

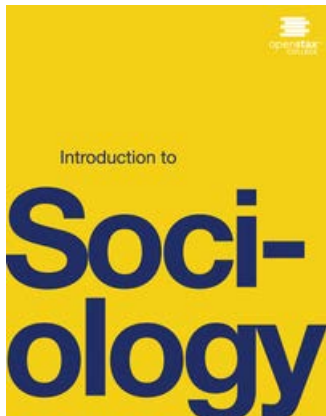


Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextboks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Introduction to Sociology



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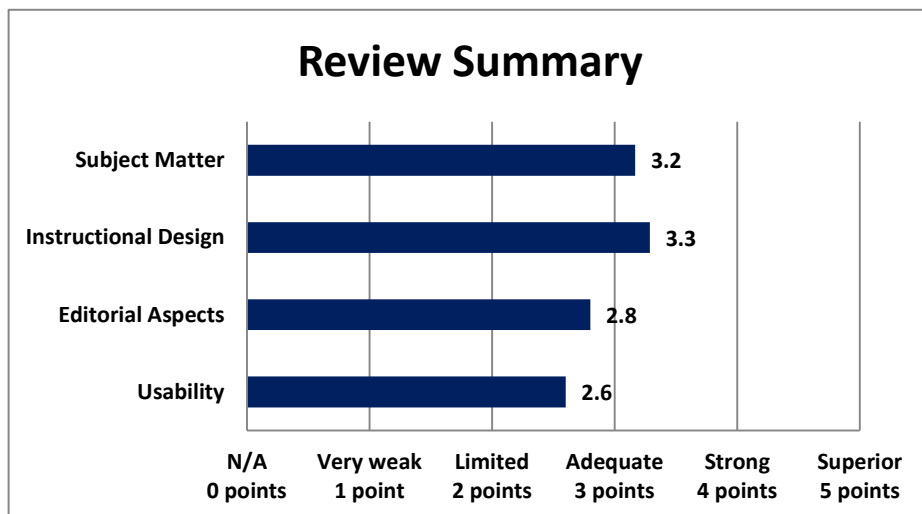
Format Reviewed:

[PDF](#)

A fee may be associated with various formats.

Date Reviewed:

October, 2014



California OER Council eTextbook Evaluation

CA Course ID: [SOCI 110](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)

Is the content accurate, error-free, and unbiased?				X		
Does the text adequately cover the designated course with a sufficient degree of depth and scope?				X		
Does the textbook use sufficient and relevant examples to present its subject matter?				X		
Does the textbook use a clear, consistent terminology to present its subject matter?				X		
Does the textbook reflect current knowledge of the subject matter?				X		
Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)					X	

Total Points: 19 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- My comments are chapter by chapter.

1. Sociological imagination needs more depth. Should reference personal troubles & public issues. Should give example that Mills gave as well as contemporary example to get students to consider applying. This concept could also be integrated throughout the chapters. Could also add feminist theory and even post modernism into the theory discussion of chapter 1 and every chapter of the text. Including a chart to consider the relevance of the theories to this chapter content would be useful, another application of the theories for every chapter. Delete the biological needs from the discussion of functionalism; this is not congruent to other textbooks. Only the analogy of the human body should be used.
2. The wording about interpretive sociology/qualitative sociology should be reworded. To say this is not scientific is also not congruent with other textbooks. It is simply not statistical, but not all scientific work is statistical. It cannot be generalized to the larger population, but using this method still involves the scientific process. And, hypotheses can be used in interpretive sociology. Also it should be further clarified that marketing surveys, store surveys, etc. are not sociological surveys. Interviews and qualitative data should have their separate sub-title/discussion; they should not be grouped under surveys. Add that surveys involve close ended questions and interviews used open ended. Take the discussion of correlation out of the focus on field research; why mention it if it is not relevant? I have understood that ethnography is participant observation; non participant observation should be discussed separately from ethnography.
3. The definition of culture is very simple. A more in depth definition including values, norms, as well as material and non-material aspects. Definition of society should not include community; It is a macro concept while community is more micro.
4. Post industrial society is a bit too brief as it is the society we live in. Could also tie in post modern theories to this discussion. Could even use synonym of post modern to post industrial. I learned Max Weber as a conflict theorist not a symbolic interactionist; the discussion provided is macro not micro. A better theory/theorist would be dramaturgical/Goffman.
5. Not an accurate definition of socialization; one's socialization may not in fact teach one to be proficient – it may teach one how to be deviant or land in jail. This is the definition I use: lifelong process of learning a culture and developing a sense of self. Perhaps the nature vs. nurture discussion could be applied to sexuality. Gender, racial and social class socialization could be included. No discussion of the 3 major theories (which could be expanded to 5 major theories).
6. Discussion of McDonalidization should make it more clear that it applies beyond fast food model – such as education, workplace, etc. Could also consider groupthink.
7. Missed comparison of how much corporate crime costs the U.S. vs. street crime. Missed depth of analysis with regards to examples of corporate crime and whistleblowers – which is the deviant? Discussion of Black Lives Matter would be an important inclusion.
8. The theory discussion needs strengthening. Functionalism: For example, data/research that states how many hours we are on our cell phones or electronic devices would be useful (on average); this could help substantiate the entertainment function of media and technology. Even comparing how many hours are spent reading on average vs. using the electronic devices might be useful. Also, discussing other examples beyond violence would be important regarding social norms & values. For example, citing how any studies illustrate how U.S. core values are conveyed in the media (i.e. material comfort, individualism, group superiority, etc.). Or, even considering research on other norm influences such as

language or culture of fear (Barry Glaser's book by the same name) would be useful. Post Modernism theory could be used to understand concepts such as fragmentation, homogenization, narcotizing dysfunction, panoptic surveillance, and vastly different news gained from corporate vs. independent media could be understood from Fredric Jameson or Jean Braudrillard, as found in Sociology Theory by George Ritzer. This theory should be added as a 5th theory to consider the influence and scope of media and technology. Expansion of branches/subtheories of feminism would be useful in this chapter or perhaps chapter 1 or 12. For example: radical feminism (Guerrilla Girls or Code Pink), liberal feminism (Ms. Magazine), socialist feminism, and multiracial feminism would be important to illustrate the diversity of angles within this theory. Conflict theory could have included more analysis of the Super PAC influence as a result of the Citizens United funding with regards to how more monies behind their candidates means more advertising. Perhaps this could also be contrasted with how voter turnout is also decreasing nationwide, particularly in California during local and mid term elections. Perhaps an analysis of the NYC Climate Change Rally/March in October 2014 was not covered at all in corporate media, including the NY Times, but it was well conveyed using social media sites and social media. Perhaps some mention of Orwell's book, 1984, would be an important inclusion in the context of panoptic surveillance, and how Big Brother is no longer only the government.

9. Race should not be included in the definition of social stratification. It is not a parallel to the power, prestige, property, or income or wealth. To include race without gender is also not sociologically sound. Meritocracy should not be considered a separate social stratification system; it should be discussed under class system and critiqued as well. The discussion of social class should be corrected – as sociology texts do not classify 3 social classes but rather more like 6 or 7. A figure showing all of these classes is missing (Gilbert & Kohl). Missed any depth of discussion of the top 1% or the top 1/10 of the 1%. Global stratification should be moved to chapter 10. More discussion of the poverty line and who are the poverty stricken, with particular focus on children and the effects of poverty (i.e. education, marriage, diet/health, etc.).
10. Chart/figure to visually understand the many theories mentioned in this chapter would be very helpful.
11. Discussion of minority group should highlight lack of power. Definition of racism is not accurate. Both prejudice and discrimination are connected to racism. Consequence of separatism is missing. Change Hispanic to Latino.
12. Need to change definition of homophobia to a fear of homosexuals. It can be extreme, but it is not always. Missed depth with regards to wage gap and why that occurs and where that occurs.
13. Politics as a social institution should be defined. Social institutions as a focus is missing in the Open Stax text. Citizens United is missing and could be discussed as connected to oligarchy. Missed also data on who are our elected in Congress, by race and gender.
14. Definition of economics is too simplistic; missed discussion of production, distribution, consumption of the goods & services. P. 408 is missing a photo and who are the people featured? Global assembly line and global commodity chain should be understood as synonyms.
15. Expand on discussion of Michael Brown/Blacks Lives Matter. Mention how celebrities/professors became connected to the cause against injustice, which contributed to the general belief – a concept which transcends the local environment (i.e. Ferguson). And, protests continue in Ferguson – and things may heat up as the jury's verdict regarding the police officer comes within the next week or so. Under types of movements, DREAMERS would be a Reform Movement in which they are seeking access for undocumented students into higher education. Immigrant Rights activists seeking comprehensive immigration reform and a pathway to naturalization would be a Reform Movement. Anti-immigrant militia group, Minutemen, would be an example of Resistance Movement. Minimalist lifestyle which is the practice of simple, frugal, sustainable living is a Redemptive Movement.
16. New Social Movement theory can be applied to the OWS and more generally the Occupy Movement as partly due to Social Media and the non-authoritarian nature of the movement, it is difficult to explain from one theory. But, it is definitely a post modern movement.
17. There is not much content provided under discussion of legalization of marijuana. If this stays, sociological content must be added.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?					x	

Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)				X		
Does the textbook present explicit learning outcomes aligned with the course and curriculum?					X	
Is a coherent organization of the textbook evident to the reader/student?					X	
Does the textbook reflect best practices in the instruction of the designated course?				X		
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)					X	
Is the textbook searchable?		X				

Total Points: 23 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- More tables/charts would be useful, both of statistical data as well as the comparative theory analysis. It would be extremely helpful for the reader to be able to highlight in the book or search for items.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?				X		
Is the textbook written in a clear, engaging style?				X		
Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)					X	
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)				X		
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)		X				

Total Points: 14 out of 25

Please provide comments on any editorial aspect of this textbook.

- Audio options would be a great addition. Including a glossary would benefit students.

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?					X	
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)				X		
Can the textbook be printed easily?				X		
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?			X			
How easily can the textbook be annotated by students and instructors?		X				

Total Points: 13 out of 25

Please provide comments on any aspect of access concerning this textbook.

- No comments.

Overall Ratings	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?				X		
How willing would you be to adopt this book?	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
					X	

Total Points: 7 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- It is free, and students greatly appreciate this! The book covers the basics in most chapters.

What areas of this textbook require improvement in order for it to be used in your courses?

- I do use this text in my classes, but I would like to see the improvements mentioned in this review, in order to continue using this text.

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