Leveraging Affordances of OER -- or Not?

Faculty Reported Uses and OER Awareness Regarding an Introductory Level Open Textbook for Business

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16th Annual Open Education Conference. Phoenix, Arizona, October 31, 2019
THANK YOU

to Hewlett Foundation and John Hilton
for the OER Research Fellows Program

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https://thenounproject.com/olgamur_2015
Research In Process

- Part I: Survey
- Part II: Semi-structured interviews (recruitment stage)
Overarching Goal

What can I do to enable faculty & students to leverage the full affordances of OER?
Remix

17 chapters

440+ pages (2016)
372 pages (2018)

and free online

(2016) http://hdl.handle.net/10919/70961
(2018) http://hdl.handle.net/10919/84848

Editable formats (doc, xml, odf, Pressbooks)

Print options

Goals for Fundamentals of Business

- No **cost** & **shared** freely with the world
- High **quality** & good fit + **engaging** for students
- 508 compliant / **accessible**
- Legally & **easily editable** by others (openly licensed)
- Low cost “**Print** on Demand”
Fundamentals of Business


A new version of this book was released on June 27, 2019. More information and updates can be found at http://hdl.handle.net/10919/84848 for more details.

If you are an instructor reviewing, adopting, or using this book, please let us know. We'd love to understand a little more about your use by completing this brief survey.

Share and find ancillary resources for this book at OER Commons.

Questions? Comments? Did you adopt this book? Please contact the project manager at lib-sc-g@vt.edu.

This work is a project of University Libraries and the Pamplin College of Business.
LOTS O’ EMAILS
Hello Anita,

I am part of a team looking for new texts for the Fall. Your book comes highly recommended.

Questions the team has:

1. Are there slide decks?
2. Can we customize the text?
3. How is text delivered to students?
4. Is there an LMS integration?
5. Is there a quiz bank?
6. Are there lecture notes?
7. Are there recommend in class activities?

Thanks for your quick reply
Research Questions

What can I do to enable faculty & students to leverage the full affordances of OER?

= MORE than a “free textbook”
What is an Open Textbook?

Open textbooks are complete textbooks that have been funded, published, and licenses to be freely used, adapted, and distributed. As a particular type of Open Educational Resource (OER), this open textbook is intended to provide authoritative, accurate, and introductory level subject content at no cost, to anyone including those who utilize screen reader technology to read and those who cannot afford traditional textbooks. This book is licensed with a Creative Commons Non-Commercial ShareAlike 4.0 license (see page iv), which allows it to be adapted, remixed, and shared under the same license with attribution. Professors and others may be interested in localizing, rearranging, or adapting content, or in transforming the content into other formats which the goal of better addressing student learning needs, and/or making use of various teaching methods.

Open textbooks are available in a variety of disciplines via the Open Textbook Library: http://open.umn.edu/opentextbooks

Reviewing, Adopting, or Adapting this Book

If you are a professor reviewing, adopting, or adapting this textbook, please help us understand a little more about your use by filling out this form http://bit.ly/business-feedback: Professors selecting the text are encouraged to register their use with VT Publishing at in order to stay up to date regarding collaborative development or research opportunities, errata, new volumes and editions, supplements and ancillaries, and newly issued print versions. You may also submit comments or report errors using this form. Additional suggestions or feedback may be submitted via email at: publishing@vt.edu

If you are a professor seeking supplementary resources for teaching, please join the listserv for this book at: https://groups.google.com/a/vt.edu/forum/#!forum/fundamentals-of-business-g and the resource sharing portal at: https://www.oercommons.org/groups/fundamentals-of-business-user-group/1579

Additional Resources

The following resources for the second edition of Fundamentals of Business are available at VTechWorks handle: http://hdl.handle.net/10919/84848

- Free and openly licensed downloadable formats of the text in PDF, epub, mobi, html, xhtml, Pressbooks XML, and OpenDocument (ODF) which is editable with MSWord.
- A link for the interactive Pressbooks version.
- A link to purchase a print copy (sold at cost).
- A link to the 2016 version.
- Information for book’s community portal and listserv.
- Information about methods for modifying open textbooks.
- Future ancillary or supplementary resources.

Frontmatter from 2nd edition: http://hdl.handle.net/10919/84848
What are people actually doing with this OER?
Research Questions

KNOW / ACTIONS & PLANS / RATIONALE / GAPS

- How are reviewer/adopters finding the OER?
- What factors most influence adoption/non-adoption?
- What do reviewers/adopters think the license means?
- How do adopters actually use/plan to use or change the OER?
- What are adapters orientations to publicly sharing their version?
- What support do they know they need?
Method

IRB approved

Part I
- 16 question Qualtrics survey with logic
  - Multiple choice (randomized)
  - Short answer & comments
  - Four weeks October 2019 – invitations + three reminders

Part II – forthcoming
- Semi-structured interviews

Survey Population

- 90 people from 85 institutions
  - Self-identified (emailed us, requested files, or self-identified via form)
  - Joined OER Commons user community or listserv for the book
  - Internet post (syllabus or OER initiative adoption)
  - Colleagues at other institutions
  - Open Textbook Library reviewer
  - Publicly released an adapted version

- United States, Canada, United Kingdom, South Africa, and Sweden in higher ed + two U.S. high schools
Survey Sample

- 33 respondents (37% response rate)
  - Twice as many full-time faculty than part time/contingent
  - 70% four-year institutions; 30% two-year institutions; No high schools responded
  - International. Five institutions outside of the U.S.
Findings

Q. How did you learn about the Fundamentals of Business open textbook? (n=33)

- 42% A Colleague
- 24% Internet search
- 21% Open Textbook Library / OER Commons
Q. This book has a Creative Common Attribution NonCommercial ShareAlike license (CC BY NC SA).

Without looking this up, what kinds of things do you believe this Creative Commons license allows you to do?
Quick introduction of

Requires

- Attribution (BY)
- Same license on any adaptations (SA)
  - Indicate if changes were made

Allows

- Share
- Adapt

Restricts

- No use toward primarily monetary gain or commercial advantage (NC)

Human readable:
https://creativecommons.org/licenses/by-nc-sa/3.0/

Legal:
https://creativecommons.org/licenses/by-nc-sa/3.0/legalcode
Findings

What do reviewers/adopters believe the license allows?

Most frequent responses:
1. For educational use only
2. I can share it
3. Do not sell
4. Attribute

+ a few “I don’t know” and a few perfect answers
Findings - Affordances

List of allowed activities (randomized) (n=22)

- Previously aware
- Previously not aware
- I believe that this is NOT permitted

Q: Each of these activities are allowed by the book’s license, if you give proper attribution. For which were you previously aware that the CC BY NC SA license allows you to do?
Findings - Affordances

Previously aware – most frequent responses

- **Link or point** to the book in its original location
- Make and **distribute copies digitally** (without financial gain)
- Share via a password protected **LMS**
- Upload and **share chapters/parts** of the book (w/o financial gain)
- Upload and **share the entire book** (without financial gain)
Previously NOT aware – most frequent responses

Make changes and

- Share via LMS
- *(minor changes)* and share publicly with attribution
- *(major changes)* and share publicly with attribution
Findings - Affordances

I think that this is NOT allowed – most frequent responses

- Make and distribute **printed copies** (without financial gain)
- Make and share **digital copies** (without financial gain)
- Make minor changes with attribution & share on **publicly accessible website**
- Make and publicly share my own deeply-adapted version with the **public** with attribution.
- **Incorporate parts of the book** in my own work with attribution.
Findings

Q. We are interested in whether and how you have leveraged the affordance of the Creative Commons license on the book. All of these things are legal.

Which of these (allowed) things have you already done?

Most frequently mentioned:

- Link to it
- Upload and share via LMS
- Share specific chapters
Findings

Which of these (allowed) things have you already done?

Least frequent

- Email, GoogleDrive
- Upload to Pressbooks
- Make changes and share w/ attribution only with students
- Make changes and share w/ attribution with the public
Findings - Affordances

Q. What **questions or comments** do you have about these allowable activities?

- “Great to be able to do any of this.”
- “Exciting to see the possibilities!”
- “I’m still learning, but I like the possibilities and would be willing to share any additional material I add.”
Findings - Affordances

Q. What are the most significant reasons you decided not to make changes?

- “I didn’t know I had permission to do this”
- “… I do not have bandwidth to make additional changes.”
- The book covered the material well.
Findings

Q. Do you plan to customize (i.e. somehow change) the book?

Order of frequency
1. I won’t make changes
2. Making changes is a new idea. I don’t know yet.
3. I made changes or additions – or plan to do so.
4. I’m thinking about making changes.
5. I thought about it and decided **not** to make changes.
Also asked:

What *changes they already made* and what *changes they planned to make*;

About their orientations to *publicly sharing* their own version(s);

What *support* for adapting was helpful, would have been helpful, or might be helpful in the future.
Summary

- 80%+ found OER through **colleagues and the internet**.
- Many faculty seem to use OER as a free book and have **incomplete knowledge** regarding the affordances of the open license.
- Several were enthusiastic in learning about the affordances of the open license.
- Workload / bandwidth and technical issues are barriers to remix.
- Concerns about the quality of one’s work = hesitancy to publicly share.
Possible follow up activities

Fostering an OER and OER Community

- Develop targeted **outreach materials** to this user population
  - Infographics, short guides on why and how to adapt;
  - Instructor guide;
  - Develop **best scholarly practices** for citation in adapted works.

- **Embed information/methods of adaptation** in ancillary creation sprints

- **Cast vision**, encourage collaboration among the user population – common types of changes (localization), why sharing is valuable

- **Further research** on adopter priorities: Is time on development of useful ancillaries *more important* than remix?
Thank you - and discussion

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