

Marshall University

Marshall Digital Scholar

SOJMC Faculty Research

School of Journalism & Mass Communications

10-13-2021

Next Generation Open Textbooks: A Case Study

Christine R. Ingersoll

Marshall University, ingersoll@marshall.edu

Larry Sheret

Marshall University, sheret@marshall.edu

Follow this and additional works at: https://mds.marshall.edu/sojmc_faculty



Part of the [Communication Technology and New Media Commons](#), [Instructional Media Design Commons](#), [Scholarly Publishing Commons](#), and the [Scholarship of Teaching and Learning Commons](#)

Recommended Citation

Ingersoll, Christine and Larry Sheret. "Next Generation Open Textbooks: A Case Study." West Virginia Library Association Fall Conference. Daniels, WV, October 13, 2021.

This Presentation is brought to you for free and open access by the School of Journalism & Mass Communications at Marshall Digital Scholar. It has been accepted for inclusion in SOJMC Faculty Research by an authorized administrator of Marshall Digital Scholar. For more information, please contact zhangj@marshall.edu, beachgr@marshall.edu.

NEXT GENERATION OPEN TEXTBOOKS: A CASE STUDY

WVLA Annual Conference: Oct 13, 2021

Christine Ingersoll, Marshall University School of Journalism & Mass Communications

Larry Sheret, Marshall University Libraries

A photograph of a brick wall with a sign that reads "MARSHALL UNIVERSITY". The sign is mounted on a brick wall and is illuminated by two small black spotlights. In the background, there are green bushes and a building.

MARSHALL UNIVERSITY

Scholarly Communication

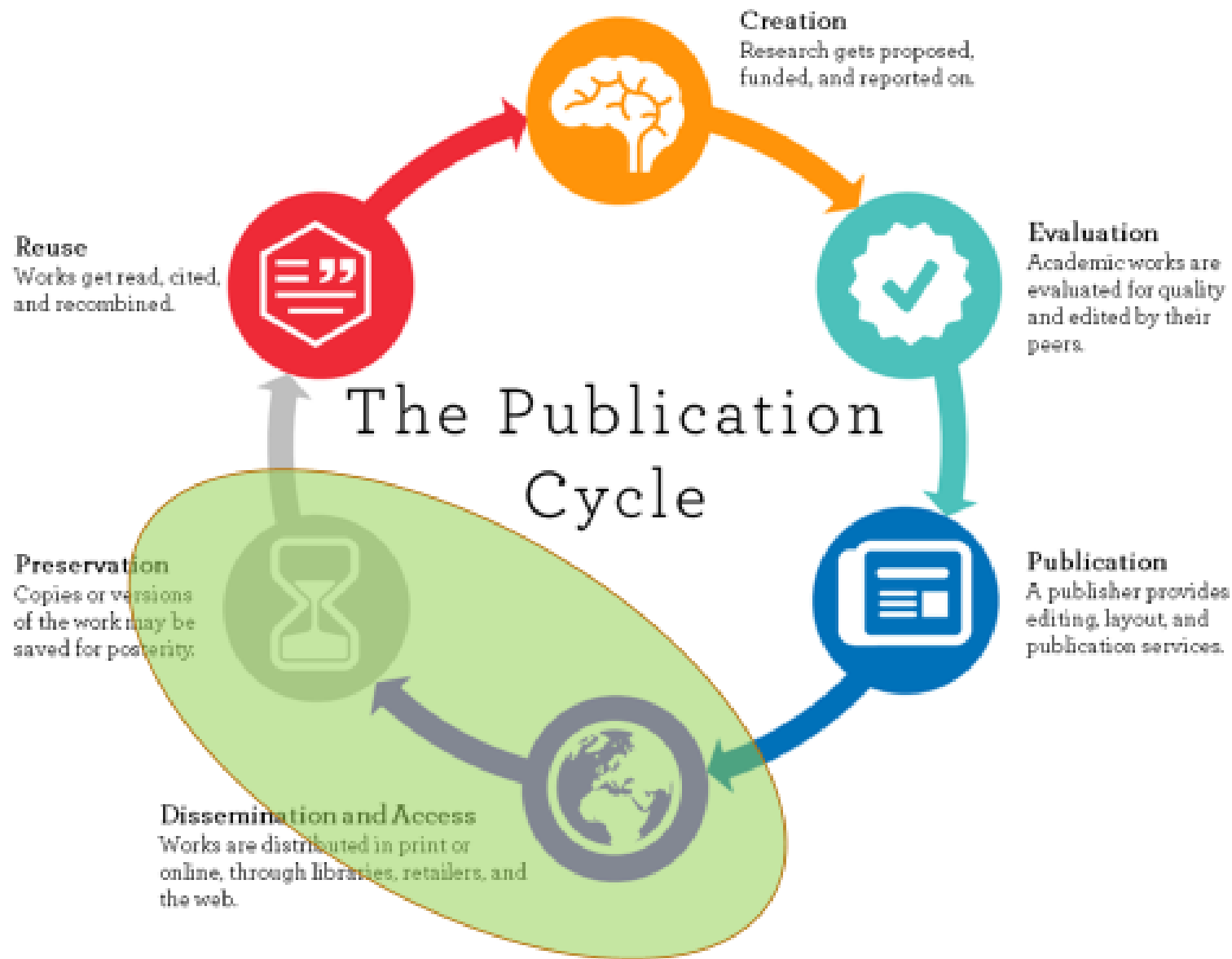
“The system through which research and other scholarly writings are created, evaluated for quality, disseminated to the scholarly community, and preserved for future use.”

<https://acrl.libguides.com/scholcomm/toolkit>

Schematic:

<https://library.uwinnipeg.ca/scholarly-communication/index.html>





Libraries traditionally focused on secondary and tertiary information sources. Primary sources were the domain of researchers and publishers.

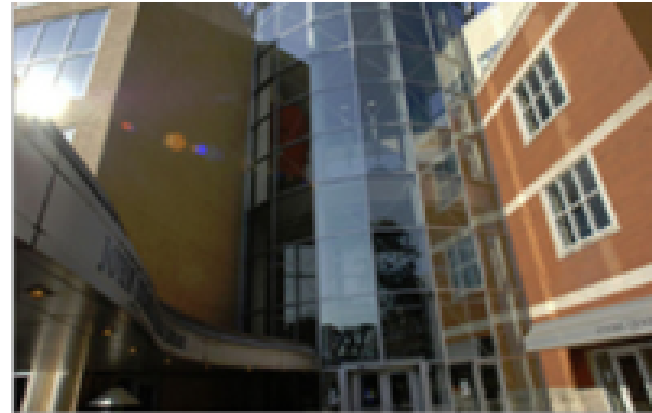
This diagram, "Scientific Literature" by K. Subramanyam (p.394) originated from Encyclopedia of Library and Information Science (New York, 1979, Allan Kent and Harold Lancour, eds.). A copy of the diagram can be found at <http://www.unm.edu/~unmvclib/handouts/scienceresearchpublication.jpeg>



Five Sections in MDS Support Publication of Primary Source Information

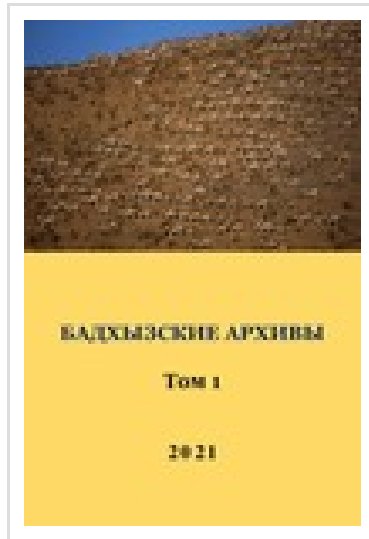
Browse Research and Scholarship [Follow](#)

- [Administration](#)
- [Colleges, Schools and Institutes](#) ↑
- [University Archives](#)
- [Library Special Collections](#)
- [MDS SelectedWorks/Author Gallery](#) ↑
- [Researcher Gallery](#)
- [Journals and peer-reviewed series](#) ↑
- [Open Educational Resources](#)
- [Theses, Dissertations and Capstones](#) ↑↑
- [Conferences and Events](#) ↑
- [Organizations](#)



Marshall University faculty and staff, if you would like to have your scholarship or research loaded to Marshall Digital Scholar, [click here](#).

BOOKS PUBLISHED BY MU LIBRARIES IN MDS



Бадхызские архивы. Том 1

[Р. И. Горелова](#)

[В. Фет](#), *Marshall University*

[Follow](#)

[Download Full Text \(15.7 MB\)](#)

[Download](#)

715 DOWNLOADS

Since July 26, 2021

 **PLUMX METRICS**

Description

Gorelova, RI, Fet V, editors. *The Badkhyz Archives, Vol. 1*. Huntington, WV: Marshall University Libraries; 2021. 444 p.

This volume compiles memoirs and research information about the unique Badkhyz Natural Reserve, now in Turkmenistan, formerly at the southernmost point of the USSR. Established in 1941, the Reserve—nicknamed a Serengeti of Central Asia—housed

BOOKS PUBLISHED BY MU LIBRARIES IN MDS



Design Thinking Portfolio

[Christine Ingersoll](#), *Marshall University*

[Follow](#)

[Download Full Text \(919 KB\)](#)

[Download](#)

131 DOWNLOADS

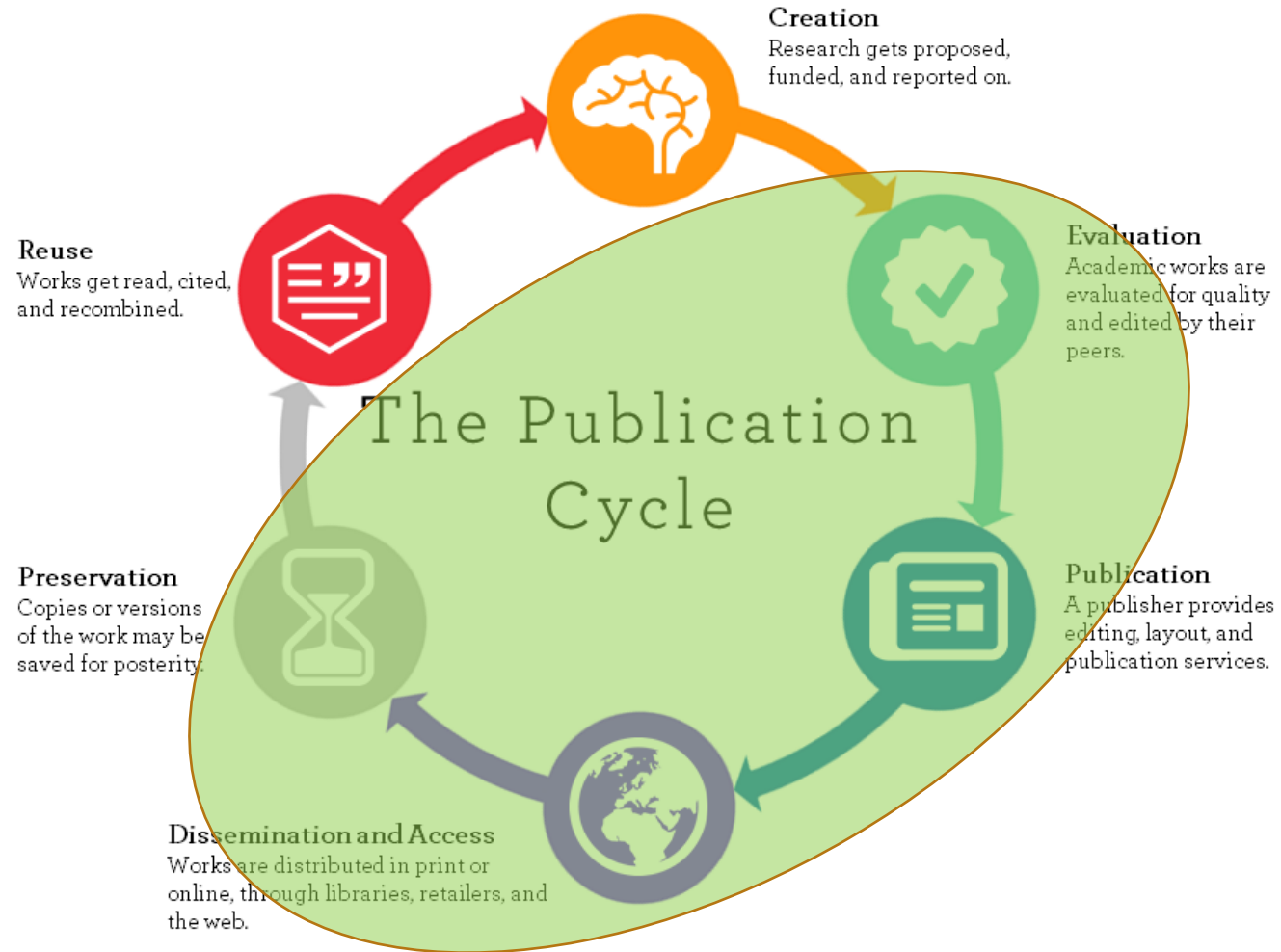
Since August 24, 2021

 PLUMX METRICS

Description

The Design Thinking Portfolio engages students in the design thinking process through problem-based and collaborative learning. The portfolio project starts with compiling things that students wish were better, then having them work across the spectrum of design thinking to sell their ideas through team pitches. Students use a design thinking mindset to solve a regional social or civic issue as social entrepreneurs. Coming together and sharing their own diverse backgrounds forces students to think outside of their own views to create an open and innovative solution. The portfolio project

The Library has Become a Publisher



Ralph May

...is senior at Marshall University studying graphic design with a minor in public relations. He has special interests in design thinking, user experience, and branding. Aside from his design work he is heavily involved in Student Government and the local chapter of Public Relations Student Society of America. Ralph's role in this project focuses on planning, branding and design. Through a Marshall University summer research grant, Ralph served as one of two students interns in addition to completing a semester long independent study on this project.

Larry Sheret

...is the Scholarly Communication & Open Educational Resources Librarian at Marshall University. His focus has been on working with faculty to participate in open access publication by posting their scholarly publications in Marshall Digital Scholar (MDS), Marshall's open access institutional repository. He works to ensure that publisher's copyright requirements are honored while encouraging faculty to exercise their right to make their pre-published manuscripts available online. Professor Sheret also works with faculty to improve their students' information literacy skills so they can find the best information in the shortest period of time. He has worked at MU since 2011 and prior to that he worked at Western State College in Colorado and Central Arizona College in Arizona. Larry's role in this project focuses on editing, copyright and Open Educational Source guidance.

Monisha Gupta

...is an Assistant Professor in the Marketing, MIS and Entrepreneurship Department at the Brad D. Smith School of Business and is the Director of the BB&T Center for Leadership at the Lewis College of Business at Marshall University. She holds over twenty years of experience in the service industry ranging from hospitality retail, advertising, entrepreneurship and public relations to consulting and operating sales franchisee. She also worked in product management, market development and personal selling. Her work includes developing and launching new products, as well as creating value chains. Monisha's role in this project focuses on student and faculty user research in addition to product marketing.

Chris Ingersoll

...is an Associate Professor of Advertising and Design in the W. Page Pitt School of Journalism and Mass Communications at Marshall University. After twenty years working as a designer, Chris embraced teaching more than sixteen years ago. A developer, teacher and reviewer of traditional and online courses, she is currently working on two student-centered, non-traditional textbooks or experience networks for open source delivery. Chris's role in this project focuses on product development, student user research, student mentorship, course development, design and is the author.

the team

“It’s not a textbook.
It’s an experience network.”

a student-centered product

prototype
takes a team
academic compartments
not a textbook

} production

research
(do faculty want it)

a faculty-centered product

OER (open educational resource)
living digital document
support

} publishing

feasibility
(it can happen financially)

design is crucial

content chunking
instructive and direct visuals
limited and direct text
short, specific instructional videos
scaffolding

} design

viability
(we can do it)

student needs

problem-based learning
interdisciplinary
multimodal
authentic assignments
continual access

} content creation

desirability
(it is wanted)

Design Across the Disciplines

Learning the value of communication
design through practice.

Will students use it?

Will users keep it?

Who is willing to fund it?

desirability
(is it wanted)

problem-based learning

interdisciplinary

multimodal

authentic assignments

continual access

content creation

Content

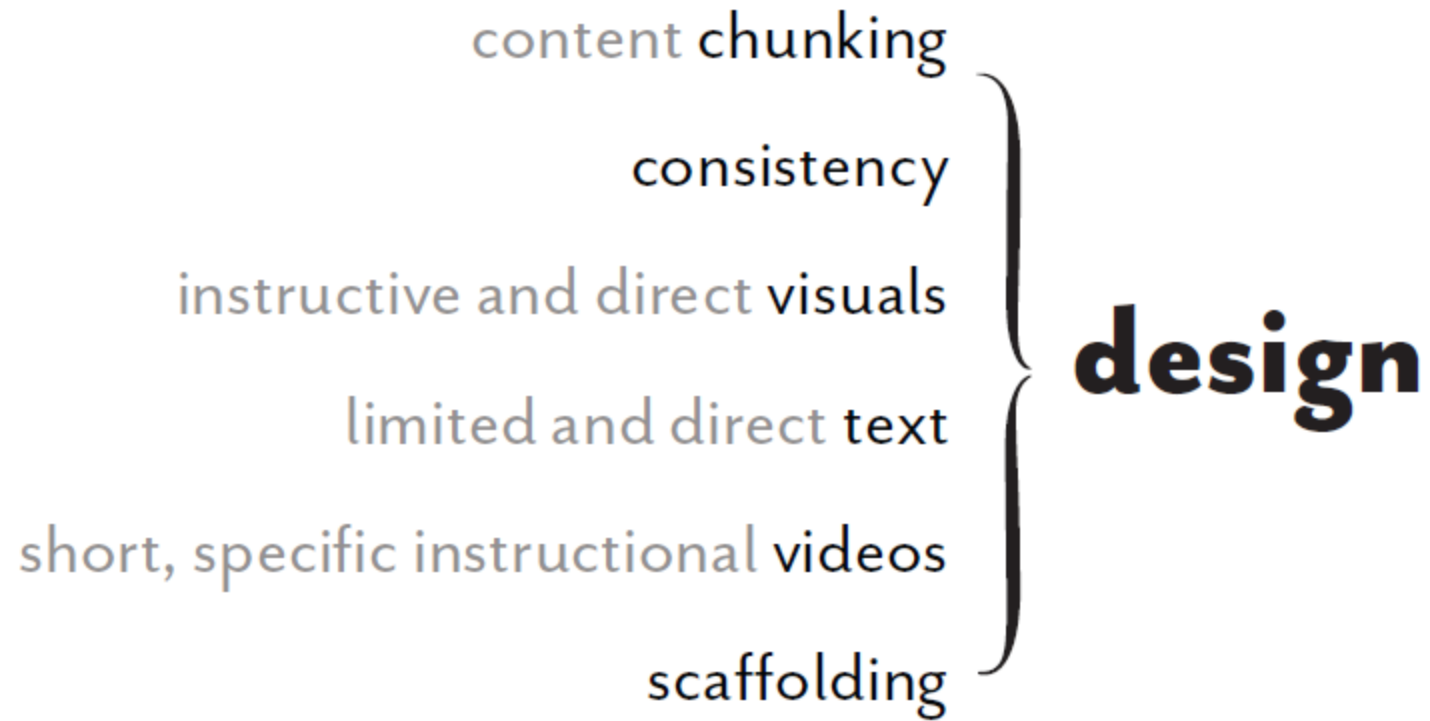
Design

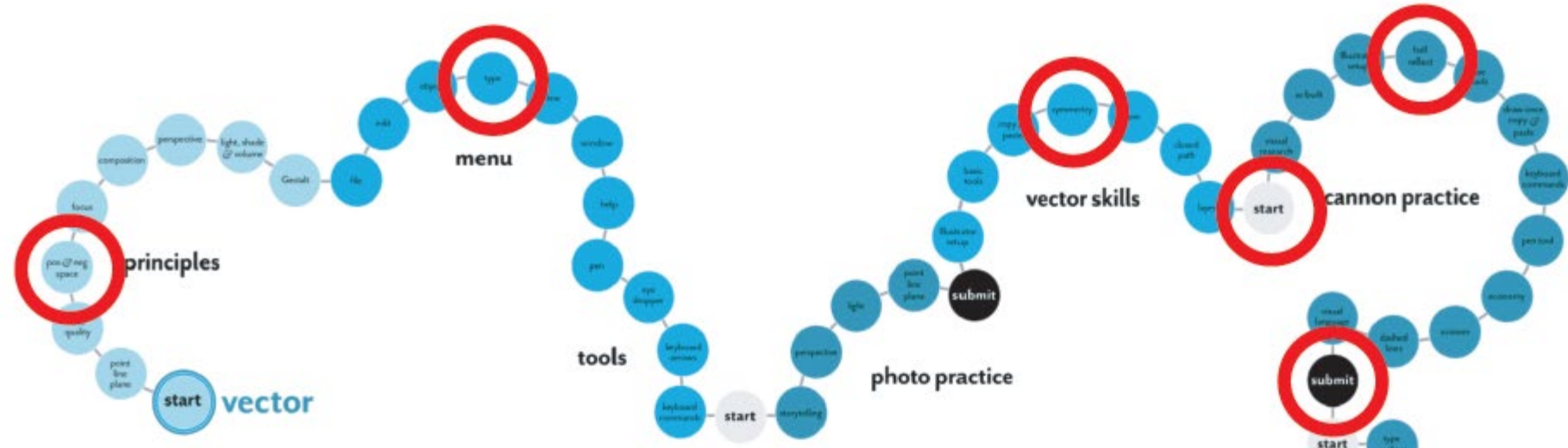
Technology

Marketing

viability

(we can do it)





design across the disciplines

- objectives
- lecture questions
- exercises
- practices
- lab
- index



Funding

A specific product; institution and professor

Tenure and promotion

feasibility
(it can happen financially)

OER (open educational resource)

living digital document

support

publishing

Rewind; revisit the situation

Reuse existing data

Challenge; Retain integrity

Restrain, who and what is holding back this change

Results of qualitative study with faculty (Fall 2020)

Revise or release?

research

(how they react)

prototype
takes a team
academic compartments
not a textbook

production

“It’s not a textbook.
It’s an experience network.”

“It’s not a textbook.
It’s an experience network.”

a student-centered product

prototype
takes a team
academic compartments
not a textbook

} production

research
(do faculty want it)

a faculty-centered product

OER (open educational resource)
living digital document
support

} publishing

feasibility
(it can happen financially)

design is crucial

content chunking
instructive and direct visuals
limited and direct text
short, specific instructional videos
scaffolding

} design

viability
(we can do it)

student needs

problem-based learning
interdisciplinary
multimodal
authentic assignments
continual access

} content creation

desirability
(it is wanted)

Design Across the Disciplines

Learning the value of communication
design through practice.

questions?
(can we ask some?)