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:

Stand Up, Speak – The Practice and Ethics of Public Speaking

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Find it: eTextbook Website

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Institution:

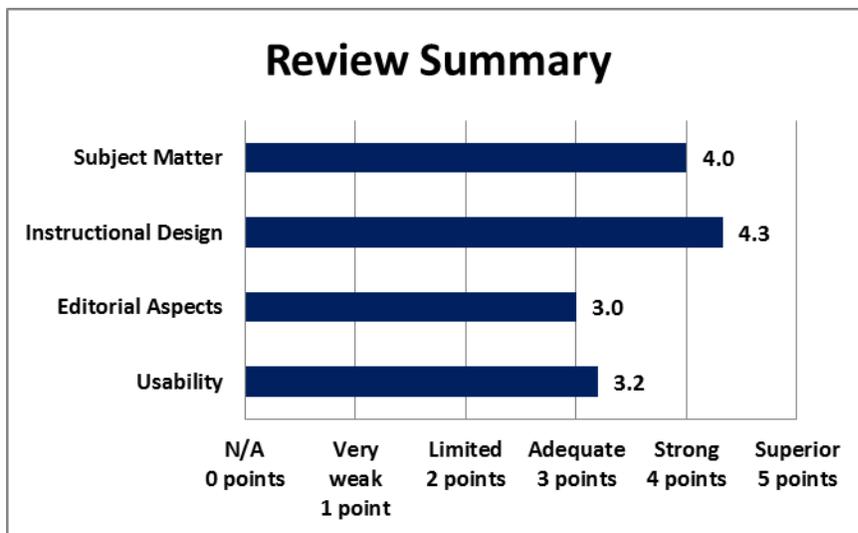University of California,
San Diego

Title/Position:

Professor

Format Reviewed:

Online

A small fee may be associated with various formats.

Date Reviewed:

December 2015

Review Summary

Subject Matter	4.0
Instructional Design	4.3
Editorial Aspects	3.0
Usability	3.2

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: COMM 110

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: 24 out of 30

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

- Standards of the National Communication Association are emphasized in this textbook, which has advantages for professional authority.
- This textbook provides an unusually good grounding in digital genres and mediated communication.
- In composing speeches students are encouraged to integrate original research, including interviews and surveys.
- The text covers ethnocentrism, presents a fluid discussion of the writing process (including working outlines and inclusion of signposting and previewing), and includes material on a variety of disciplinary citation formats.
- In section on presentation aids, it incorporates PowerPoint advantages and disadvantages and resources for stock images.
- Sections on jargon, articulating problem-based discourse, and short but sophisticated section on anxiety (communication apprehension) that seeks to move from folk knowledge to research.
- The section on computerized databases includes many open source alternatives. Lots of interesting contemporary case studies.

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: 26 out of 35

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

- Sample end-of-chapter questions are sometimes difficult to answer, although scenario-based questions may be beneficial in emphasizing critical thinking.
- PDF format is keyword searchable, but navigating table of contents can be difficult.
- URLs provide good references to online sources but may easily become dated.

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:

- Weak in the area of multimedia, like many PDF-format textbooks, which is unfortunate given the dynamic subject matter. Pictographic illustrations may not invite class discussion.

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: 16 out of 25

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

- Annotation can be solved with common access to Adobe software

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: 7 out of 10

Overall Comments

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

- This is a good articulation of current communication research translated to be extremely accessible for students with many timely examples. It does a great job addressing the fact that many public speaking situations involve computer-mediated communication and can be taught with TED talks and other current genres.

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

- More material for non-native speakers of English who may be self-conscious would be valuable.
- More coverage of the fundamentals of graphic design would make it much more useful for teaching with PowerPoint.

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.)

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