



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 no/low cost 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:

Stand Up, Speak – The Practice and Ethics of Public Speaking



License:



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Find it: [eTextbook Website](#)

Textbook Authors:

Bernardo Attias, Anne Goding, Jason Wrench, Danette Ifert Johnson

Reviewed by:

Leslie Collins

Institution:

Modesto Junior College

Title/Position:

Professor,
Communication Studies

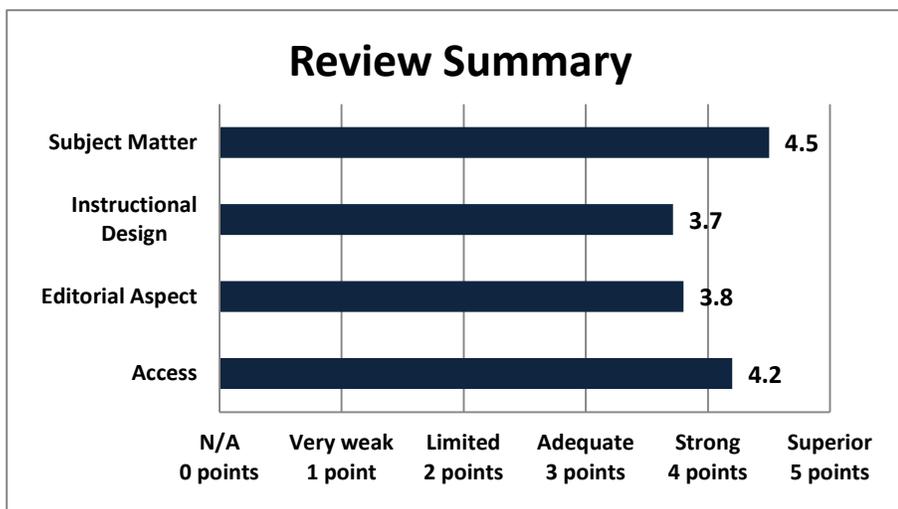
Format Reviewed:

[Online and PDF](#)

A small fee may be associated with various formats.

Date Reviewed:

August, 2014



California OER Council eTextbook Evaluation Rubric

CA Course ID: [COMM 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					X	

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

Total Points: 27 out of 30

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

- I have some minor differences with the authors about terminology (i.e., I use "thesis statement" to refer to a preview of the speaker's main points) and content (i.e., I think Aristotle's artistic proofs - logos, ethos, and pathos - are a cornerstone of persuasion and should be included in the persuasion chapter), but these differences are minor because they are easily fixable and common in the discipline.
- I use this book in my own class currently and it's not difficult to add articles and videos about logos, ethos, and pathos to my learning modules. It's a bit more difficult to get students to understand that the term "thesis statement" is being used differently in the class than it is in the textbook, so I use a custom-published version of this book through Flat World Knowledge so I can make the change myself.

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: 26 out of 35 points

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

- I think the material in this book is challenging enough for any lower-division college student, but accessible enough for students at the community college who may not currently meet college-level reading requirements.
- Adding a clickable table of contents at the beginning of the book would alleviate my concerns about the organization. Right now, the book opens into chapter 1 without an explanation of the content. Students need to navigate through the entire book to find what they are looking for.
- The major reason I use a version of this book through Flat World Knowledge is that there are no ancillary materials in the OER (.pdf) version. My students tend to understand content better when they can take practice quizzes before their module quizzes. I also don't really have the time to build my own test bank, so I rely on the publishers to create a test bank that I can integrate into my Blackboard shell, edit, and add to.

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: 19 out of 25

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

- The writing style in this book is excellent. It's enjoyable to read and the design features text broken up by graphics.
- As I mentioned above, the .pdf lacks a table of contents so it's difficult to find what you need if you don't know where to search for it. However, there are hyperlinked citations which is a nice interactive feature.
- There are a few instances where hyperlinks lead the reader out into multimedia content. However, the book would be much stronger with embedded videos and animations. I work around this in my class by adding videos and short online articles into my online learning modules to supplement the primarily text-based content of the book.

Access (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 the subject matter of this textbook.

- For this textbook review, we are asked to review the .pdf of this book. PDFs are easily viewable using Adobe Reader, printable, downloadable, and accessible online. If students download the book, they can add sticky notes and highlight in their own copy. Instructors can do the same, but they can't modify a copy and share it with students easily. This is one reason why I use the Flat World Knowledge version of the book, because the edits I make create a customized version that my students see.

Overall Ratings (10 possible points)	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	

Overall Comments

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

- This is the title I use in my own class and I have recommended this book to many colleagues.
- The major selling point is that the book is free which is especially important because we teach at a community college in a low-income area.
- Second to that, I tell my colleagues that it is well-written and includes almost all the content we require in our course outline of record.

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

- I currently offer my students this .pdf if they cannot afford the custom published version of our book through Flat World Knowledge. I would switch to the OER version of the book completely if:
 - study resources were included for students
 - an instructor test bank was included for faculty
 - the format was editable so I could easily remove content we don't cover in the course, change key terms to fit the vocabulary I use, and add supplemental content where I want to.
 - a hyperlinked table of contents was added to increase ease of navigation.
- while this wouldn't make or break my adoption of the book, embedded video.

We invite your feedback on the textbook or the review to the [textbook site in MERLOT](#).
(Please [register](#) in MERLOT to post your feedback.)



For questions or more information, contact the [CA Open Educational Resources Council](#)



This [review](#) is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](#).