E-Texts –
Flatworld Pros and Cons

Dr. David D. Schein, MBA, JD, Ph.D.
Assistant Professor
Reginald F. Lewis School of Business
Virginia State University

ALSB 2011 Annual Conference
"Technology of Teaching – Matching the Media to the Message"

Problem:
The $200 Textbook

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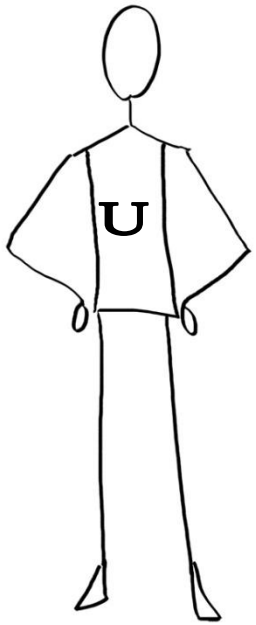
GAP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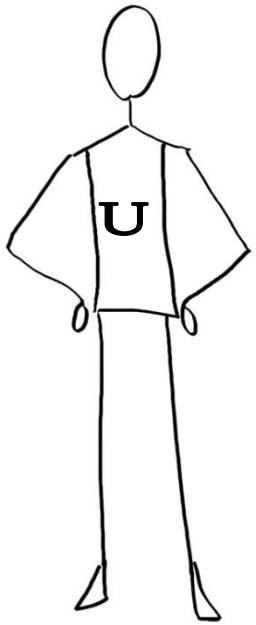
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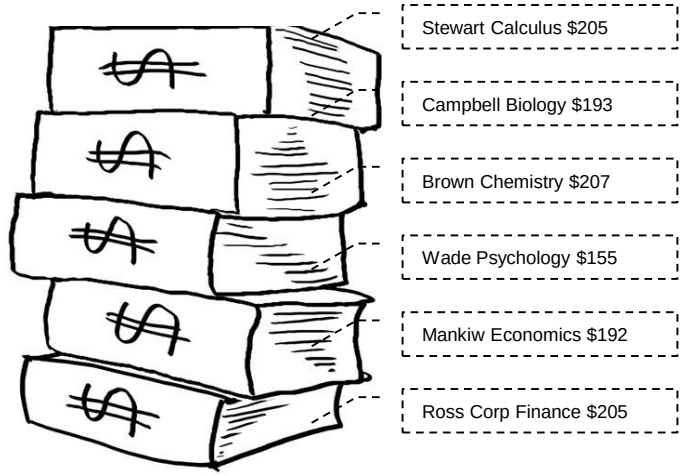
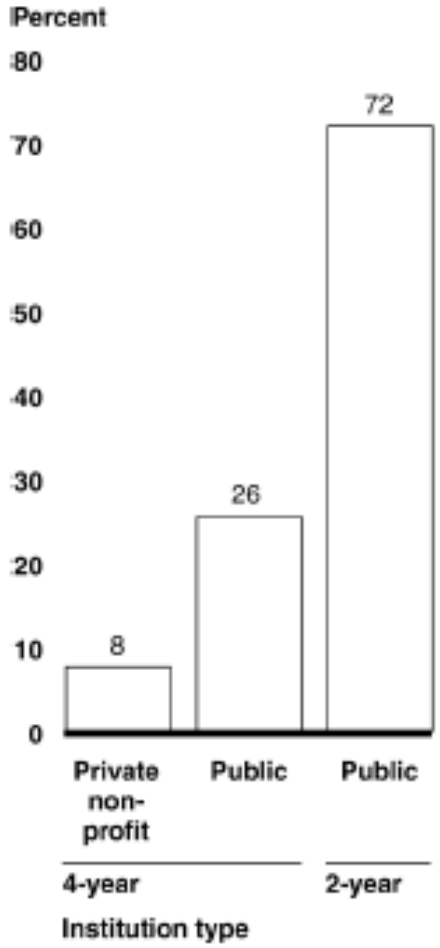
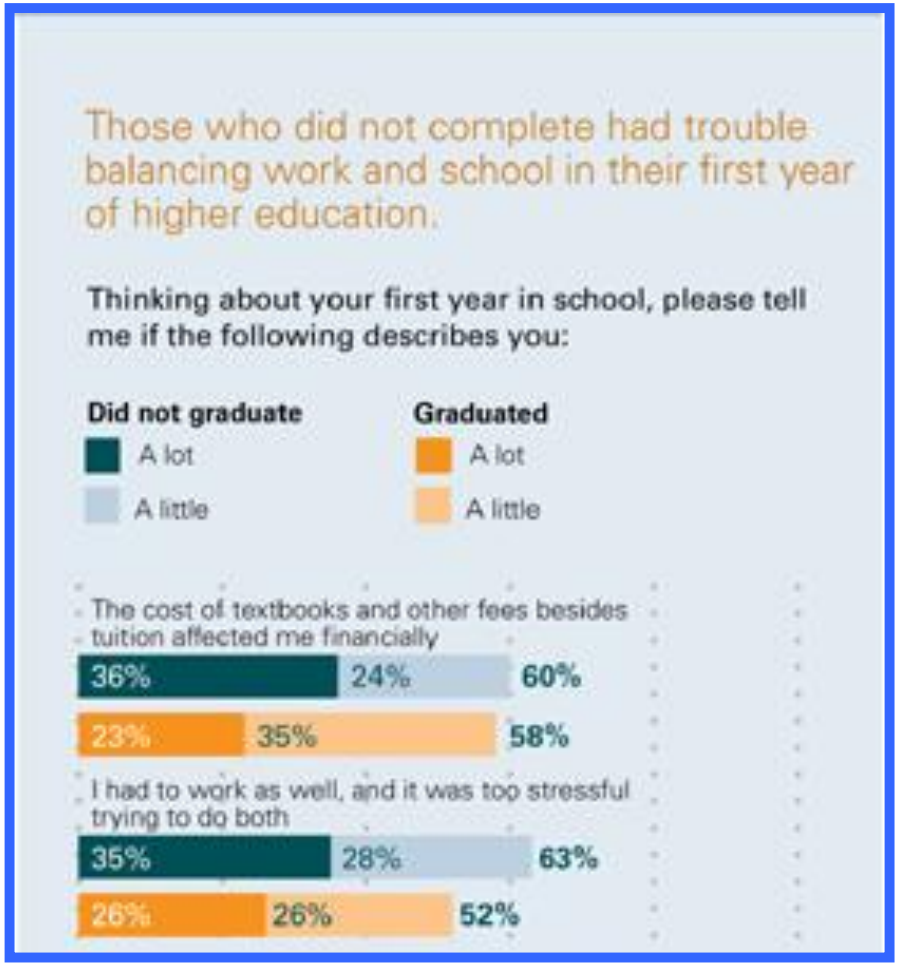

Stewart Calculus $205
Campbell Biology $193
Brown Chemistry $207
Wade Psychology $155
Mankiw Economics $192
Ross Corp Finance $205

Figure 3: Estimated Cost of Textbooks and Supplies as a Percentage of Tuition and Fees, Academic Year 2003-2004

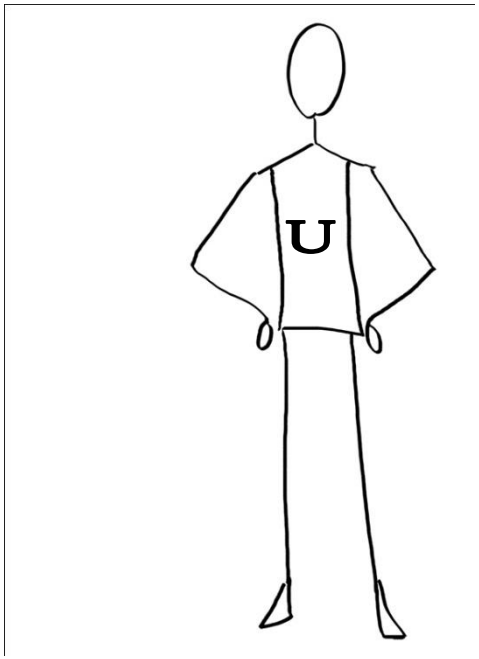


Source: Department of Education.

The Pain is <u>not</u> evenly distributed.



“With Their Whole Lives Ahead of Them” by Jean Johnson, Jon Rochkind. Amber N. Ott & Samantha DuPont
Prepared with support from the Bill & Melinda Gates Foundation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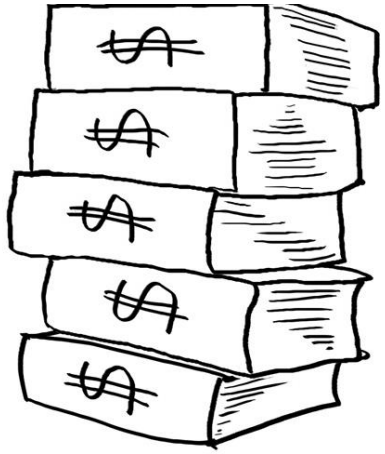
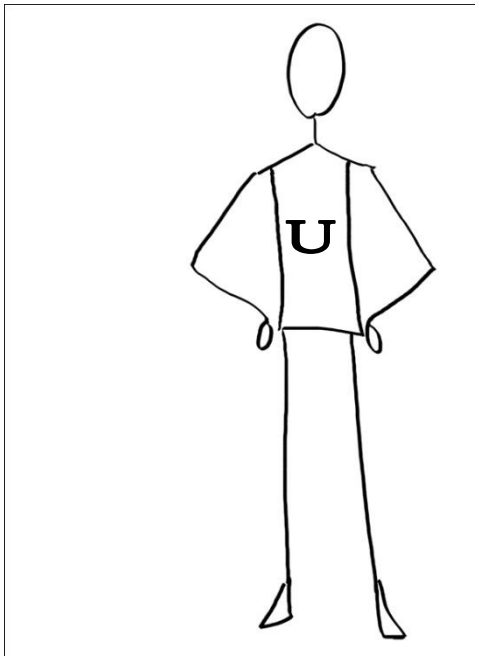
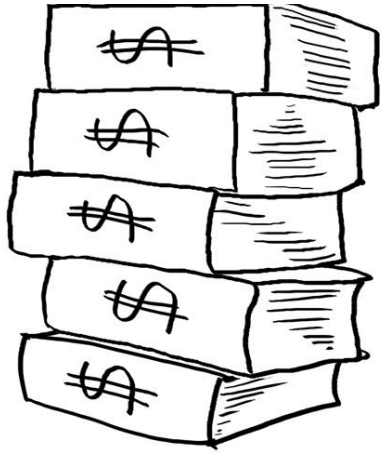
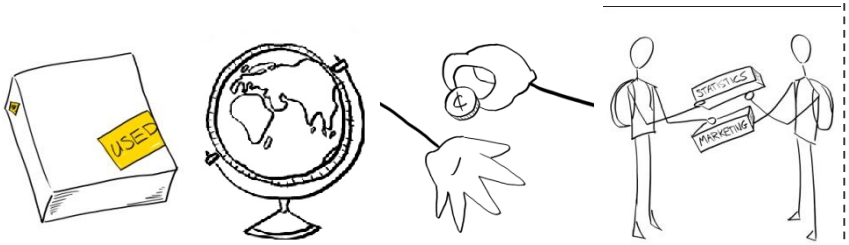


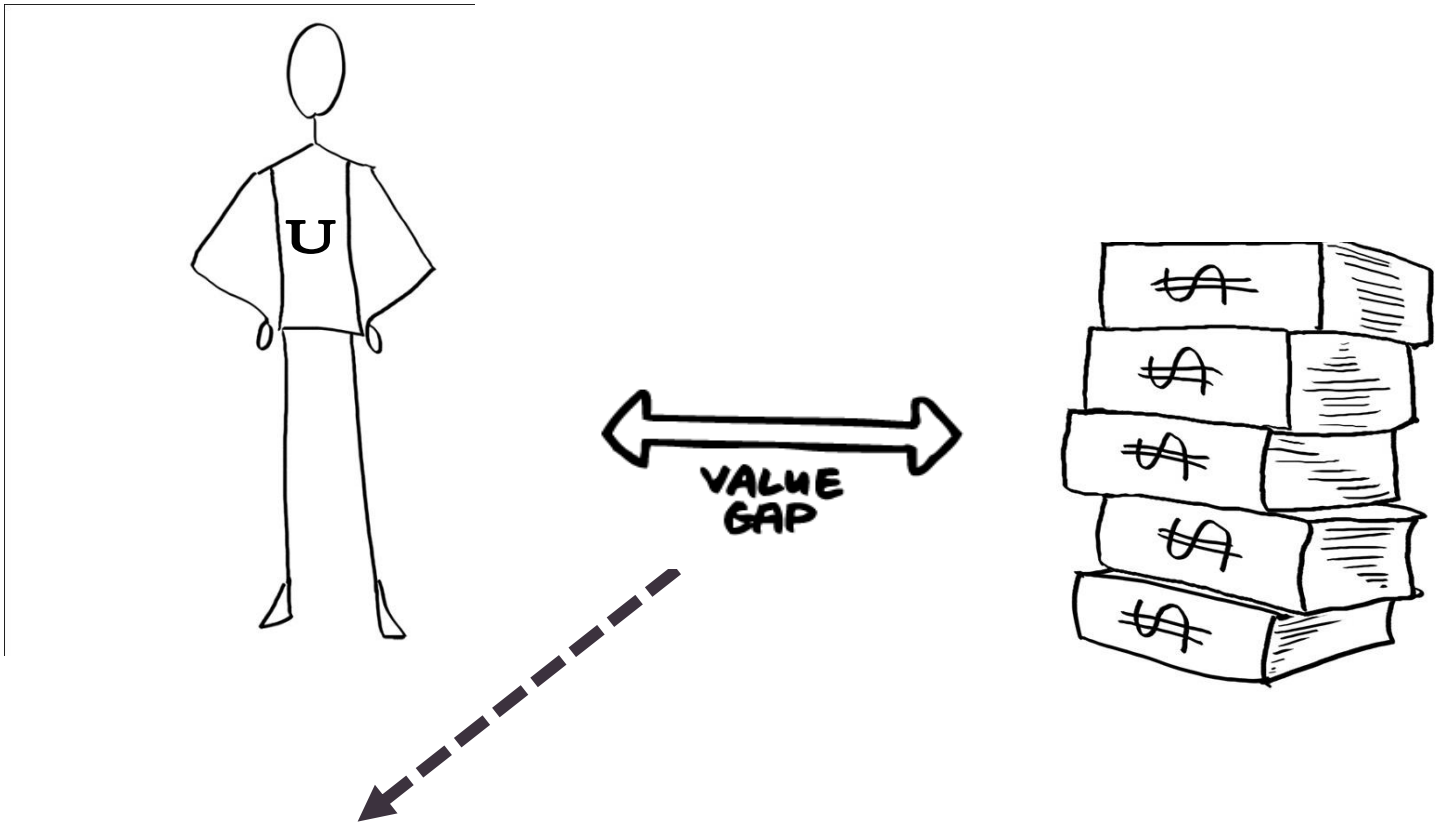




Students Respond



(internet's disruptive impact on textbook industry)



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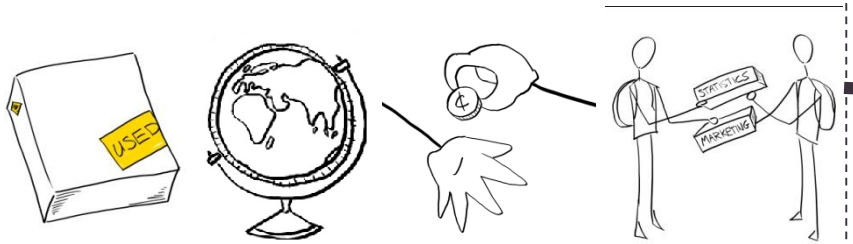
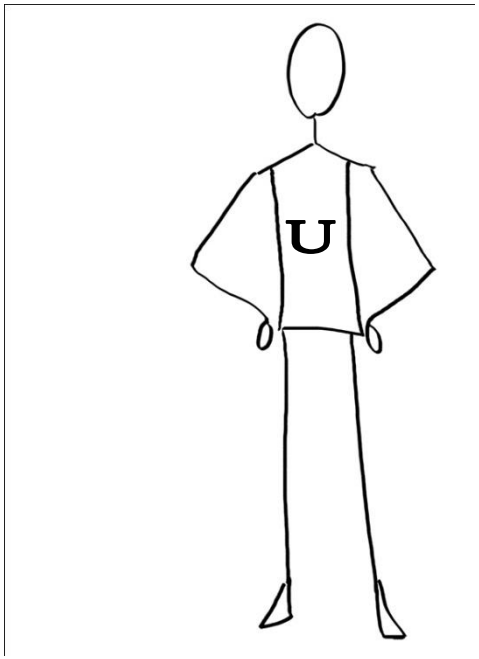
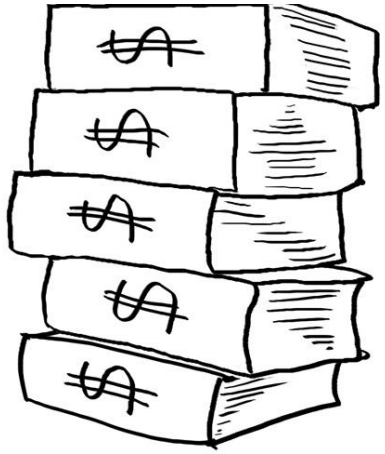


Publishers React

(internet's disruptive impact on textbook industry)





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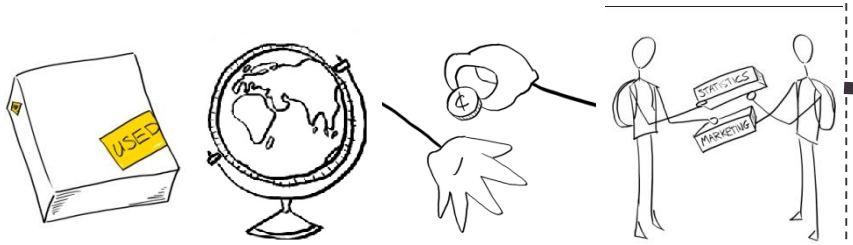

Publishers React

(internet's disruptive impact on textbook industry)

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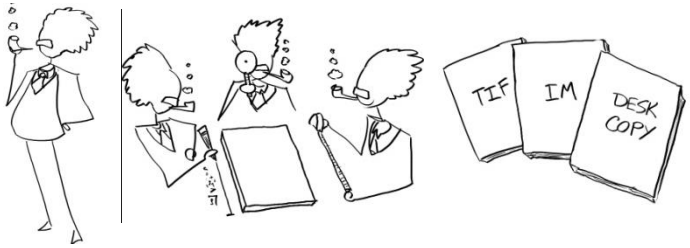

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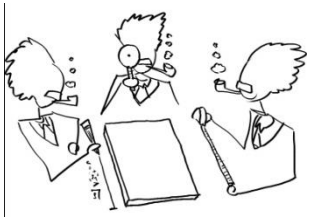

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MIYO Platform

College Success

BACK TO MY ACCOUNT ▸

By: Bruce Beiderwell, Linda Tse, Thomas Lochhaas, and Nicholas deKanter **Version:** 1.0.2 **Note:** Custom Book

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Chapter 3 Thinking about Thought
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Chapter 5 Reading to Learn
Chapter 6 Preparing for and Taking Tests
Chapter 7 Interacting with Instructors and

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› Getting Started › Rearrange Chapters › Editing Text › Inserting Content › Getting Help

Textbook customization just got a whole lot better

Customizing a Flat World Knowledge book is unlike any experience you may be accustomed to. Once you finish editing your book renders within minutes and becomes immediately available for your student. No pincodes, no minimum purchase requirements and no long wait times to get your book. Learn more by clicking any of the links above.

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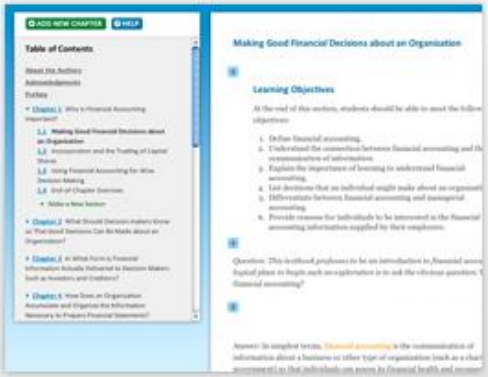

Don't show me this again ☐

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e about

you than it is about *college*. So the most important place to start is to consider why you're here, what matters to you, and what you expect to get out it. Even if you have already thought about these questions, it's good to reaffirm your commitment to your plan as we begin to consider what's really involved in being a college student.

+

What's Your Plan?

College Success

By: Bruce Beiderwell, Linda Tse, Thomas Lochhaas, and Nicholas deKanter Version: 1.0.2 Note: Custom Book

Why Attend Classes at All?

Learning Objectives

1. Describe reasons why it is important to attend classes.
2. Know what to do if you must miss a class.
3. Explain the benefits of participating in class for both students and instructors.

B I | Delete | Save | Cancel

Among the student Insert/edit link college is the choice not to attend classes. Most college instructors do not "grade" attendance, and some college students soon develop an attitude that if you can get class notes from someone else, or watch a podcast of a lecture, there's no reason to go to every class at all. What's wrong with that?

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It is in fact true that you don't have to attend every single class of every course to get a good grade. But thinking only in terms of grades and how much one can get away with is a dangerous attitude toward college education. The real issue is whether you're trying to get the most out of your education. Let's compare students with different attitudes toward their classes:

Carla wants to get through college, and she knows she needs the degree to

College Success

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▸ Chapter 3 Thinking about Thought

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▸ Chapter 6 Preparing for and Taking Tests

▾ Chapter 7 Interacting with Instructors and Classes

- 7.1 Why Attend Classes at All?
- 7.2 Participating in Class
- 7.3 Communicating with Instructors
- 7.4 Public Speaking and Class Presentations
- 7.5 Chapter Activities
- 7.# **Email Etiquette**

+ Make a New Section

Email Etiquette

+

Edit this paragraph

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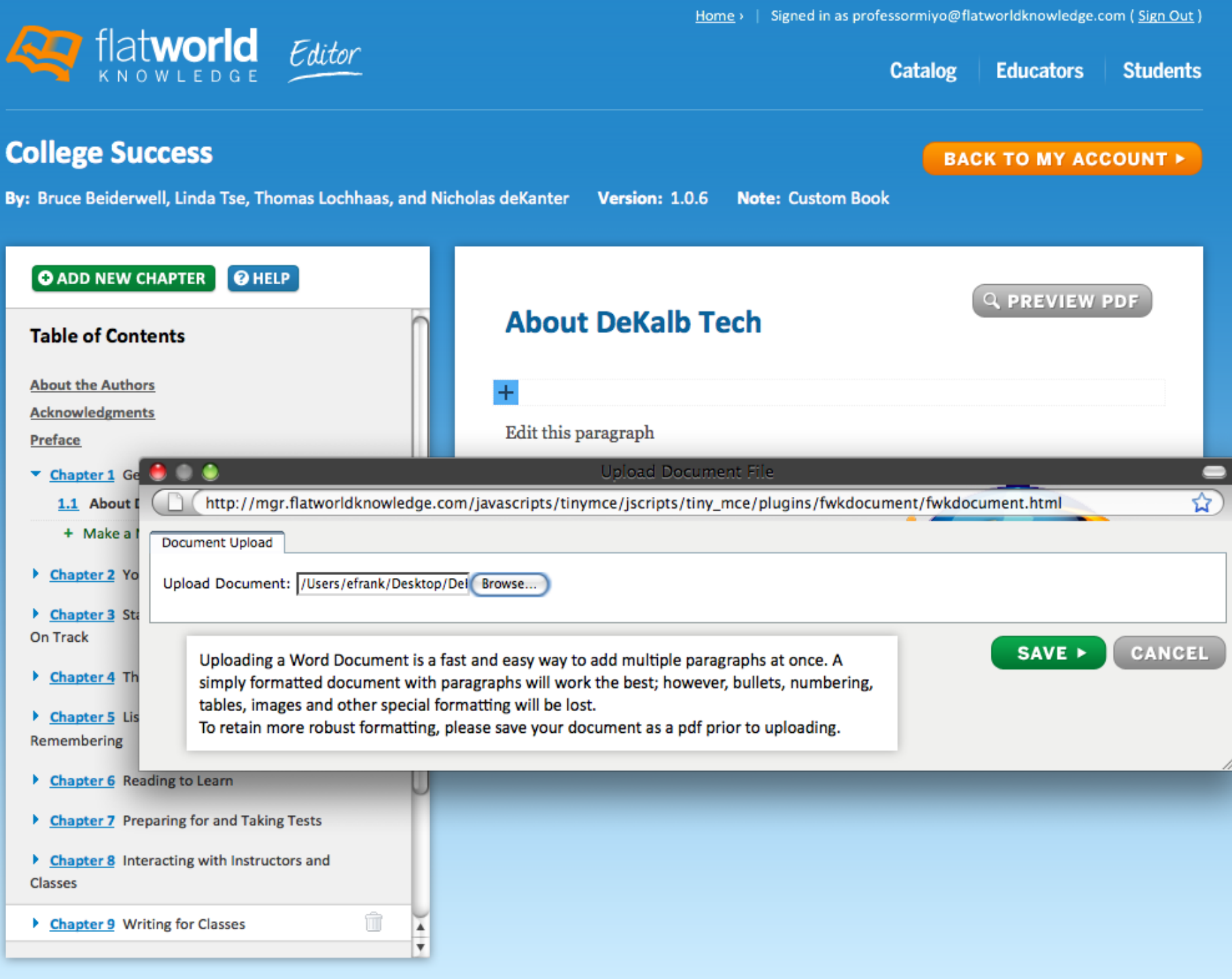
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Chapter 9 Writing for Classes
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CANCEL

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1. **Rebuild the book** (toc, index, pagination, etc.)

2. **Generate multiple learning formats**
   - Web-Books (HTML)
   - Soft Cover Books (PDF High-Res)
   - Print-it-Yourself Books (PDF Low-Res)
   - Mobile Reader Books (ePub & .mobi for iPad, Kindle, etc.)
   - Audio Books (.MP3)
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3. **Adopt - students choose best format for them**

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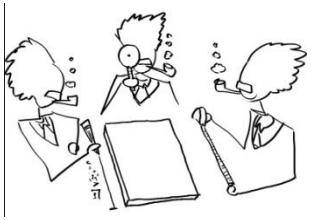

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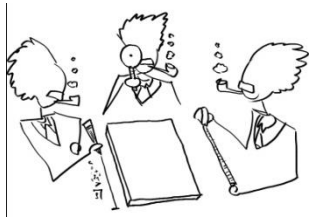

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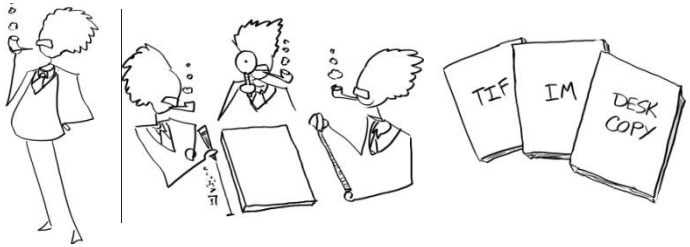

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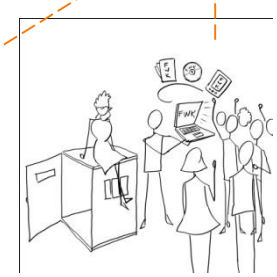

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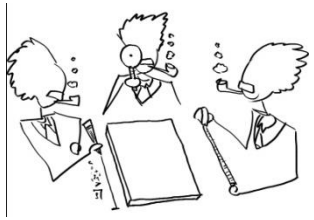

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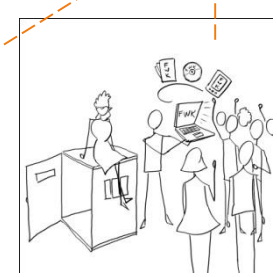

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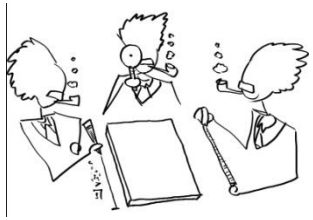

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$25 / $2.50	PDF
$25	iPad / Kindle / Sony
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FREE	Web Book

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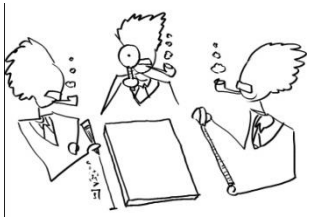

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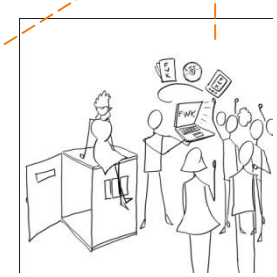

Format Choices

Study Aids

$14.95 / $2.50

- Audio Study Guides
- Online Quizzes
- Digital Flashcards

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- Income
- Market Share Gain
- Customer Retention
- Social Impact

- Income
- Market Share Gain
- Customer Retention
- Social Impact

- Start with Quality
- Control (content)
- Control (new editions)
- Affordability & Access

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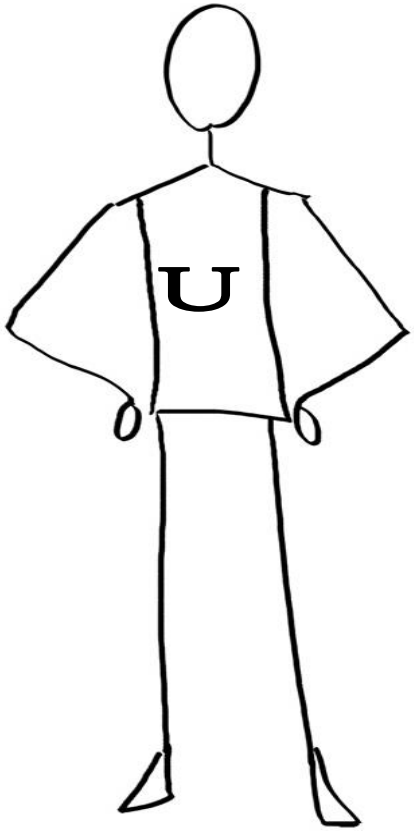

- Free Access
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- Immediacy / Longevity
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Second Model: Institutional Seat License

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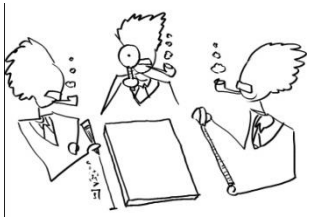

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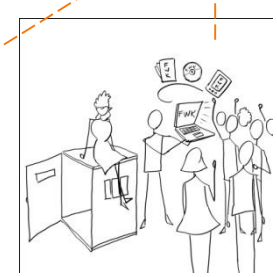

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Study Aids

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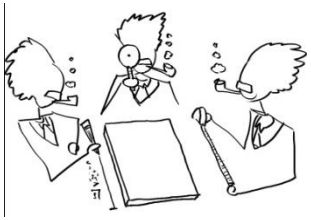

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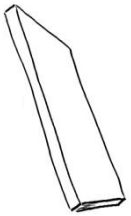

Print Options

FKW Hosted	Print Books Included
College Hosted	Print Books Optional (via FWK or EdMap)

On Campus: Virginia State University

VSU Business School Embraces Open Source Textbooks To Improve Affordability and Access for Students

By Kathleen Kincheloe

When Dr. Mirta Martin accepted the position of Dean and Professor of Management at Virginia State University's Reginald F. Lewis School of Business one year ago, she was immediately concerned about the number of bright, motivated students who were failing or dropping out of courses halfway through the semester. As she looked more closely at the situation, she discovered that 93% of the Business School's 1,450 majors were receiving financial aid and many felt overwhelmed by the cost of their required textbooks.

tudents at VSU's Reginald F. Lewis School of Business activate their Flat World accounts to ownload new open source textbooks. Photo courtesy of Virginia State University.

Breaking the Cycle

"Flat World Knowledge offered the Business School a bulk rate of $20 per student, per course that allows users to download digital textbooks, audio versions, iPad editions, as well as study aids.."

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"For our accounting books senio nothing under $250," according to Dr. Martin. "We reak the cycle. We needed to create a model of access a affordability."

After investigating a number of options to lower textbook costs, while still providing students with access to relevant and up-to-date multimedia content, Dr. Martin learned about Flat World Knowledge, an open source textbook publisher

the hands of more students, it was worth trying," she says. "So we contacted Flat World to discuss how our vision dovetailed with their business model. They jumped on our vision, and the dream became a reality."

"The Perfect Storm"

Flat World Knowledge offered the Business School a bulk rate of $20 per student per course that allows users to download digital copies of the textbook, as well as study guides, available audio versions, and iPad editions, a bundle that would typically cost about $100

On Campus: Virginia State University

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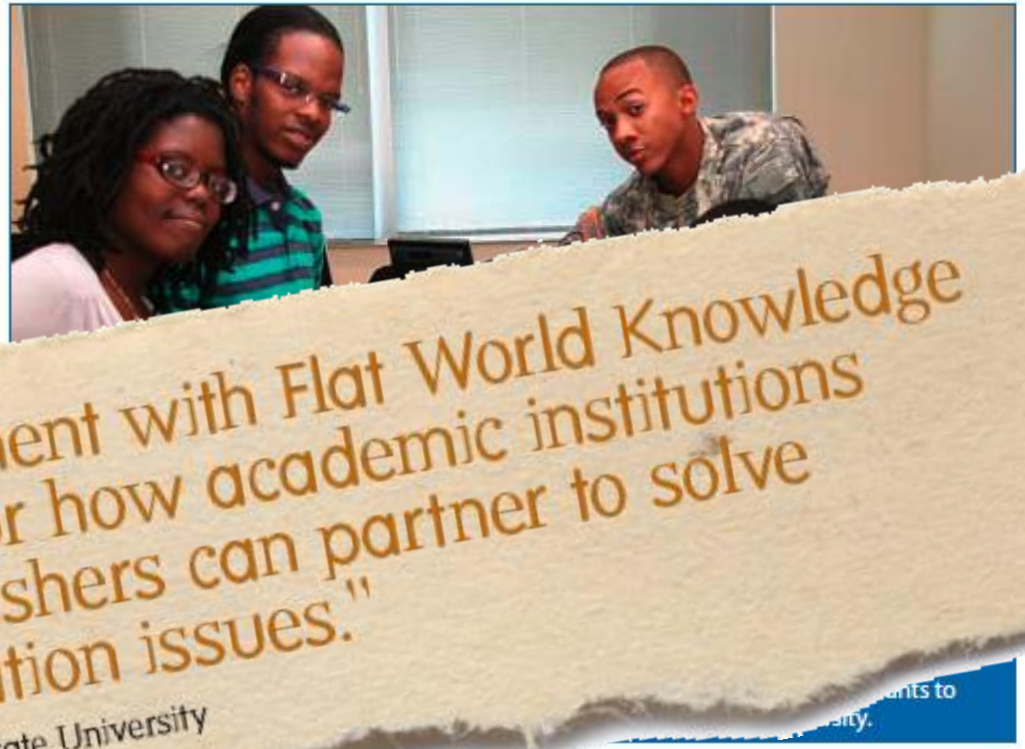

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> "The licensing agreement with Flat World Knowledge serves as a model for how academic institutions and innovative publishers can partner to solve critical higher education issues."
>
> **Dr. Keith T. Miller**, President, Virginia State University

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[illegible]ooks senior[illegible] nothing [illegible], according to Dr. Martin. "We [illegible]reak the cycle. We needed to create a model of access and affordability."

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[illegible]nds of more students, it was worth trying," she says. "So we contacted Flat World to discuss how our vision dovetailed with their business model. They jumped on our vision, and the dream became a reality."

"The Perfect Storm"

Flat World Knowledge offered the Business School a bulk rate of $20 per student per course that allows users to download digital copies of the textbook, as well as study guides, available audio versions, and iPad editions, a bundle that would typically cost about $100

In Fall 2010 & Spring 2011, **991 students** at the Reginald F. Lewis School of Business registered for **1,352** Flat World Knowledge Textbooks and saved an estimated **$135,000** in textbook costs.

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2 Primary Reasons For Creating the FWK Digital Initiative

1. Affordability: 47% of our students were purchasing textbooks.

2. Accessibility: Content needs to be available to students when, where, and how they want it.

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Flat World Adoption Rate Fall & Spring

Time	Fall 10 Enrolled	Fall 10 Registered	%	Spring 11 Enrolled	Spring 11 Registered	%
T1- end 1st wk	794	361	**45.5%**	718	400	**55.71%**
T2-start 2nd wk	794	507	**63.85%**	718	514	**71.59%**
T3-end of 2nd wk	794	652	**80%**	718	603	**84%**
T4-mid 4th wk	794	671	**84.5%**	718	655	**91.23%**
T5-end semester	794	690	**87%**	718	681	**95%**

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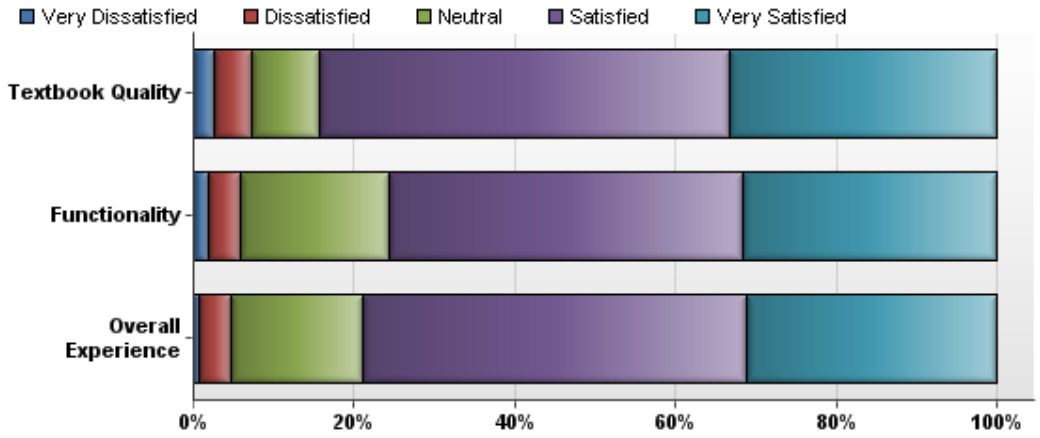
What are students saying?



How Would You Rate Flat World Knowledge?

#	Question	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Responses	Mean
1	Textbook Quality	4	7	13	78	51	153	4.08
2	Functionality	3	6	28	67	48	152	3.99
3	Overall Experience	1	6	25	72	47	151	4.05

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