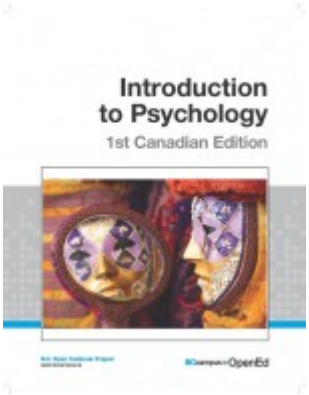
Faculty Review of Open eTextbooks

The California Open Educational Resources Council 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:

BC Campus: Introduction to Psychology



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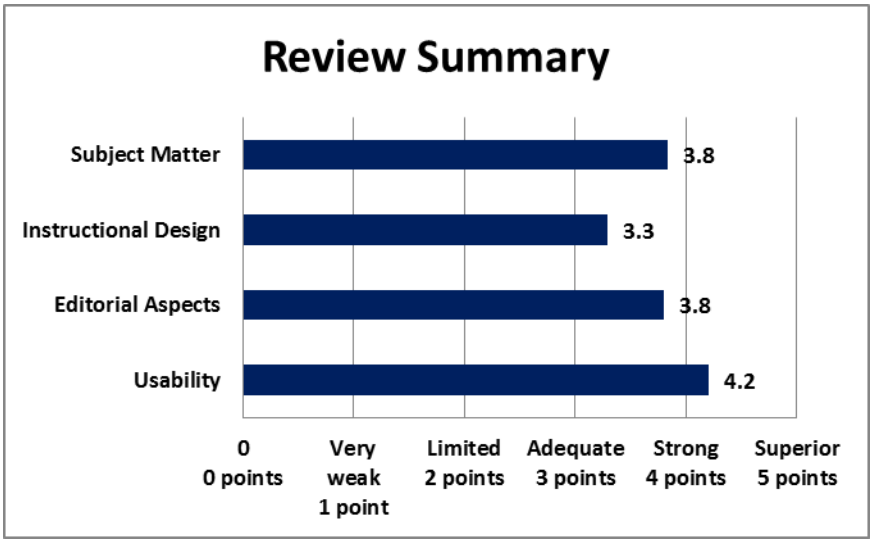

Date Reviewed:
March 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: PSYCH 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: 23 out of 30

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

- I appreciated the acknowledgement that this book was designed to reflect a Canadian perspective with Canadian-specific content and references. Good to know ahead of time that the book utilizes Canadian Psychological Association guidelines.

- Though because the Medical Council of Canada recently transitioned to the DSM, discussing disorders from a Canadian or US perspective is not an issue.

- Content is adequate and accurate, but could be more engaging for students

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:

- Learning objectives, key takeaways, exercises and critical thinking all included

- Some insertions appear to be obvious cut and paste efforts and stand out as an afterthought

- Some narrative in figure descriptions slips into casual context

- would recommend stronger chapter summaries to tie chapter content to learning objectives

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 latid0out 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: 19 out of 25

Please provide comments on any editorial aspect of this textbook.

- Writing style is clear but not very engaging.

Usability (30 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: 21 out of 30

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

- Not sure what Canadian accessibility compliance requirements are, but ADA compliance should be considered.

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**	
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?				**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?

- I would not adopt this textbook only because it is specific to Canada. For Canadian education, I would consider adopting it.

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

- References (including APA references) would need to be applicable to US

We invite you to add your feedback on the textbook or the review to the textbook site in MERLOT
(Please register in MERLOT to post your feedback.)

CALIFORNIA OER COUNCIL
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For questions or more information, contact the CA Open Educational Resources Council.

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