

# Digital Tattoo Survey 2019

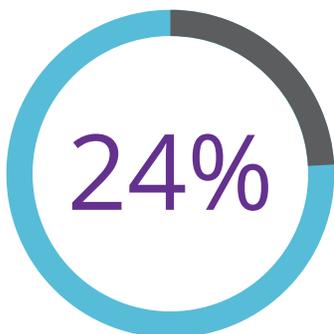
The Digital Tattoo survey was completed by approx 600 students in September 2019. in the workshop as a way to measure changes in self-efficacy. 469 students completed the pre workshop survey and 555 completed the post workshop survey



Of teacher candidates said that after reading and discussing the case studies today feel more confident making informed decisions about my digital identity as a teacher candidate.



Increase in the number of teacher candidates who said that they were confident understanding the term digital identity between the pre and post surveys.



Increase in the number of teacher candidates who said they were confident in their ability to integrate their emerging professional identity into their existing digital identity.

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The case study really helped in expanding my knowledge on how my general interaction online will affect my digital identity.

Empty text

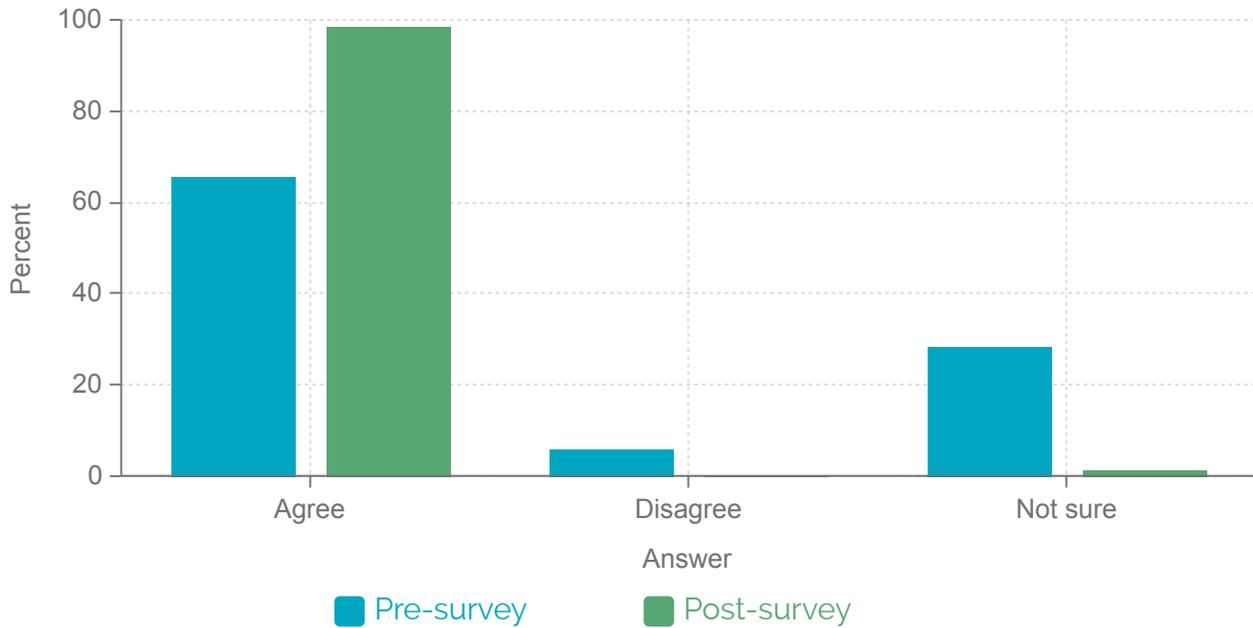


# Digital Tattoo Pre and Post Survey

01

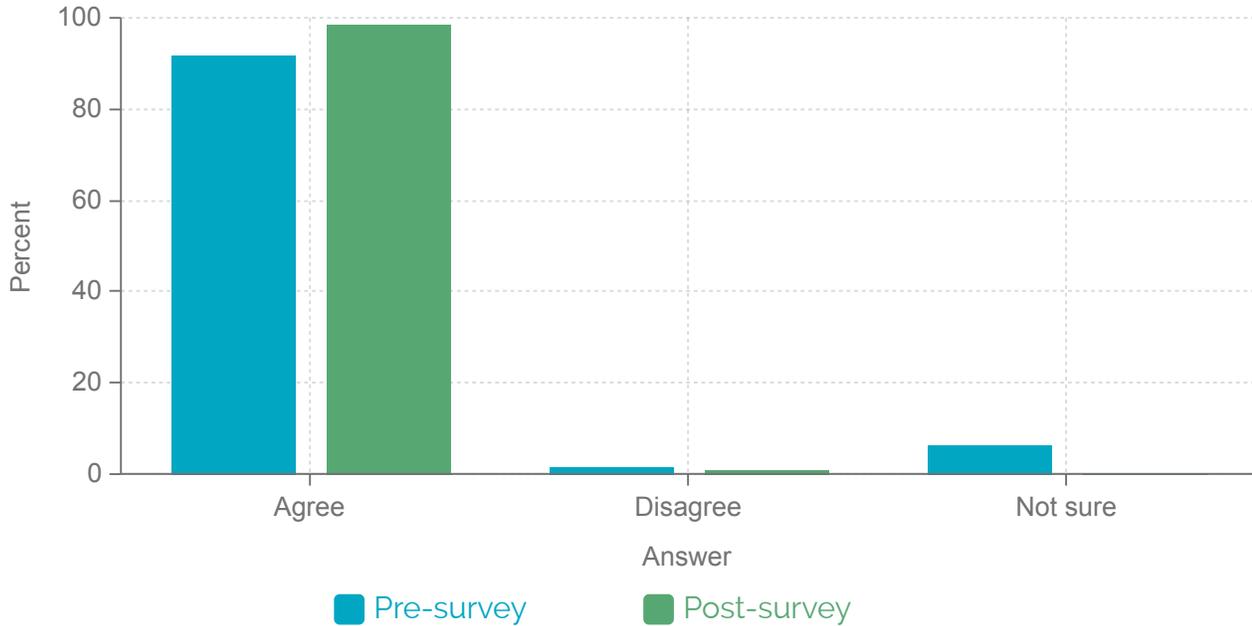
The Digital Tattoo Survey was completed by approx 600 students in September 2019, in the workshop as a way to measure changes in self-efficacy. 469 students completed the Pre workshop survey and 555 completed the Post workshop survey

## Q1: I am confident in my understanding of the term "digital identity."



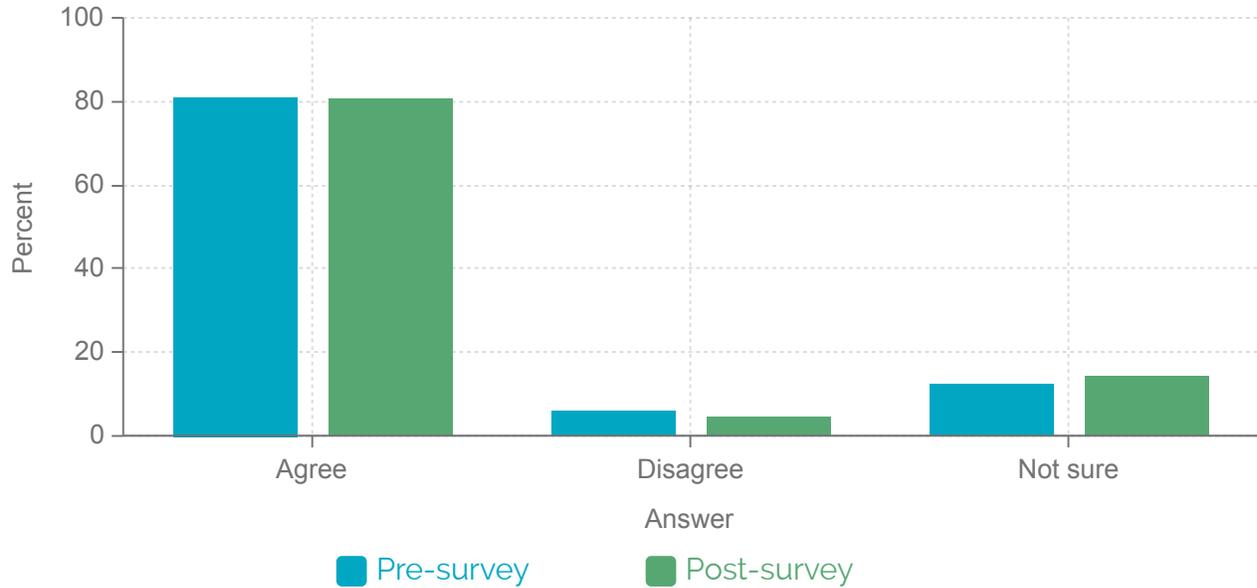
#	Q1	% Pre	% Post	% Change
1	Agree	65.67	98.37	+32.7
2	Disagree	5.97	0.18	-5.79
3	I'm not sure	28.35	1.44	-26.91%
	Total	469	555	

**Q2: I understand the impact that my digital identity can have on me professionally.**



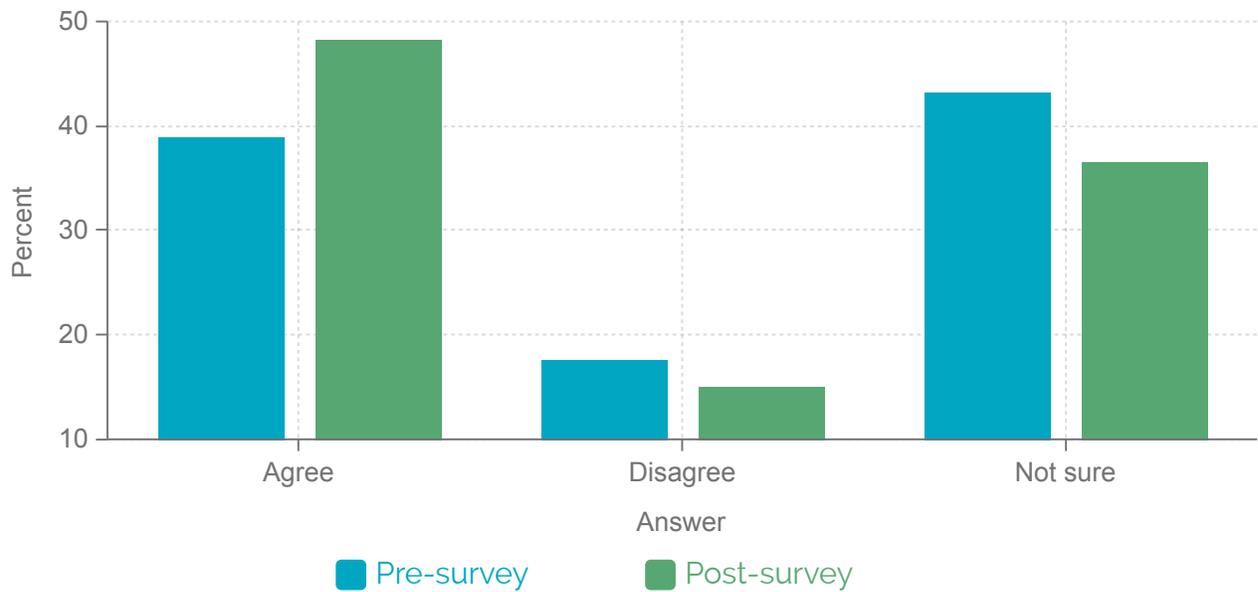
#	Q2	% Pre	% Post	% Change
1	Agree	91.90	98.73	+6.83
2	Diagree	1.71	0.91	-0.8
3	I'm not sure	6.40	0.36	-6.04
	Total	469	555	

**Q3: As a teacher, I plan to use (or continue to use) social media in my personal life.**



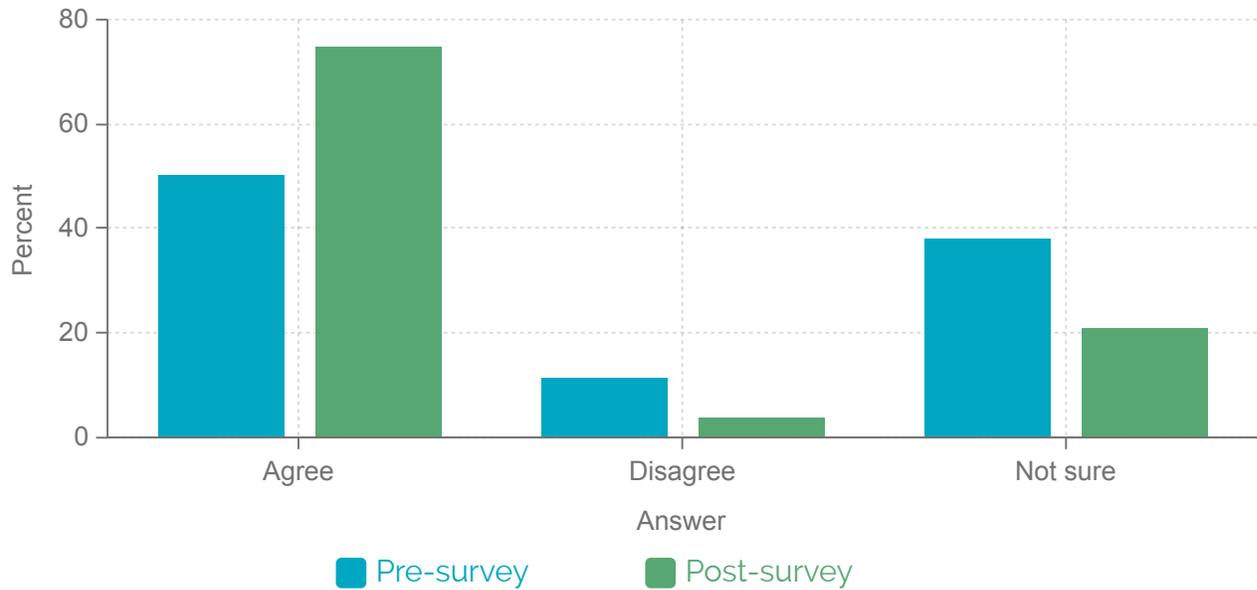
#	Q1	% Pre	% Post	% Change
1	Agree	81.24	80.90	-.34
2	Disagree	6.18	4.68	- 1.5
3	I'm not sure	12.58	14.41	1.83
	Total	469	555	

**Q4 As a teacher, I plan to use (or continue to use) social media for professional purposes.**



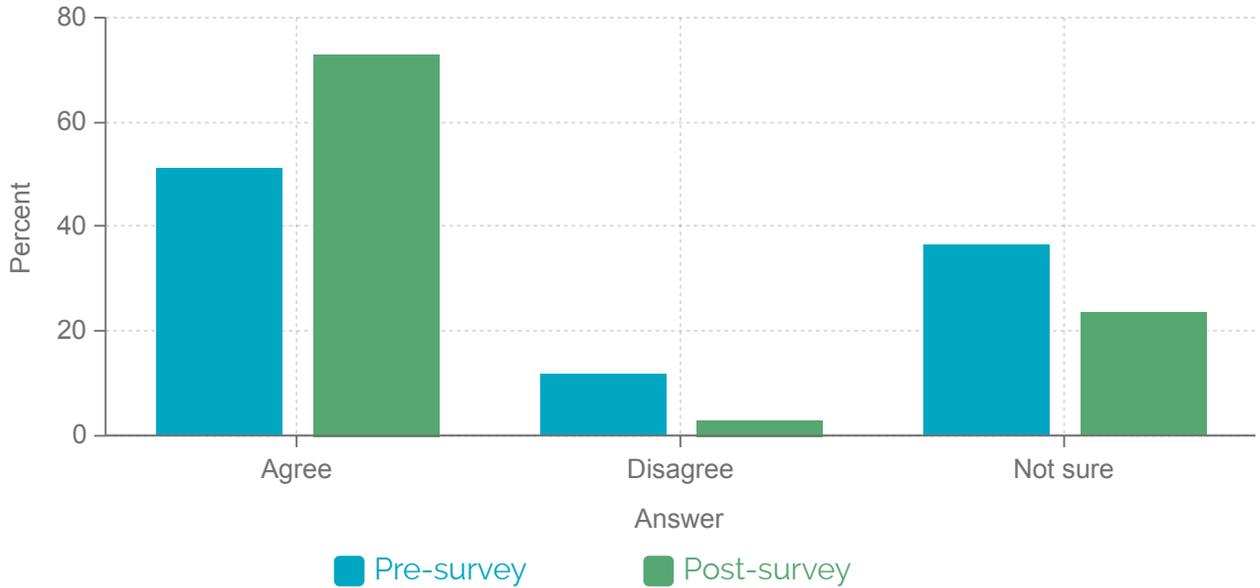
#	Q4	% Pre	% Post	% Change
1	Agree	39.02	48.38	+9.36
2	Disagree	17.70	15.13	-.2.57
3	I'm not sure	43.28	36.57	-6.71
	Total	469	555	

**Q5: I am confident in my ability to integrate my emerging professional identity into my existing digital identity.**



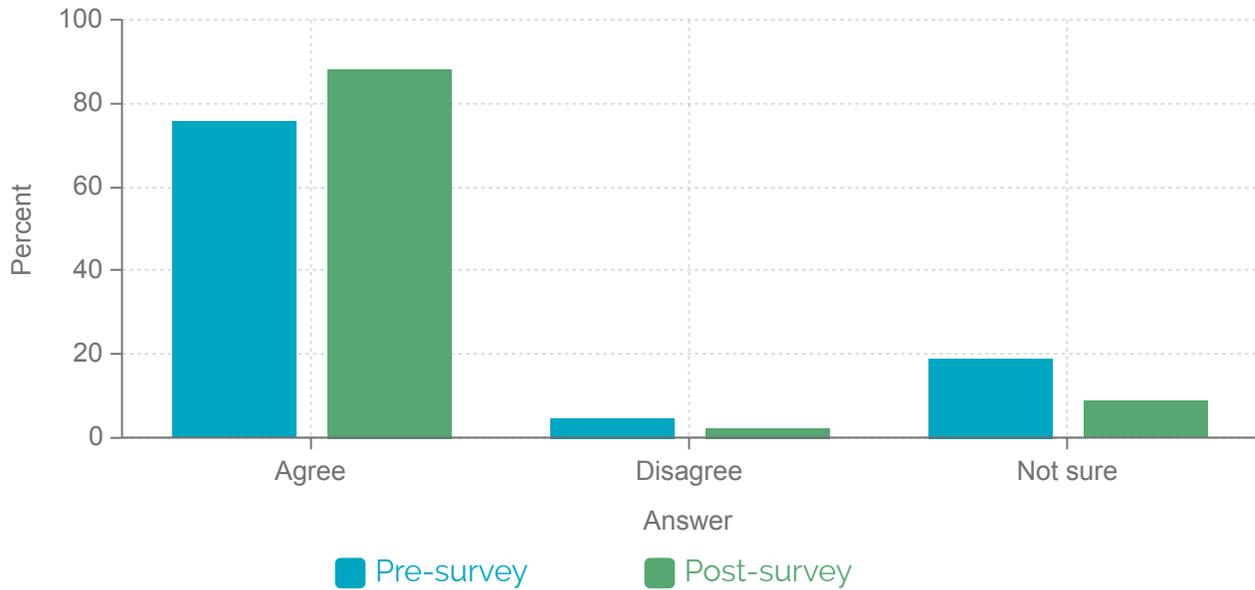
#	Q5	% Pre	% Post	% Change
1	Agree	50.32	74.95	+24.63
2	Disagree	11.51	3.96	-7.55
3	I'm not sure	38.17	21.08	-17.09
	Total	469	555	

**Q 6: Should issues related to my digital identity arise, I am confident in my ability to resolve them.**



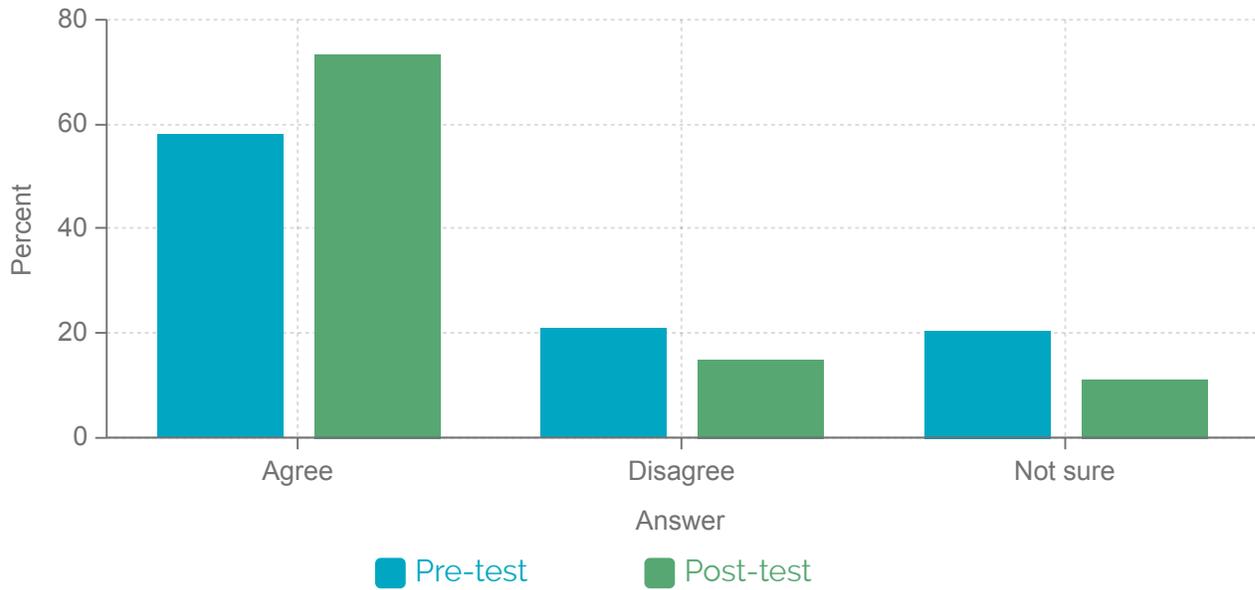
#	Q4	% Pre	% Post	% Change
1	Agree	51.39	73.15	+21.76
2	Disagree	11.94	3.06	-8.88
3	I'm not sure	36.37	23.78	-12.59
	Total	469	555	

**Q7: When I hear that "teachers are held to a higher standard," I am confident in my ability to determine what these standards are.**



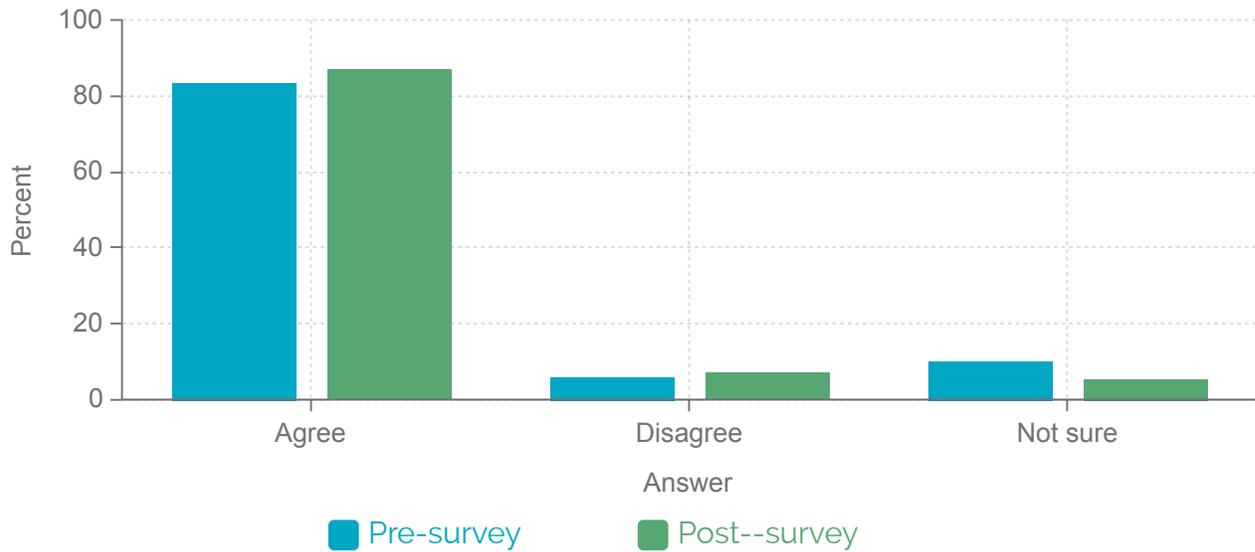
#	Q7	% Pre	% Post	% Change
1	Agree	75.91	88.46	+12.55
2	Disagree	4.90	2.52	-2.38
3	I'm not sure	19.19	9.00	-10.09
	Total	469	555	

**Q8: I have made changes to my use of technology, including social media, in order to meet the standards of professionalism for teachers.**



#	Q7	% Pre	% Post	% Change
1	Agree	58.21	73.51	+15.30
2	Disagree	21.11	15.13	-5.98
3	I'm not sure	20.68	11.35	-9.33
	Total	469	555	

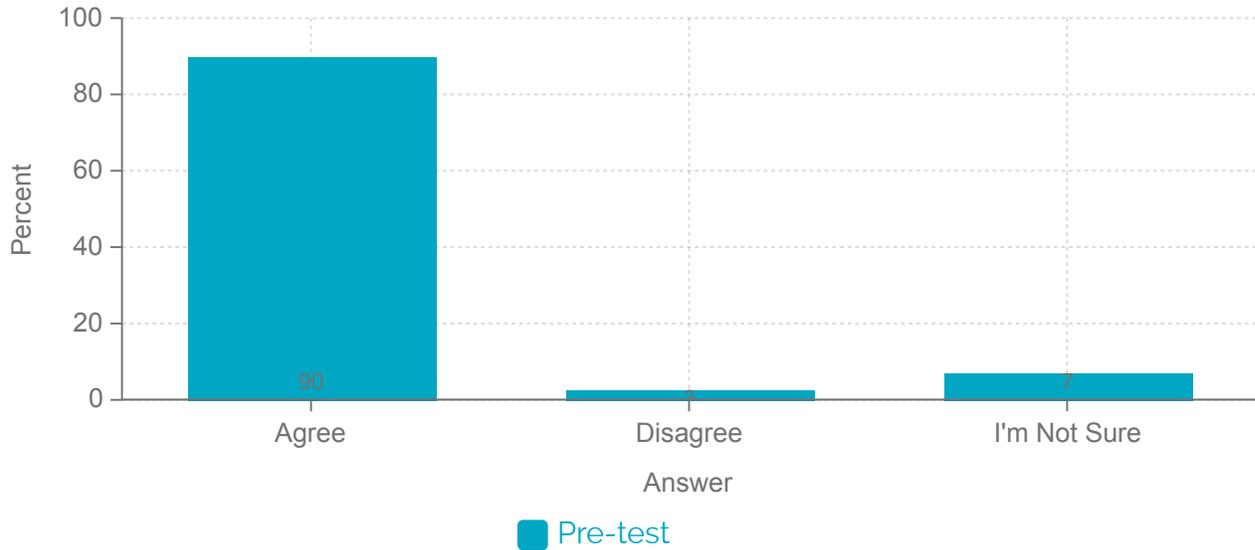
**Q9: I intend to make changes (or more changes) to my use of technology, including social media, in order to meet the standards of professionalism for teachers.**



#	Q7	% Pre	% Post	% Change
1	Agree	83.58	87.20	+3.62
2	Disagree	6.18	7.20	+1.02
3	I'm not sure	10.23	5.58	-4.65
	Total	469	555	

**Q10: After reading and discussing the case studies today, I feel more confident making informed decisions about my digital identity as a teacher candidate.**

2019 Digital Tattoo Teacher Education Survey



#	Q10	% Post
1	Agree	90.09
2	Disagree	6.01
3	I'm Not Sure	7.207
	Total	555

## Question 11

Please elaborate on your answer to question 10. This will help us to understand any changes in confidence that teacher candidates experience as a result of these case studies.

# 1

## Already Knowledgable



Felt pretty much like common sense, talk to Mark first. Not worried about getting in trouble by being in the same chat.

As somebody who already has students who follow me on social media, I am already very self-conscious about what is considered "off-limits" for social media.

There's always something to learn even though I consider myself to be quite digitally literate and aware of what I post online. The session was very useful in learning more about how to behave online in a professional manner especially with regards to teaching and how I appear online to my future students.

This was helpful over all but for the most part was a re confirmation of information that I personally was already aware of.

Empty text

# 2

## Caution



Being mindful of how something innocent and unintentional can still have an impact.

I understand the importance of addressing the situation right away if and when it occurs. I also understand that we should take extra pre-cautionary measures, especially when using your own personal technology devices.

Empty text  
I will really deliberate if it is worth going on social media. Nice to have the reminder to be more aware.

Think twice before posting. Group chats, make sure what you say is appropriate even when venting.

Being careful with what you post and more conscious in professionalism

Being more diligent and mindful of my digital presence

Empty text

# 3

## Importance of Professionalism



I think it's important that we hold each other to the same standards we are holding ourselves. And being aware that others are watching is and want us to succeed.

How I interact in teacher candidate groups online will match my professionalism over email.

Empty text  
We are held to a standard to be professional.

Communication is important and if there is an issue, it is best to address it quickly.

Empty text

# 4

## Confidence



As a teacher candidate, I feel more confident making informed decisions about my digital identity because from this workshop, I have learned that I am the one responsible for anything I post online and share with my colleagues.

Although I don't currently use social media, if there is a need for one in my professional life as a teacher, I feel confident in handling it after this session.

I am more confident that I can build my digital identity in the same way someone build credit and be more careful about how I use social media.

I feel more confident with the idea of professionalism within social media, and how to judge whether or not your content is appropriate, and possibly how to deal with situations involving social media.

Empty text

# 5

## Negative Emotions -

### Anxious/Fearful/Confused/Conflicted



I feel more nervous about posting anything online and creating a digital identity. It would have been nice to see more examples of positive digital identities from teachers.

I don't feel empowered or well informed to navigate my digital identity and model what we teach students about making mistakes and learning. It is a privilege to be a teacher so being held at higher standards is understandable but I am conflicted in us feeling as if we need to hide things about ourselves and not discuss how we've grown or changed. Though I appreciate this lecture, I am conflicted in how we present ourselves.

I'm still confused about what is considered offensive. I would never post anything which I would consider offensive or hurtful in any way, but I feel like the grey area is hard to navigate. For could having a beer or glass of wine in a photo be deemed inappropriate? I'm just not totally sure.

Empty text

# 6

## Need More Information/Something Missing



In the case study, is it possible that we can see real cast studies and the follow ups of teachers both in the negative and positive aspect.

Would be nice to see more comprehensive examples of teachers with a positive digital identity presence. What kinds of items come up when you search for them? What doesn't...

Having a clearer understanding of the policies in place and the BCTF Code of Ethics is more helpful in understanding what tcs and Teachers are supposed to do when questionable activity occurs on digital media. What would be more helpful would be protocols and support teams that tcs and Teachers could use to further support them in these situations.

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# 7

## More Knowledgeable/Aware



I better understand the nuances of having a social media presence with regards to a side business and how to mitigate any negative results that come from its discovery by students/parents.

I have understood that a negative digital identity can ruin one's career or life regardless of a person's intention. It is important to maintain a secure and safe digital identity to prevent this occurrence. I will also do my best to keep my digital identity clean and safe.

I understand better the impact and implications of my social identity and reputation as an individual. I don't use social media much but I will be very conscious to get into it so that I know what students are doing and where I can make the most impact.

I now understand how to integrate and balance my personal/professional self on social media. I may post photos and posts about my personal life within appropriate boundaries of conduct. However, I am also planning on building my teacher website/blog where I can share educational material and content with my students.

# 8

## Mixed Feelings



I was a little nervous that my social justice posting could be considered problematic for my teacher identity. Now I have a sense of the benefits this activity has, and I can also think carefully about the context I'm in when I join a school and parent community.

I feel that I have a better understanding of the resources available to me. Questions surrounding digital identity arise. I feel slightly overwhelmed because although I have spent a lot of time deleting posts, comments, tags, and photos from my facebook, it is a really time-consuming and tedious process. Any tips on mass deletion from facebook that you could share with us would be greatly appreciated.

Although I'd like to say I'm confident in navigating any issues that online use, I think that statement would imply a certain level of hubris. In this day and age, although we can try to prepare ourselves, there are some things that may happen that we are just on ready for. All we can do is try to be thoughtful, vigilant, and up to date.

Empty text

# 9

## Workshop/Case Studies Feedback - Postive



I have lost some initial fear of posting on social media. As long as I can explain something I post in a professional way to people who might dig it out I should be fine.

The links to specific documents from districts gives me a good idea of what is expected and appropriate. Also, I like the idea of creating a positive social media presence for social change.

Empty text

I found it interesting to consider how people may react to your digital identity, even if you are comfortable with it. I thought it was very helpful to discuss ways of navigating how to handle situations in which your digital identity is questioned.

The idea of being upfront with parents or administration if I have something online like a side business or something of the like, instead of waiting for someone else to find it out about me, as if I were trying to hide something. This puts the power of my digital tattoo in my own hand. Also, the consideration that my digital tattoo is not only the things I post online myself, but also what others post or tag in me.

Empty text

I liked that the case study talked about a teacher candidate and not a teacher, to show that we too need to be aware of our digital tattoo and that it wasn't necessarily a black and white answer.

# 10

## Workshop/Case Studies Feedback - Negative



Even after the debrief of the case study, I still came away not really knowing what the best way to address the situation is.

This only seemed to scratch the surface of a hugely complex issue and left me with more questions.

I didn't think they gave a lot of resolutions to the example given. I feel like we all discussed it and came up with different things.

Empty text

# 11

## Take Action



Looking forward to shaping my "google search" results and facebook content.

I am exploring options for how to make my social media accounts even more private and secure and I'm already thinking of ways to create positive things about myself (eg. Websites, professional accounts, etc.) So that those things come up in a google search.

Empty text

After talking to my classmate, I decided that I will always do what is best for my own professional safety, even if that means alerting our administrators of others' behaviour if it appears to put anyone in jeopardy.

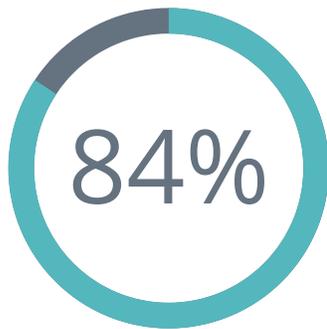
Settings for privacy adjusted, accounts kept in mind

I was already resolved to delete my facebook account which I haven't used for several years and I am now more firmly resolved to do so.

Empty text

# Digital Tattoo Survey 2018/2019 Compared

## High-level Comparison between 2018/2019 Surveys

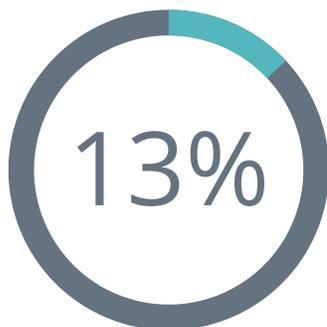


2018

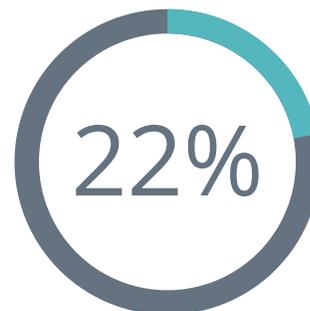


2019

Of teacher candidates said that after reading and discussing the case studies today feel more confident making informed decisions about my digital identity as a teacher candidate



2018



2019

Increase in the percentage of teacher candidates who after completing the workshop agreed that "Should issues related to my digital identity arise, I am confident in my ability to resolve them"

- The above increases were the only increases or decreases above 5% between 2018 and 2019.
- There was a similar response rate between 2018, 632, pre and 505 post and 2019 469 pre and 555 post.
- In the 2018 survey options were True, False and I'm not sure while in the 2019 survey the options were Agree, Disagree and I'm not sure. This change may have contributed to change in the response %, however this was not tested