

THE LIBRARY AS E-TEXTBOOK “PUBLISHER”



ELISABETH OLIU

MIDDLESEX COUNTY COLLEGE LIBRARY

JANUARY 5, 2018

EOLIU@MIDDLESEXCC.EDU

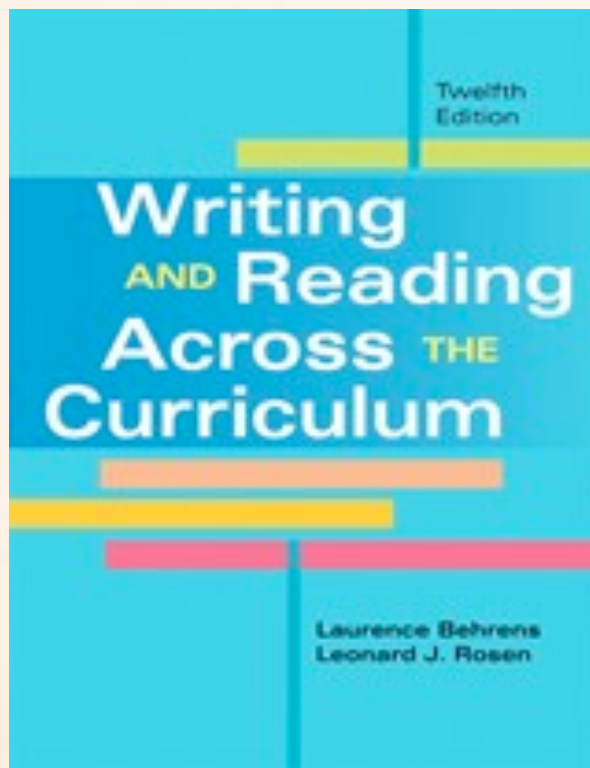
THE GENESIS



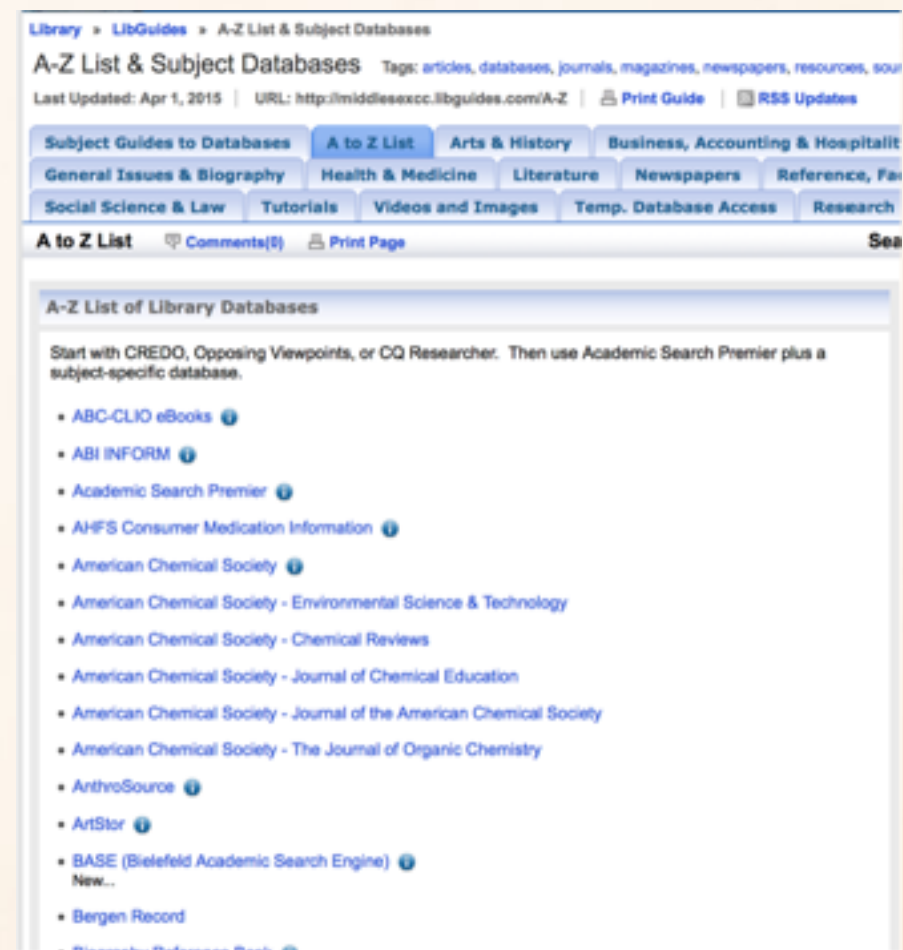
<http://www.akademos.com/blog/2013/02/student-textbook-buying-trends-at-our-college-bookstores/>

THE GENESIS

Students were paying twice



**Student's cost
one semester - one text
one course:
\$110.07**



**On average: cost per
student
per semester: \$4.75**

DISCUSSION AND IMPLEMENTATION

Green Energy:

<http://web.a.ebscohost.com/ehost/detail?vid=5&sid=ad051736-f27e-4dd4-a328-b2c3549cec03%40sessionmgr4005&hid=4112&bda>

<http://search.proquest.com/wallstreetjurnal/docview/399100024/fulltext/1F91C07A3CD3497CPQ/1?accountid=40481>

<http://search.proquest.com/wallstreetjurnal/docview/857142329/fulltext/97AD6061629B40D1PQ/1?accountid=40481>

<http://search.proquest.com/wallstreetjurnal/docview/863016923/fulltext/1398876EF6184E80PQ/1?accountid=40481>

<http://articles.latimes.com/2008/dec/03/business/fi-bigsolar3>

http://www.nytimes.com/2011/11/07/opinion/krugman-here-comes-solar-energy.html?_r=1&

<http://p.washingtontimes.com/news/2004/feb/3/20040203-084858-1597r/?page=all>

<http://online.wsj.com/news/articles/SB122123930467228645>

Rumors:

http://www.nytimes.com/2008/11/01/us/politics/01religion.html?_r=0

<http://www.nytimes.com/2012/04/10/us/politics/false-nikki-haley-twitter-report-spreads-fast.html?pagewanted=all>

<http://thewatercoolerffect.com/excerpts/>

<http://www.washingtonpost.com/wp-srv/style/longterm/books/chap1/onrumors.htm>

<http://www.esquire.com/fiction/fiction/john-updike-short-story-0691>

Fairy Tales:

<http://www.pitt.edu/~dash/grimmtales.html>

http://www.nytimes.com/2006/12/24/magazine/24princess.t.html?pagewanted=all&_r=0

<http://www.nytimes.com/1987/04/19/books/i-am-cinderella-s-stepmother-and-i-know-my-rights.html?pagewanted=all&src=pm>

- ❖ Meeting to explore alternatives
- ❖ Decision to create a Libguide
- ❖ Add an English faculty member as a collaborator
- ❖ Use a small number of sources
- ❖ Present the Libguide at an English department meeting

THE RESPONSE: THE GOOD AND THE UGLY

2014



<http://www.freepik.com/free-photos-vectors/cartoon-explosion>

THE CONCERNS

**Conflict
of
interest**

**Primed
for failure**

**Technology
glitches**

Adjuncts

Printing

Copyright

Access

Scaling up

**Outside
attention**

THE BENEFITS

- **Timeliness**
- **Cost**
- **Appeal to net natives**
- **Curtail cheating/plagiarism**

About 545,000 results (0.78 seconds)

Jonathan Swift - A Modest Proposal - Art Bin

art-bin.com/art/omodest.html ▼

"I have been assured by a very knowing American of my acquaintance in Le child well nursed is at a year old a most delicious, nourishing, and wholesome roasted, baked, or boiled ...". ... Note: Jonathan Swift (1667-1745), author a

A Modest Proposal Critical Essays - eNotes.com

<https://www.enotes.com> › Study Guides › A Modest Proposal ▼

The purpose of Swift's satirical essay is to call attention to the problems tha the people of Ireland. ... How does "A Modest Proposal" by Jonathan Swift Proposal" by Jonathan Swift is a prime example of satire.

Free A Modest Proposal Essays and Papers - 123Help

www.123helpme.com/search.asp?text=A+Modest+Proposal ▼

Irony in Swift's A Modest Proposal - Although I realize your concern, you h well thought out essay completely. Despite what you may think about A Mo Swift, this essay is a satire master piece filled with irony. Swift's essay was people to eat babies ...

A Modest Proposal - Wikipedia

https://en.wikipedia.org/wiki/A_Modest_Proposal ▼

A Modest Proposal. A Modest Proposal For preventing the Children of Po Burthen to Their Parents or Country, and For making them Beneficial to the to as A Modest Proposal, is a Juvenalian satirical essay written and publis

ADDING TO THE LIBGUIDE

- ❖ **Rules of the road**
- ❖ **Input from English faculty on additional readings and topics**
- ❖ **Suggestions from librarians**
- ❖ **Reading prompts created by English faculty member.**
- ❖ **Librarian to attend meetings**

THE CHALLENGES



<http://sites.temple.edu/virtualadvising/files/2013/10/challenges.png>

THE CHALLENGES

- **Problem citations:**

**Asch, Solomon. “Opinion and Social Pressure”
from *Scientific American*, 1995.**

- **Ebook solution?**

- **Copyright**

- **Questionable sources**

THE ROLLOUT:
EXPECTING
THE
UNEXPECTED

- WHAT'S A LIBGUIDE?
- WHERE IS MY READING?
- HOW DO I FIND IT?
- HOW MUCH DOES IT COST?
- HOW DO I LOGIN?
- HOW DO I PRINT?

Home	Questionnaire	American Dream & Education	Comics and Superheroes	Dreams	Fairy Tales	Green Energy
Marriage and Family	Morality, Ethics and Justice	Obedience to Authority	Parenting	Place and Remembrance		
Prejudice and Discrimination	Rumors	Students and the Courts	Teens & Privacy	Miscellaneous		

[Home](#) [Enable Comments](#) Search: This

Word Cloud

Overview

The links provided herein may be used for ENGLISH 1 assignments. Many of the links offer access to articles Library's databases while others link to publicly available resources.

Anyone using the database links on campus computer or personal devices using the College's wireless network will be prompted to login.

When off campus, links to articles in Library database require a login. [Off campus access instructions](#)

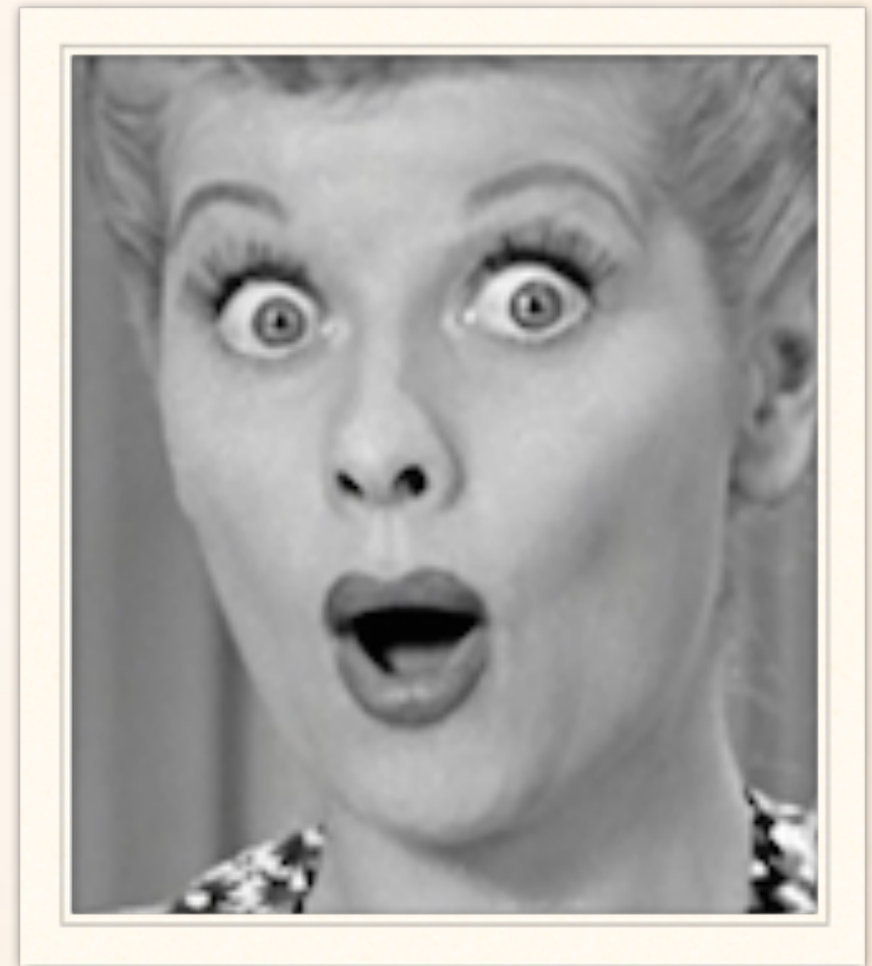
Should you or your students notice faulty links, please contact us at [library@mtc.edu](#).

WE'RE POPULAR!



THE PLEASANT SURPRISES

- ❖ **An unlikely convert**
- ❖ **Enthusiasm**
- ❖ **Making the leap**



<http://static2.hypable.com/wp-content/uploads/2014/03/LUCY31.jpg>

FROM ONE TO EIGHT

- ❖ **The successful first semester inspired additional e-textbooks. A second one was added in 2015.**
- ❖ **Now there are 6 e-textbooks with two more in progress.**
- ❖ **The readings from 23 to close to 1000 and counting**

WHAT WE CHANGED

- ❖ **Redesigned the Libguides when we moved to Libguides 2.**
- ❖ **Provided more information on each reading link.**
- ❖ **Added reading suggestions throughout the semester (within reason).**
- ❖ **Changed the Libguide from private to public and provided a user friendly URL.**
- ❖ **Created a separate English Readings link on our homepage.**
- ❖ **In addition to surveying students we added a faculty questionnaire.**
- ❖ **Other improvements.**

CHALLENGES

- ❖ **Disappearing articles**
- ❖ **EZProxy and website issues**
- ❖ **Paucity of “literary” sources**
- ❖ **21 errors reported and counting.**
- ❖ **Questionable sources**



https://img.buzzfeed.com/buzzfeed-static/static/enhanced/webdr02/2013/4/24/15/enhanced-buzz-4823-1366831155-10.jpg?downsize=715:*&output-format=auto&output-quality=auto

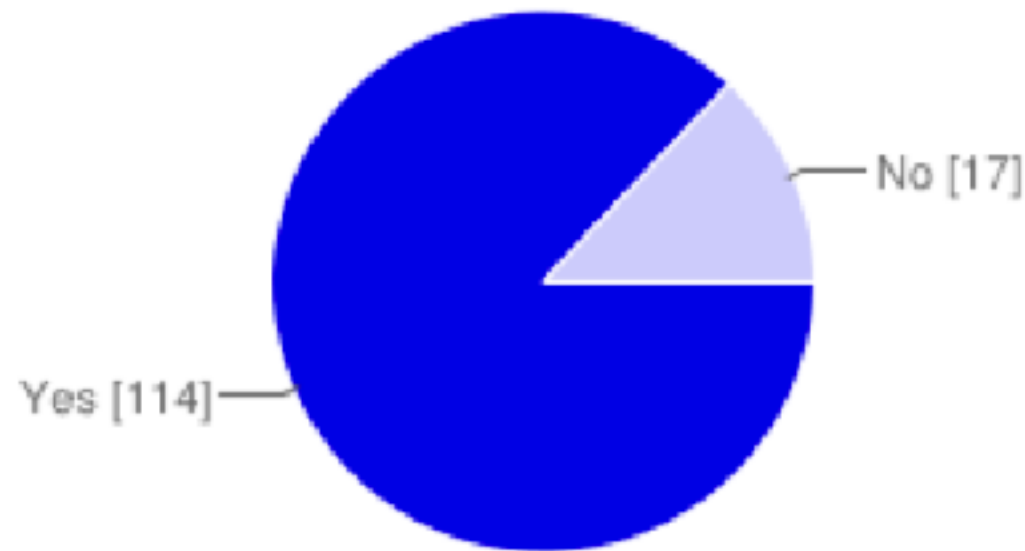
THE FUTURE



- ❖ Provide more frequent updates
- ❖ Add “expiration dates” for older articles
- ❖ Encourage input from all English faculty
- ❖ Submit suggestions
- ❖ Review usage statistics
- ❖ Expected demise?
Mindtap, Questia and scalability

STATS - FALL 2014

Would you take another class which used a FREE e-textbook?

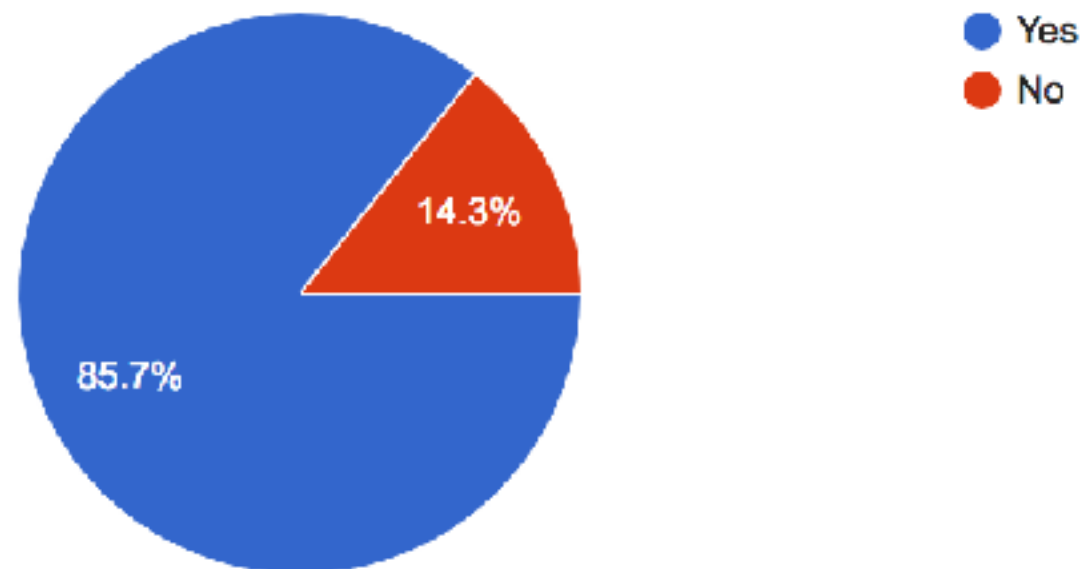


Yes	114	87%
No	17	13%

STATS - FALL 2017

Would you take another class that required a FREE e-textbook?

56 responses



QUESTIONS?

Contact me at
eoliu@middlesexcc.edu

THANK-YOU!



<http://rutgersgardens.rutgers.edu/scarletfever.html>