

Reframing Open Markets for e-textbooks

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Previously published 5 open licenced e-textbooks

**Committed to publication and reuse of Open
Educational Resources**

Committed to principles of open

Applied Ethics

Corporate Responsibility & Sustainability in Practice

Licences

Applied Ethics: Creative Commons, Attribution – NonCommercial – Sharealike

Corporate Responsibility & Sustainability in Practice: Commercial model with the institute of corporate responsibility and sustainability.

+ MBA enrolment.

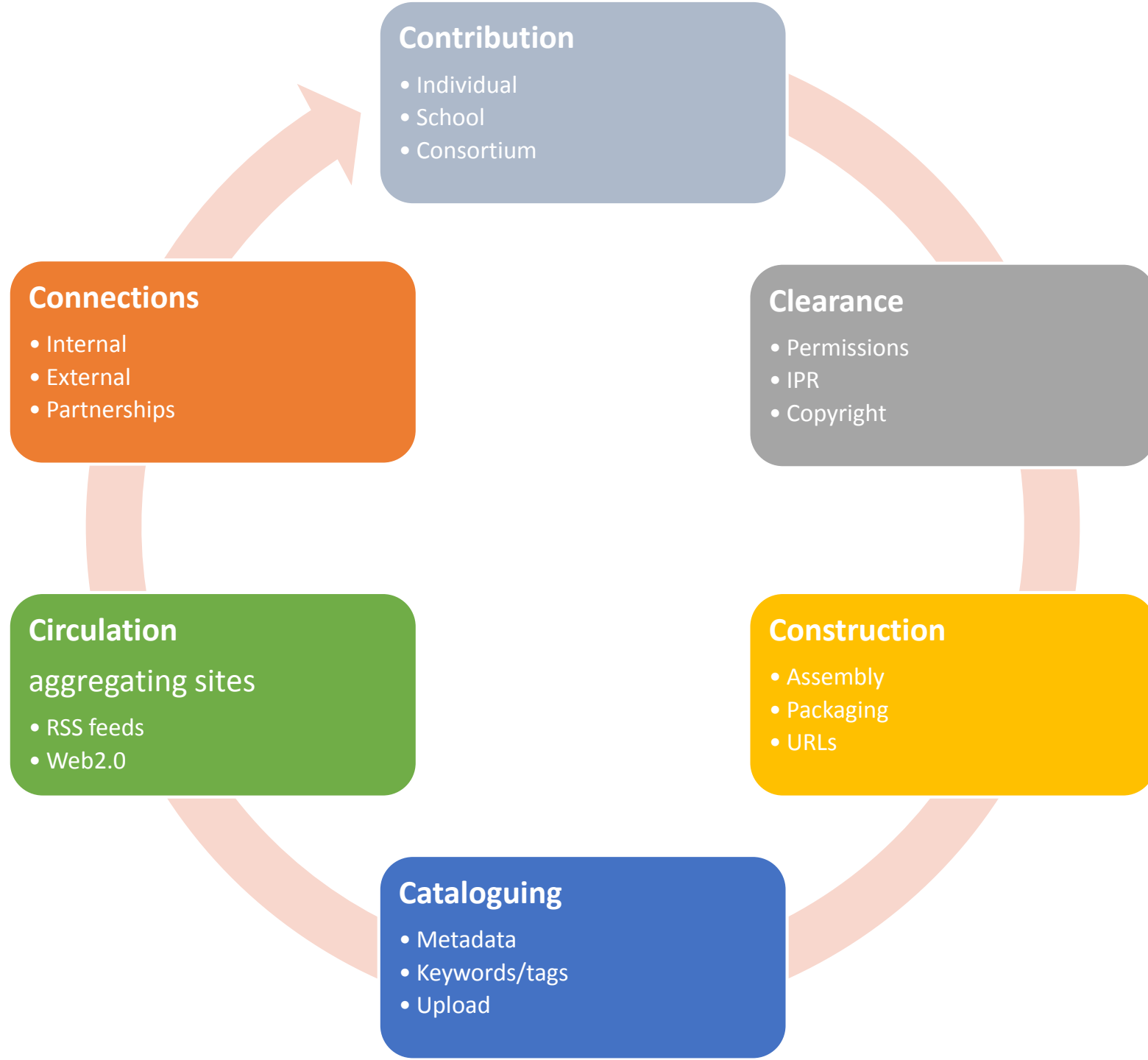
+ International MBA partners.

Copyright

Applied Ethics: straight forward – CC materials, standard

Corporate Responsibility & Sustainability in Practice: A number of suggested things that needed consultation, some removed, some permissions gained

Purchase of images



Technology – Applied Ethics

Text Based

Word - manuscript

Smashwords standards – EPUB

Smashwords meatgrinder – available in Smashwords in multiple formats

Premium catalogue makes it available in multiple locations

Chapter heading imagery

Poll daddy

Editing and new versions are easy

Ebook stores that Smashwords distributes to are:

- Barnes & Noble
- Kobo
- Amazon (limited to \$2k)
- Apple
- Inktera
- Baker & Taylor Blio
- Txtr
- Library Direct
- Baker-Taylor Axis360
- Overdrive
- Flipkart
- Oyster
- Scribd
- Gardners Extended Retail
- Yuzu
- Tolino
- Odilo
- Gardners Library

Technology – Applied Ethics

iBook version

Word for manuscript

iBook Author

iBook producer

iBook store

Technology – CRSP

- Control of access to different content and functionality for several different user groups
 - An ability to capture and display learner responses
 - An ability to update the content
 - Interactive elements
 - Video elements
 - Audio elements
 - PPT elements
 - The need to provide a downloadable work booklet for MBA audience
 - The need to restrict University of Nottingham (UoN) created case studies to Nottingham only audiences
 - The need to control colour scheme and cover artwork
 - Must meet the expectations of the ICCSR who licenced some of the content to UoN for the e-textbook

Technology – CRSP

Xerte online toolkits

Activity based – more than just text

40 different interactions that can be built in

To embed in a module

Publish to the web

Lets UoN student versions be password protected

Offers domain specific access restrictions

Various licence options

Embed in Moodle

RSS to Xpert

Technology – CRSP

Needed a developer

No bookmark

No offline option – unless you design it in

No channels to a commercial market/disseminate unless you do it yourself

Updates require a developer

Design doesn't support mobile use

Stages rather than one piece as started to get too long

Costs

	Estimated Effort Applied Ethics	Actual Effort Applied Ethics	Estimated Effort CRSP	Actual Effort CRSP
Contribution	63 days	63 days	93 days	93 days
Clearance	10 days	3 days	10 days	20 days
Construction	40 days	45 days	50 days	100 days
Cataloguing	3 days	5 days	3 days	1 day
Circulation	10 days	7 days	10 days	15 days
Connections	30 days	Not yet complete	30 days	Not yet completed

Uptake –

Embedded in first year module (128 students)

Recommended reading

Sections embedded as core text

756 downloads from smashwords

416 accesses through the VLE (3 sections)

Year 2 analysis to come

CRSP: 96 people on the module viewed 489 times.

Public views: 6762

Institute: 1177

Feedback

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They would consider doing a similar project again and believe the self-published title offers greater pedagogic value than commercial alternatives. The reasons given were that this particular e-textbook is a free online resource and online is the generally preferred way for students to access information. Plus the possibility of incorporating interactive elements is not present in commercial equivalents. In addition the topics in the book were tailored specifically for the target module.

The lead for the CRSP e-textbook felt that reward and recognition for authors could be improved by capturing video footage of each author talking about their chapters to make this seem more personal.

They also felt that the recognition is significantly less than it would have been publishing with an established publisher. They felt that this should be improved to incentivise future iterations.

They reported that to commit to another e-book project they would need to follow a more simplistic approach to the design.

The lead author also reported that their chosen format provided a greater pedagogical value than commercial alternatives as the learning tool exceeds other available forms.

The lecturer and module convener who used the Applied Ethics e-textbook with students in the 2015/16 year said reported that they were happy with the e-textbook. In particular, they liked the introductory chapter and reported that the chapters were pitched at just the right level, and that they were clear and concise.

think this textbook is probably most valuable used alongside some of the primary sources. So for example, in teaching on abortion, I would use this chapter with, say, Thomson's paper or Marquis's paper. I think it's important, even in first-year, for students to get experience grappling with the primary sources.”

Wider take up