Open Educational Resources eTextbook Survey

Research report
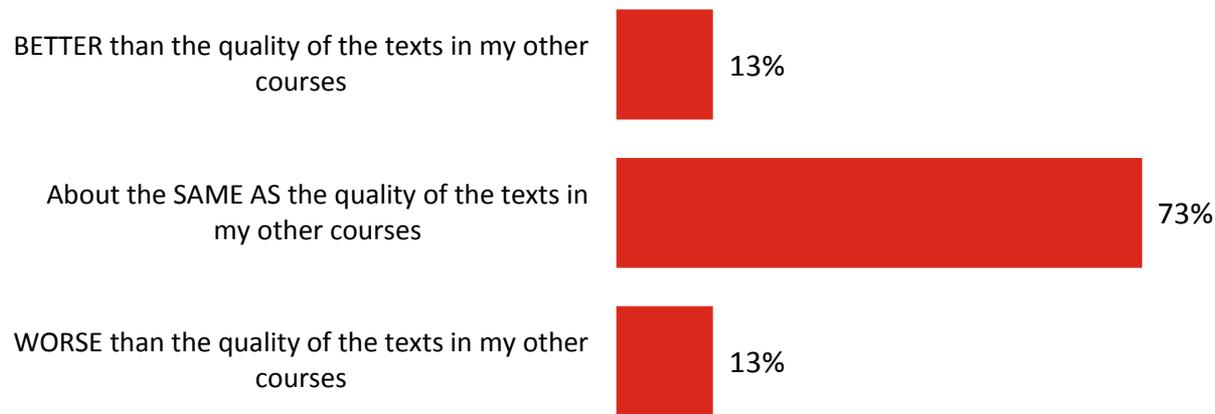
Business Intelligence and Analytics
January 2019

Student Survey Results

Rate Electronic Textbook

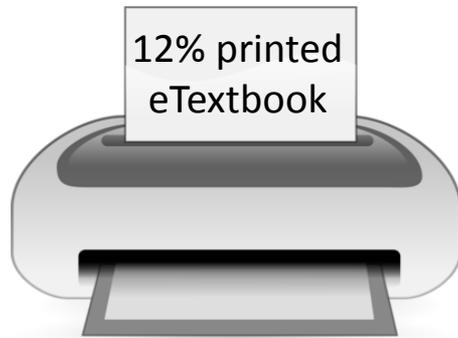*How would you rate the quality of the electronic textbook used in your communications course?*

BETTER than the quality of the texts in my other courses — 13%

About the SAME AS the quality of the texts in my other courses — 73%

WORSE than the quality of the texts in my other courses — 13%

Base: Used eTextbook (n=52)

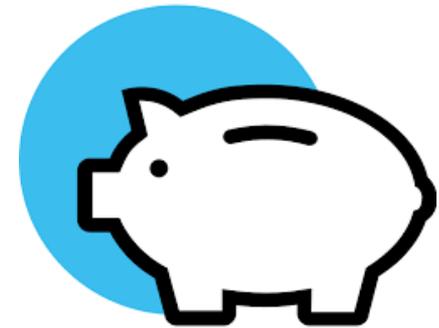The majority of students see no difference in textbook quality

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Printing eTextbook

Did you print the electronic textbook for your communications course?

12% printed
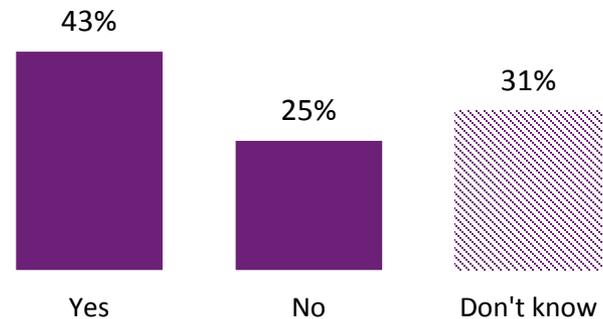eTextbook

Base: Those who used the eTextbook (n=52)

How much did you spend on printing the electronic textbook for this course?

- $0
- $5
- $8
- $15
- $50
- $145

Base: Those who printed the eTextbook (n=6)
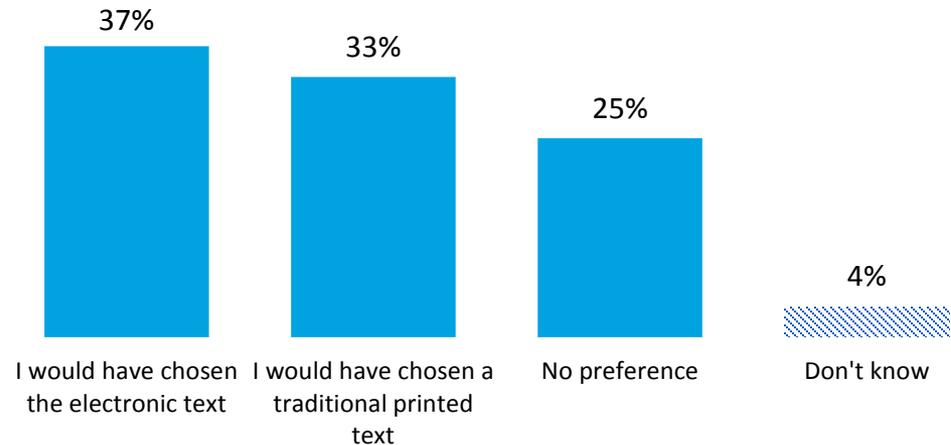
Would you recommend this course's electronic textbook to other students?

43%
25%
31%

| Yes | No | Don't know |

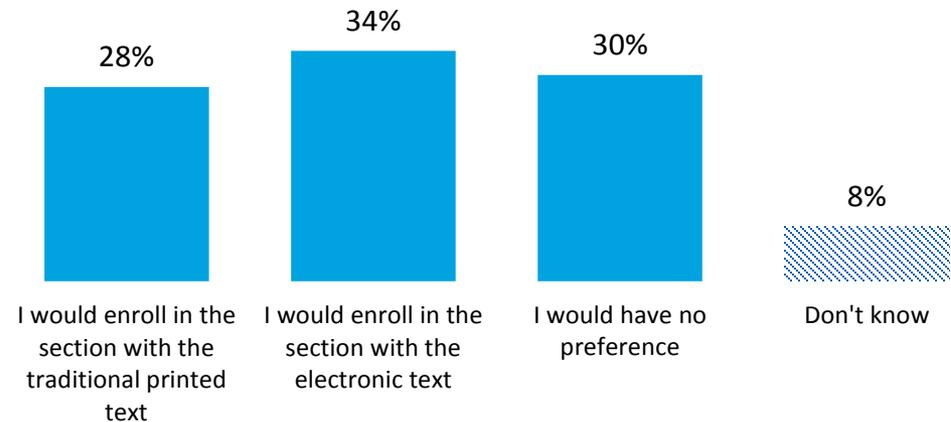*Base: Those who used the eTextbook (n=51)*

eTextbook Preferences

If you had been given the choice, would you have preferred to use the electronic text for this course or a traditional printed text?

37% — I would have chosen the electronic text
33% — I would have chosen a traditional printed text
25% — No preference
4% — Don't know

Base: Those who used the eTextbook (n=51)

Imagine a future course you are require to take. If all things were identical (same instructor, time slot, etc.) but one course used an electronic textbook (similar to the one used in this course) and the other used a traditional printed textbook, which would you prefer to enroll in?

28% — I would enroll in the section with the traditional printed text
34% — I would enroll in the section with the electronic text
30% — I would have no preference
8% — Don't know

Base: All valid respondents (n=113)

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