

OER Advocacy: Applying Economic Thinking to Program Design

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VIVA-OTN Best Practices Forum

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**Before you conclude that
economics = Zzzz**



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information 

incentives  **decisions**

ideology 

Let's talk about **Information**



Departures

City	Airline	Flight	Time	Gate	Remark	City	Airline	Flight	Time	Gate	Remark	City
			12:45P	S9	On-Time	Kalispell	Horizon Air	2284	11:55A	C2D	Cancelled	Portl
Amsterdam	Northwest	34	12:45P	S9	On-Time	Kansas City	Southwest	3144	12:50P	B12	On-Time	Portl
Anchorage	Alaska	87	10:00A	N8	Now 11:22A	Kelowna	Horizon Air	2476	10:05A	C10	Now 11:25A	Portl
Anchorage	Alaska	95	12:00P	D5	On-Time	Las Vegas	Southwest	2118	11:35A	B6	On-Time	Portl
Anchorage	Continental	1581	12:42P		Now 12:12P	Las Vegas	Southwest	292	12:15P	B14	On-Time	Portl
Atlanta	Delta	1054	11:51A	A13	Now 12:10P	Las Vegas	Alaska	606	12:20P		Cancelled	Portl
Beijing (Peking)	Hainan	496	1:20P	S15	On-Time	Las Vegas	US Airways	573	12:50P	A3	On-Time	Pull
Bellingham	Horizon Air	2486	10:45A	C2F	Now 11:30A	Las Vegas	Horizon Air	2216	10:30A	C2E	Now 11:40A	Rem
Boise	Horizon Air	2050	11:10A	C12	Now 12:25P	Lewiston	Horizon Air	293	10:50A	A10	Now 11:30A	Saci
Boise	Southwest	292	12:15P	B14	On-Time	Long Beach	JetBlue	6105	11:52A		On-Time	Saci
Boise	Horizon Air	2414	1:05P	C2D	On-Time	Los Angeles	United	464	12:00P	D1	Cancelled	Saci
Boston	Alaska	30	7:30A	N14	Now 11:30A	Los Angeles	Alaska	466	1:00P	C17	On-Time	Saci
Boston	Delta	1264	1:02P	A12	Now 1:15P	Los Angeles	Alaska	5106	12:35P		Cancelled	Salt
Bozeman	Horizon Air	2460	12:10P	C2E	On-Time	Memphis	Alaska	667	8:00A	S16	Delayed	Salt
Burbank	Alaska	522	11:40A		Cancelled	Mexico City	Aeromexico	671	9:30A	S15	Now 11:30A	Salt
Burbank	Southwest	1253	12:30P	B10	On-Time	Mexico City	Aeromexico	16	1:20P		On-Time	Salt
Chicago	United	352	11:23A	N6	On-Time	Miami	Alaska	5004	12:55A	S9	Now 1:00P	Salt
Chicago	American	1918	11:55A	A9	Now 12:25P	Minneapolis	Alaska	9819	11:50A		Now 11:50A	Sary
Chicago	Alaska	22	12:35P	C20	Cancelled	Minneapolis	Northwest	170	12:25P		Cancelled	Sary
Chicago Midway	Southwest	2616	12:40P	B6	On-Time	Minneapolis	Alaska	38	12:35P	C20	On-Time	Sary
Cincinnati	Delta	9875	12:35P			Mumbai	Northwest	34	12:45P	S9	On-Time	Sary
Dallas/Ft. Worth	American	476	11:25A	A8	On-Time	Nashville	Southwest	382	12:05P	B12	On-Time	Sary
Dallas/Ft. Worth	Alaska	662	11:55A	C15	On-Time	Nashville	Southwest	292	12:15P	B14	On-Time	Sary
Dallas/Ft. Worth	Continental	6509	12:35P		Cancelled	New York - JFK	Delta	162	12:40P	A14	On-Time	Sec
Dallas/Ft. Worth	American	1900	1:20P	A7	On-Time	Newark	American	1918	11:55A	A9	Now 12:25P	Sec
Denver	United	876	11:28A	N1	Cancelled	Newark	Continental	1680	12:00P		Cancelled	Spe
Denver	Alaska	672	12:40P		Cancelled	Oakland	Alaska	344	12:20P	D4	Cancelled	Spe
Detroit Metro	Alaska	5067	10:40P	S8	Now 12:30P	Oakland	Southwest	1253	12:30P	B10	On-Time	Spe
Detroit Metro	Alaska	5045	12:35P		Cancelled	Ontario	Alaska	538	1:10P	D5	On-Time	Spe
El Paso	Southwest	1758	11:25A	B14	Boarding	Orange County	Alaska	508	12:30P		Cancelled	St.
Fort Lauderdale	Southwest	382	12:05P	B12	On-Time	Orlando	Southwest	2616	12:40P	B6	On-Time	Tai
Great Falls	Horizon Air	2322	11:25A		Cancelled	Pasco	Horizon Air	2106	12:40P	C2G	On-Time	Tol
Guadalajara	Aeromexico	671	9:30A	S15	Now 11:30A	Phoenix	Alaska	630	10:25A	C17	Departed	Tol
Havana	Horizon Air	2322	11:25A		Cancelled	Phoenix	Southwest	1758	11:25A	B14	Boarding	Tu
Honolulu	Hawaiian	27	10:25A	B7	Cancelled	Phoenix	US Airways	7	11:30A	A2	On-Time	Val
Houston	Southwest	1253	12:30P	B10	On-Time	Phoenix	Southwest	1253	12:30P	B10	On-Time	Val
Houston - Bush	Continental	366	12:36P		Cancelled	Phoenix	Alaska	636	12:35P	N10	On-Time	Wa
Irmo Falls	Horizon Air	2274	11:30A		Cancelled							

Different, current, or correct

Information

= different decision

Let's talk about **Incentives**



Incentives as motivating “pressures”





SALE



Meaningful

Incentives

Maybe = different decision

Let's talk about **Ideology**

Ideology - who and how we aspire to be, especially when we act on it is sometimes more powerful than external pressures.

Ideology also includes things we think should be widely accepted or practiced (e.g. norms).











Affirmed, changed, or acted on

Ideologies

= different decision

information



incentives



decisions

ideology



How is this related to OER?

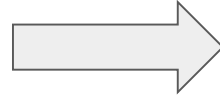
information

(about course materials & OER)



incentives

(about course materials & OER)



ideology

(about course materials & OER)



Decisions

about courses
& course
material

Sometimes . . .

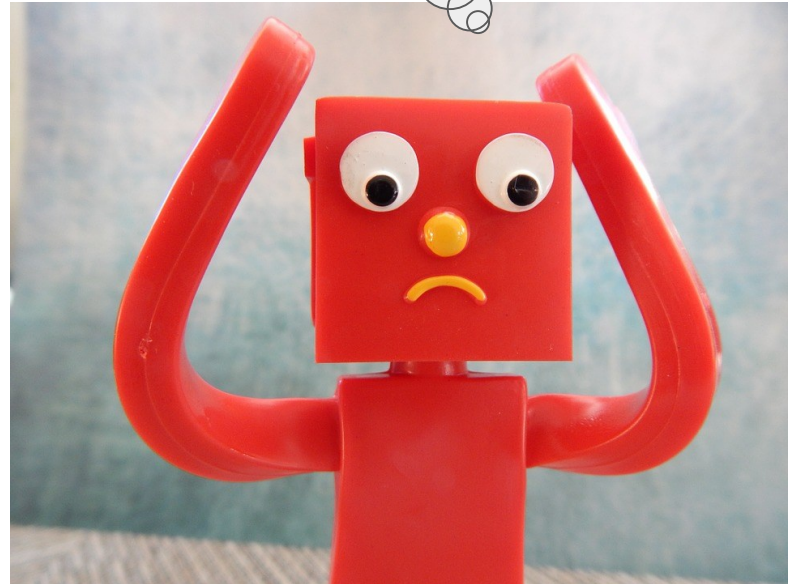
Sometimes . . .

others make decisions

which don't make sense

. . . to us

Why won't you
adopt the open
textbook????



Sometimes we don't know what **information** and **incentives** people have regarding course materials & OER. Sometimes we fail to persuade them to **affirm and act on the idea** that “sharing is good.”

Practical contributions:

- Empathy & understanding of your audience
- Program design
- Identify values to model



Regarding course materials . . .



What **information** does this person have?

What **incentives** does this person face?

What is this person's **ideology**? Aspirational? Currently acting on?





What **information** does this person have?

What additional (or corrected) **information** does this person need about OER?

What **incentives**
(external motivators
or pressures) does
this person face?

What **incentives**
(rewards or
pressures) do we
bring?

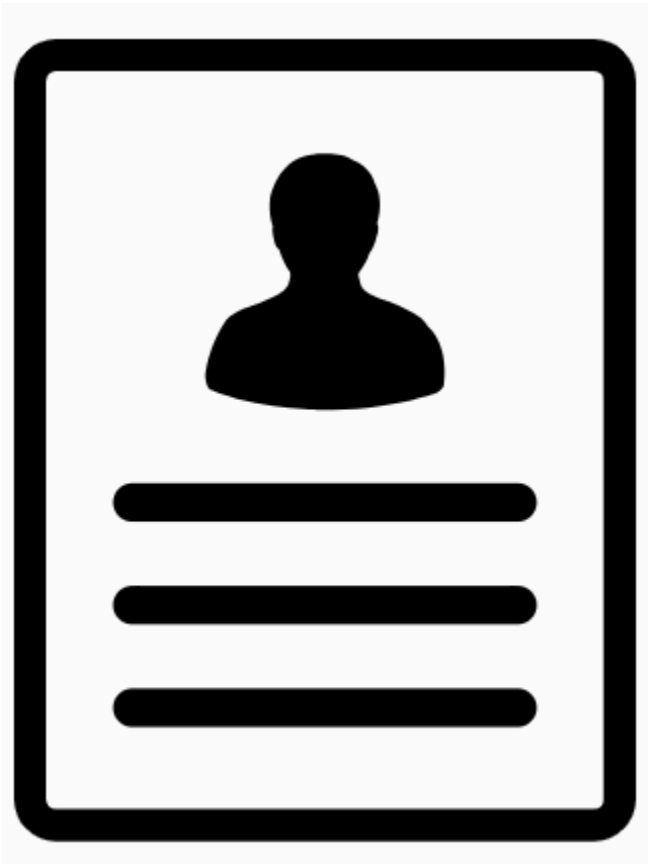




What **values** or **aspirations** does this person act on (or want to act on)?

Which ones can we encourage them to **act on**?

Which ones could we challenge with a **different way of thinking**?



Name:

Demographics:

Role:

Information:

(about course materials)

Incentives:

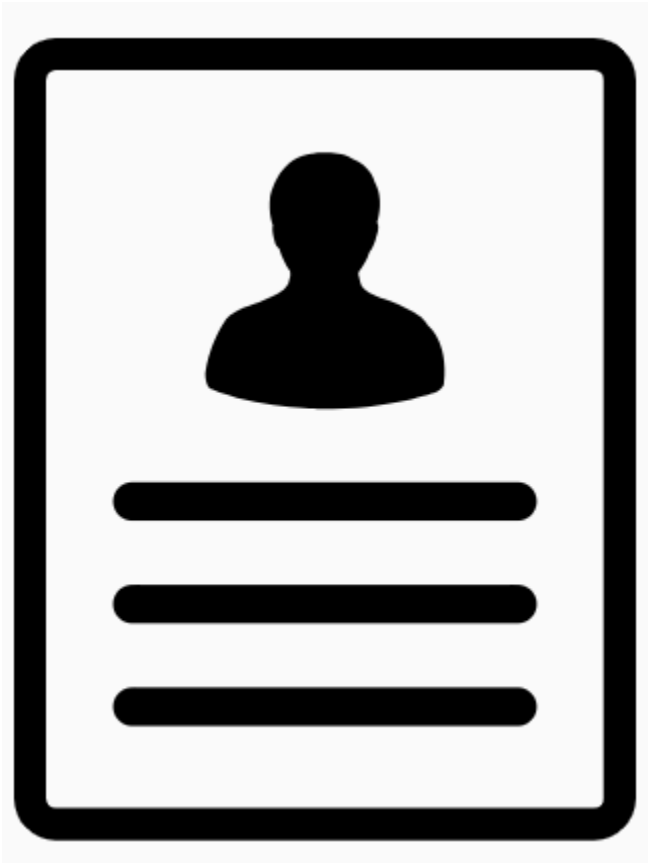
(about course materials)

Ideology: (about course materials)

Aspirational:

Acting on:

Summary & Program Actions:



Name: Sam

Demographics: 35, physicist

Role: Pre-tenure faculty member

Information: OER= free stuff

Incentives: I'm under a lot of pressure to achieve great things in my academic career. Research > teaching.

Ideology:

Aspirational: Write my own.

Acting on: Using my predecessor's selection.



Name: Sam

Summary & Actions:

Sam likely doesn't know that open= free+permission to modify & share.

Sam is under (time/effort) pressure to focus mainly on research.

Sam might benefit from a nudge to approach teaching with OER as a potential research area.



Name: Jack

Demographics: 50s, empty nest, 2 jobs

Role: Adjunct (part time)

Information:

Incentives:

Ideology:



Name: Jack

Demographics: 50s, empty nest, 2 jobs

Role: Adjunct (part time)

Information: OER = digital textbooks

Incentives: I make instructional choices but don't get to choose a text.

Ideology:

Aspirational: I want to use a diff text.

Acting on: Making but not sharing content

Take Aways:

What **information** about course materials and OER do people have and need?

What **pressures, incentives, support and rewards** might be significant influences on course material decisions?

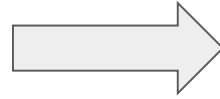
What are their **intrinsic motivations**?

- Can you connect these to OER?
- How can you encourage them to act not just intellectually ascent?
- How can you model the way or connect with others who model actions of using/sharing/creating OER? (which they might not have not previously seen modelled)?

information



incentives



decisions

ideology





Thank you!

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Acknowledgement: Thanks to my economics professor, Dr. P.J. Hill who taught me about the three "I"s. I decided to major in Economics in large part because of his class.