Teaching With Digital Texts: 
Comparative Experiences from the Field

http://wiki.conference.oln.org/page/ 
Introduction+to+Digital+Text+Pilot
Panelists

• Daniel Bartell / Pearson Publishing

• Kevin Feyen / Bedford, Freeman & Worth Publishing

• Leonard S. Mark, Professor of Psychology / Miami University

• David J. Wright, Director of Curriculum Innovation and E-Learning / University of Dayton
University of Dayton: General Biology I

- General Biology I (BIO101)
- Brother Daniel L. Klco, SM.
- Mostly business majors
- *Biology: Concepts & Connections*
  by Neil A. Campbell, Jane B. Reece, Martha R. Taylor, and Eric J. Simon
- Book prices: New $134, Used $101
- eText price: $85 with $20 rebate
- Purchased online / Access for one year.
- Section 03: 55 students: With eText.
  76% with eText, 18% with paper
- Section 04: 54 students: Without eText.
  96% with paper
- Many students used notebook computers.
- Final grades of the two sections were not significantly different.
Student Reactions

- General reaction was very positive:
  - Convenience of being able to read anywhere.
  - Cheaper.
  - Easy to search for topics.
  - Rich media helpful for learning.

- Some negatives:
  - Could be cheaper.
  - Difficult to read from screen.
  - Note taking.
  - General computer access issues (e.g. speed).

- Helped me understand:
  - 87% Agree/Strongly agree

- Reading from screen: 92%
- Printing eText: <3%
- Price was fair: 42% A/SA
  (vs. 20% A/SA in paper-only section)
- UD should continue to explore eText: 92% A/SA
Introduction

What makes you you? In important ways, we are each unique. We look different. We sound different. We have varying personalities, interests, and cultural and family backgrounds. But how different are we really?

We are also the leaves of one tree. Our human family shares not only a common biological heritage—cut us and we bleed—but also common behavioral tendencies. Our shared brain architecture predisposes us to sense the world, develop language, and feel hunger through identical mechanisms. Whether we live in the Arctic or the tropics, we prefer sweet tastes to sour. We divide the color spectrum into similar colors. And we feel drawn to behaviors that produce and protect offspring.

Our kinship appears in our social behaviors as well. Whether named Wong, Nkomo, Smith, or Gonzales, we start fearing strangers at about eight months, and as adults we prefer the company of those with attitudes and attributes similar to our own. Coming from different parts of the globe, we know...
Dayton Pilot – Digital Materials can Help Students

• The features within the digital learning materials (e.g. illustrations, video, audio, glossary, quizzes/practice tests, supplemental reading) helped me understand the concepts introduced in the course (digital- 87%).

• Use of the digital learning materials increased my understanding of the subject (digital- 71%).
Dayton Pilot – Clues to Future

- If the instructor selected only content directly related to the course goals rather than the entire textbook, it would improve my learning outcomes. (Digital-90% print-80%).
- The university should continue to explore the use of electronic textbooks (digital-92% print-86%).
Our Reactions

• Very encouraged by student reactions.
• Great collaborative experience.

• Pedagogy should change to take advantage of eText and ancillary materials.
• Redundancy/reliability of eText servers.
• Consider integration into institutional LMS.

• Role of bookstore.
• Financial aid covers bookstore-only purchases.

• Earlier announcements to students.
• Better and multiple trainings in-class/on-line.

• We are exploring multi-section adoptions.
Should Digital Learning Materials (eTextbooks) Replace Print Textbooks? A Policy Discussion Among Stakeholders

• Stephen Acker, Associate Professor / The Ohio State University
• Nicole Allen, Textbooks Campaign Director / The Student Public Interest Research Groups
• Christopher McKenzie, Vice President/Director of Institutional Sales, Americas / John Wiley & Sons
• Mark Nelson, Digital Content Strategist / National Association of College Stores
• Fred Roecker, Director of User Education / The Ohio State University Libraries
• Tom Sanville, Executive Director / OhioLINK
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