



# COVID-19's Impact on Higher Education Communication

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# Research Questions

1. First, among university students, what was the academic impact of COVID-19? Specifically, how did the transition into virtual learning affect student academics during the Spring 2020 academic semester?

# Research Questions

2. Did university students experience professors with poor digital literacy, and did this illiteracy impact professor-student rapport?

# Research Questions

3. How was the flow of communication between professors and students adapted because of virtual learning enacted in response to COVID-19?

# Methodology

- Qualitative Study
- 17 Question Questionnaire
- 10 Open-Ended Questions
  - 4 Subject Themes
- 37 Respondents
- NVivo 12 Plus Sentiment Analysis

# Results & Discussion

The background of the slide features a faded, grayscale image of a grand, classical-style building. The building has a prominent central dome, a portico with several tall columns, and large arched windows. The overall aesthetic is that of a traditional university or institutional building.

- Academic Experience
- Digital Literacy
- Communication
- Overall Experience

# Conclusion

- How was academic experience impacted?
- Is digital literacy a factor in credibility?
- How was communication impacted?