

3-2011

# eTextbook Exploration: Are Students Ready to Declare Their Independence From the Printed Text?

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## Repository Citation

Maxwell, Patricia E.; Little, Jennifer J.; and Stites-Doe, Susan, "eTextbook Exploration: Are Students Ready to Declare Their Independence From the Printed Text?" (2011). *Library Publications and Presentations*. 1.

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# eTextbook Exploration: Are Students Ready to Declare their Independence from the Printed Text?

Jennifer Little, Pat Maxwell, & Susan Stites-Doe

The College at Brockport Library & Information Technology Services and the Department of Business Administration and Economics

Thanks to Wendy Fritz (Campus Bookstore), Staci Seeler (Campus Bookstore), and Athi Georgiou (Technology Support Services) for their contributions to this research effort.

Is there a future for eTextbooks?

We asked students in online and Face-to-Face (F2F) business courses.

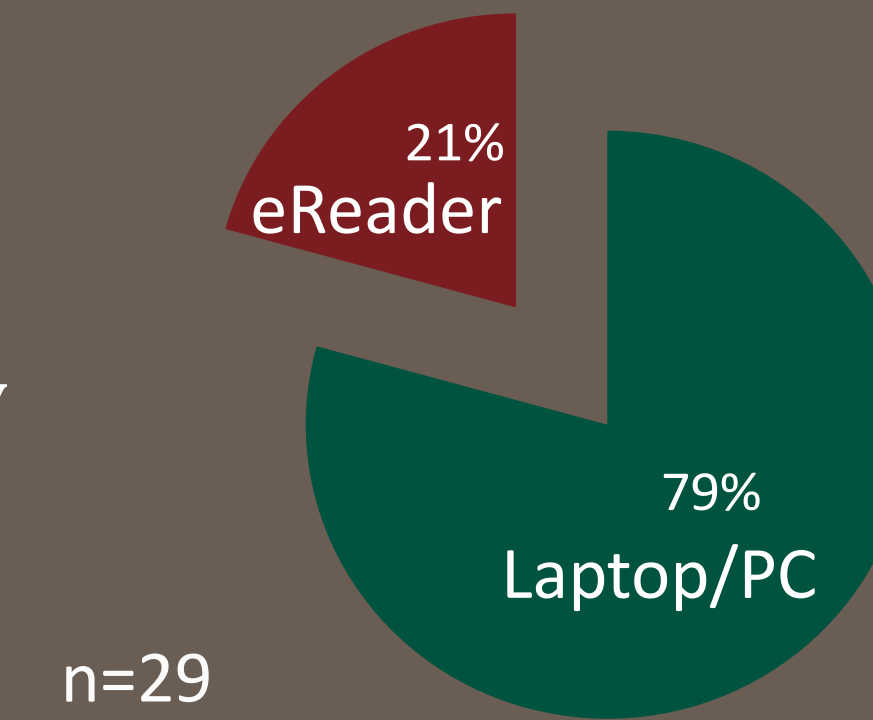
What we did:

- Free eTextbook per Student
- Pre- and Post-Surveys
- Focus Groups

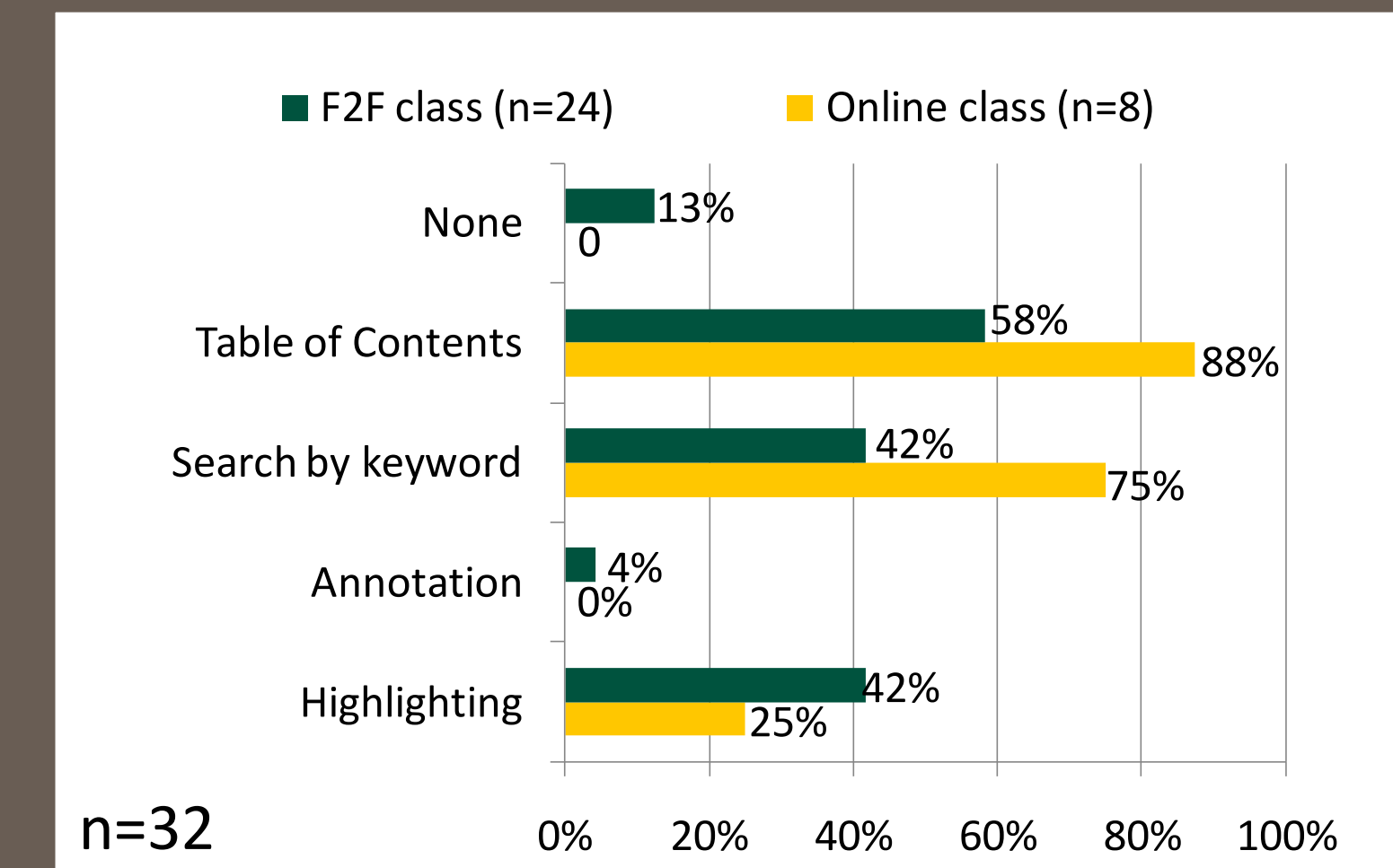
## Access & Features

What technology did you use to access your eTextbook?

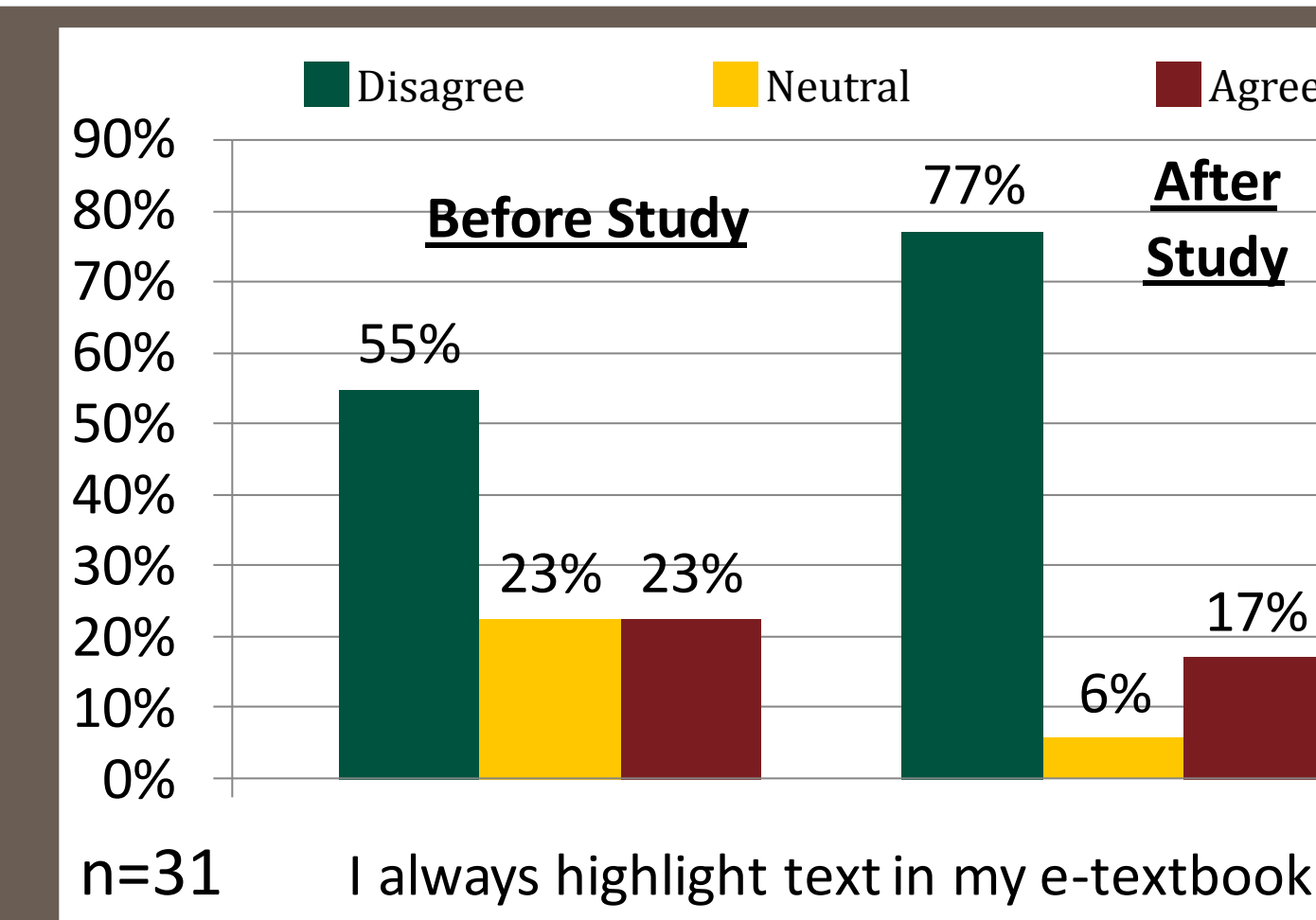
- 79% of students read the eTextbook with their laptop or PC.
- 41% owned a Smartphone; very few considered the phone to be an e-reading device.



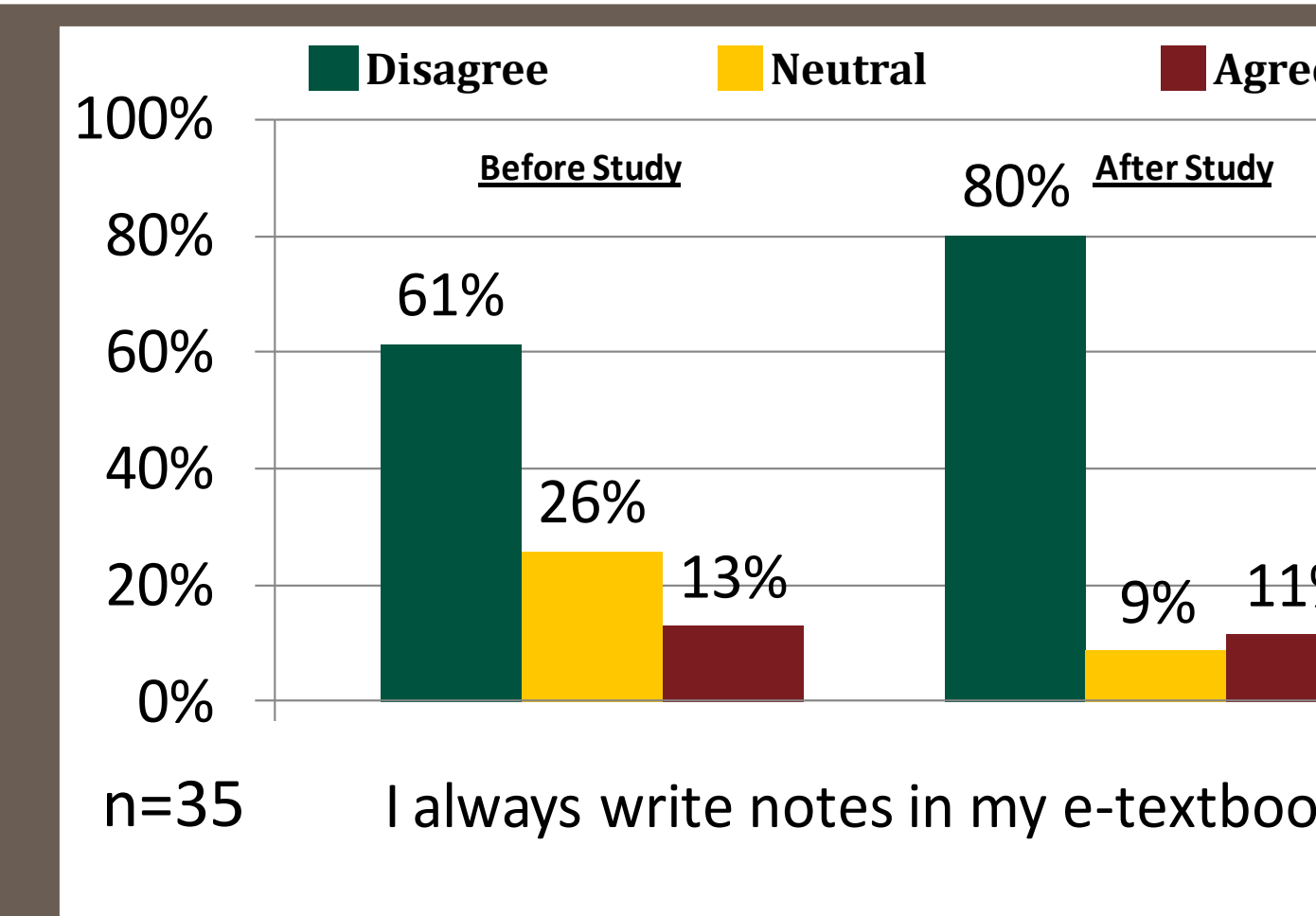
Which of the features available in your eTextbook did you use?



eTextbook Highlighting at Start/End of Study



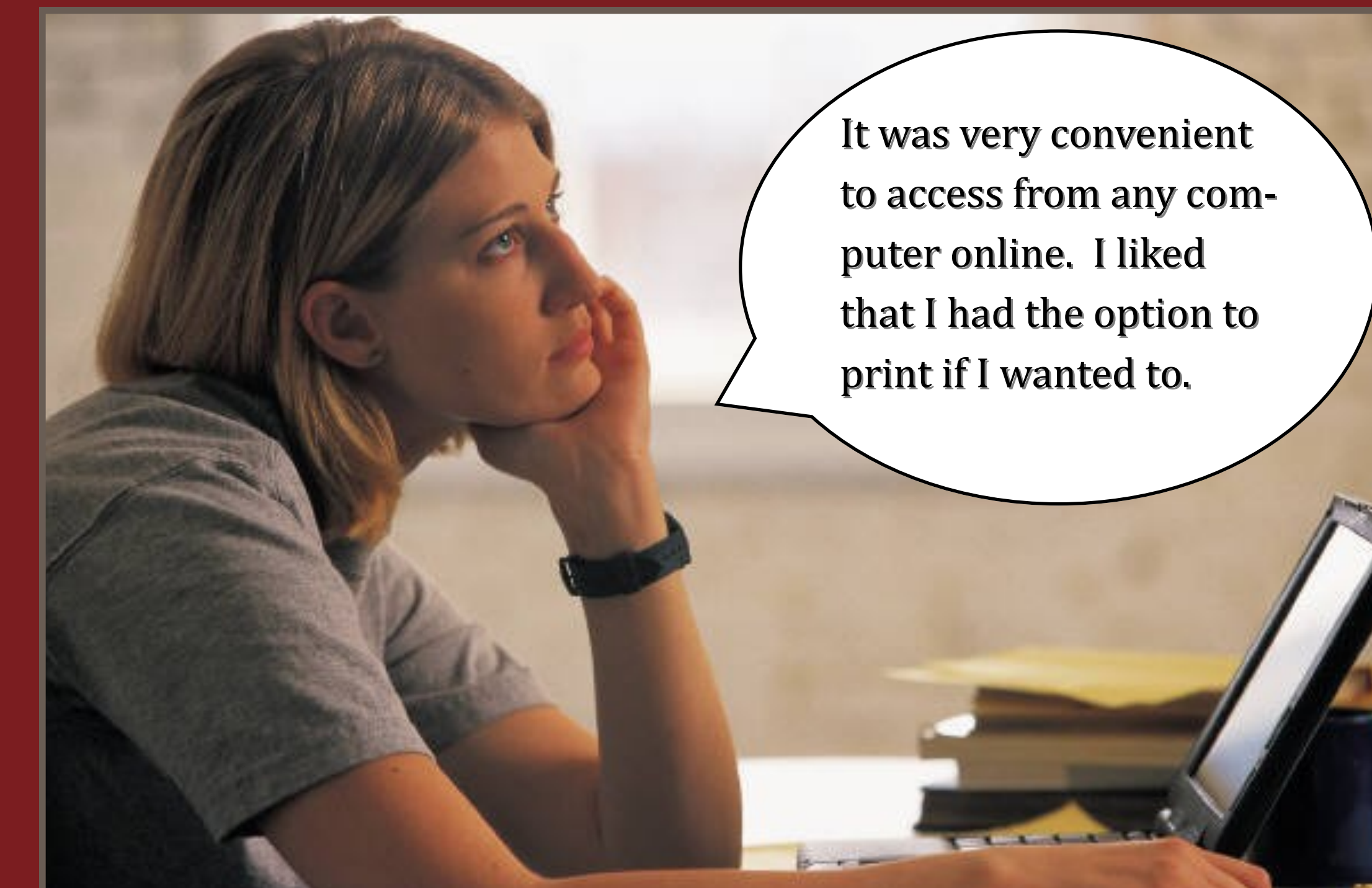
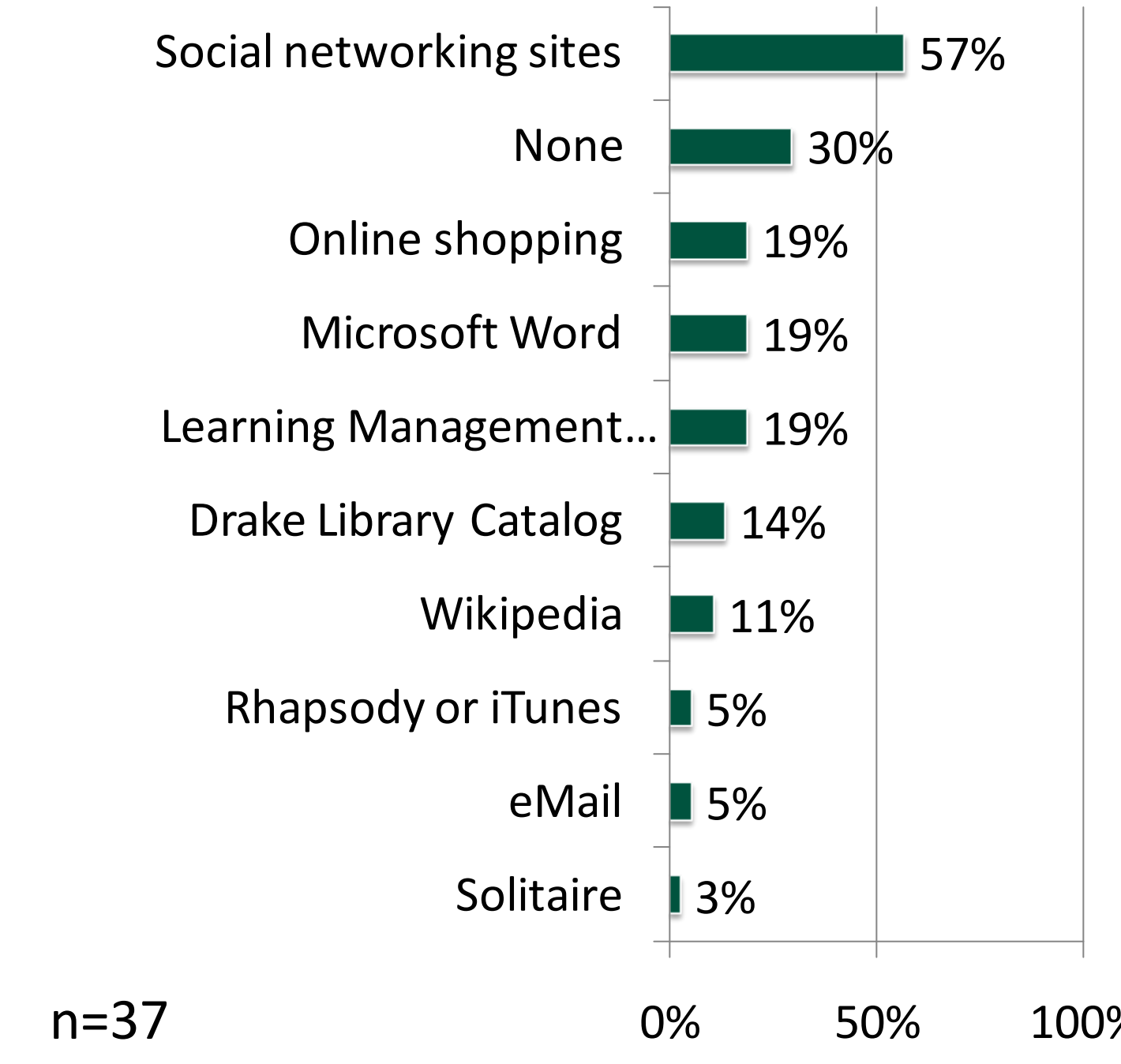
Using the note-taking feature in an eTextbook at beginning/end of study



## Multi-tasking, Printing

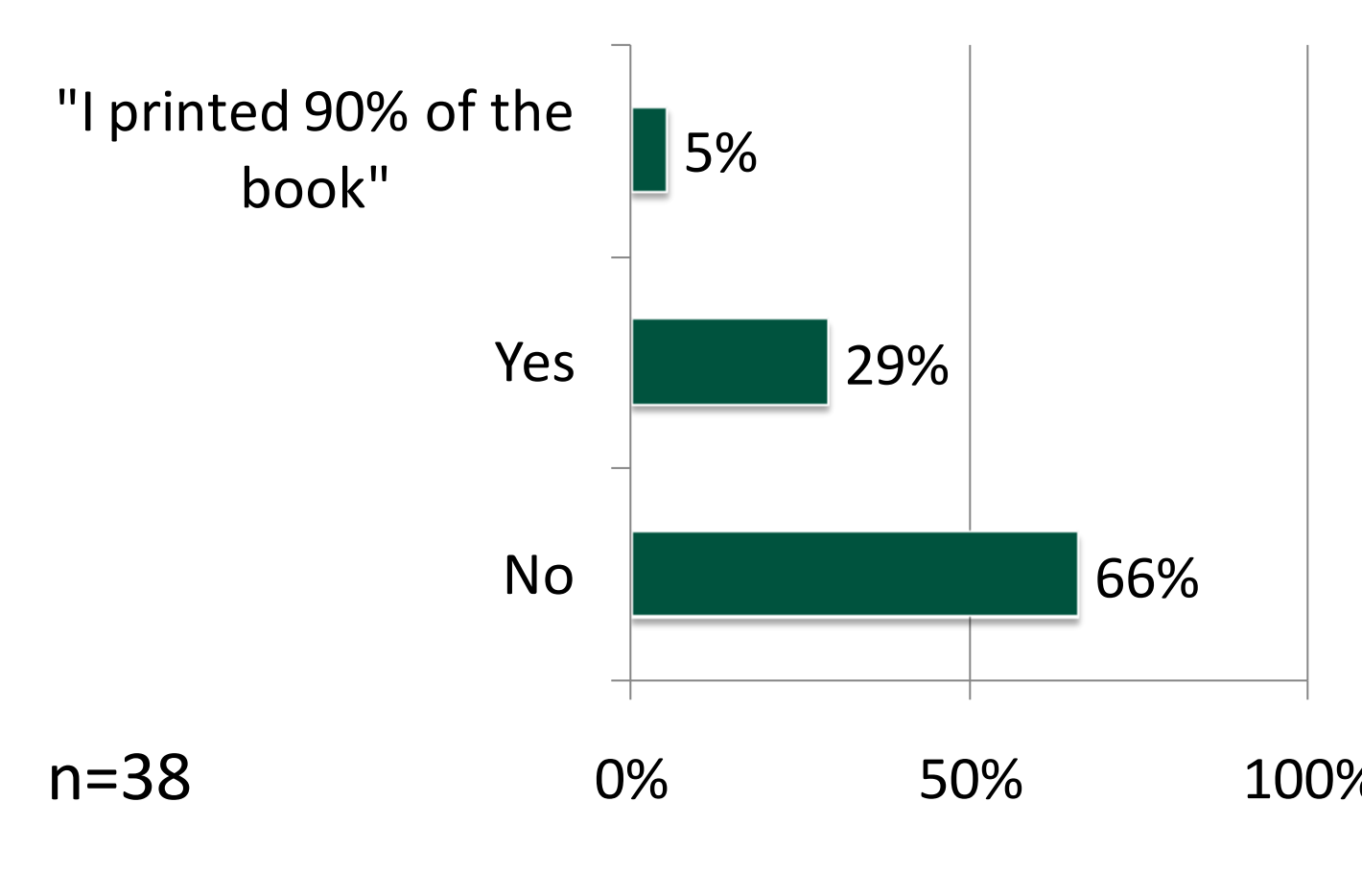
Did you access any other Internet sites or computer programs while reading your eTextbook?

- 57% of students want to "stay focused", but only 30% reported not accessing other Internet sites while reading.

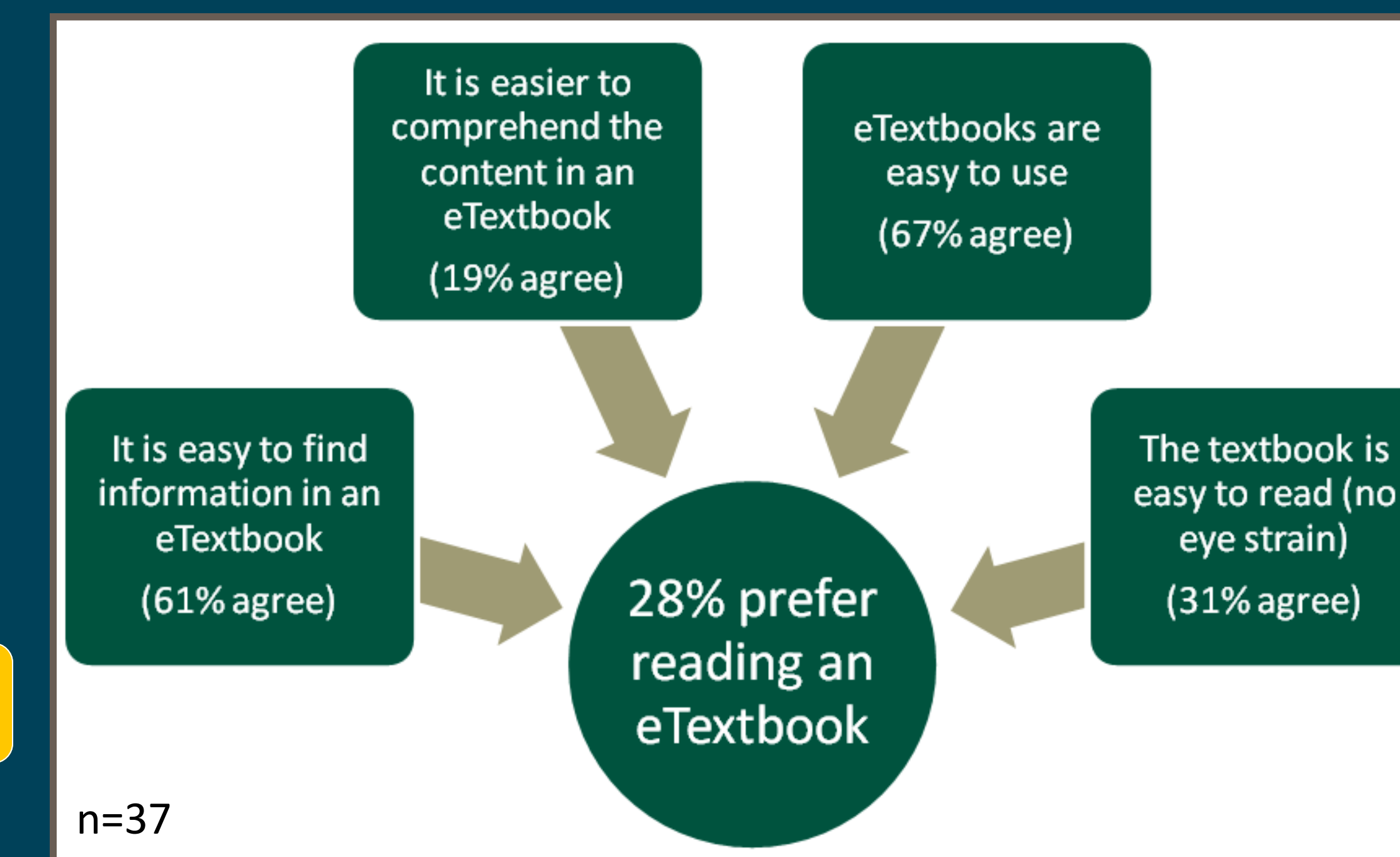
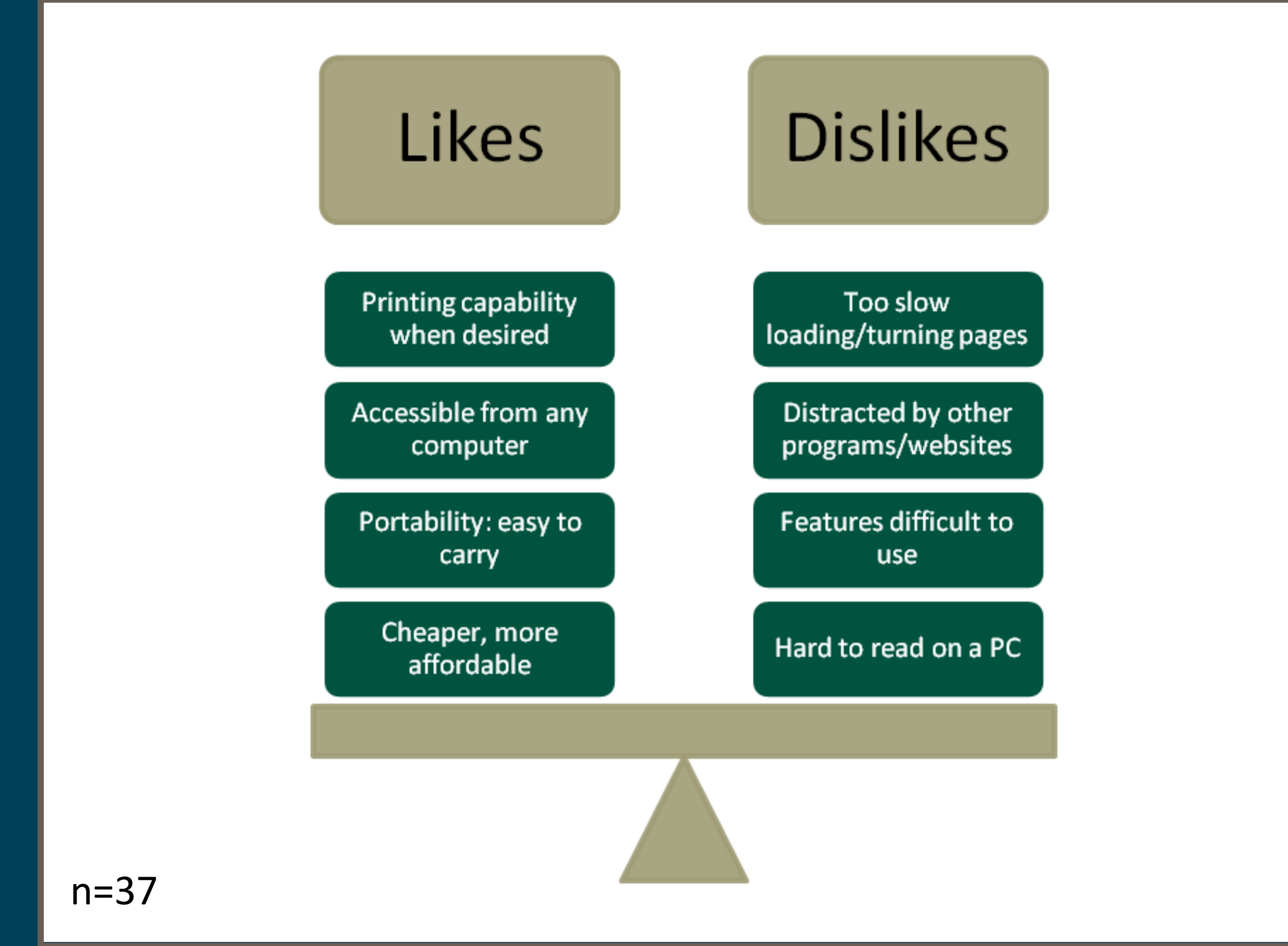


Did you print any portion of your eTextbook?

- Students printed eTextbook chapter selections to bring to class when laptops not allowed

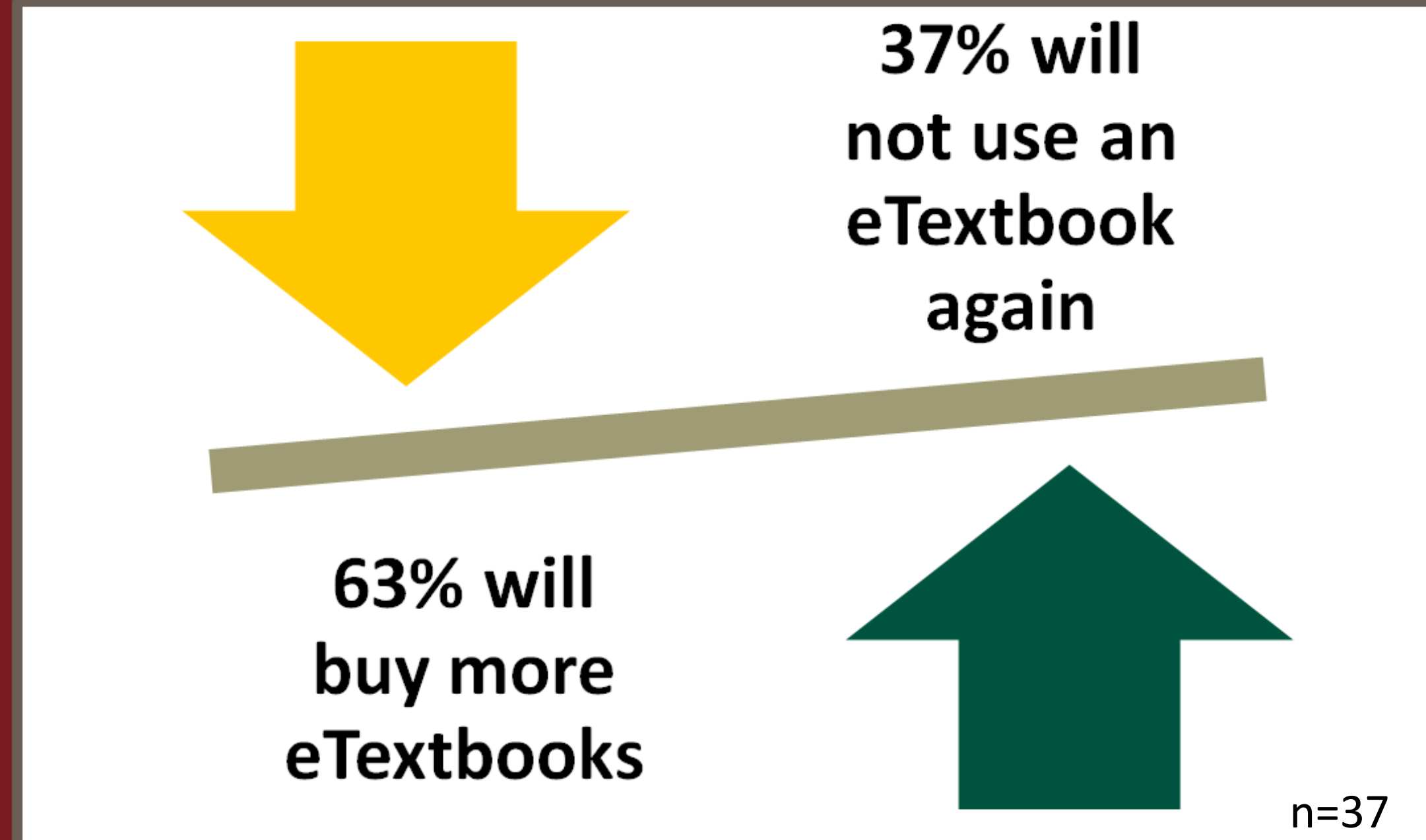


## Likes/Dislikes



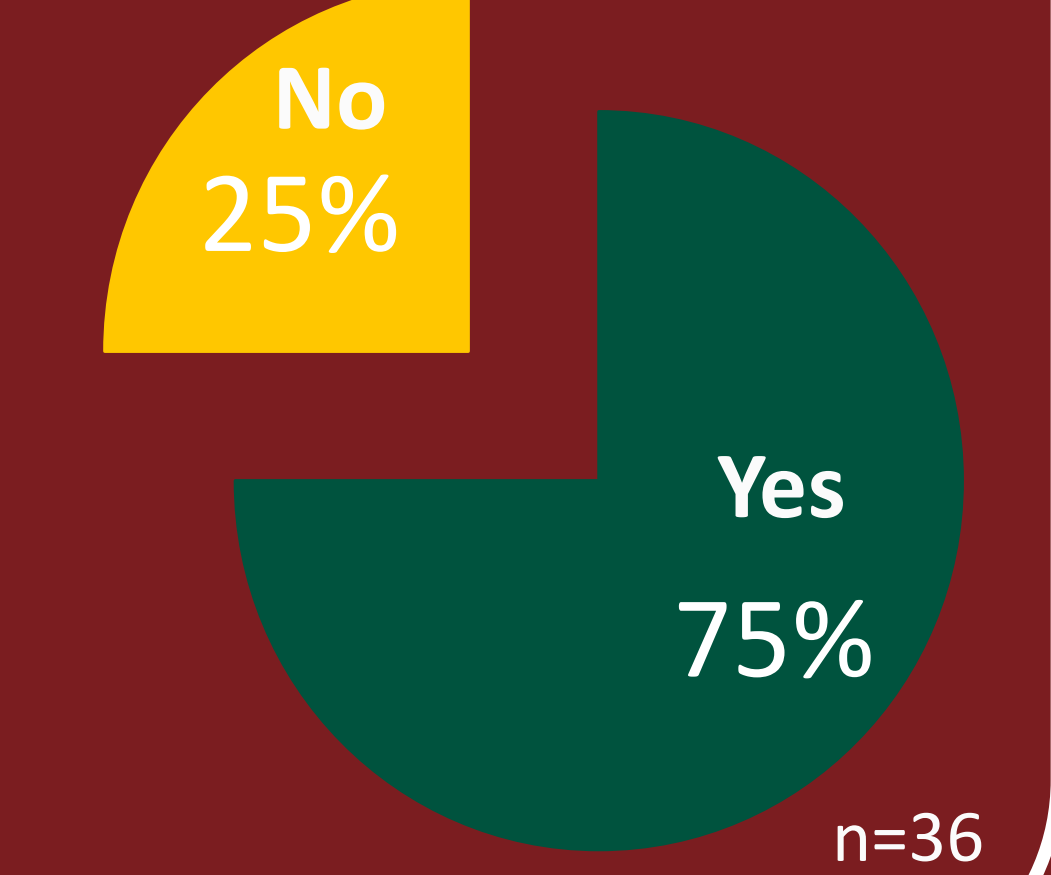
There are significant measures of correlation between "I prefer reading an eTextbook" and responses to other statements concerning eTextbook content, ease of use, ease of searching, and lack of eye strain when reading on a device with backlight.

## Will Students Read More eTextbooks?



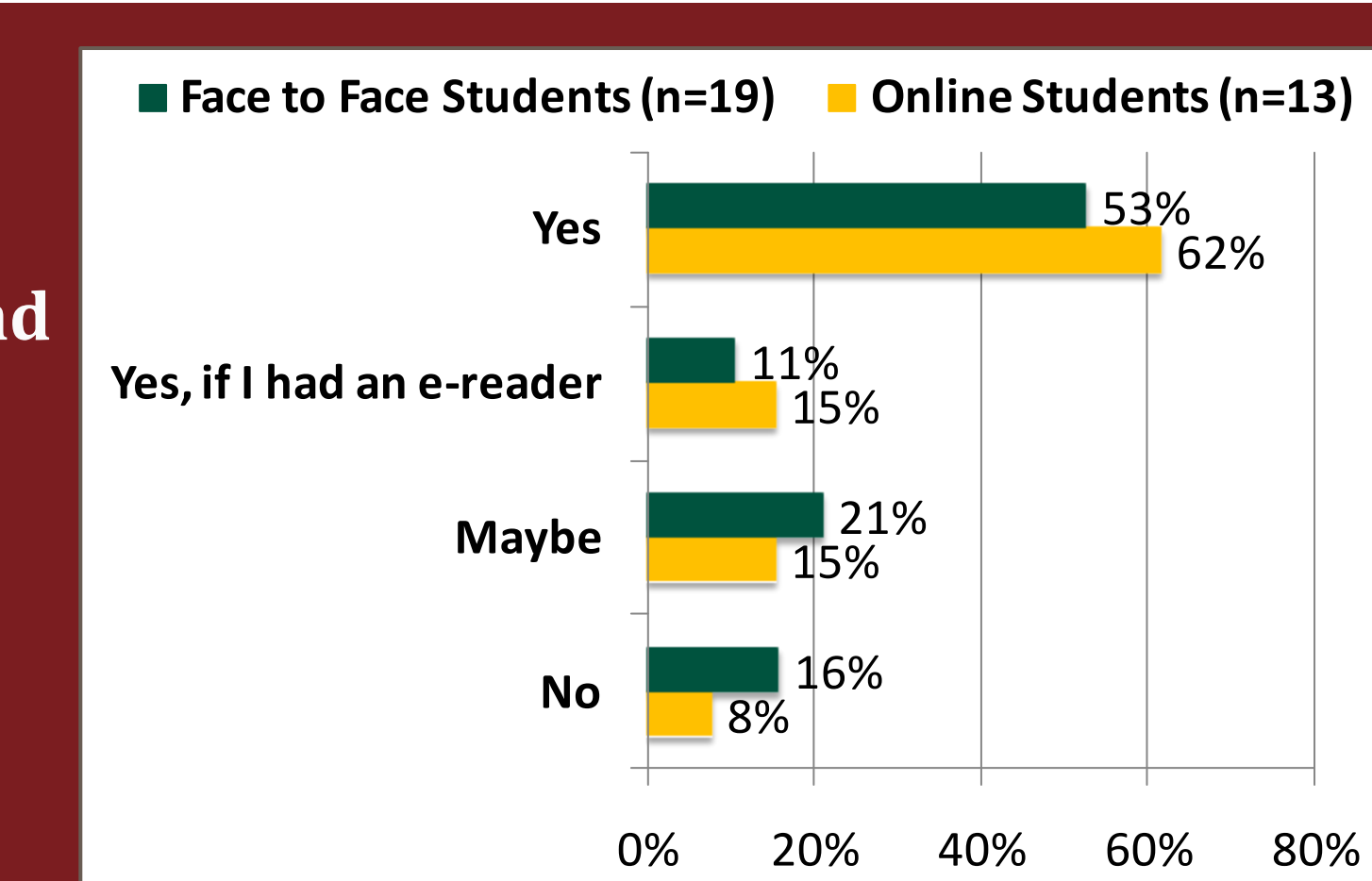
Would you recommend eTextbooks to other students?

- 63% of the students will likely buy more eTextbooks in the future as they become available.
- 75% would recommend eTextbooks to other students.



Would you want to use an eTextbook again?

- 13% of students would like to read an eTextbook on an e-reader like the Kindle or iPad.



## Implications

Faculty

- Review "No Laptop Policy"
- Consider open source eTextbooks
- Student support

IT Dept.

- WIFI demands can overwhelm
- Student support

Bookstore

- Different eTextbook platforms
- DRM policies
- Student support

Library

- Different eTextbook platforms
- Student support

Facilities

- Classroom furniture must accommodate laptops
- Power supply demands



For more information:

<http://brockport.libguides.com/ebooks>