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:

Media and Cultural Theory
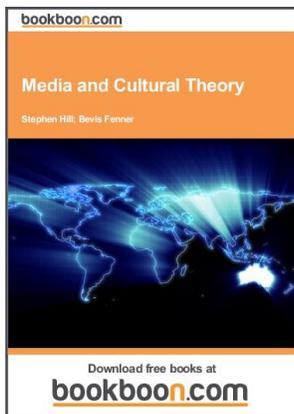
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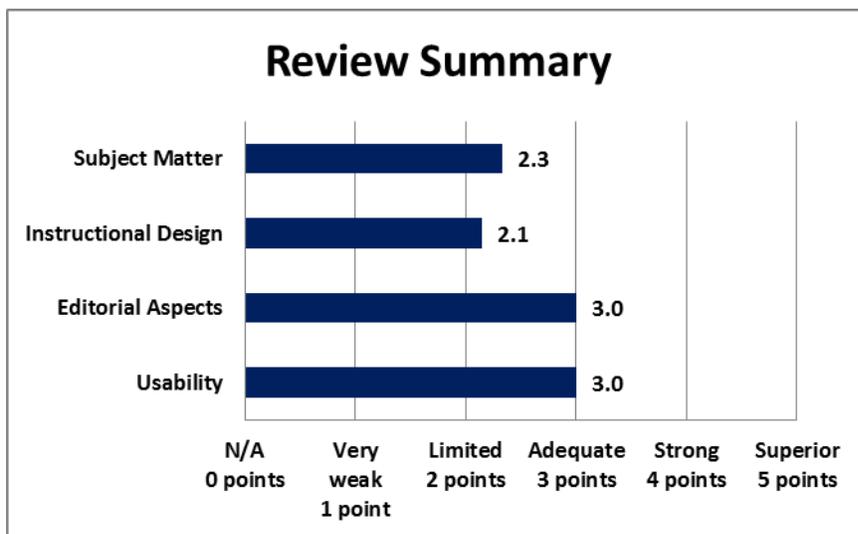
Title/Position:
Professor

Format Reviewed:
Online
A small fee may be associated with various formats.

Date Reviewed:
August 2015

Review Summary

Subject Matter	2.3
Instructional Design	2.1
Editorial Aspects	3.0
Usability	3.0

N/A 0 points | Very weak 1 point | Limited 2 points | Adequate 3 points | Strong 4 points | Superior 5 points

California OER Council eTextbook Evaluation Rubric
CA Course ID: JOUR 100

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			

	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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: 14 out of 30

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

- The subject matter is presented from a theoretical perspective and discusses the history and key players over time which is one key component of the Introduction to Mass Communication Course. However, it doesn't cover mass media in today's society and society's relationship with the mass media. Therefore, the subject matter doesn't include all course objectives for this course.
- There are four Methods of Evaluation that are required for this course and none of what is listed below are offered in the textbook:
  - o Quizzes/Exams
  - o Short writing assignments
  - o Research Projects
  - o Critiques and peer review

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: 15 out of 35

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

- The writing is difficult to follow for a student in an introductory type of class. The theory and rhetoric is above their knowledge at this point and should be presented with more examples that they can relate to. Students learn from comparison and contrast.

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: 15 out of 25

Please provide comments on any editorial aspect of this textbook.

- The language in and of itself is okay; however, just not appropriate, easily understandable to one just

learning the material.

- The layout isn't visually appealing and it was very easy to get distracted with all the ads that took up entire pages. At times, I wasn't sure if it was an image inserted by the author or if it was an advertisement.

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: 15 out of 25

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

- The textbook is easy to access but the only option is PDF and students have to answer four questions before they can download the content. But once it downloads, material is easy to navigate.

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: 4 out of 10

Overall Comments

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

- I would not recommend this book to a colleague.

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

- It would need to cover ALL course objectives for Introduction to Mass Media.
- The text was limited in examples, appropriate pictures, and group activities/discussion.
- Also, the writing was difficult to follow and needed to balance application with theory.

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.)