

Administering and Assessing Four E-Textbook Pilots

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Coalition for Networked Information – Spring 2013

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7 in 10 students have skipped buying a textbook because of its cost

Average annual costs = \$700 to \$1600

Textbook costs have risen at a rate 2x to 4x that of inflation

bundling of supplemental materials

Shortened revision cycles

Up to 40% of students buy no textbooks at all



Arggh! There's always piracy...

SURPRISE!
Faculty are not interested in the nuances of the textbook market

413,000 students

1.1 million continuing education students

64 campuses

SUNY is a mix of:

Community Colleges

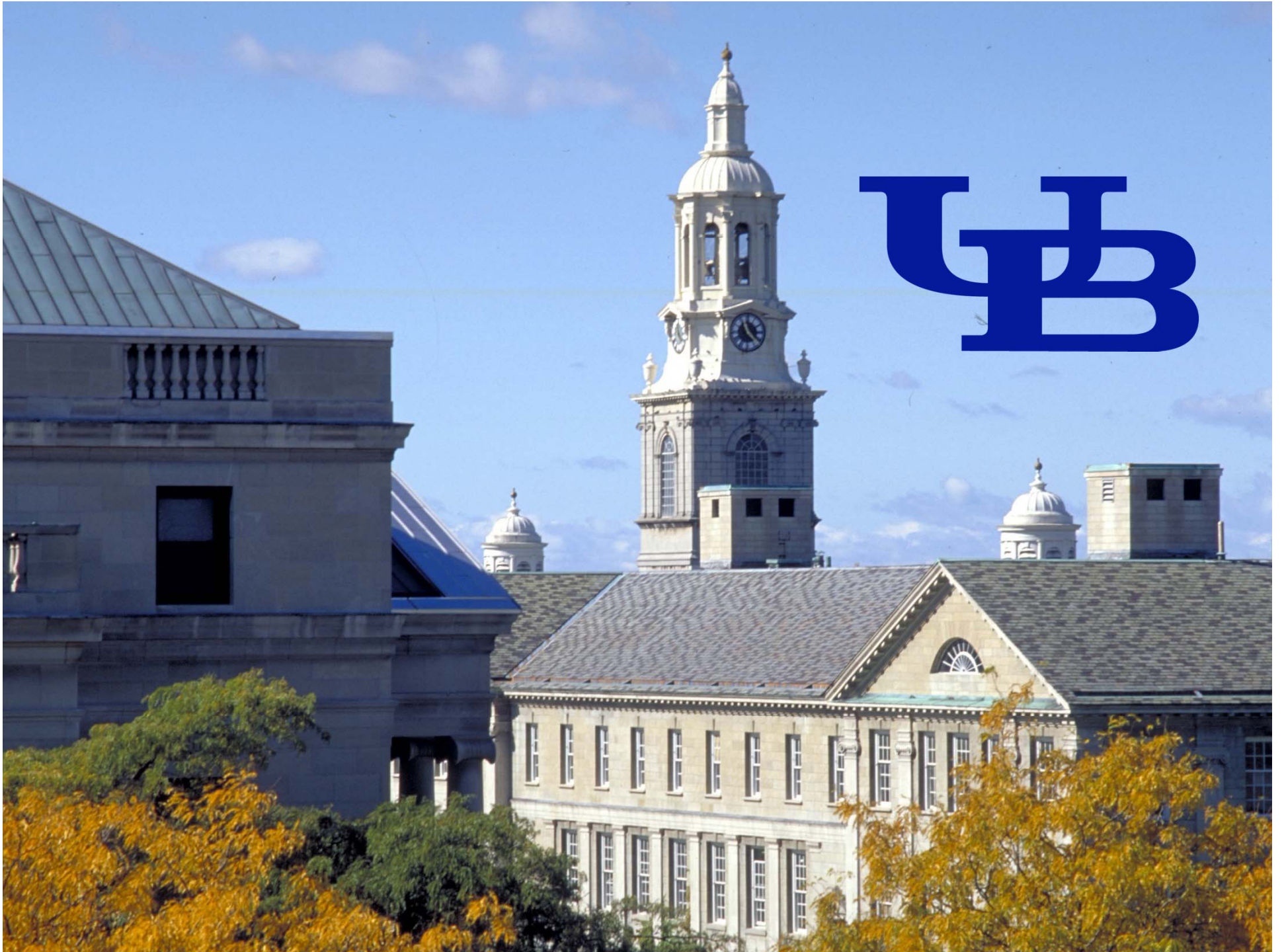
Technical Colleges

Undergraduate Colleges

Doctoral-Granting Institutions

SUNY and CUNY students pay \$800-\$1600 year for course materials





YB

Business Models

- UB as an Individual License Negotiator
- UB as a Site License Negotiator
- Course Based Fee
- Universal E-Textbook Fee
- Pay per view
- E-Textbooks as Financial Aid
- Open Learning Resources

Content acquisition options

- Partnership with the University Bookstore
- Content Aggregators
 - CourseLoad
 - CourseSmart
 - Vital Source
- Individual Publishers
 - Cengage Brain
 - McGraw-Hill
- Academic collaborations
 - Internet2/EDUCAUSE
 - SUNY
 - Anyone in the audience?

Content delivery options

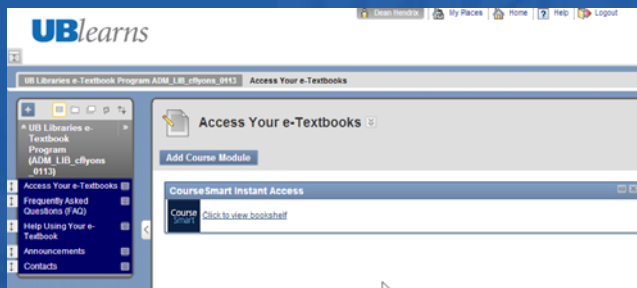
- Integration into UBLearns (Blackboard)
- Provision from Libraries' website (site license)
- Issuing credentials to students on an individual basis
- Browser-based; Works on any device
- Length of time: Semester rentals, annual rentals, academic career rentals, access in perpetuity

Other important considerations

- Exclusivity agreements
- Accessibility issues
- FERPA, privacy and identity management issues
- UI – usability
- Print on demand / Printing capacity
- Partners

Identity Management

In compliance with our student privacy policy,
we do not pass credentials to a third party



CourseSmart®

Register to Create an Account

*Create a Password: at least 6 characters

*Re-enter Password:

Communication with Partners

Teaching
faculty

LMS
administrators

Legal counsel

Students

IT

Other libraries

Accessibility

University
administration

Vendors,
bookstore

Four distinct e-textbook pilots

1. a course-based pilot facilitated by Internet2/EDUCAUSE (CourseLoad)
2. a site license targeted to introductory biology courses (Nature Publishing Group)
3. a multi-campus SUNY pilot (CourseSmart)
4. a student-based pilot facilitated by Internet2/EDUCAUSE (CourseSmart)

Pilot #1: Course-based pilot

- Internet2/EDUCAUSE collaboration
 - CourseLoad
- 800 e-textbooks for \$20000 up to 20 sections
 - McGraw-Hill only
- One semester access during Fall 2012
- Print on demand version available to the students
- Courseload e-reader HTML5 based – works across devices that use standard browsers

We just bought 800 e-textbooks. How do we achieve the highest impact?

Targeted :

- high enrollment courses
- SUNY General Education requirements
- courses with expensive textbooks
- technologically proficient professors

Used:

- library liaison structure
- cold calling faculty teaching highly enrolled courses, SUNY GER courses and liaison identified courses

How did we identify select courses/faculty to participate?

- Almost 50% of faculty expressed interest and requested a follow-up.
- Prioritized courses by publisher (had to be McGraw-Hill), instructor enthusiasm, size of class, textbook cost and diversity of classes

Motivations of the willing 50%

1. Relieve some of the burden that the high cost of textbooks puts on students.
2. Give students the opportunity to explore e-textbooks in their current form

Surprisingly, faculty were indifferent about exploring innovative teaching tools

The other 50%

Unfamiliarity – “I’ve never used an e-reader before...”

Print preference – “It’s all hype right now. My students learn better from print.”

Custom textbook – “I use a custom textbook...”

Stasis – “My class is fine the way it is...”

Course-based pilot Classes

Five classes reaching 840 students

- 1-2) Two World Civilization sections (SUNY GER)
- 3) Electrical engineering
- 4) Mathematics
- 5) Marketing

\$23.81

Pilot versus new print textbook

Savings off of new print:

87% discount

New print textbook prices range:

\$144 to \$233

Scope of savings from print:

Up to \$129,381 or \$150/student

Pilot versus CourseSmart e-textbook rental

Savings off of CourseSmart e-textbook rental price:
75% discount

Semester rentals from CourseSmart ranged:
\$75.50 to \$122.50

Scope of savings from e-textbooks:
Up to \$58,245 or \$68/student

Student Reading Behavior

Students did not read much from the e-textbook.

- 82 pages/semester
- 46% read more in paper vs. 21% in e-textbooks
- Cited displays and distractibility as reasons

Laptops are the most used device to read e-textbooks
(62%)

- 18/19% of students used tablets/smartphones
- 5/3% of content was read on tablets/smartphones

Use: Printing, Highlighting, Annotating & Sharing

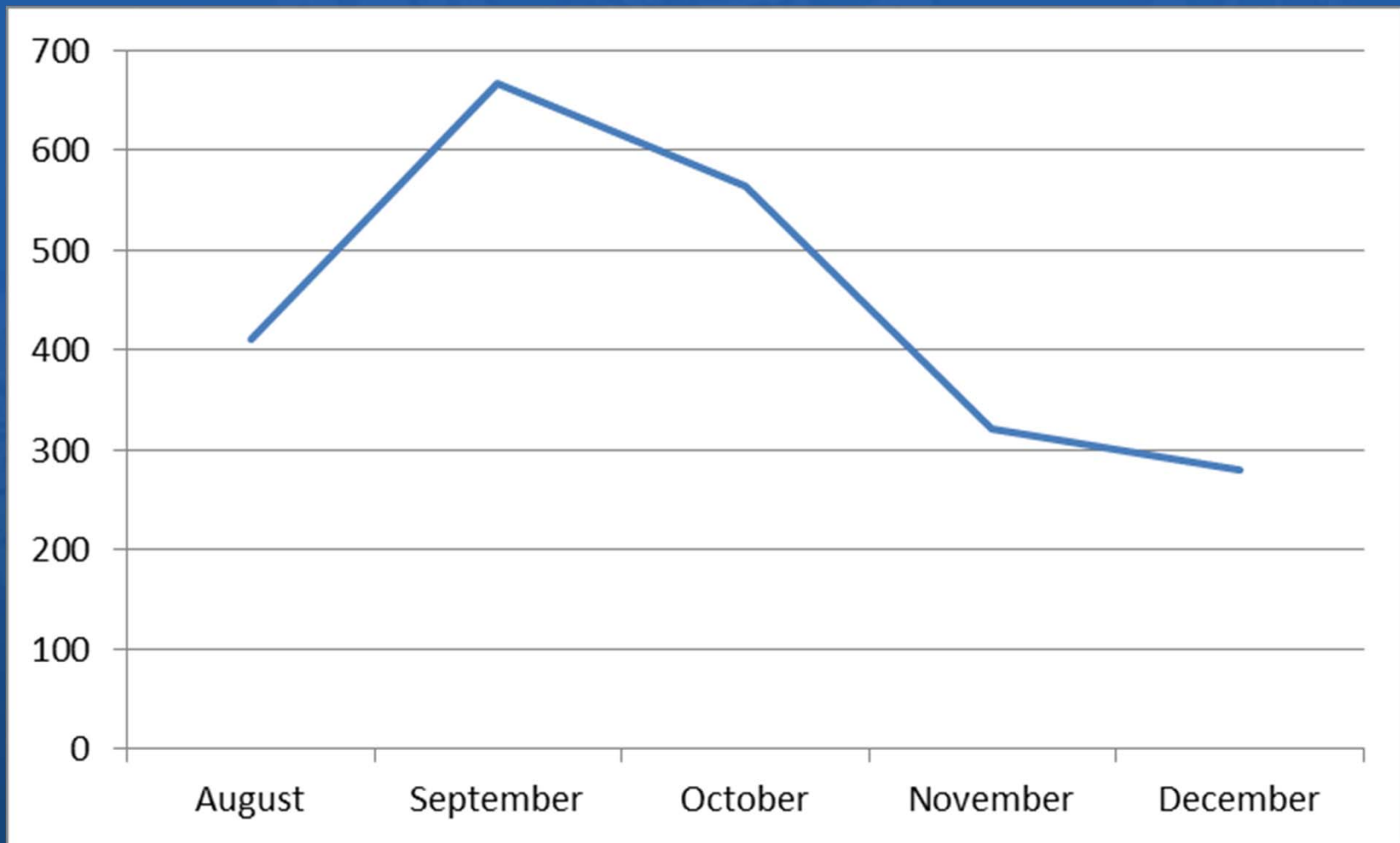
Few students printed (20%).

- 2% of students accounted for 46% of the printing.

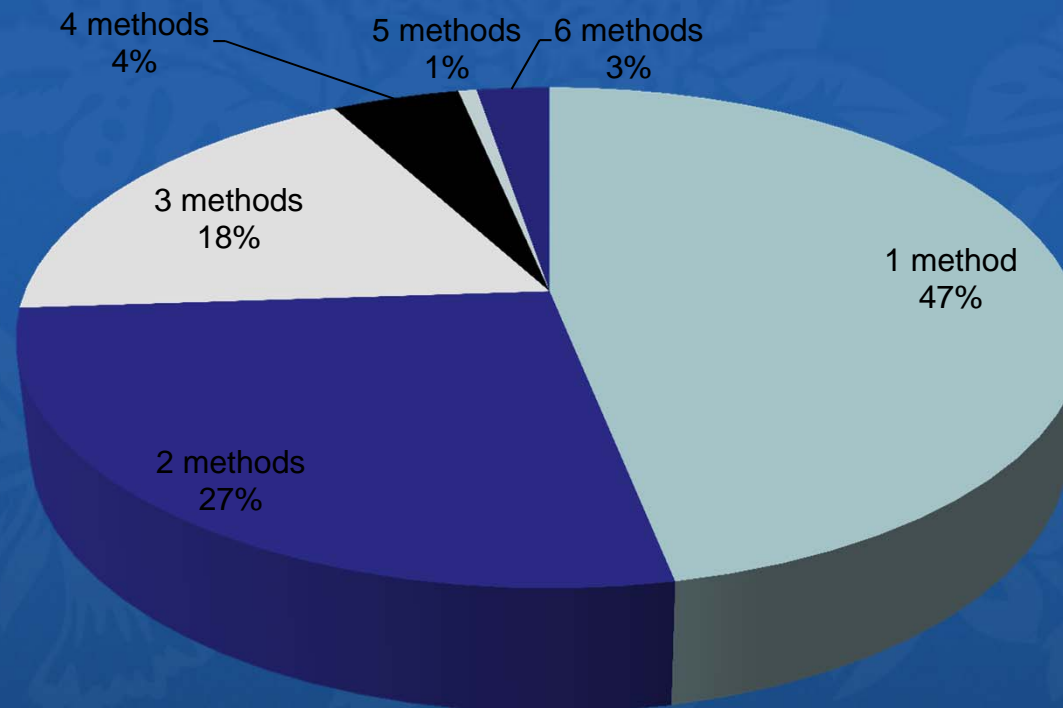
45% of students used highlighting, annotation and sharing features.

- 5% of students accounted for 77% of the engagements

Use over the Fall 2012 semester

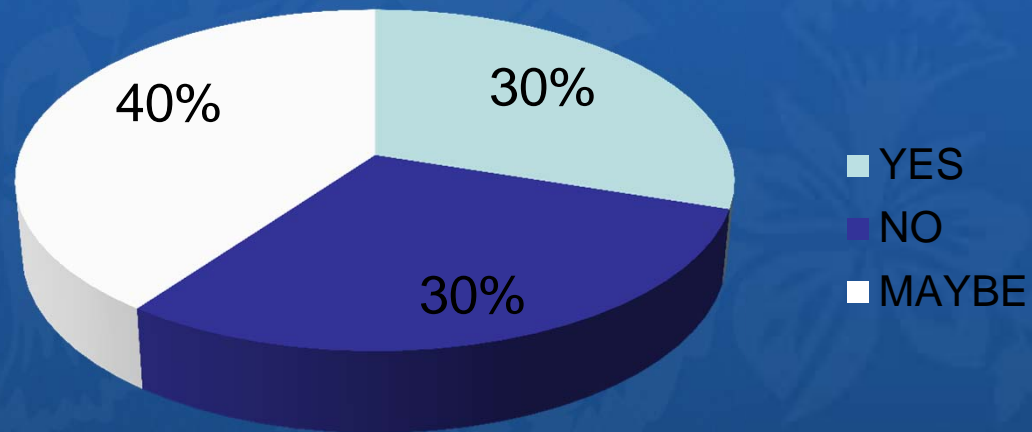


Methods used to read course content



Student Attitudes

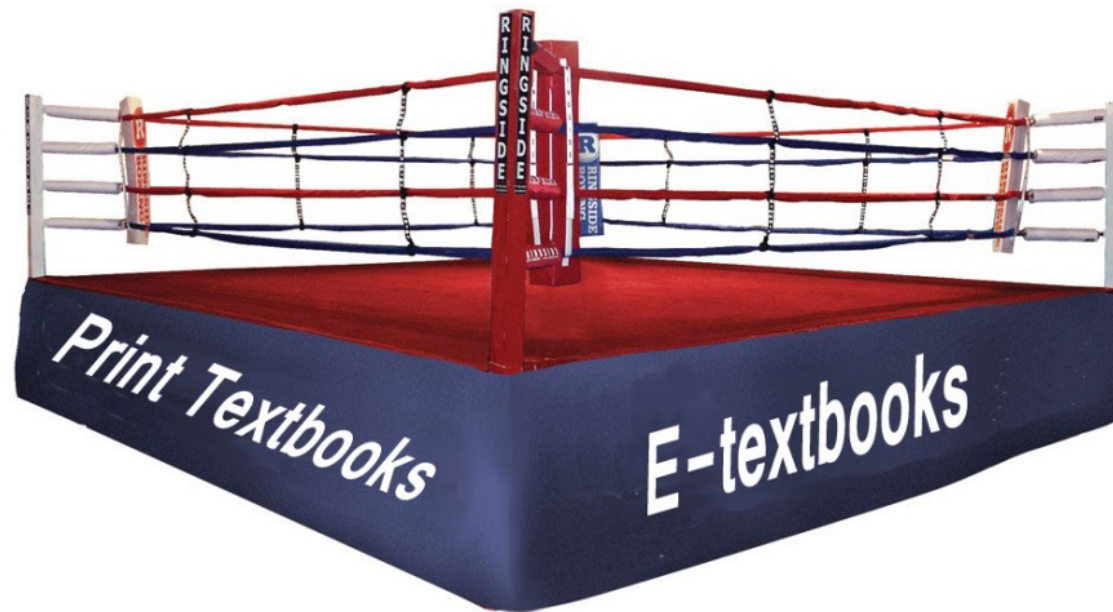
Students are divided about the future of e-textbooks



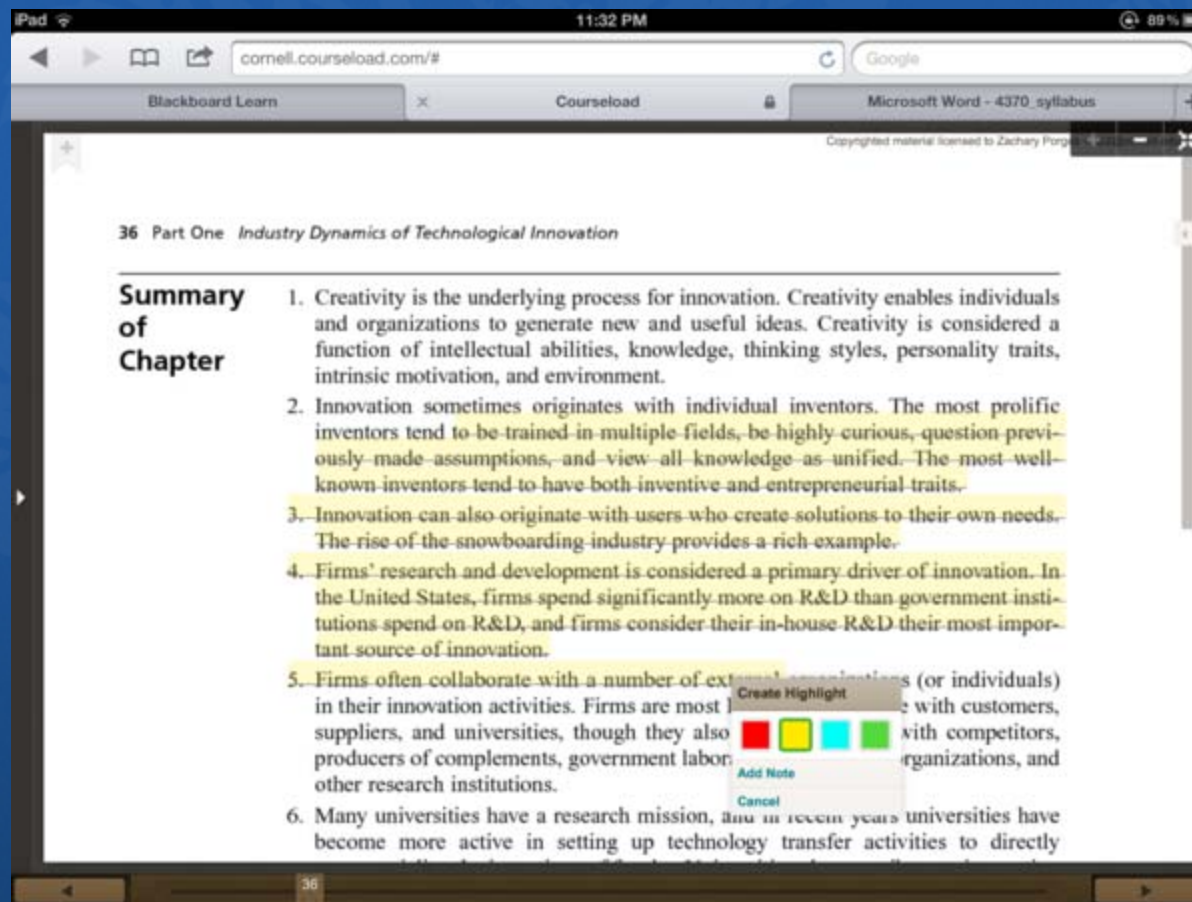
Why do students use e-textbooks?



THE MAIN EVENT



Despite their ease of use, engagement features (highlighting, annotation and sharing) are not a big reason to use e-textbooks.



E-Textbook Zeitgeist 2013

“E-textbooks hurt my eyes. I hate it, except it was free so I hate it slightly less.”

“I'm just happy I did not have to get forced into spending money on a book that I would not need for every assignment.”

“Allow us to download the file as a .PDF so we can always access the textbook at all times even when there is no internet.”

E-Textbook Zeitgeist 2013

“E-textbooks work poorly for me because the ‘internet’ aspect is so distracting. For example, ‘I’m reading my textbook...[5 minutes later]...I’m bored. Facebook.”


“It is personally easier to learn using a hard copy of the text. Being able to flip back & forth between pages in an organizer manner and something to hold in my hands provide a greater sense of learning and easy to reflect back on in the future. My grades have shown studying from physical text is more efficient than other methods.”

“E-textbooks are good in theory, horrible in practice. I will never buy an e-textbook again. I can't learn like this.”

“I would really like to have e-textbooks as long as I can print them because I like to carry around only the chapters I need.”

Pilot #2: Site license (Nature Publishing Group)

Principles of Science
by nature EDUCATION
SUNY Buffalo
Sign In | Register



Welcome to the University at Buffalo site license page in Principles of Biology. If you are a student enrolled in a biology class at University at Buffalo, browse the Classrooms section below to find your class. If you are a student at University at Buffalo not enrolled in a biology class but are looking for helpful biology material, use the search bar in the General Library section.

Search below to access the hundreds of learning modules your institution has purchased a campus-wide license.

Principles of Biology

Principles of Biology

Principles of Biology is a concise, research-oriented treatment of foundational concepts in biology for introductory university-level courses. Principles of Biology consists of 196 modules covering chemistry, cell biology, genetics, evolution, animal ... [More Info](#)

Pilot #3: Multi-campus SUNY pilot (CourseSmart)



SUNY Brockport
8,400



University at
Buffalo
29,000



SUNY Delhi
3,100

Multi-campus SUNY pilot (CourseSmart)

\$47.25

SUNY pilot versus new print textbook

- Savings off of new print: 61%
- New print textbook prices ranged from \$62 to \$225
- Scope of savings from print: Up to \$33,018 or \$75/student

Only 5% off what a student could get on the open market...



I haz a sad.

Multi-campus SUNY pilot January data

155 students who read material (52%)

311 sessions

224 engagements (221 highlights)

Multi-campus SUNY pilot Reading data (January 2013)

Average pages read: 49 pages/student

Average pages read: 25 pages/session

Average time spent reading: 54 minutes/student

Average time spent reading: 27 minutes/session

Average time to read a page: 1 minute and 15 seconds

Pilot #4: Student based pilot

Internet2/EDUCAUSE collaboration
CourseSmart

\$44,000 for the first 200 students + 200 per additional student

Cost per student: \$213

We just bought 300 licenses to CourseSmart
How do we achieve the highest impact?



Educational Opportunity Program (EOP)

Student based implementation issues

Communication

Coordination



Assessment

Training

Uncertainty -titles
students, advisors

Textbooks Used (January – February 2013)

935 e-textbooks accessed

Average: 3 added e-textbooks/per student

32% have 4 or more e-textbooks on their bookshelf

\$71.44 a textbook

Risks of a student-based model (January – February 2013 data)

61 students have added one title = \$12993 for 61 titles.

12 students have not added anything = \$2556 down the drain

Only 4 students have removed titles from bookshelf

January 2013 Engagement Statistics

163 students who read material (52%)

630 sessions

817 engagements

808 highlights

Student Reading in January 2013

Average pages read: 73 pages/student

Average pages read: 19 pages/session

Average time spent reading: 4602 minutes/student

Average time spent reading: 20 minutes/session

Average time to read a page: 1 minute and 9 seconds

Faculty attitudes on e-textbooks

Easy to use.

Did not change the way they taught.

Did not use real time data to inform teaching.

Social aspects have little value unless integrated with tools already used by students.

Textbooks are supplements, not the primary teaching tool.

New fees are problematic.

That said, all instructors said they would order an e-textbook in the future.

Despite current student attitudes towards e-textbooks....

better reading displays

decreasing costs

increasing ubiquity of tablets and mobile readers

growth of e-book reading

increasing familiarity with technology

....and....

LOOK HOW MANY APPS I BOUGHT, DADDY

