

COLLABORATION

unleashes
E-BOOK database
potential for
REPLACING
traditional
TEXTBOOK
options

CHALLENGE | Traditional Textbooks



BURDENING COST TO STUDENTS

Traditional (print) textbooks can cost students an average of \$900 each academic year (Waldman, 2010)

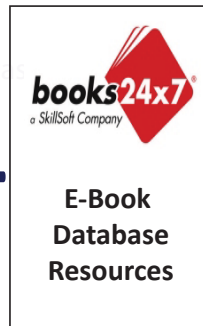
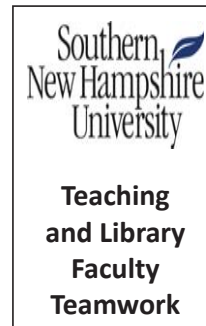
INFLATION

Textbook prices increased 186% between 1984 and 2004 (Kingsbury, 2006)

BUNDLING

Price increases due to packaging print material with multimedia supplements, often unassigned/unused in courses (Buczynki, 2007)

STUDY | E-Book Database Option for Students



APPLICATION | Database to Embedded Links

Module 1 Key Terms and Concepts

Topic 1 | Introduction to Marketing

- [What is Marketing?](#)
- [Historical Evolution of Marketing Blackboard](#)
- [Understanding the Exchange Concept \(AMA, 2010\)](#)
- [What are the different Marketing Philosophies?](#)
- [What is the Marketing Mix?](#)
- [How to optimize the Marketing Mix?](#)
- [How is customer value and satisfaction created?](#)

FINDINGS | Content Choice and Perceptions

PARTICIPANT CONTENT SOURCE CHOICE

E-Book Links Only	E-Book/Traditional Combination	Traditional Textbook Only
50.3% (N=222)	27.7% (N=122)	22.0% (N=97)

STUDENT PERCEPTIONS OF CONTENT QUALITY

E-Book/Traditional Combo	E-Books Links Only	Traditional Textbook Only
5.66 (N=122)	5.62 (N=222)	5.46 (N=97)

*NOTE df = 2; F = 1.230; n = 440; p = .293 | Significant at p < 0.05

STUDENT PERCEPTIONS OF CONTENT CONVENIENCE

E-Books Links Only	Traditional Textbook Only	E-Book/Traditional Combo
5.47 (N=222)	5.16 (N=97)	3.76 (N=122)

*NOTE df = 2; F = 2.339; n = 440; p = .098 | Significant at p < 0.05

*NOTE | Percentages based on aggregate responses from eight end-of-module surveys.

LESSONS LEARNED

- 1.) Students are not fearful of e-books as foundational textbook source
- 2.) Students respond to ongoing course development by instructors
- 3.) Students appreciate teaching innovation and information literacy resources

Brooke Ratto
Information Literacy Librarian
Shapiro Library

Dr. Andy Lynch
Associate Professor of Marketing

