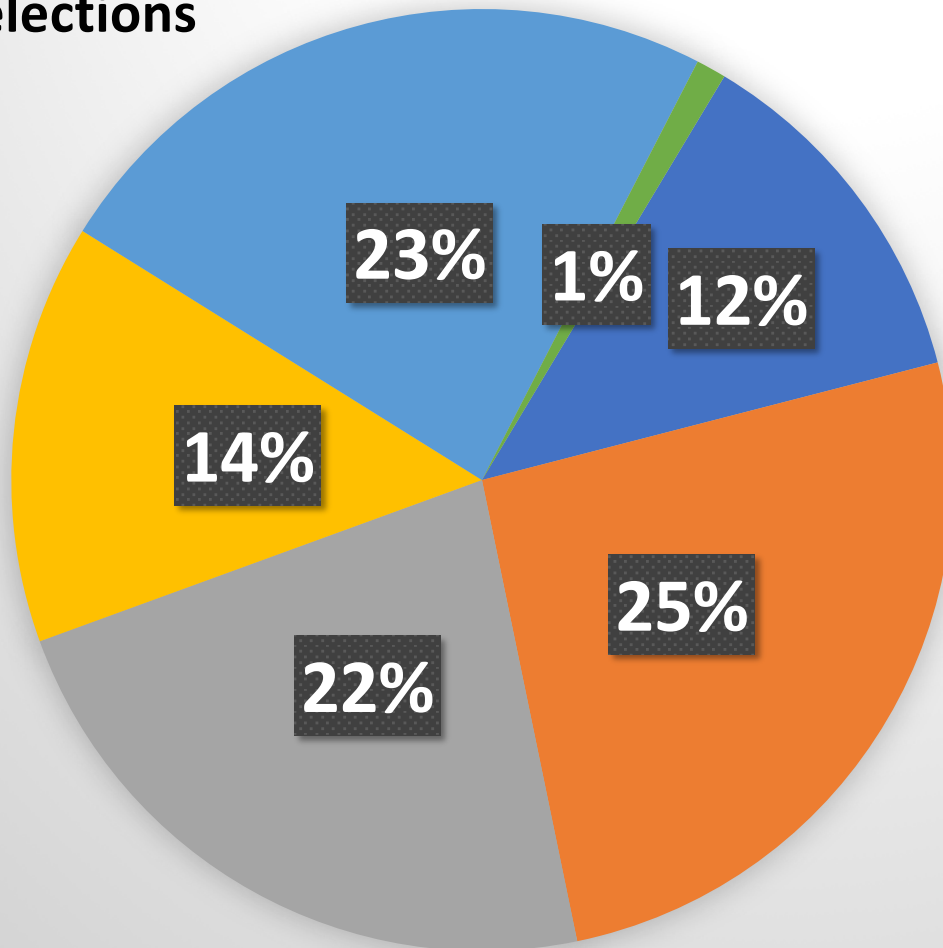
#GLAGReads Follow
Up Evaluation
(May/June 2019)

Q12 - Have you participated in Book Clubs in the Past?

#	Answer	%	Count
1	Yes	34.69%	34
2	No	65.31%	64
	Total	100%	98

N=34
86 selections

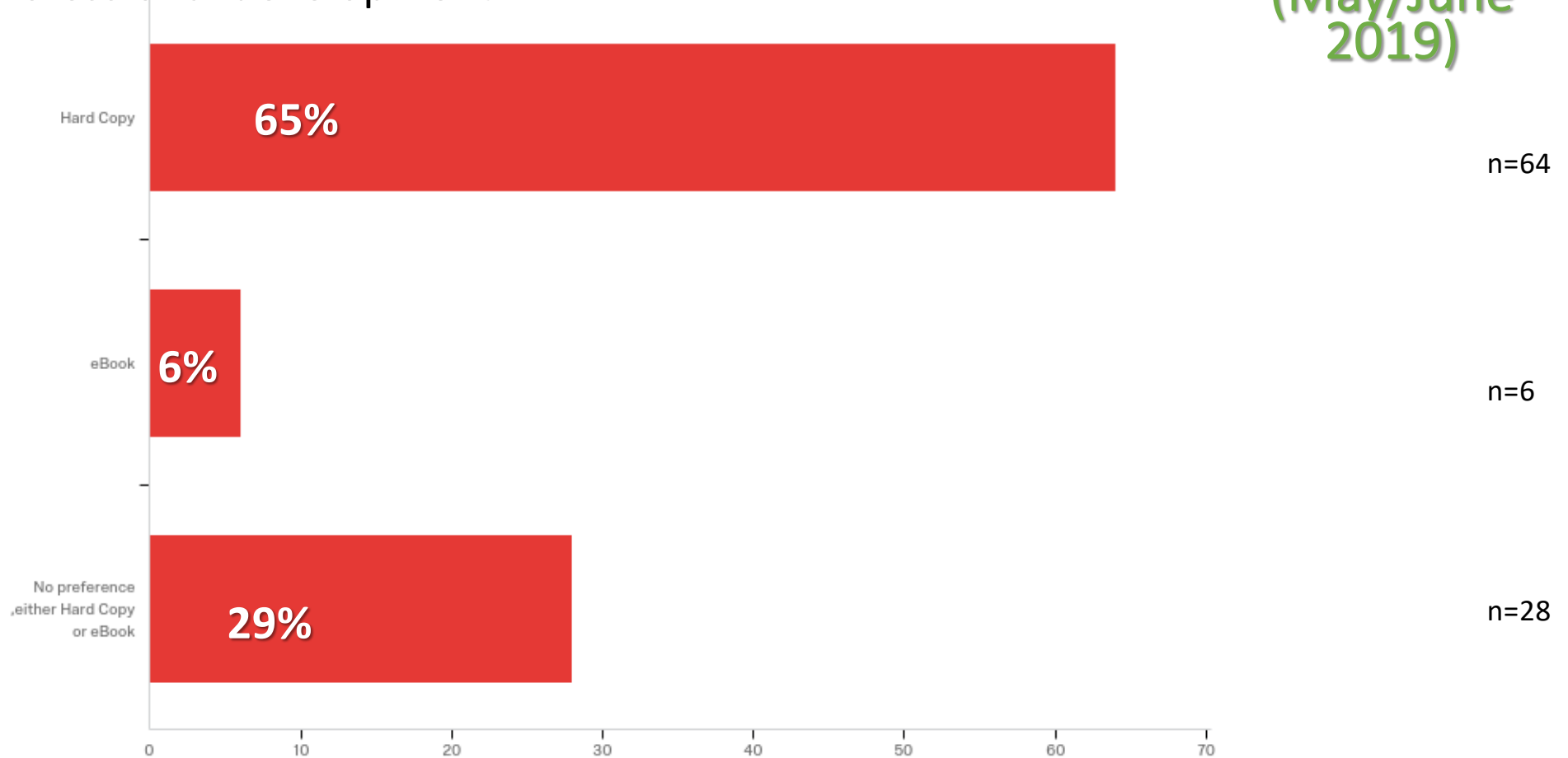
Prior Book Club Participation



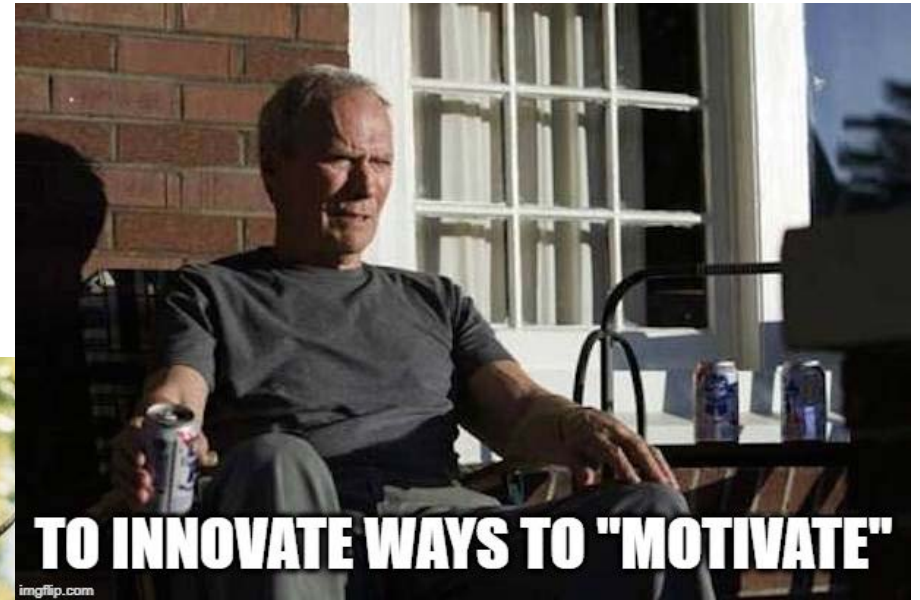
- Professionally Mandated at Work
- Professionally Optional at Work
- Professional Optional w/ Orgs
- Church or faith-based
- Personal/Friend Book Club
- Other

Q15 - What format do you prefer to received a book in for professional development?

Follow Up Evaluation (May/June 2019)



Key Observations



Intrinsic Motivation

Engage in a behavior because it is personally rewarding, not for an external reward



verywell

THE 4 SOURCES OF INTRINSIC MOTIVATION

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

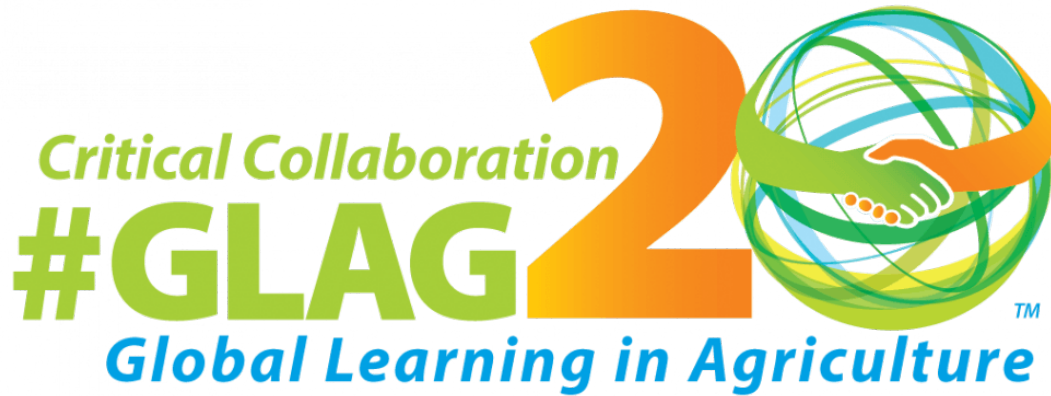
SESSION WITH AUTHOR ROGER THURLOW
MARCH 15



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/>

