EdTech Landscapes 2020

K-12 Trends in the U.S.

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# Table of Contents

Appendix .............................................................................................................................................. 4  
Back Matter ........................................................................................................................................ 9  
  *Author Information* ......................................................................................................................... 10  
  *Citation Information* ...................................................................................................................... 12
Appendix

Links

The following links, images, and files are provided to assist in remixing and revising content from this report:

- Source Google Doc
- Research Topics Infographic
- Twitter Hashtags Infographic
- Twitter Sentiment Infographic
- Website Links Infographic

Infographics
Top EdTech Research Topics 2020

1st
- engineering: 3.9%
- science: 3.2%

2nd
- mobile: 3.6%
- games: 3.1%
- stem: 2.7%
- multimedia: 2.4%

3rd
- internet: 2.5%
- augmented reality: 2.3%
- language: 2.2%
- virtual reality: 1.8%
- moocs: 1.1%
- social media: 1.1%
- simulations: 1.0%
- videos: 1.0%

Calculated from keyword instances of topics in research articles and conference proceedings titles returned from the Scopus API (n = 28,930).

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Top EdTech Twitter Hashtags 2020

1st

#ai 6%
#elearning 6%
#gsuiteedu 5%
#careerteched 4%
#stem 4%

2nd

#blockchain 5%
#science 4%
#digit 3%
#cybersecurity 3%

3rd

#vr 3%
#google 3%
#googleedu 3%
#steam 3%
#data 3%
#socialmedia 3%
#assistivetech 3%
#math 3%
#makerspace 3%
#makered 3%
#pbl 3%
#mlearning 3%

Determined by analyzing tweets from influencers, schools, and EdTech accounts (n = 6,590) that included the string “tech” in the tweet (n = 2,939,075).

Net Sentiment of Top Twitter Hashtags 2020

1st:
- #gsuiteedu
- #data
- #team
- #googleedu

2nd:
- #careeretech
- #stem
- #ai
- #science

3rd:
- #socialmedia
- #google
- #assistivetech
- #digit
- #cybersecurity
- #elearning
- #math
- #vr

Net sentiment determined by adding Sentiment positivity and negativity results together, with scores >0 representing net positive and < 0 net negative (n = 29,607).
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Top K-12 Website Links 2020

1st
- Facebook: 50%
- Twitter: 47%
- YouTube: 18%
- Instagram: 17%
- Google Docs: 17%
- Google Sites: 16%

2nd
- Google: 13%
- GDrive: 13%
- LinkedIn: 6%
- SchoolMessenger: 6%
- Google Translate: 5%

3rd
- MySchoolBucks: 4%
- Peach Jar: 4%
- Google Maps: 4%
- Google Play: 4%
- iTunes: 4%
- Apptegy: 3%
- GMail: 3%
- ISITE Lunch: 3%
- Clever: 3%
- SchoolWires: 3%
- Frontline: 3%
- Adobe: 3%
- BoardDocs: 3%

Determined by scraping K-12 school websites (n = 65,912) and extracting domains of external URLs referenced from the home page (n = 1.5 million).

Book Authors
Dr. Royce Kimmons is an Associate Professor of Instructional Psychology and Technology at Brigham Young University where he studies digital participation divides specifically in the realms of social media, open education, and classroom technology use. More information about his work may be found at http://roycekimmons.com, and you may also dialogue with him on Twitter @roycekimmons.
https://edtechbooks.org/landscapes_2020

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