

Feb 8th, 10:10 AM - 10:55 AM

## Accounting for Taste: An eTextbook Experiment

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Online Northwest 2013  
February 8, 2013



# Accounting for Taste:

An eTextbook Experiment

Cheryl Cuillier, Instructional Librarian

&

Jason Dewland, Research Services Librarian



# Outline

eTextbook Landscape

Background of UA's Pilot Project

Functionality of Courseload

Surprises

Data

Takeaways

The image shows a 'Monthly Budget' spreadsheet with a black pen resting on it. The spreadsheet is tilted and shows the following data:

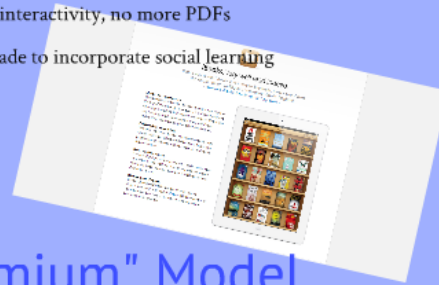
Monthly Budget		Projected Cost	Actual Cost	Difference
PROJECTED MONTHLY INCOME		€ 1,500.00	€ 1,400.00	€ 100.00
ACTUAL MONTHLY INCOME		€ 60.00	€ 100.00	€ (40.00)
HOUSING		€ 50.00	€ 60.00	€ (10.00)
Mortgage or rent		€ 200.00	€ 180.00	€ 20.00
Phone		€ 50.00	€ 48.00	€ 2.00
Electricity				
Gas				
Water and sewer				
Cable				
Waste removal				
Insurance or repairs				

# eTextbook Landscape

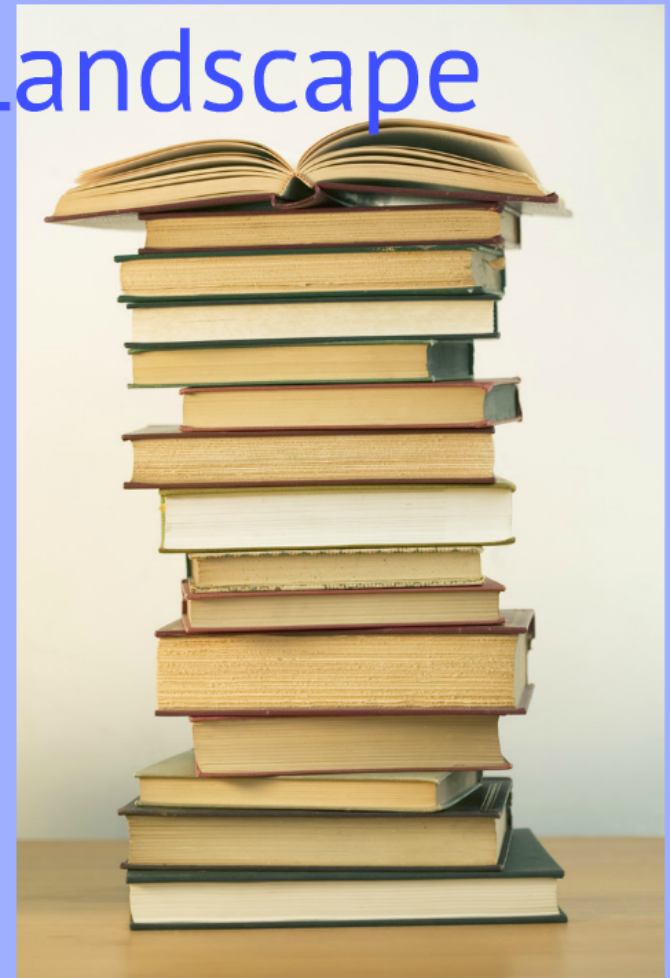
## Competing Platforms



Publishers increasing interactivity, no more PDFs  
Attempts are being made to incorporate social learning



"Freemium" Model

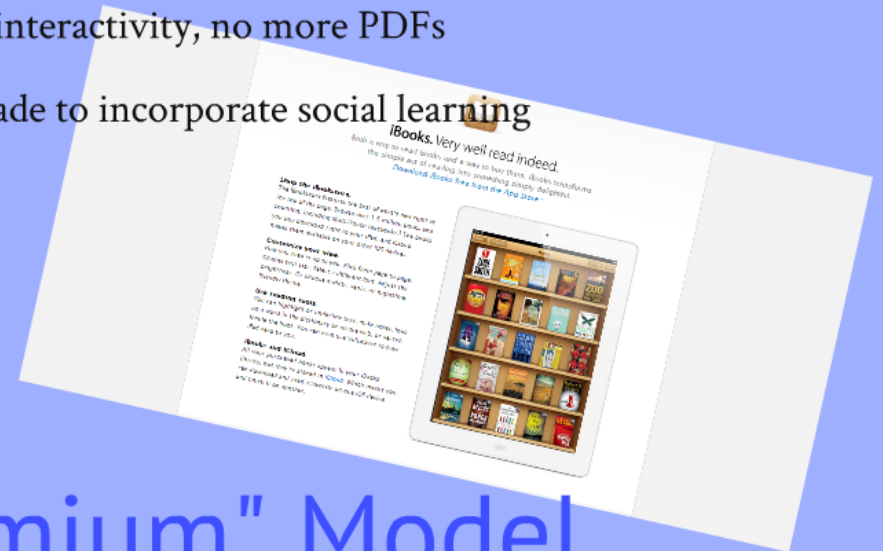


# eTextboo

## Competing Platforms

Publishers increasing interactivity, no more PDFs

Attempts are being made to incorporate social learning



## "Freemium" Model

# ate social learning

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## Customize your view.

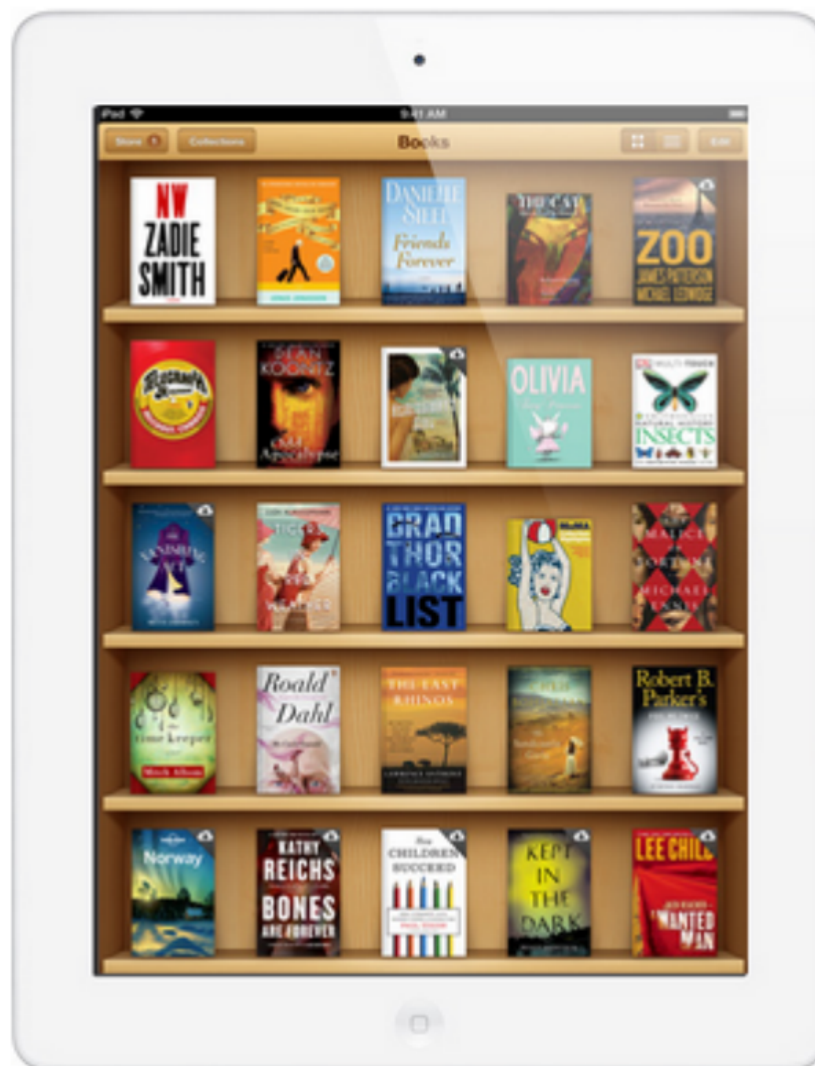
How you read is up to you. Flick from page to page. Change text size. Select a different font. Adjust the brightness. Or choose a white, sepia, or nighttime-friendly theme.

## Use reading tools.

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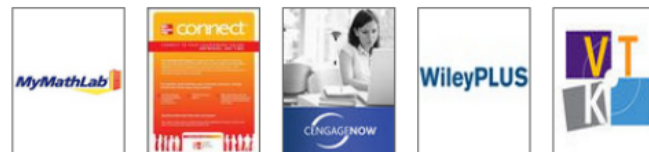
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**Customize your view.**

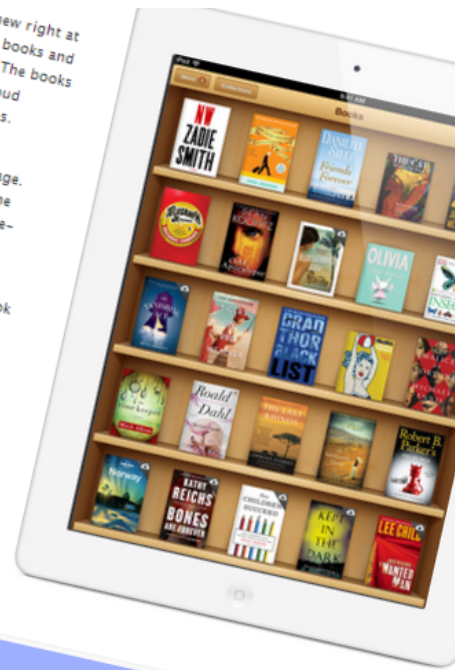
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Change text size. Select a different font. Adjust the  
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**Use reading tools.**

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and finish it on another.



# "Freemium" Model



E T E X U

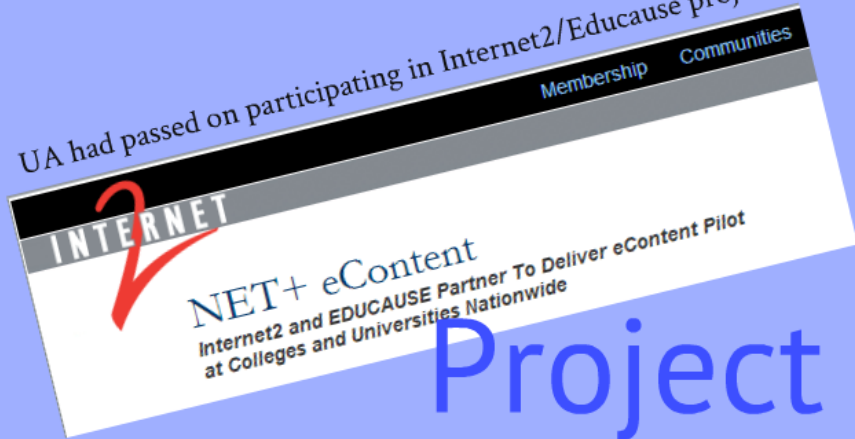
# Competing Platforms

Publishers increasing interactivity, no more PDFs

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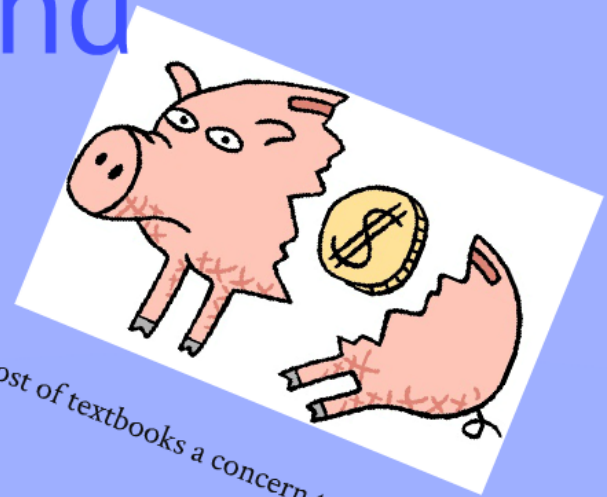


UA had passed on participating in Internet2/Educause project



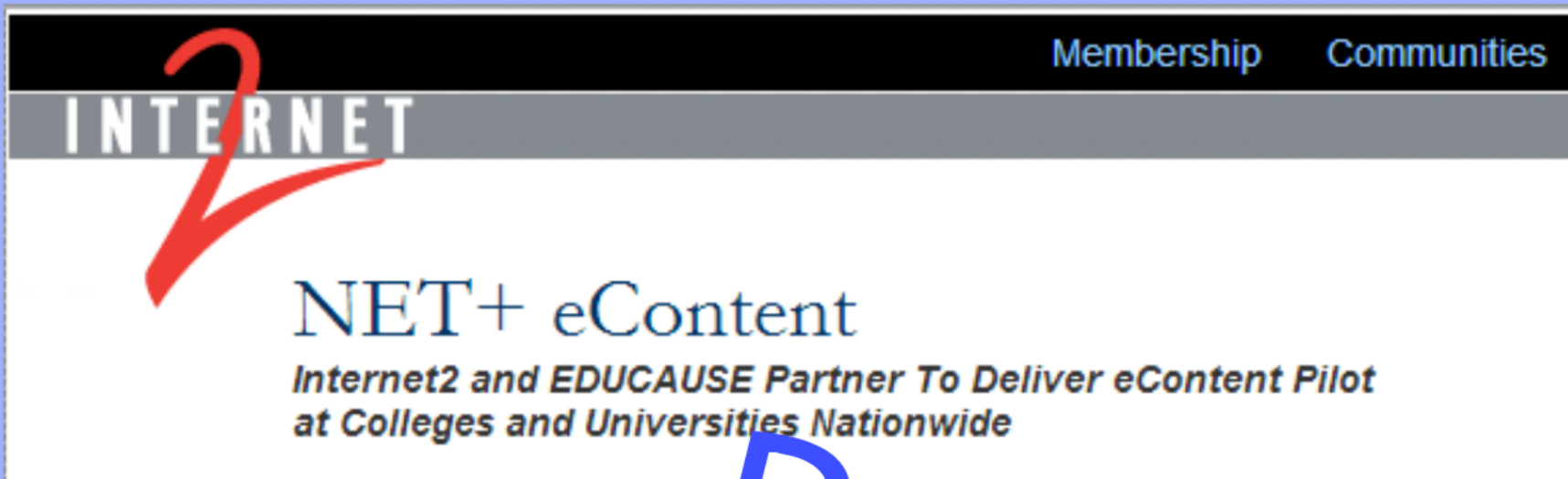
# Project Background

Work closely with the professor



High cost of textbooks a concern to students

UA had passed on participating in Internet2/Educause project



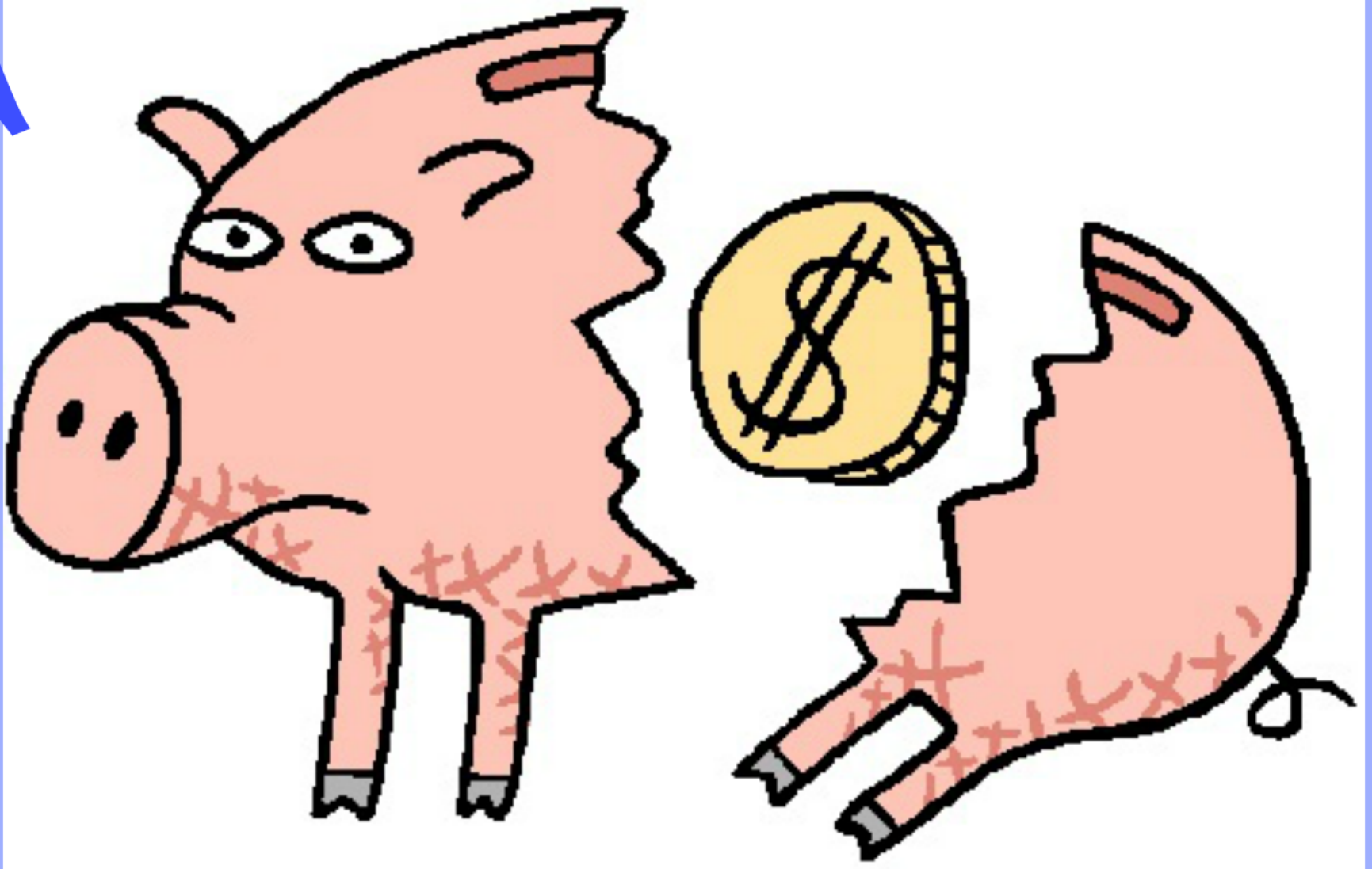
The screenshot shows a website header with a black bar containing the text "Membership" and "Communities" in white. Below this is a grey bar with the word "INTERNET" in white. A large, stylized red number "2" is overlaid on the left side of the page. The main content area is white and features the text "NET+ eContent" in a large blue font. Below this, in a smaller black font, is the text: "Internet2 and EDUCAUSE Partner To Deliver eContent Pilot at Colleges and Universities Nationwide".

Project Back

Work closely with the pro



nd



High cost of textbooks a concern to students

Work closely with the professor



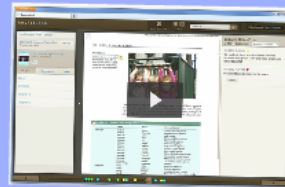
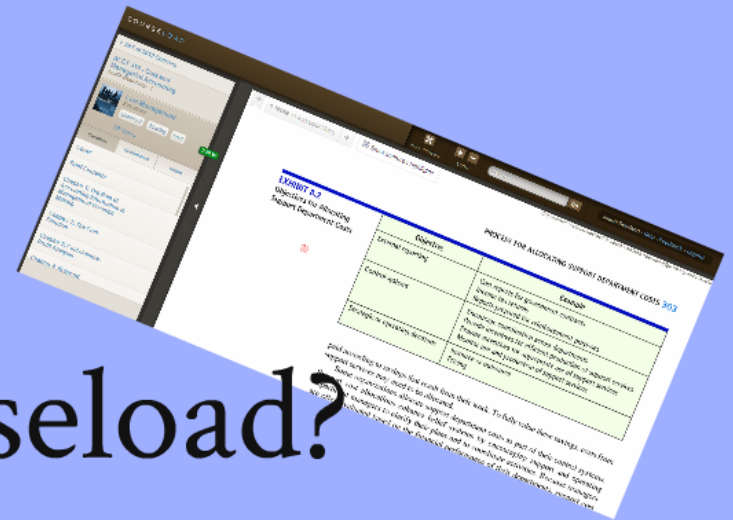
Dr. Leslie Eldenburg



Met with her four times  
prior to first day

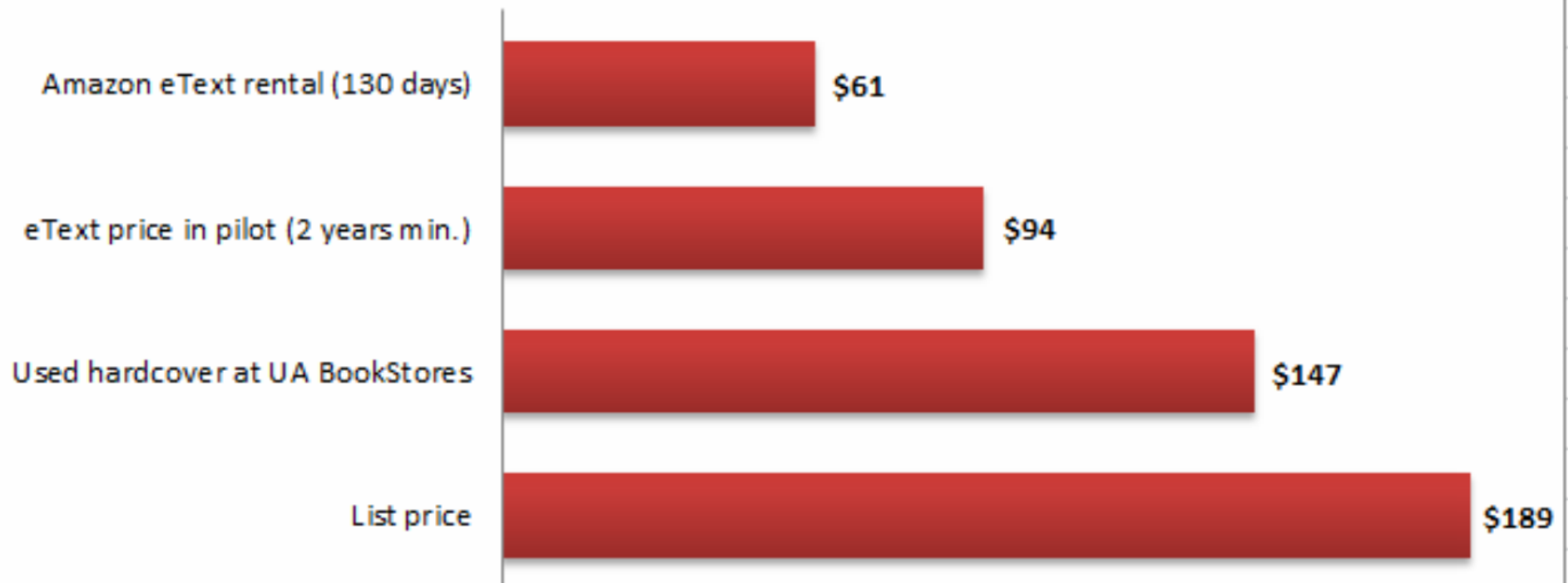


# What is CourseLoad?



Developed with Indiana University

## Textbook prices





Firefox - CourseLoad

COURSELOAD

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Showing Notes From: Me | Instructor | Select a Classroom

9/7/2012 9:40 AM  
Do you think there are similarities between humans and apes? There are many arguments for and against.

9/7/2012 9:39 AM  
Important to understand for the exam  
exam4

132 PART II The Place in Nature

FIGURE 5.18  
Children playing on so-called monkey bars. Being able to hang by one's arms is a trait shared by apes and humans, but not as often in monkeys.



Classification and Evolutionary Relationships: Many different types of hominoids have lived on earth in the past 20 million years. Today we have only the representatives of a few surviving species from this clade. In fact, widespread groups (Table 5.2). Living hominoids are divided into three categories: the

TABLE 5.2 Species of Living Hominoids

Genus	Species	Common Name(s)
Lesser ape	<i>Haplorhina</i>	Western lowland gibbon
	<i>Haplorhina</i>	Eastern lowland gibbon
	<i>Haplorhina</i>	Agile gibbon
	<i>Haplorhina</i>	Mountain gibbon
	<i>Haplorhina</i>	White-headed gibbon
	<i>Haplorhina</i>	Javan silver gibbon
	<i>Haplorhina</i>	Grey-headed gibbon
	<i>Haplorhina</i>	Plains (crested) gibbon
	<i>Haplorhina</i>	Black crested gibbon
	<i>Haplorhina</i>	Yellow cheeked crested gibbon
Great ape	<i>Homininae</i>	Sumatran black crested gibbon
	<i>Homininae</i>	White-headed crested gibbon
	<i>Homininae</i>	Black crested gibbon
	<i>Homininae</i>	Canopy black crested gibbon
	<i>Homininae</i>	Sumatran orangutan
	<i>Homininae</i>	Bornean orangutan
	<i>Homininae</i>	Mountain gorilla
	<i>Homininae</i>	Western lowland/Crete River gorilla
	<i>Homininae</i>	Sumatran orangutan
	<i>Homininae</i>	Bornean orangutan

<http://www.courseload.com/overview/>

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# Surprises!



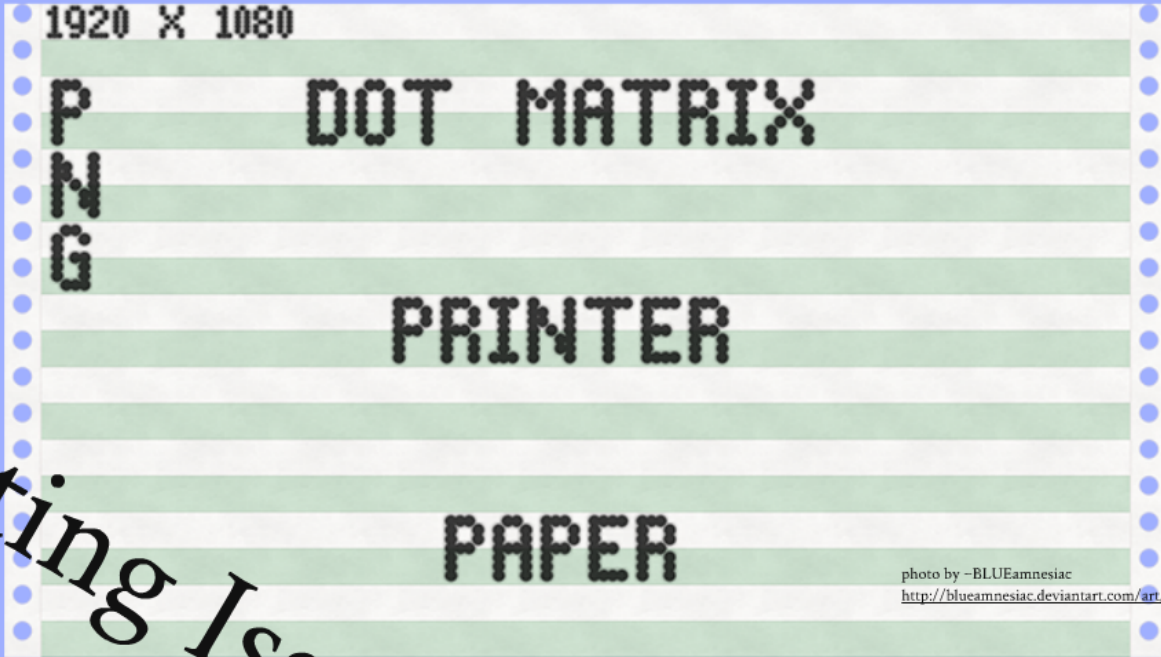
Photo by Snowflakes  
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# Changes in License

offline app issues

# Browser Issues



Blackboard

Printing Issues

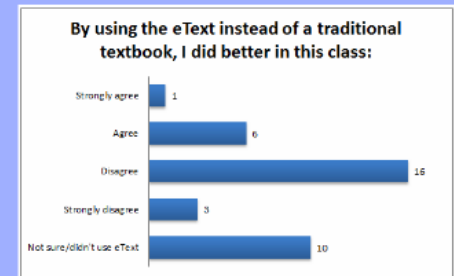
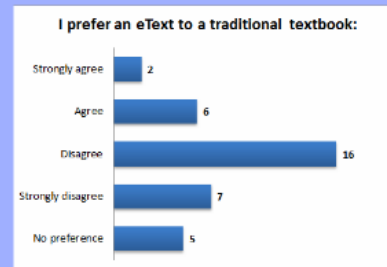
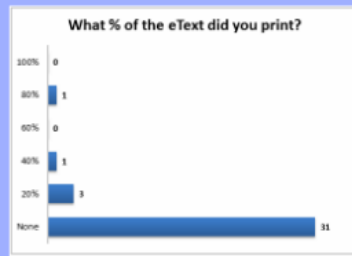
photo by -BLUEamnesiac  
<http://blueamnesiac.deviantart.com/art/Dot-Matrix-Printer-Paper-258063562>

# Results

## Usage Statistics

Usage Data from Courseload		
ACCT 310, Section 1		
	Students	Instructors <sup>1</sup>
# of people in role	53	3
Total pages viewed	11,314	894
Number of bookmarks <sup>2</sup>	1,045	164
Number of bookmarks	25	3
Number of annotations	20	56
Number of sticky notes	12	29
Number of highlights only	988	76
Number pages read offline	0	0

<sup>1</sup>Leslie Bidenburg, Cheryl Culliver, & Jason DeWard counted as Instructors  
<sup>2</sup>Markups - sum of bookmarks, annotations, sticky notes, & highlights



Data from Courseload					
U of AZ	U of MI	Cornell	U of WI	U of IN	
ACCT 310	Class 1	Class 1	Class 3	Class 3	Class 3
11,314	352	117	283	580	3
1,045	25	35	93	3	3
25	2	0	6	0	0
20	39	18	6	0	0
12	37	1	78	0	0
988	646	16	78	0	0
0	0	0	0	0	0



## Usage Data from Courseload

ACCT 310, Section 1		
	Students	Instructors <sup>1</sup>
# of people in role	53	3
Total pages viewed	11,314	393
Number of markups <sup>2</sup>	1,045	164
Number of bookmarks	25	3
Number of annotations	20	56
Number of sticky notes	12	29
Number of highlights only	988	76
Number pages read offline	0	0

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### Usage Data from Courseload

	U of AZ	U of MN	Cornell	U of WI	U of IN
	ACCT 310	Class 1	Class 1	Class 3	Class 3
Total pages viewed	11,314	352	117	283	580
# of markups	1,045	724	35	93	3
# of bookmarks	25	2	0	3	3
# of annotations	20	39	18	6	0
# of sticky notes	12	37	1	6	0
# of highlights only	988	646	16	78	0
# pages read offline	0	0	0	0	0

- Physical output method
- Market-based methods:
  - Sales value at split-off point
  - Net realizable value (NRV)
  - Constant gross margin NRV



To illustrate these methods, we use a sawmill example. The Merritt Brothers own and operate a sawmill in northern Idaho. The brothers hire loggers who cut timber and bring it to the mill, where the logs are sawed into lumber. In addition, sawdust and wood chips from the sawmill operation are glued and pressed into chipboard. Exhibit 9.3 presents the costs and revenues from this operation. The joint costs of cutting trees, debarking logs, and sawing logs into lumber are \$220 per log, which the Merritt Brothers commit to when a tree is cut down and sent to the sawmill. Revenue from lumber, the main product, is \$400. The company could sell the sawdust and wood chips for \$40. However, Merritt Brothers currently sell them to a chipboard manufacturer by gluing and pressing them into chipboard, which sells for \$46. The cost of this additional processing is \$46, and the cost of the chipboard is \$46.

Instructor's note

Close

You will need to know how to allocate costs using the four methods, so understand and practice them for the next exam.

TAGS: Exam alert

### ■ Physical Output Method

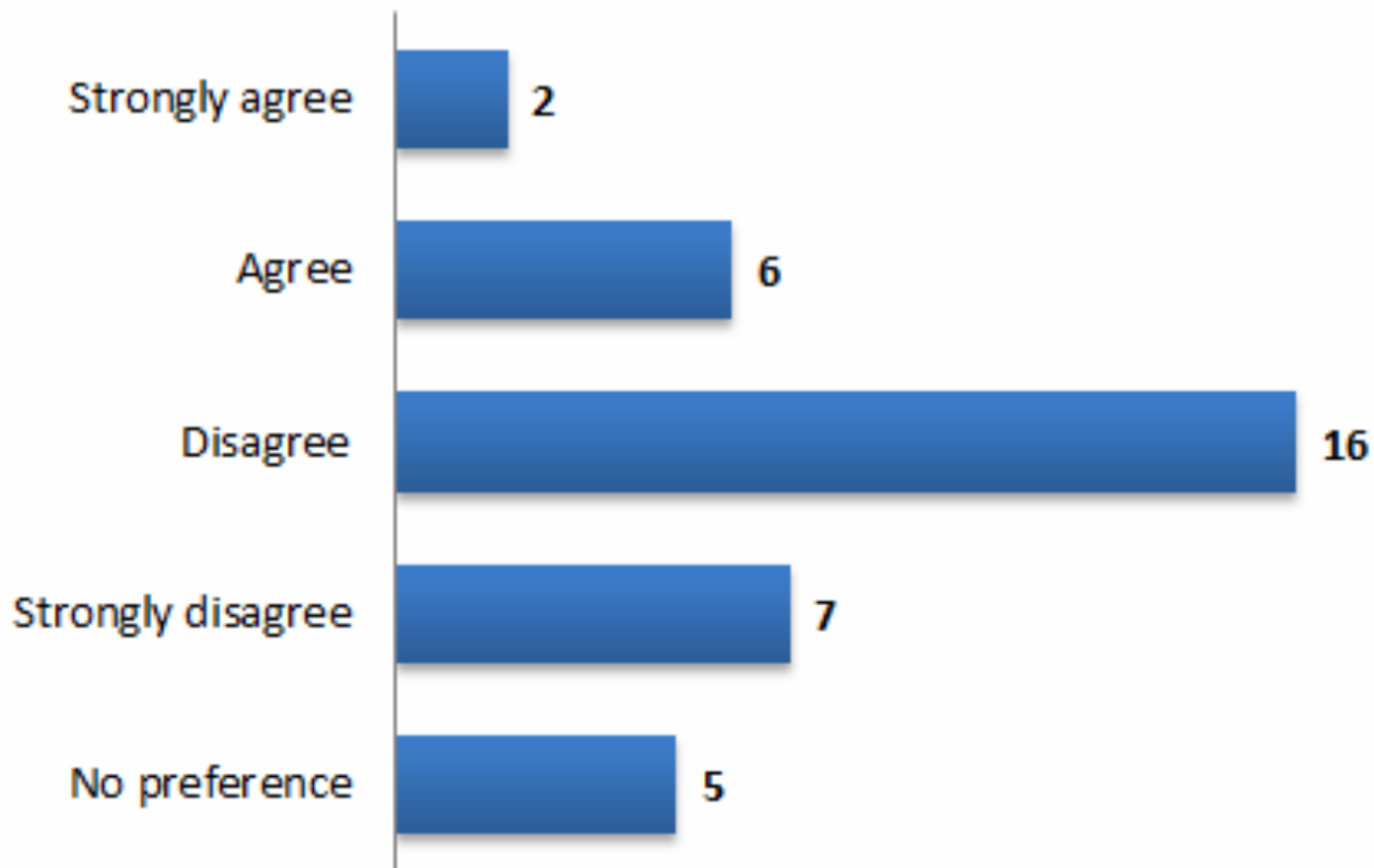
The **physical output method** allocates joint costs using the relative proportion of physical output for each main product. This method is only used when output for all main products can be expressed using the same physical measure, such as meters, pounds, or gallons. Each main product is allocated a proportion of joint costs based on that product's physical output divided by the total physical output of all main products.



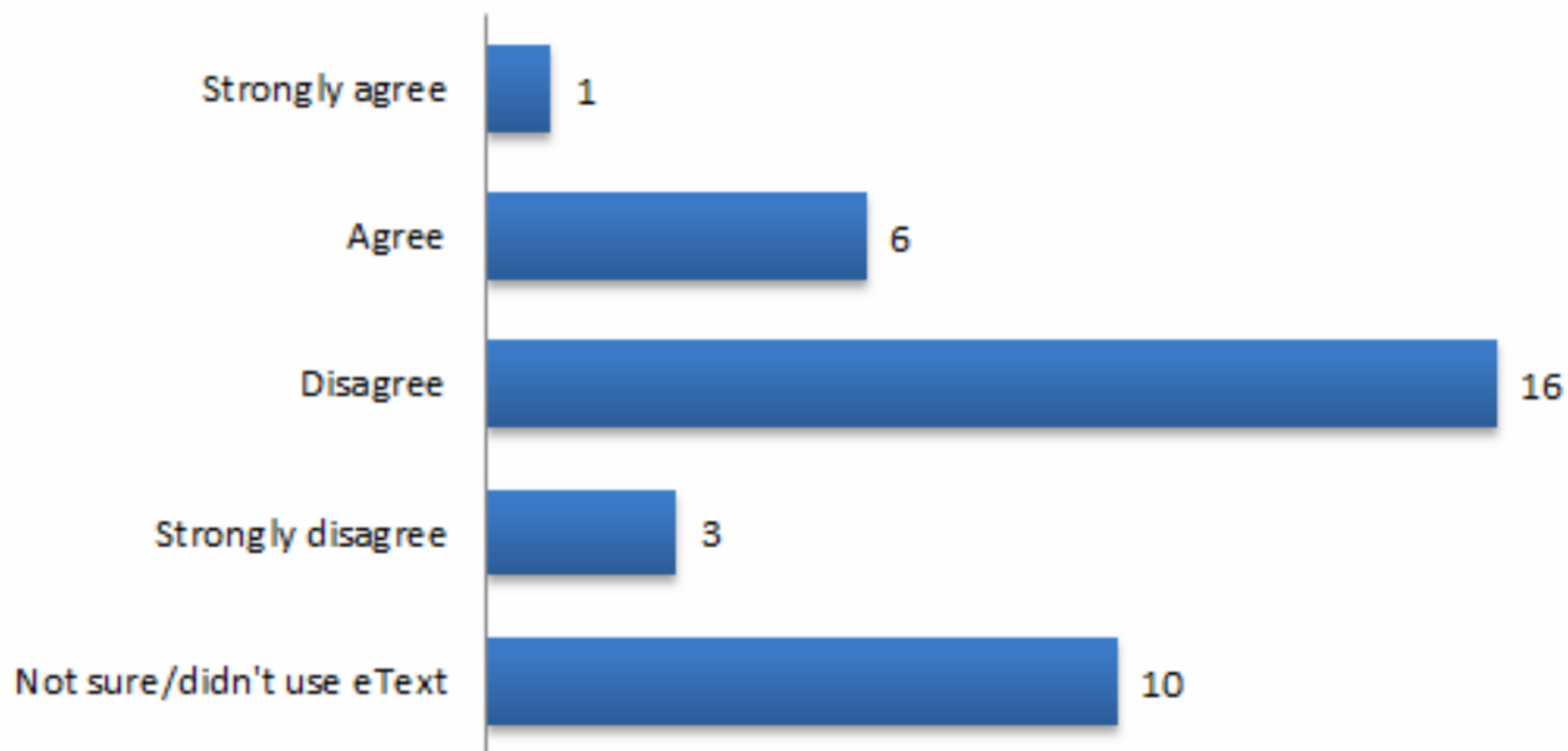
## What % of the eText did you print?



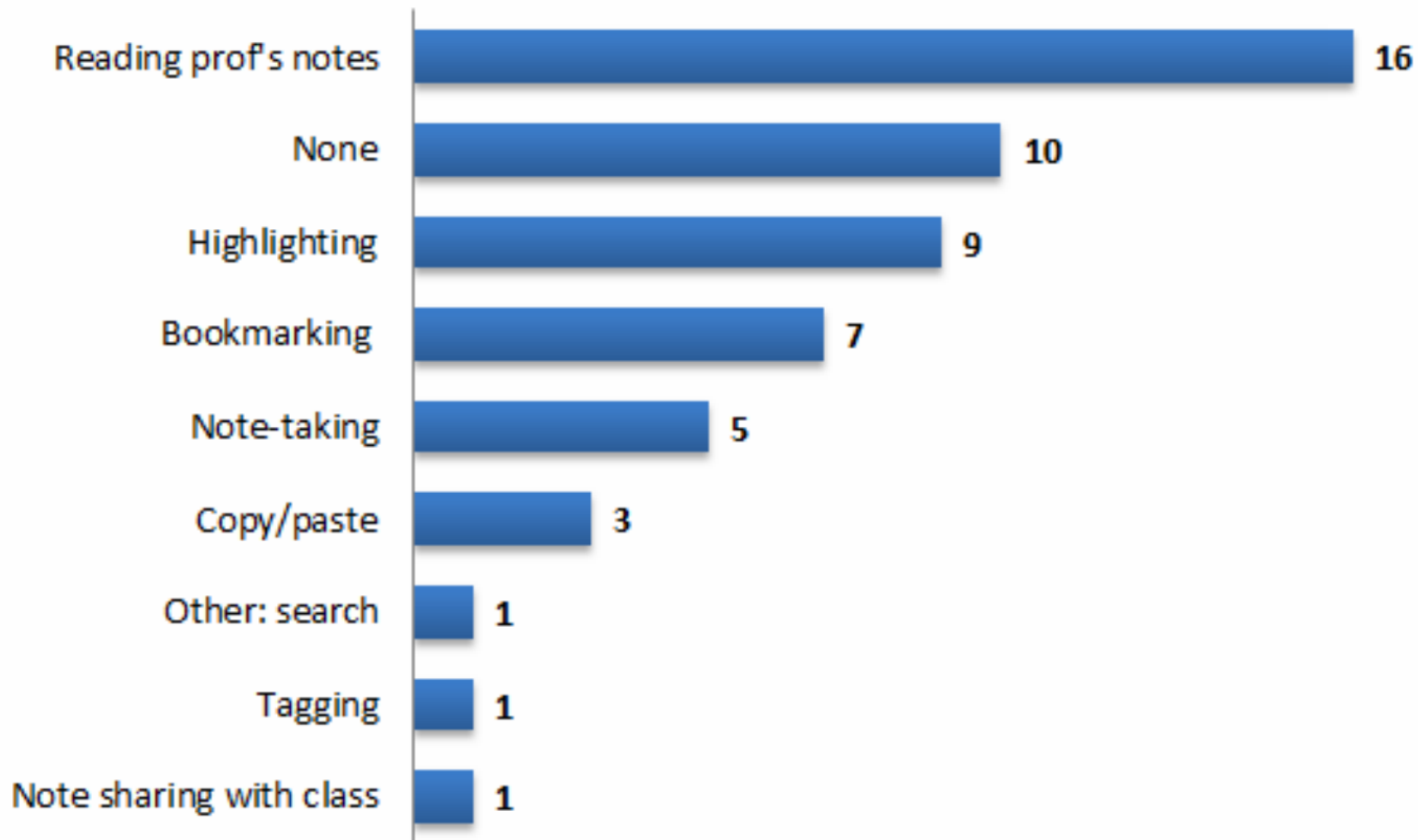
## I prefer an eText to a traditional textbook:



## By using the eText instead of a traditional textbook, I did better in this class:



## Which eText features did you use?



# Lessons Learned



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February 8, 2013



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