ELI Attendee Chat Transcript

Dispelling Myths about OER/Open Textbooks

Wednesday Sep 14th, 2011

12:50 PM - 1:25 PM ET

\_EDUCAUSE Help, Victoria Fanning: Thanks again for your participation! If you have any technical difficulties, please write to EDUCAUSE Help.

\_EDUCAUSE Help, Victoria Fanning: If you have any audio issues, please click on the Audio Issues Link or feel free to join us on the conference call line at: 1-877-944-2300, access code 99277#. If you call in, please mute your computer speakers.

\_EDUCAUSE Help, Victoria Fanning: Chat with attendees or ask the speaker a question using this chat pod or tweet using this hashtag: #ELIFOCUS

Traci Temple @ North Carolina State University: Can we expect more puns?

Malcolm Brown @ EDUCAUSE: Puns r us

Traci Temple @ North Carolina State University: That simply supply/demand graph is more suited for a manufactured product than for a digital product.

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Traci Temple @ North Carolina State University: Dan Ariely is at Duke - in our neighborhood!

Malcolm Brown @ EDUCAUSE: It's like the price of wine in the store... sometimes you think that if it costs more, it is better

Traci Temple @ North Carolina State University: Red Hat doesn't "selll" Linux software, they sell related services.

Traci Temple @ North Carolina State University: and Lulu Press is right down the street

Shannon Riggs @ Oregon State University: Do you know of any research on how likely students are to read OER texts vs those they purchase?

Mathieu Plourde @ University of Delaware: You need to create a commercial affiliate ecosystem that can generate revenue from OER, agreed.

Traci Temple @ North Carolina State University: For my (commercial) textbook - the assistance of the Editor and staff was \*very\* important.

Phillip Venditti @ Clover Park Technical College: I think this applies not just to textbooks, but also to reformed/renewed courses using OER. Often there's a learning curve, and an expense in time, for faculty who want to learn how to do the nuts and bolts actions of these processes.

Malcolm Brown @ EDUCAUSE: and for open courseware, an institution can incur fresh costs when moving the content into the OCW space

\_EDUCAUSE Help, Victoria Fanning: We only maximize polls if they appear in the slide and if there's a lot of text. We never expand more than a few seconds though. : )

Veronica Diaz @ EDUCAUSE: polls are a way for us to respond to participants' interest in engagement

Tom Caswell @ Washington State Board for Comm Tech Coll: Our students prefer downloadable AND printable (including print-on-demand)

Judith Tabron @ Hofstra University: Online textbooks are necessary at my house for accessibility reasons.

Judith Tabron @ Hofstra University: But there are folks here who also prefer bound books.

Traci Temple @ North Carolina State University: Kindle/Nook/tablet/padshould be considered downloadable - shouldn't it?

Robert Chapman @ Trinity University: I prefer hybrid online downloadable and I believe a mix of that wwould be preferred. A l a dropbox or similar experience

Susan Henderson @ EDUCAUSE: Students want to CHOOSE how they interact with their course textbooks and materials.

Gerard Hanley at Cali State Univ Ofc of Chancellor: The eReader applications on the mobile devices is a key factor for student satisfacation with using digital textbooks

Rich Hershman@NACS: Depending on the licence used, it could restrict ability to offer bound copies.

Veronica Diaz @ EDUCAUSE: many college bookstores fund student organizations too

Rich Hershman@NACS: On demand Books espresso POD

Traci Temple @ North Carolina State University: The unreliability of Wikipedia may be another myth.

Veronica Diaz @ EDUCAUSE: yes, we'll hear from chemwiki in the focus session

Malcolm Brown @ EDUCAUSE: devices like the iPad also offer the opportunity to transform the design of textbooks

Susan Henderson @ EDUCAUSE: There seems to be a preference for print textbooks in STEM subject areas...at least for now.Could be an interesting study!

Eric Machan Howd @ Cornell University: for the iPad ... Al Gore's "Our Choice" app/book is a good example of what Malcolm indicated (transforming the design of textbooks).

\_EDUCAUSE Help, Victoria Fanning: Have questions for the speaker? Post them here and we will address them during the Q&A break. Team members can ask questions via Twitter: #ELIFOCUS

Mathieu Plourde @ University of Delaware: How can micro-oer resources (images, learning activites, etc.)be indexed and findable without getting burried?

Susan Henderson @ EDUCAUSE: Mathieu - metadata is the key to discoverability

Malcolm Brown @ EDUCAUSE: Question: does faculty receptivity to OER vary by institutional type? e.g from community college, liberal arts, research institution?

Malcolm Brown @ EDUCAUSE: preference for print seems at odds with the notions we have of the NetGen... maybe our ideas about NetGens need to be more nuanced?

James Glapa Grossklag @ College of the Canyons: At community colleges, our students don't have a lot of money for commercial textbooks and they might not have access to the internet or a smart phone all the time, so they might well need a bound textbook.

Gerard Hanley at Cali State Univ Ofc of Chancellor: In our research at Cal State Unv (5,000 students), we found 1/3 prefer digital, 1/3 are neutral, and 1/3 prefer print

Malcolm Brown @ EDUCAUSE: Nice thing about the ipad is that you have an option of not needing cell service, unlike the smart phone

Susan Henderson @ EDUCAUSE: In Florida, a student survey of over 14,000 students found that 70% still want print option, BUT when the technology catches up and they could save money that they would be willing to use digitalbookSome students said a print textbook is "always on-always available".

Gerard Hanley at Cali State Univ Ofc of Chancellor: "print" refers to a bound textbook

Susan Henderson @ EDUCAUSE: Thank, Gerry.

Malcolm Brown @ EDUCAUSE: I wonder if print is like the higher price in the store... makes it seem more real, more substantial?

Veronica Diaz @ EDUCAUSE: it's important to share cost/benefit analysis when we talk about OER