

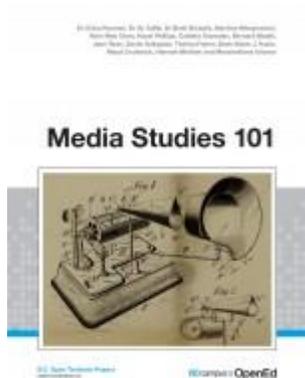


Faculty Review of Open eTextbooks

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 etextbooks 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:

Media Studies 101



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Format

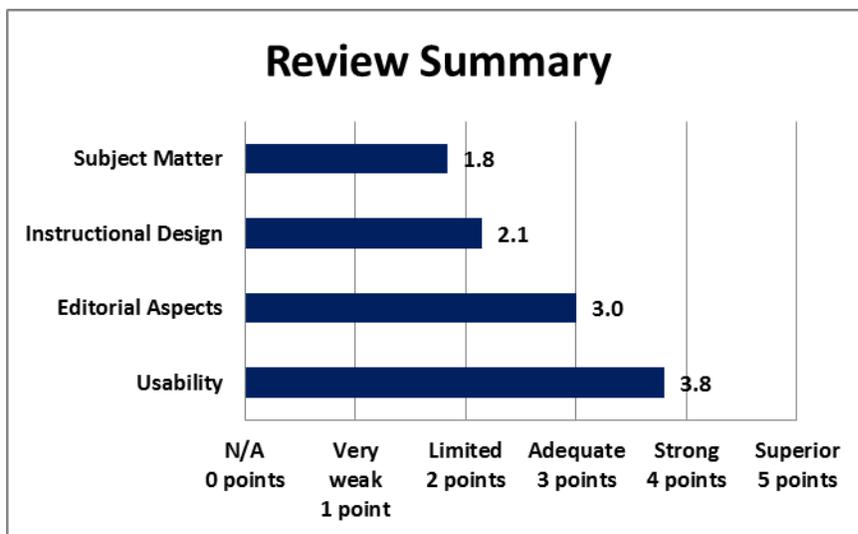
Reviewed:

[Online](#)

A small fee may be associated with various formats.

Date Reviewed:

August 2015



California OER Council eTextbook Evaluation Rubric

CA Course ID: [JOUR 100](#)

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			X			

present its subject matter?						
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: 11 out of 30

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

- The subject matter wasn't current and many of the sources were from the 90s or early 2000s. Today's student wouldn't relate to the examples and how the material was presented.
- In addition, none of the examples referred to the United States, all the examples were based on a New Zealand perspective. After reading the entire text, I still didn't have a grasp of what Mass Communication entails.
- The only thing the text provided were 2-3 Discussion Questions at the end of each chapter. But test questions and a glossary/review are also necessary for this type of course.

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: 15 out of 35

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

- The textbook isn't reader friendly or aware of the audience. There are terms that are brought up that are not clearly defined or explained. When definitions are provided, current examples that a US student could relate to were not provided.

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: 15 out of 25

Please provide comments on any editorial aspect of this textbook.

- The writing style wasn't engaging but rather confusing. There was no consistency since multiple contributors participated in the writing. In other words, the material wasn't presented in "one voice."
- Also, this was written it seemed just for New Zealand students. For example, when discussing Intercultural Communication factors only the scores for New Zealand were presented.

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: 19 out of 25

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

- The text was easy to access because it could be accessed online, as a PDF or epub. Therefore, multiple options are available.

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: 3 out of 10

Overall Comments

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

- I would not recommend this text to my colleagues.

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

- It would definitely need to include more current examples AND sources.
- And most importantly would need to include an American perspective of Mass Communication.
- The writing would need to be more engaging and consistent.
- Lastly, a better discussion section is needed along with exam/quiz questions.

We invite you to add your feedback on the textbook or the review to [the textbook site in MERLOT](#)
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