

THE DEATH OF THE TEXTBOOK AS WE KNOW IT.

The past, the future, and my transition to the future.

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The past, future, and my transition



The traditional textbook



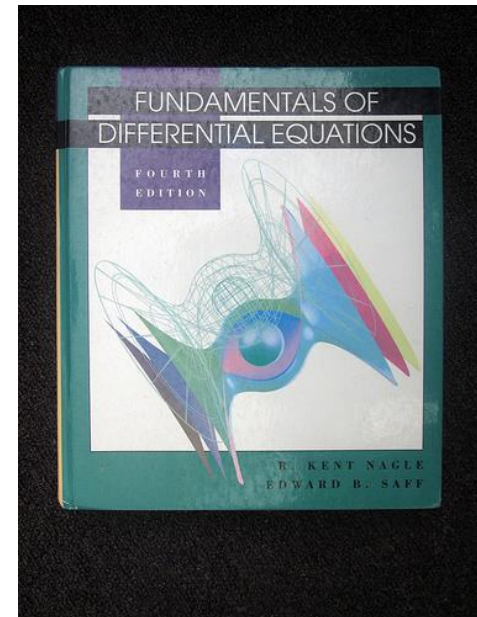
The future textbook



My transition to the future

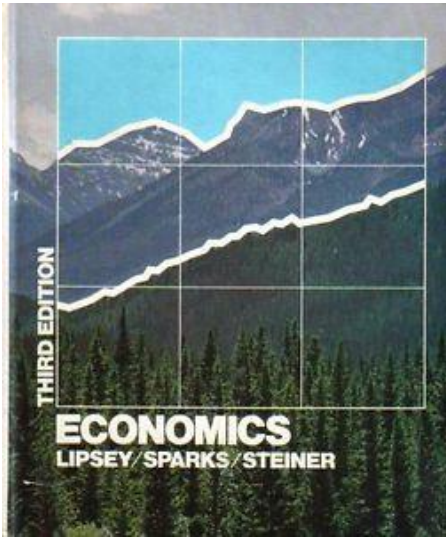
Traditional textbook

- Advantages:
 - Professor has past lecture notes based on textbook
 - Professor is comfortable with content.
 - Supplemental material with textbook available
 - Available/convenient when needed by student
 - Easy to find what instructor covered or not.
- Disadvantages
 - Very costly
 - Heavy to carry around
 - Audio not available
 - Video not available
 - No interactivity – one way interaction
 - No analytics available
 - Outdated very fast and updated occasionally



Inertial. Why change...

The past



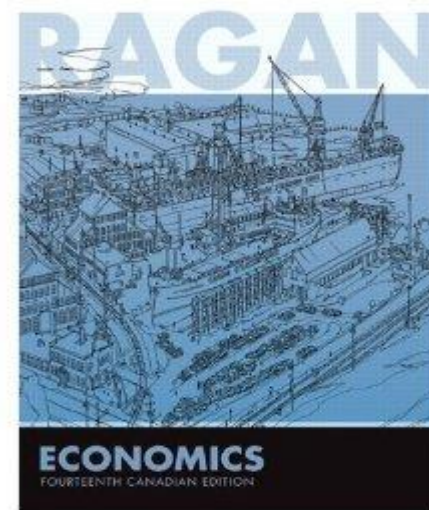
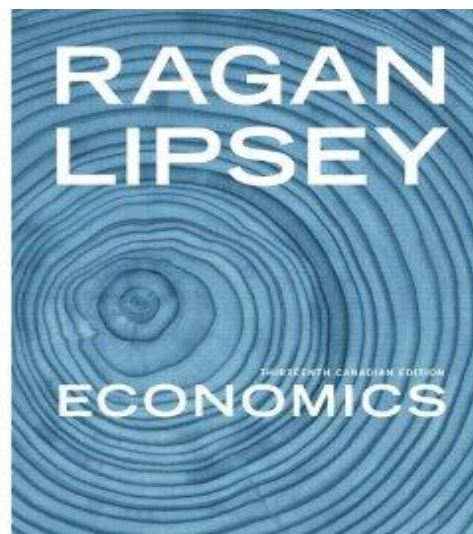
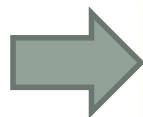
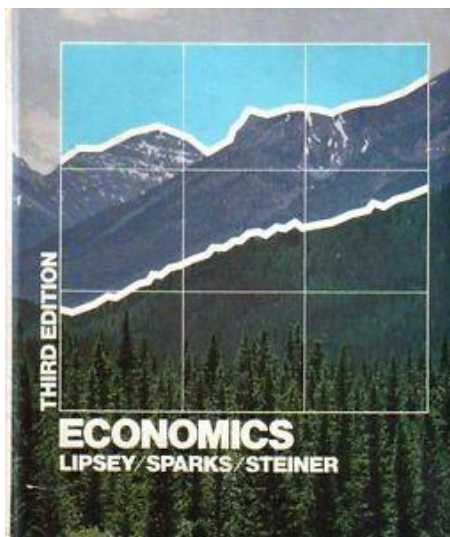
Micro and Macro
Third Edition
Publication date: 1979
Price: \$3.69
From ebay on November
26 2013



This is the book I
used for
Macroeconomics
and Microeconomics
in 1979. Excellent
textbook.

It is on sale at e-bay
for \$3.69!

The past and the present



Third Edition
Publication date: 1979
Price: \$3.69
Accessed from ebay on
November 26 2013

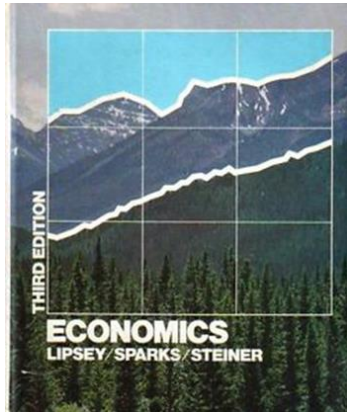
Thirteen Edition
Publication date: 2010
Pages: 1008
New hardcover: \$129.85
(used half priced) plus
MyEconLab with Pearson
eText Access Card Package:
\$180.27

From www.amazon.ca on
November 26, 2013

Publication date: 2013
Pages: 960
New hardcover plus
MyEconLab with Pearson
eText
Access Card Package:
\$175.11

From www.amazon.ca on
November 26, 2013

The past and present....not much

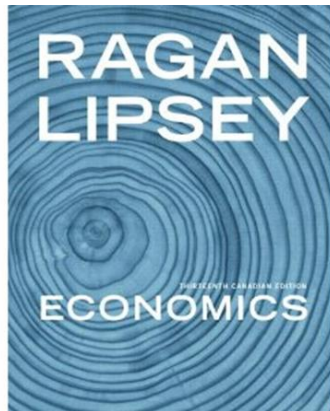


Publication Date: 1979

Table of Content for Microeconomics

What is Economics?: Economic Issues and Concepts; How Economists Work. **An Introduction to Demand and Supply:** Demand, Supply, and Price; Elasticity; Markets in Action. **Consumers and Products:** Consumer Behavior; Producers in the Short Run; Producers in the Long Run. **Market Structure and Efficiency:** Competitive Markets; Monopoly, Cartels, and Price Discrimination; Imperfect Competition and Strategic Behavior; Economic Efficiency and Public Policy. **Factor Markets:** How Factor Markets Work; Labor Markets; Interest Rates and the Capital Market. **Government in the Market Economy:** Market Failures and Government Intervention; The Economics of Environmental Protection; Taxation and Public Expenditure.

Fast forward



Publication Date: 2010

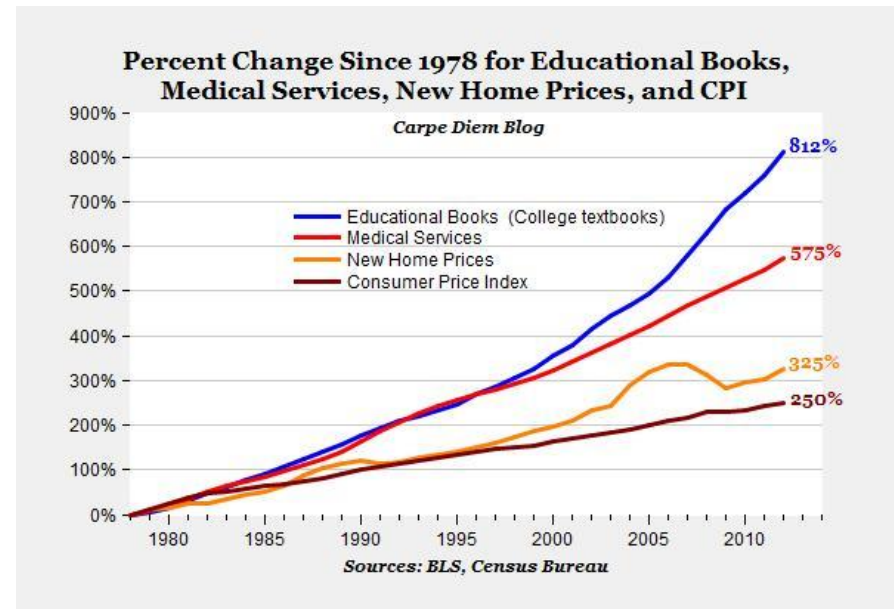
Table of Content for Macroeconomics

What is Economics?: Economic Issues and Concepts; Economic Theories, Data and Graphs. **An Introduction to Demand and Supply:** Demand, Supply, and Price; Elasticity; Markets in Action. **Consumers and Products:** Consumer Behavior; Producers in the Short Run; Producers in the Long Run. **Market Structure and Efficiency:** Competitive Markets; Monopoly, Cartels, and Price Discrimination; Imperfect Competition and Strategic Behavior; Economic Efficiency and Public Policy. **Factor Markets:** How Factor Markets Work; Labor Markets; Interest Rates and the Capital Market. **Government in the Market Economy:** Market Failures and Government Intervention; The Economics of Environmental Protection; Taxation and Public Expenditure.

Topics mostly the same but real life examples changed.

The past and present

- The price of textbooks have increased by a factor of 8 times since 1978.
- The National Association of College Stores found that the average college student reports paying about \$655 for textbooks and supplies annually.



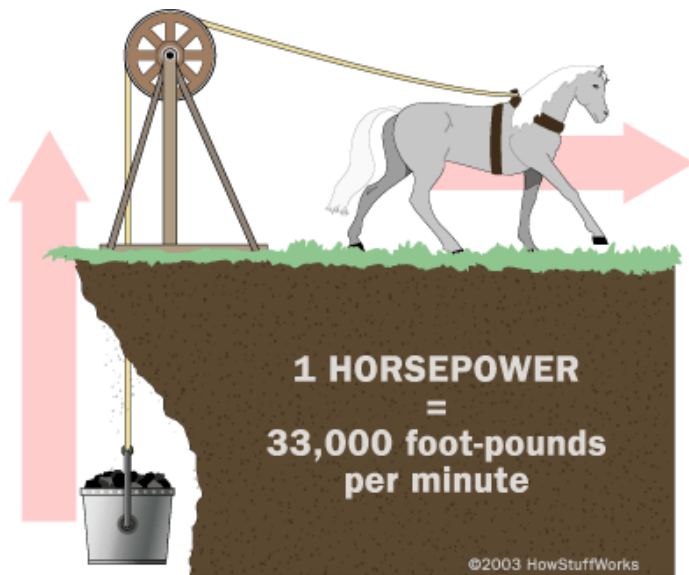
<http://www.theatlantic.com/business/archive/2013/01/why-are-college-textbooks-so-absurdly-expensive/266801/>

What will happen to traditional textbooks?



Schumpeter

Creative
destruction....



<http://www.howstuffworks.com/horsepower.htm>



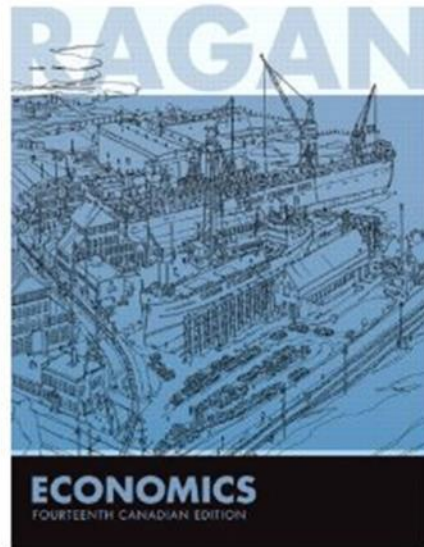
http://en.wikipedia.org/wiki/Coal_mining

What will happen to traditional textbooks?



Schumpeter

Creative destruction



What does the future hold....

- Probably digital books will take over traditional textbooks.
- Benefits according to [Inkling digital textbooks](#)
 - audio available
 - video clips for further information
 - two way interaction
 - assessments in the text
 - 3D images
 - additional information for images and content
 - note writing in text
 - social sharing and discussions boards
 - searching for additional information
 - cloud streaming



<http://www.digitalbookworld.com/2013/what-will-textbooks-of-the-future-look-like-inkling-thinks-it-knows>

What does the future hold?

Textbooks on tablets. Textbooks with 3D images, video, audio, interactivity, engaging textbooks, with the ability to research further the area of interest, note writing, getting assessed on the spot, receiving experts opinion, and discussing topics on boards.

[Ted Talk: A next-generation digital book](#)



<http://www.apple.com/ca/apps/ibooks/>

What does the future hold?

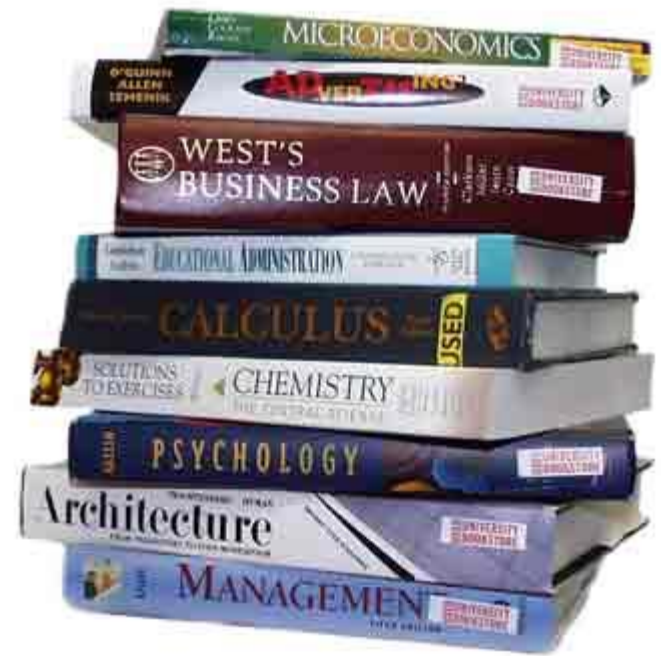
- Cortex envisions textbooks on tablets. Textbooks with 3D images, video, audio, interactive, engaging textbooks, with the ability to research further the area of interest, note writing, getting assessed on the spot, receiving experts opinion, and discussing topics on boards.



- See short video:
- [What does the textbook of the future look like?](#)

The transition

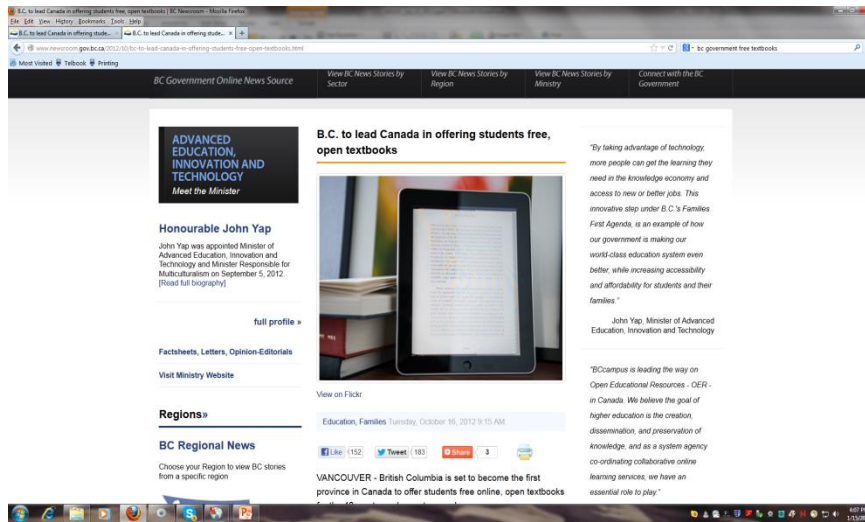
- What did I do to lessen the impact of rising costs of these traditional textbooks last year?
- I used free online course material as British Columbia had not yet made textbooks freely available at that time.



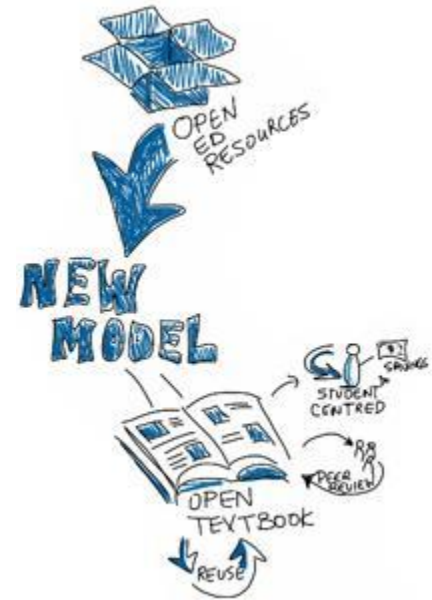
<http://scholarlykitchen.sspnet.org/2012/10/10/why-are-college-textbooks-so-expensive/>

Transition

British Columbia is set to become the first province in Canada to offer students free online, open textbooks for the 40 most popular post-secondary courses next year.



An open textbook is typically published under an open license and can be read online or downloaded at no cost....



<http://www.bccampus.ca/questions-and-answers-on-open-textbooks-part-3/>

What did I use?

Anything that would make it cheaper for my students...Saving my students at least \$120!

I used the following resources:



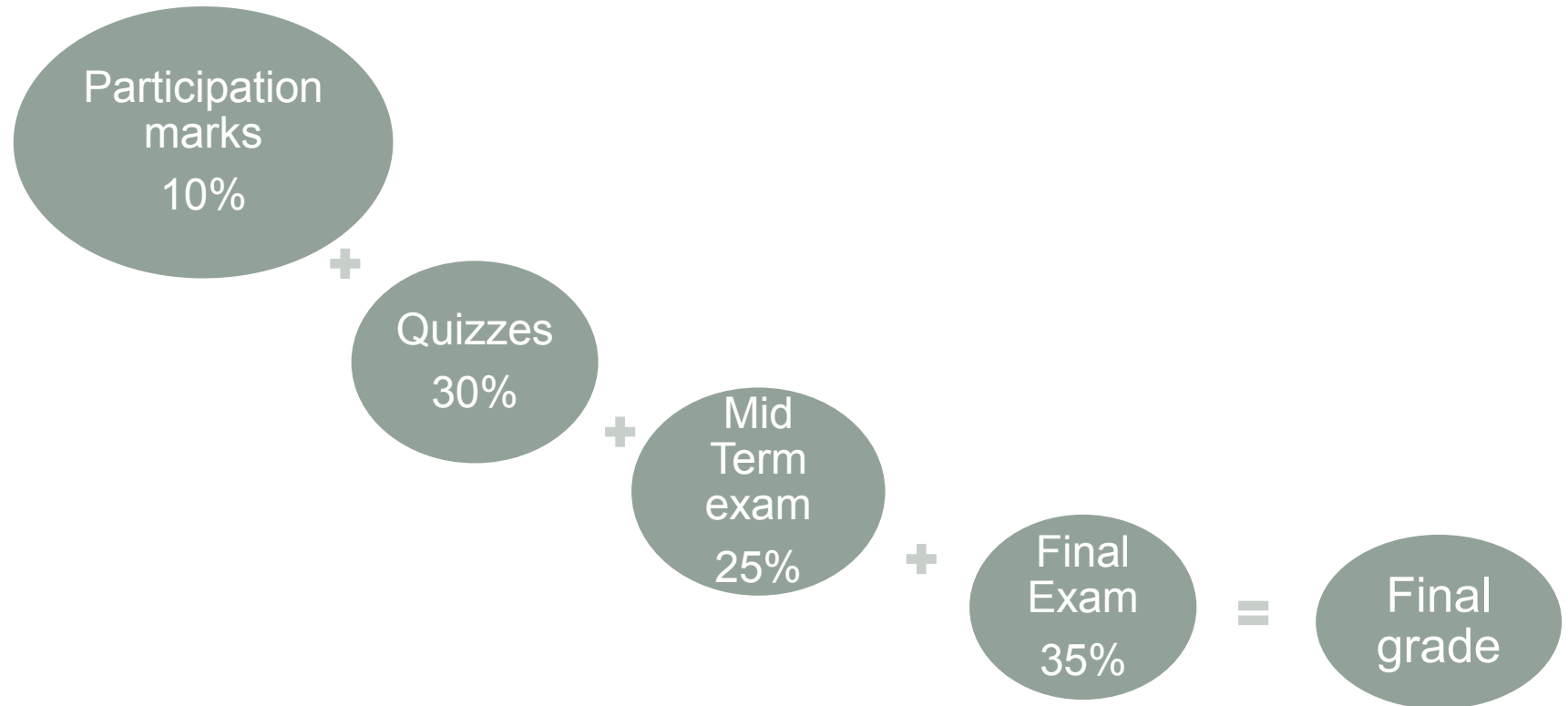
The ten challenges



Power point slides



Course assessment



Student feedback

“I believe Saylor website is a good enough textbook....

Electronic textbooks are the future of education, so it's good to save money and lead the way, before the government does.

Regarding the Coursera, I like it a lot, it's helpful to understand any problems I have.”



<http://www.smileysymbol.com/2012/05/smiley-face-collection-10-pics.html>

Student feedback

“It’s better to have a textbook online, because it saves \$200.

Furthermore it’s easy to follow everything that is online and there are Youtube lectures that are VERY helpful.

Also Coursera is a nice place to study. Quizzes there are challenging and lectures there are helpful.”



<http://www.socialgreetings.net/picturelike.php?id=98>

Student feedback

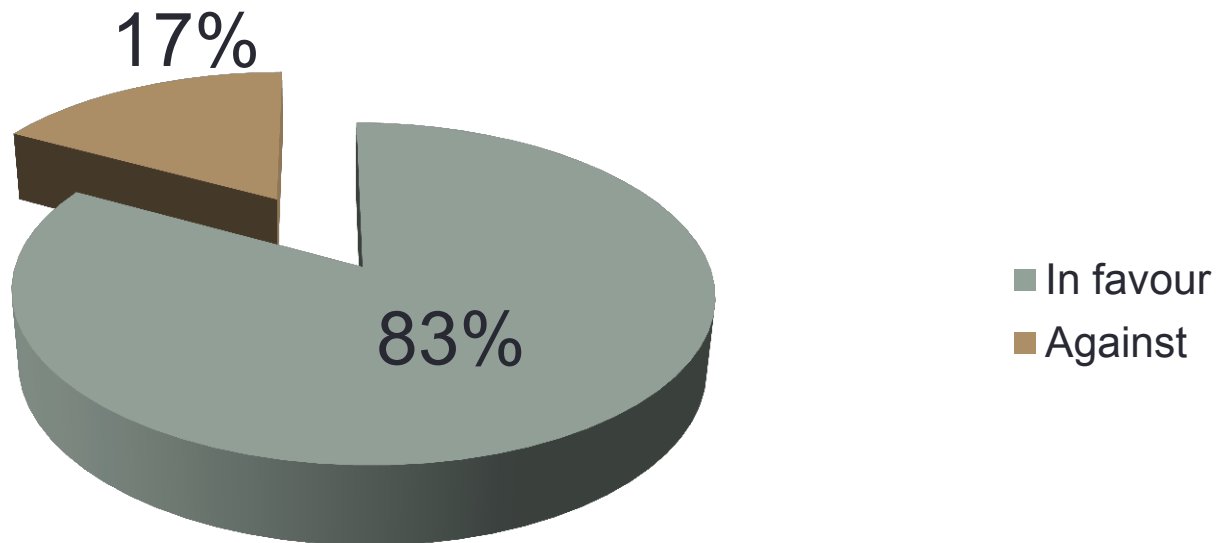
“I would prefer a textbook as logging online constantly to get to the book is time consuming. And there are times when I have no access to a computer when I need to study.”



<http://www.officialpsds.com/sad-face-PSD78749.html>

Student feedback

Are you in favor of not having to buy a textbook?



Note: Only option was to use free online material.....

Past student feedbacks

Econ 190-01, Winter 2009. Comment on the written instructional material which the instructor provides:

“In-class instruction and power-point slides were very helpful, as were handouts, did not need textbook.”

“Kind of useless if you take notes!”

“Did not use textbook, only handouts”

“The power points are great, I’ve rarely used the textbook”

“Textbook kind of useless, if you take notes”



Principles of Microeconomics: 4th Cdn Edition
By G. Mankiw, R. D. Kneebone, K. J. McKenzie, N. Rowe

Amazon price (new, paperback): \$55.99
Used: \$5.99

Past student comments

Econ 190-03, Winter 2009.
Comment on the written
instructional material which the
instructor provides:

“Textbook is easy to read and
understand”

“This was one of my only textbooks
I actually enjoyed to read and
understand. It was a perfect text!”

“I think I didn’t use the textbook so
much”



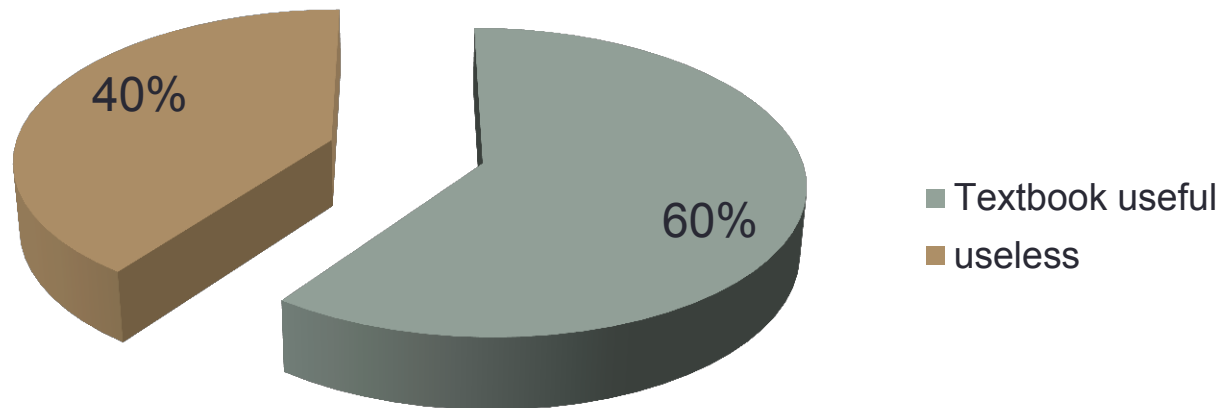
Principles of Microeconomics
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Used: \$5.99

Past student comments

Is your textbook useful?



Note: Only option was to buy the required textbook

Future textbook requirement: A la carte menu: Select your option

Traditional textbook



\$60 - \$120

E-book version



\$40-\$80

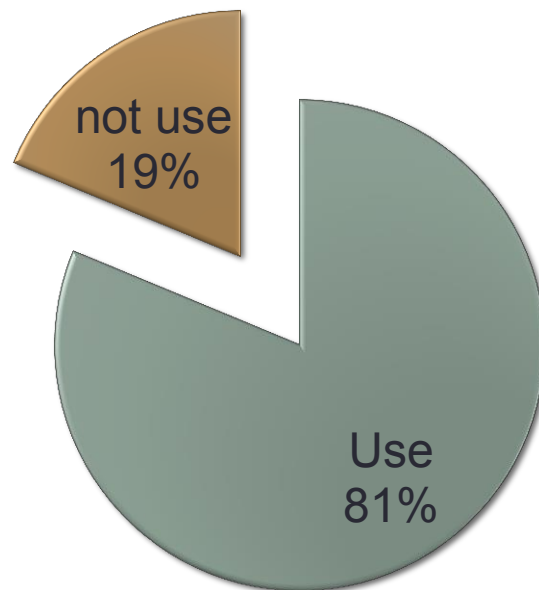
Online free educational resources



\$0

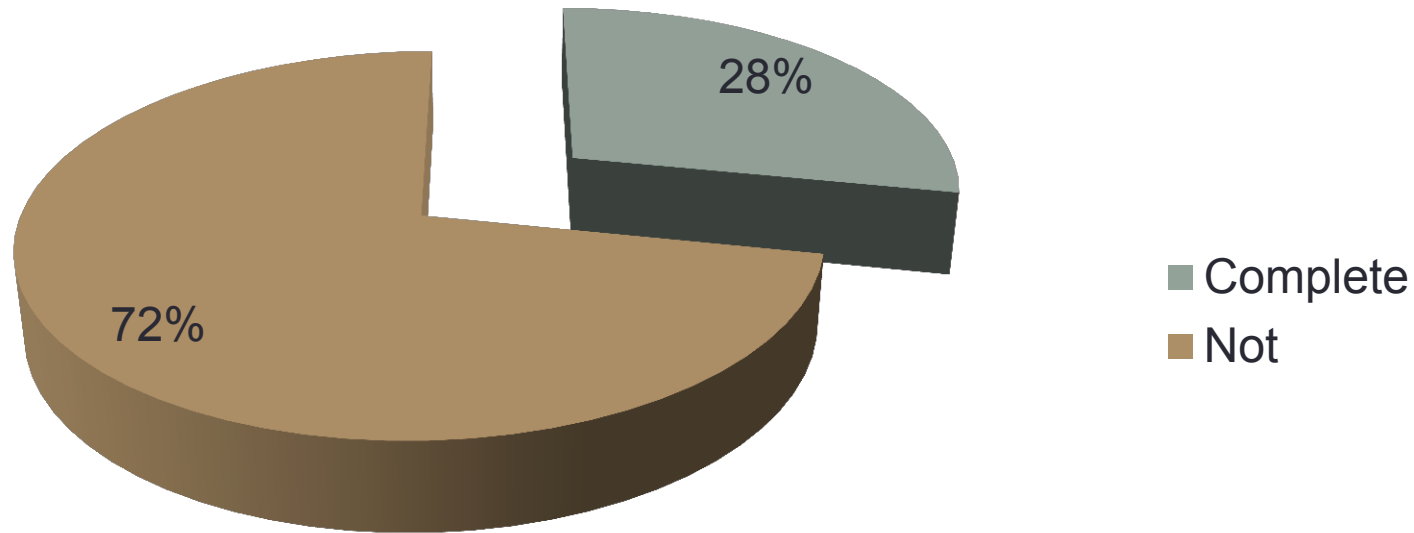
Survey results, 32 respondents

Did you use the Saylor website to read course material?



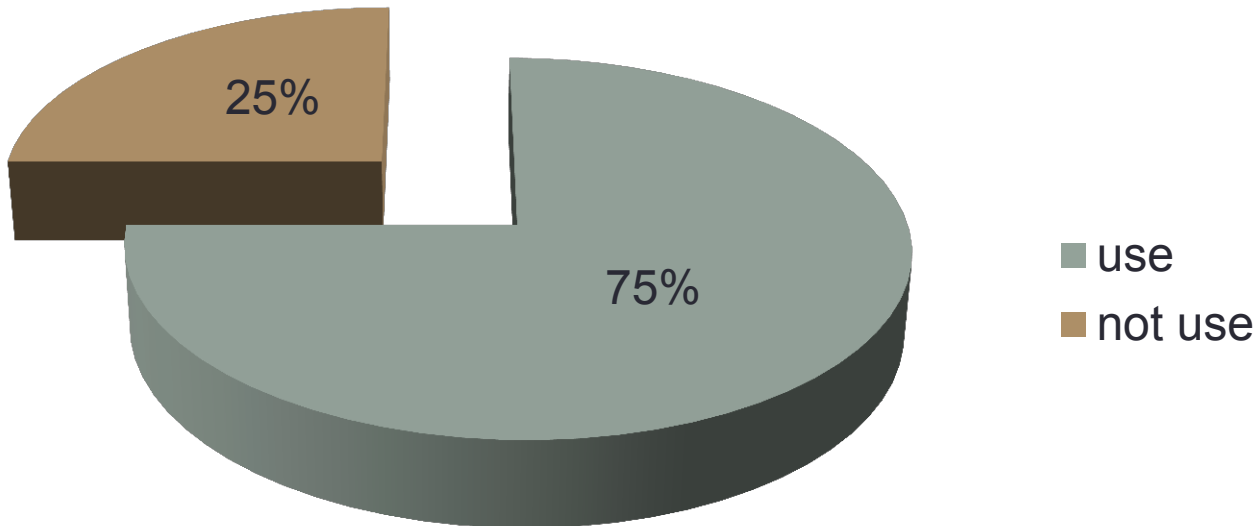
Survey results

Did you complete the Coursera course?



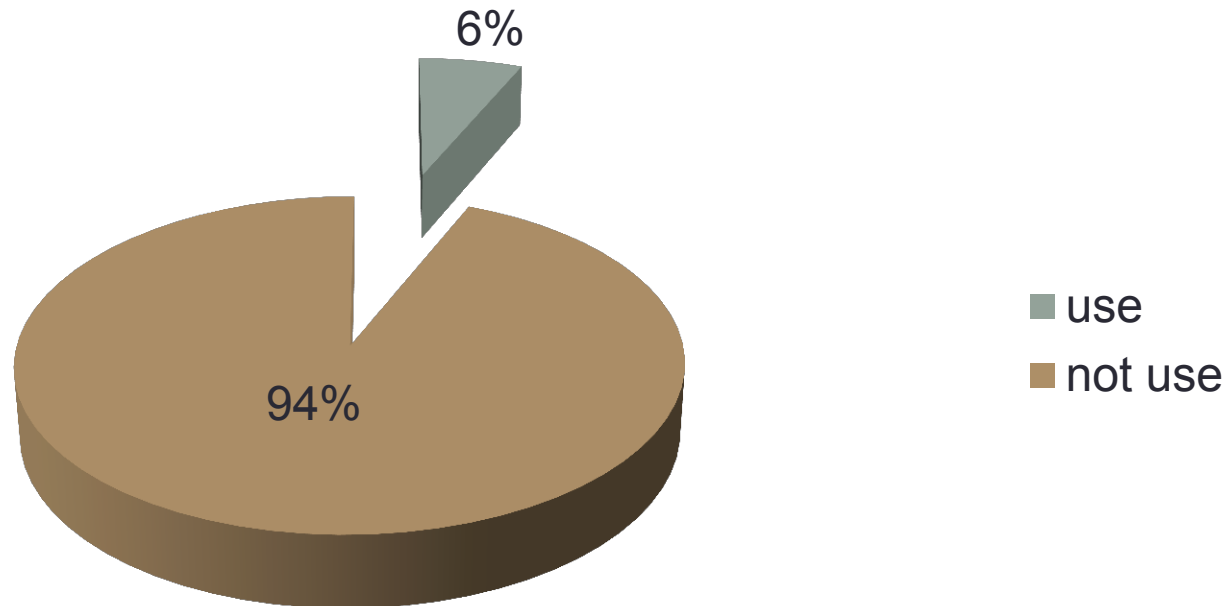
Survey results

Did you use Khan Academy?



Survey Results

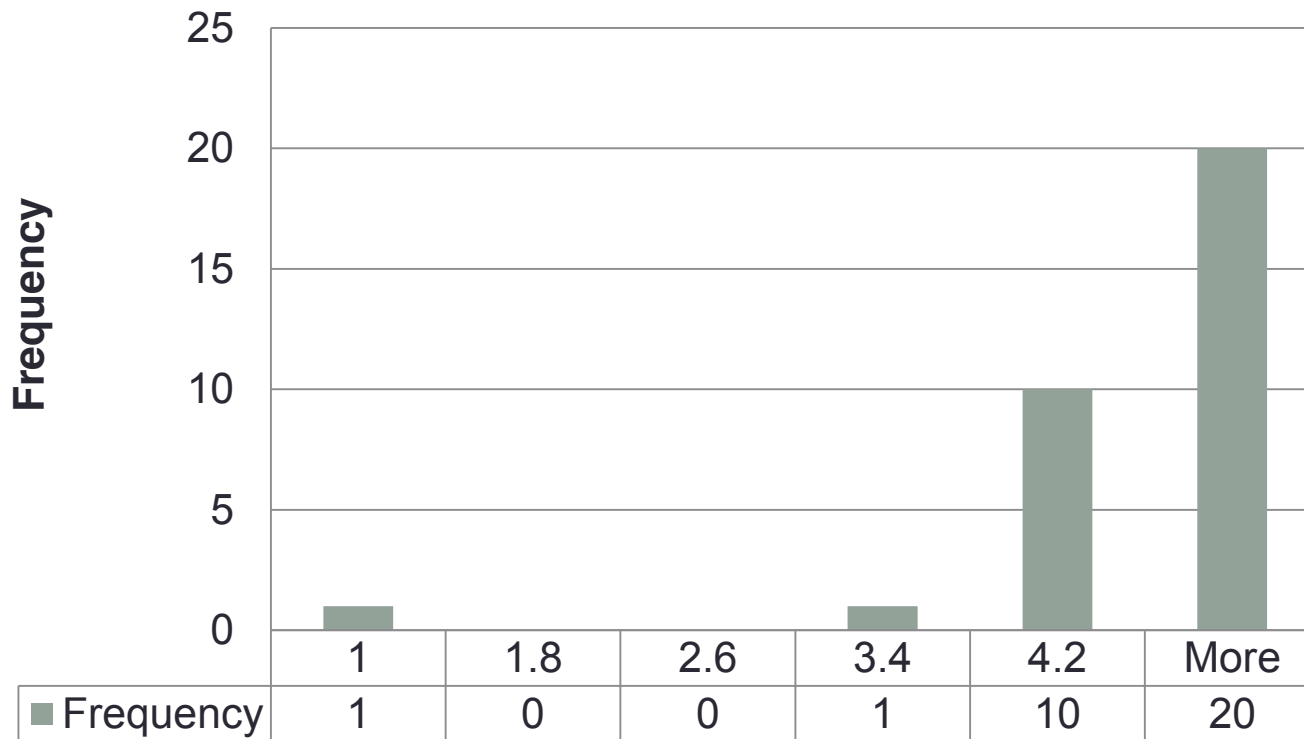
Did you use a hardcopy textbook?



Note: 2 students none of which bought the book

Survey results

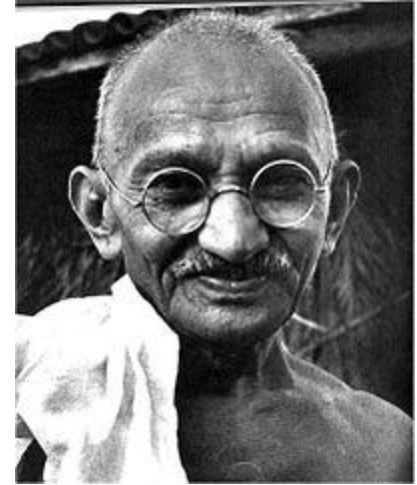
How happy are you for not buying a textbook?



Conclusion

“If textbooks are treated as a vehicle for education, the living world of the teacher has very little value. A teacher who teaches from textbooks does not impart originality to his pupils. He himself becomes a slave of textbooks and has no opportunity or occasion to be original. It therefore seems that the less textbooks there are, the better it is for the teacher and his pupils.”

Mahatma K. Gandhi, 1939



http://en.wikipedia.org/wiki/Mahatma_Gandhi

Conclusion...

- Make it cheaper for our students...hardcopy textbooks are very expensive in their current form.
- They will become obsolete.
 - Demand for traditional textbooks will fall as knowledge is publicly available at very low cost.
 - Digital textbooks will be the future and probably be cheaper as they compete with free online material.
 - Each instructor will create his/her own textbook using online resources expanding the supply of textbooks.