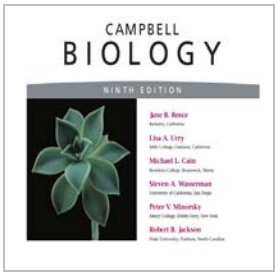
Faculty Review of Open eTextbooks

The California Open Educational Resources Council has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextboks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Campbell Biology



Find it: eTextbook Website

Textbook Authors:
Jane B. Reece, et al.

Reviewed by:
Virginia Moran

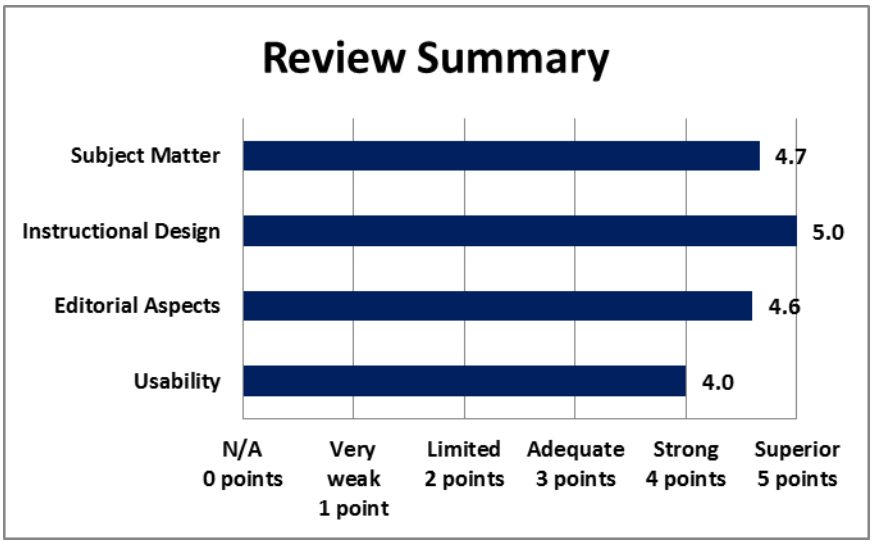
Institution:
Yuba College

Title/Position:
Professor

Format Reviewed:
Online

A small fee may be associated with various formats.

Date Reviewed:
August 2015



California OER Council eTextbook Evaluation Rubric

CA Course ID: BIOL 130S

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?						X
Does the text adequately cover the designated course with a sufficient degree of depth and scope?					X	
Does the textbook use sufficient and relevant examples to present its subject matter?					X	
Does the textbook use a clear, consistent terminology to present its subject matter?						X

Does the textbook reflect current knowledge of the subject matter?						X
Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)						X

Total Points: 28 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- Please note that the PDF posted includes only Unit 2, THE CELL: Chapters 6-12, not the entire text. This review is only of this Unit (Chapters).
- When I graduated from college, this was the first text I was given to use as an adjunct instructor. It was quite a few years ago. It might have even been the first edition. (Note I am not putting my age).
- Now, Campbell series Biology texts are institutionalized. This is the standard biology text across colleges in the U.S. To say the authors and editors know what they are doing at this point is an understatement.
- It seems the online texts are just as excellent.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?						X
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)						X
Does the textbook present explicit learning outcomes aligned with the course and curriculum?						X
Is a coherent organization of the textbook evident to the reader/student?						X
Does the textbook reflect best practices in the instruction of the designated course?						X
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)						X
Is the textbook searchable?						X

Total Points: 35 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?					X	
Is the textbook written in a clear, engaging style?						X
Does the textbook adhere to effective principles of design? (e.g. are pages latid0out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)					X	
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)						X
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)						X

Total Points: 23 out of 25

Please provide comments on any editorial aspect of this textbook.

- Students like summary tables. Would add a summary table to the end of each chapter.
- For cell structures, (page 123) add column for plants and animals; also distinguish cellular structures for eukaryotes versus prokaryotes. Make the current table more comprehensive and it will be even more useful to students.

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?					X	

Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)					X	
Can the textbook be printed easily?					X	
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?					X	
How easily can the textbook be annotated by students and instructors?					X	

Total Points: 20 out of 25

Please provide comments on any aspect of access concerning this textbook.

- I experimented with downloading this book and looked for different e-versions. I could only find the PDF version. It can be easily printed per printing one page. I had no problem and it was 100% readable.
- To use an e-reader, PDF docs can be troublesome to navigate on an e-reader. All on-line texts should be available in compatible programs for all devices including e-readers (EPUB/MOBI).

Overall Ratings						
	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?						X
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?						X

Total Points: 10 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- Again, it's an established textbook that has been used by thousands, and for decades. Its merits have been proven by now.
- I really enjoyed the interviews with the two supremely successful women scientists--Dr. Bonnie Bassler and Dr. Jan Steitz. Considering we want to recruit more women/under-represented groups into the STEM fields, these interviews not only provide great examples of brilliant and successful female scientists, they were also very engaging because they tapped into their personal stories of how they ended up in science.

What areas of this textbook require improvement in order for it to be used in your courses?

- I found a few minor grammatical/punctuation errors. I might re-word things a bit differently but this may also be personal bias based on my years of teaching comm. college students and knowing how they think, what they get confused about, etc. None of the errors/wording is major or detracts from the quality of the text.

We invite you to add your feedback on the textbook or the review to the textbook site in MERLOT
(Please register in MERLOT to post your feedback.)

CALIFORNIA OER COUNCIL
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For questions or more information, contact the CA Open Educational Resources Council.