



Raising the Impact of Research, Scholarship & Education Through Openness

UCSB | May 15, 2014 | #OpenTourCali

Nicole Allen (@[txtbks](#))

Director of Open Education, SPARC

Nick Shockey (@[R2RC](#))

Director of Programs & Engagement, SPARC

Director, Right to Research Coalition





#WHATSHOULDWECALLGRADSCHOOL

PEER REVIEWED. IMPACT FACTOR: TO INFINITY AND BEYOND

11TH JUN 2012 | 162 NOTES

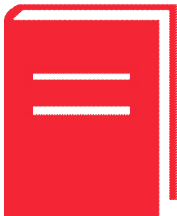
WHEN THE PAPER I NEED ISNT
AVAILABLE THROUGH MY
UNIVERSITYS SUBSCRIPTION



Average journal price in Health Sciences:

 = \$1,482

Biology

 = \$2,653

Chemistry

 = \$4,450

Physics

 = \$3,893

Source: Library Journal 2013 Periodicals Pricing Survey

"The Winds of Change | Periodicals Price Survey 2013," by Stephen Bosch and Kittie Henderson. Library Journal, April 25, 2013: <http://lj.libraryjournal.com/2013/04/publishing/the-winds-of-change-periodicals-price-survey-2013>

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TABLE 1 AVERAGE 2013 PRICE FOR SCIENTIFIC DISCIPLINES

DISCIPLINE	AVERAGE PRICE PER TITLE	DISCIPLINE	AVERAGE PRICE PER TITLE
Chemistry	\$4,450	Zoology	1,852
Physics	3,893	Technology	1,830
Biology	2,653	Math & Computer Science	1,700
Engineering	2,652	Health Sciences	1,482
Astronomy	2,322	Agriculture	1,441
Food Science	1,975	General Science	1,416
Botany	1,970	Geography	1,401
Geology	1,965		

SOURCE: LJ PERIODICALS PRICE SURVEY 2013

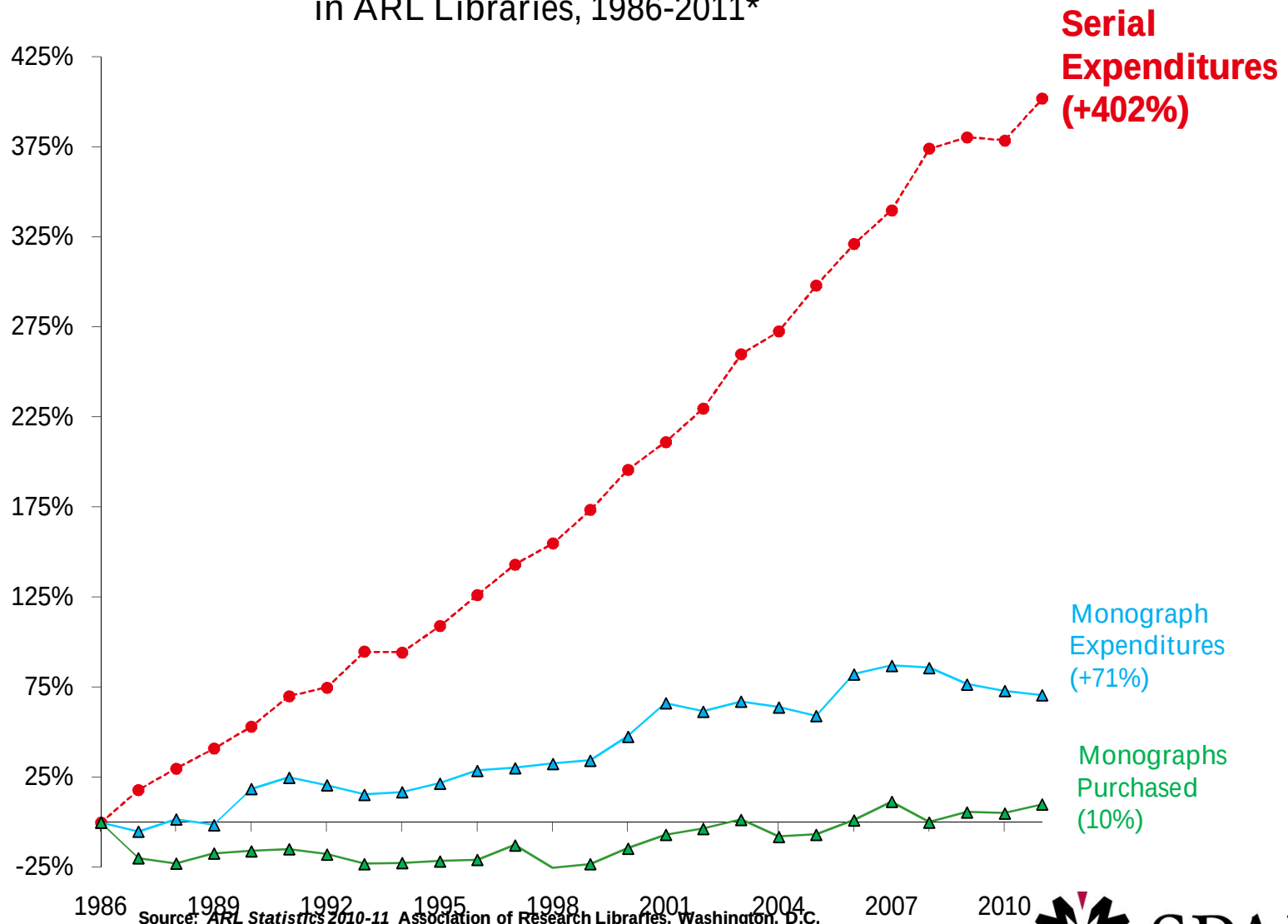
Source: Library Journal 2013 Periodicals Pricing Survey

"The Winds of Change | Periodicals Price Survey 2013," by Stephen Bosch and Kittie Henderson. Library Journal, April 25, 2013: <http://lj.libraryjournal.com/2013/04/publishing/the-winds-of-change-periodicals-price-survey-2013>

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Graph 2
Monograph and Serial Costs
in ARL Libraries, 1986-2011*



News home page

News by topic

Agriculture
Business
Campus News
Engineering
Government/Law
Health
Science News
Social Sciences, Arts,
Humanities
Veterinary Medicine

Publications

UC Davis Magazine
Dateline UC Davis
Dateline electronic
newsletter
Egghead blog
Futurity.org
California Aggie

Video

iTunes U
YouTube

Related news

Chancellor Katehi
UC Davis Athletics
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UC Newsroom
UCTV

News and Media
Relations resources

For the news media

Strategic
Communications

Third floor Mrak Hall
University of California,

UC fights \$1 million increase in license fee for
Nature and affiliated journals

6.11.2010



By Dave Jones

UC library leaders are seething over what they described as a 400 percent increase in the license fee that Nature Publishing Group charges UC for online access to 67 journals.

And, as faculty begin talking about a systemwide boycott of NPG, the publisher is fighting back.

The increase due to take effect in 2011 would cost UC an additional \$1 million a year, according to the library leaders. With this increase, they said, the UC system would be paying, on average, \$17,479 a year for each NPG journal, up from \$4,465.

These figures are from an "informational update" dated June 4 and signed by Laine Farley, executive director of the California Digital Library in the UC Office of the President; Richard A. Schneider, associate professor and chair of the University Committee on Library and Scholarly Communication; and Brian E.C. Schottlaender, convener of the University Librarians Council.

Farley, Schneider and Schottlaender said faculty had begun organizing a systemwide boycott of the Nature Publishing Group. With a boycott in place, the library leaders said, faculty would call upon UC Libraries to cancel all of their online subscriptions from NPG, while the faculty organizers would encourage their colleagues to stop submitting papers to NPG and to decline its requests to serve as peer reviewers.

The library leaders suggested a number of other actions that faculty could take to fight the "monopoly" that NPG and other publishers had built on content from UC scholars.

NPG's online response

On June 9, Nature Publishing Group posted an online [response](#), describing the California Digital Library's

DATeline
News for Faculty and Staff



http://dateline.ucdavis.edu/dl_detail.lasso?id=12774

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The
Economist

Publishing obscure academic journals is
that rare thing in the media industry:

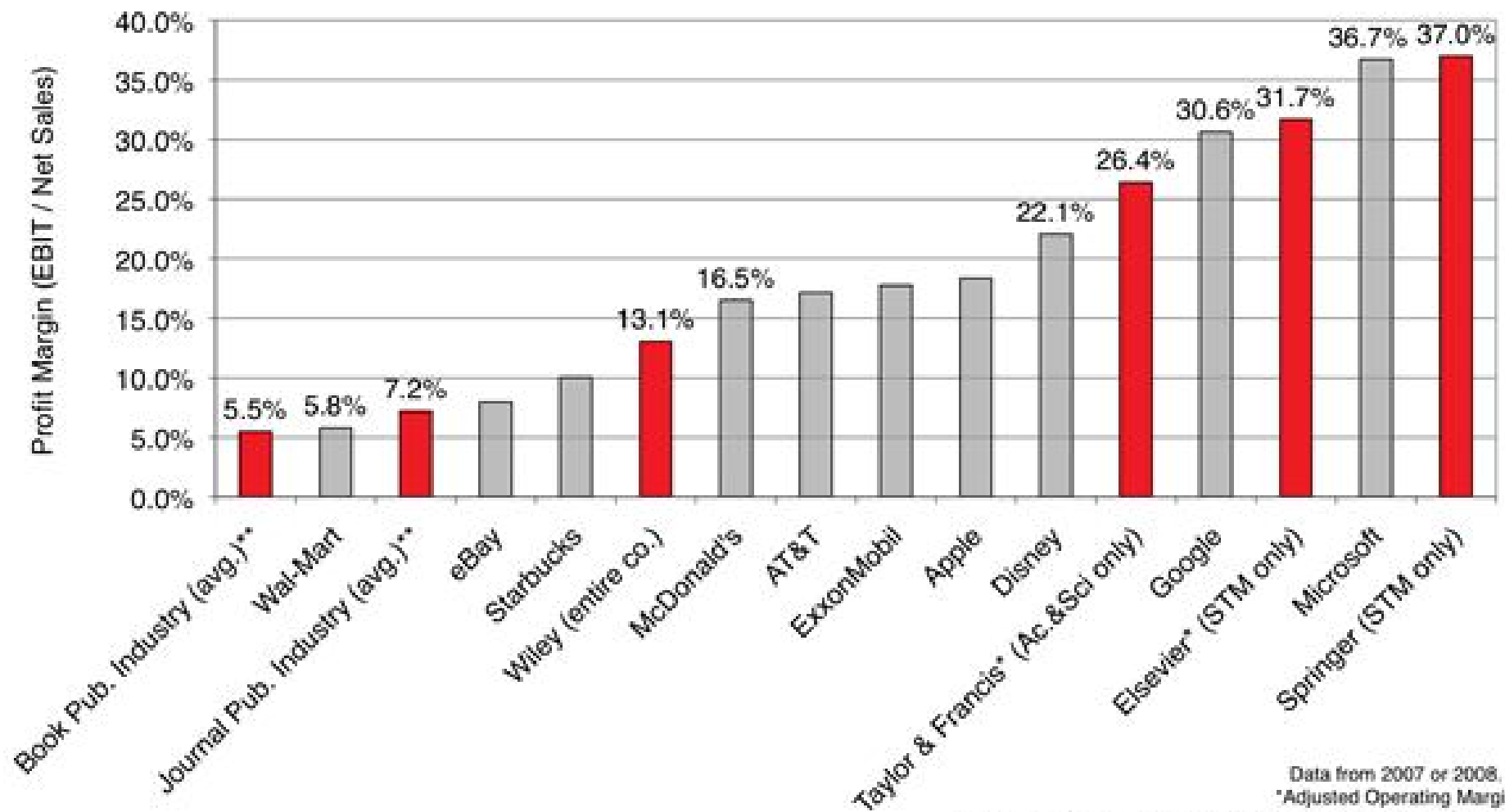
“a licence to print money.”

Source: The Economist, “Open Sesame,” April 14, 2012: <http://www.economist.com/node/21552574>
www.sparc.arl.org



Publishing is big business...

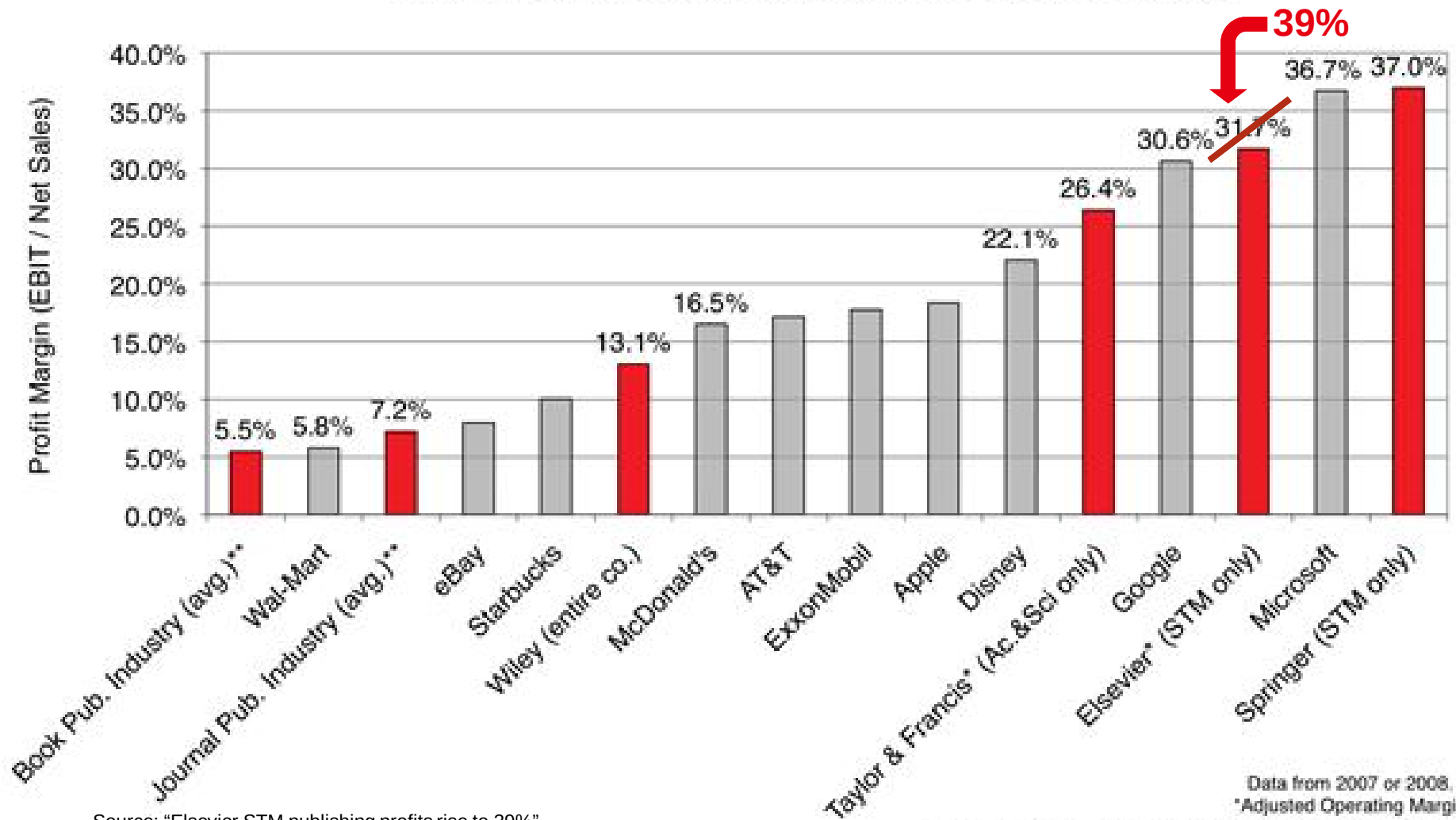
Profit Margins: Journal Publishers v. Other Companies



Data from 2007 or 2008.
*Adjusted Operating Margin
Data Source: MIT Libraries **RMA Annual Statement Studies, 2007

Publishing is big business...

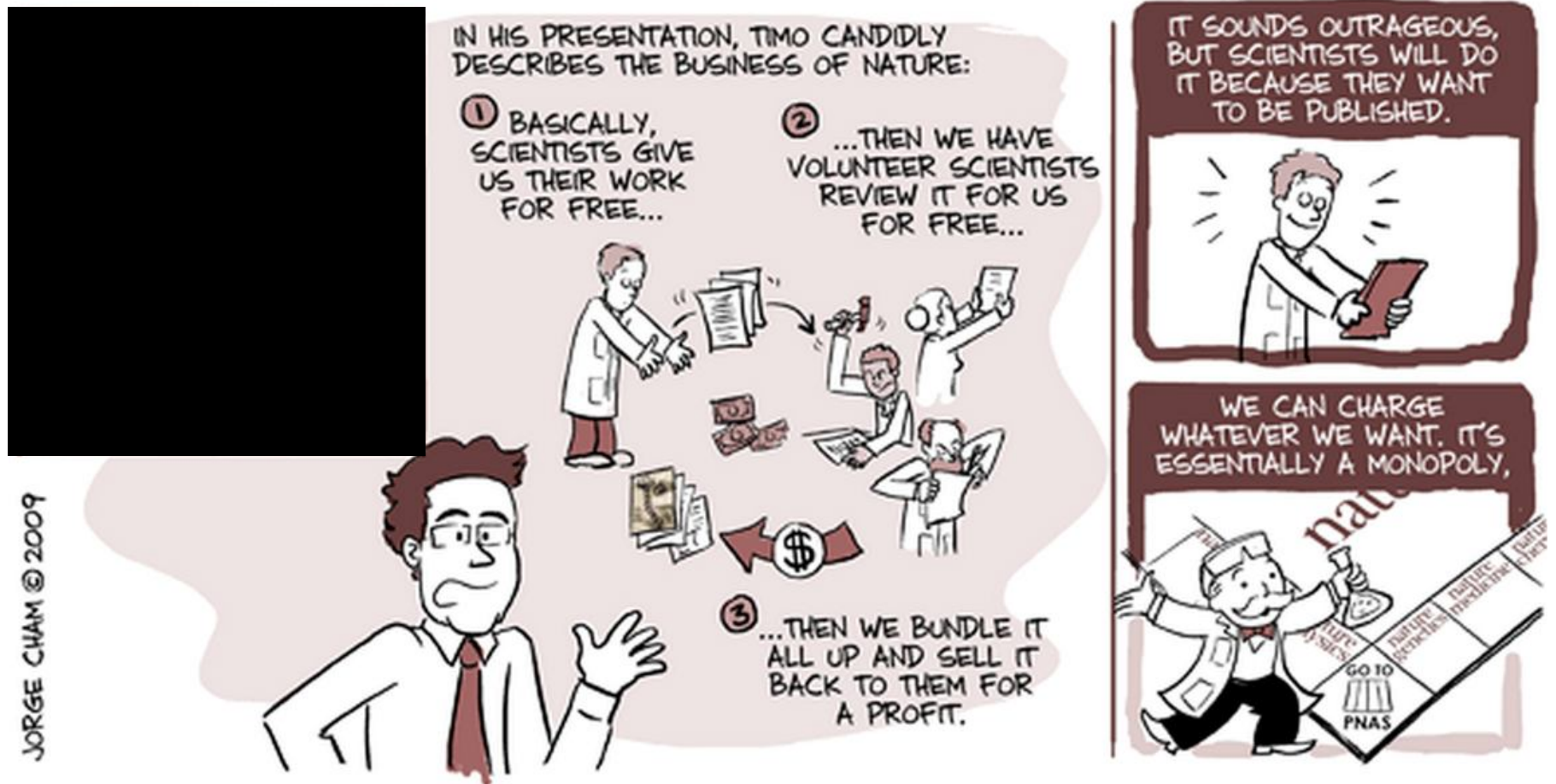
Profit Margins: Journal Publishers v. Other Companies



Source: "Elsevier STM publishing profits rise to 39%"
<http://poeticeconomics.blogspot.com/2014/03/elsevier-stm-publishing-profits-rise-to.html>
www.sparc.arl.org

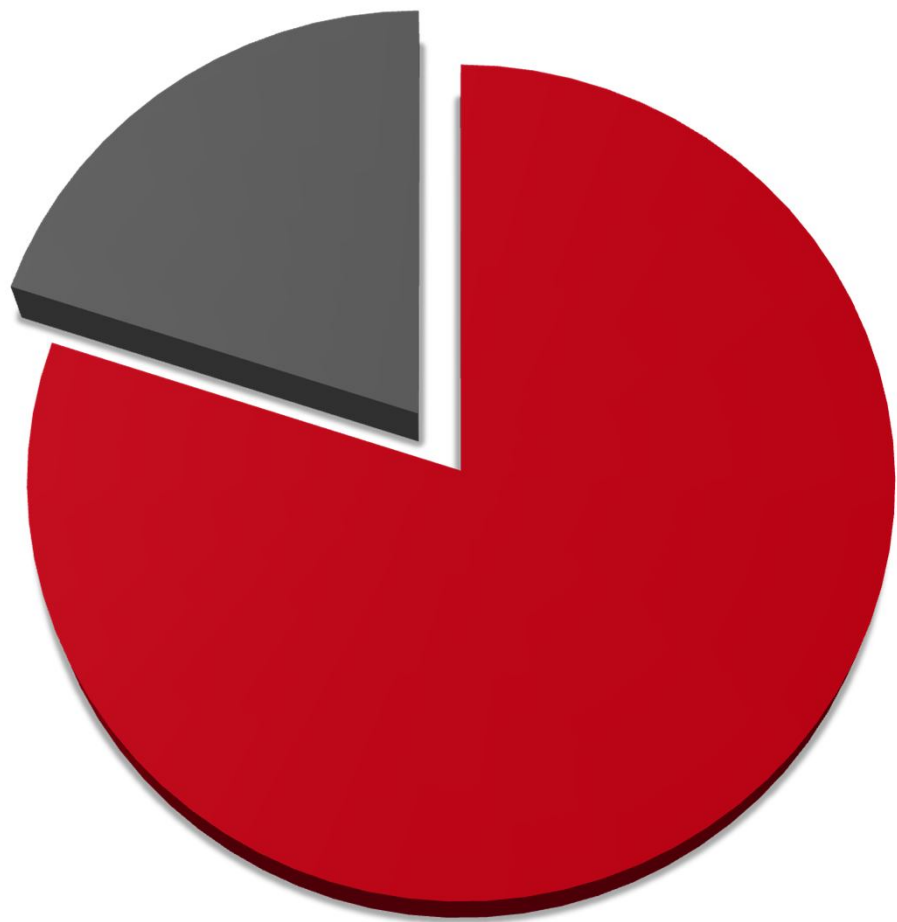
Data from 2007 or 2008.
*Adjusted Operating Margin
Data Source: MIT Libraries **RMA Annual Statement Studies, 2007

Is there a reason
publishing should be
this expensive?



<http://www.phdcomics.com/comics/archive.php?comid=1200>

www.sparc.arl.org

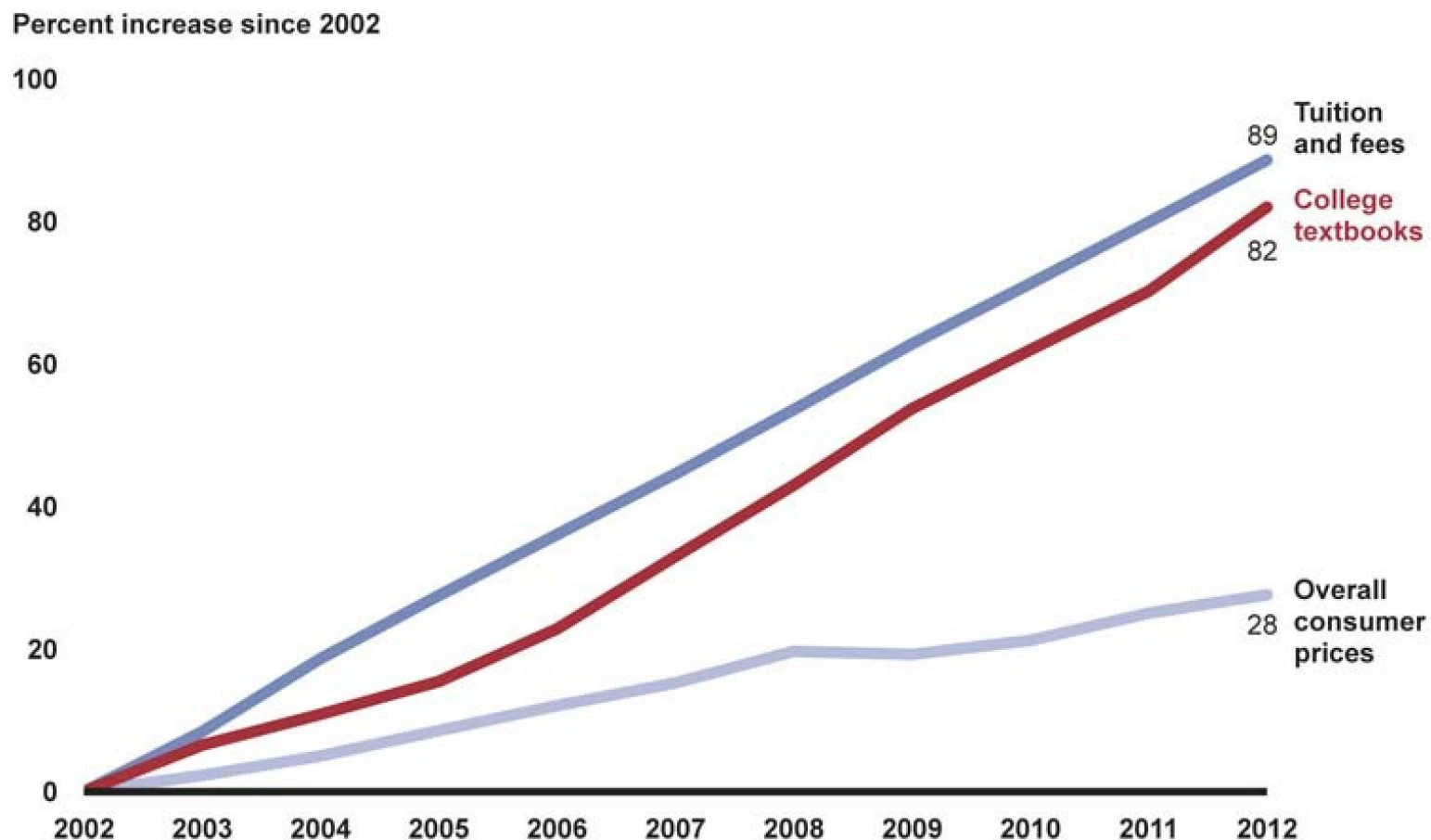


80%
of research is
publicly
funded¹

Source: "Academic Publishing: Survey of funders supports the benign Open Access outcome priced into shares, HSBC Global Research," February 11, 2013:
<https://www.research.hsbc.com/midas/Res/RDV?ao=20&key=RxAfbnG1P&n=360010.PDF>

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Figure 1: Estimated Increases in New College Textbook Prices, College Tuition and Fees, and Overall Consumer Price Inflation, 2002 to 2012



Source: Bureau of Labor Statistics' Consumer Price Index data.

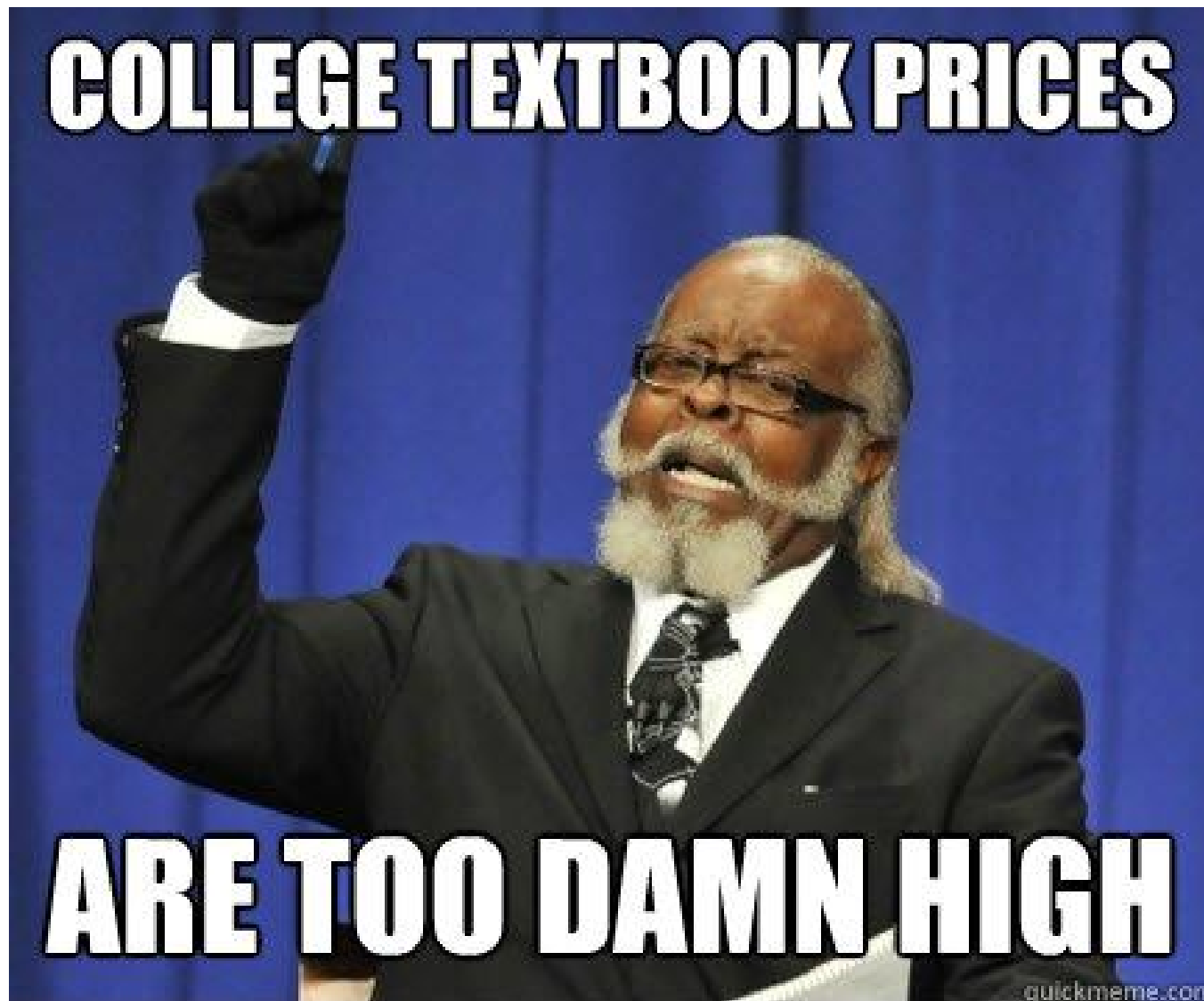


Image © from <http://www.quickmeme.com/meme/352cfk>

\$29,400

Average student debt at graduation
(undergrad)

Source http://projectonstudentdebt.org/state_by_state-data.php



\$1,207

Average student budget for books and
supplies for the 2013-2014 academic
year

Source <http://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2013-14>



Traditional Textbook Prices

Textbook	New	Used	Rental	E-Book	E-Reader
Principles of Economics	\$ 206.12	\$ 154.59	\$ 73.42	\$ 101.59	\$ 116.25
Financial Accounting	\$ 206.38	\$ 154.79	\$ 78.81	\$ 101.30	\$ 120.51
Business Communication	\$ 156.20	\$ 117.15	\$ 59.56	\$ 71.81	\$ 93.08
Principles of Marketing	\$ 150.05	\$ 112.54	\$ 62.71	\$ 75.95	\$ 91.00
Information Systems	\$ 155.57	\$ 116.67	\$ 67.33	\$ 77.58	\$ 109.08
Linear Algebra	\$ 159.02	\$ 119.27	\$ 58.31	\$ 47.94	\$ 102.80
Statistics	\$ 151.37	\$ 113.52	\$ 62.23	\$ 74.81	\$ 114.73
Calculus	\$ 209.45	\$ 157.09	\$ 74.92	\$ 110.08	\$ 119.32
College Algebra	\$ 162.47	\$ 121.85	\$ 63.84	\$ 82.78	\$ 100.54
Physics	\$ 198.17	\$ 148.63	\$ 77.47	\$ 91.45	\$ 108.60
Average	\$ 175.48	\$ 131.61	\$ 67.86	\$ 83.53	\$ 107.59
Savings off new price		25.00%	61.33%	52.40%	38.69%

Source http://www.studentpirgs.org/sites/student/files/reports/A-Cover-To-Cover-Solution_4.pdf

2 in 3

Students say they decided against
buying a textbook because the cost is
too high

Source <http://www.uspirg.org/reports/usp/fixing-broken-textbook-market>



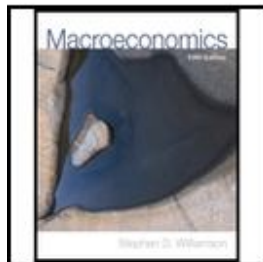
1 in 3

Students say at some point they earned a poor grade because they could not afford to buy the textbook

You can't **learn** from
materials you can't
afford



Term: SESSION A 14 Name: ECON 101 Section: BIRCHENALL Instructor: BIRCHENALL Location:



REQUIRED

MACROECONOMICS

Author WILLIAMSON
Edition 5TH 14
ISBN 9780132991339

[More info...](#)

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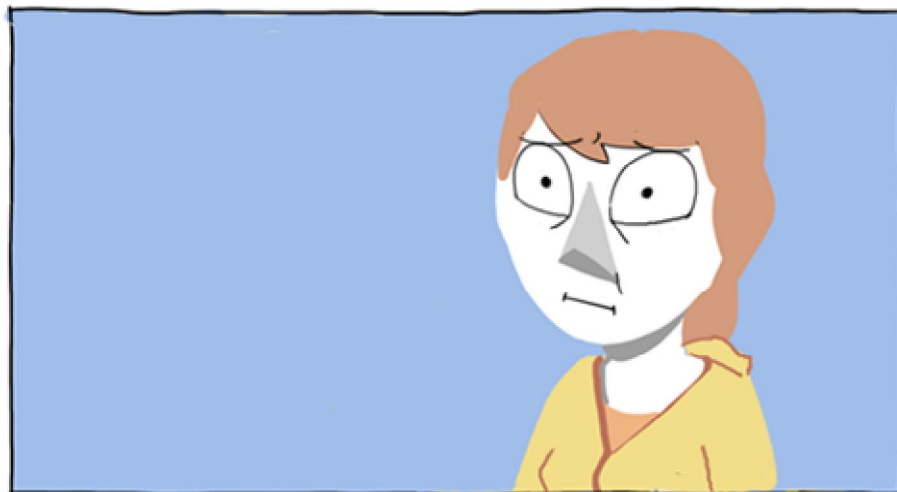
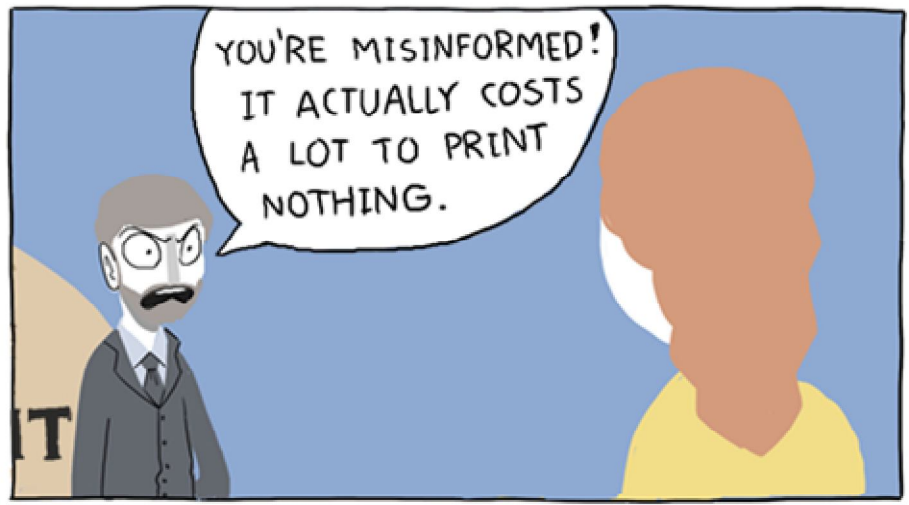
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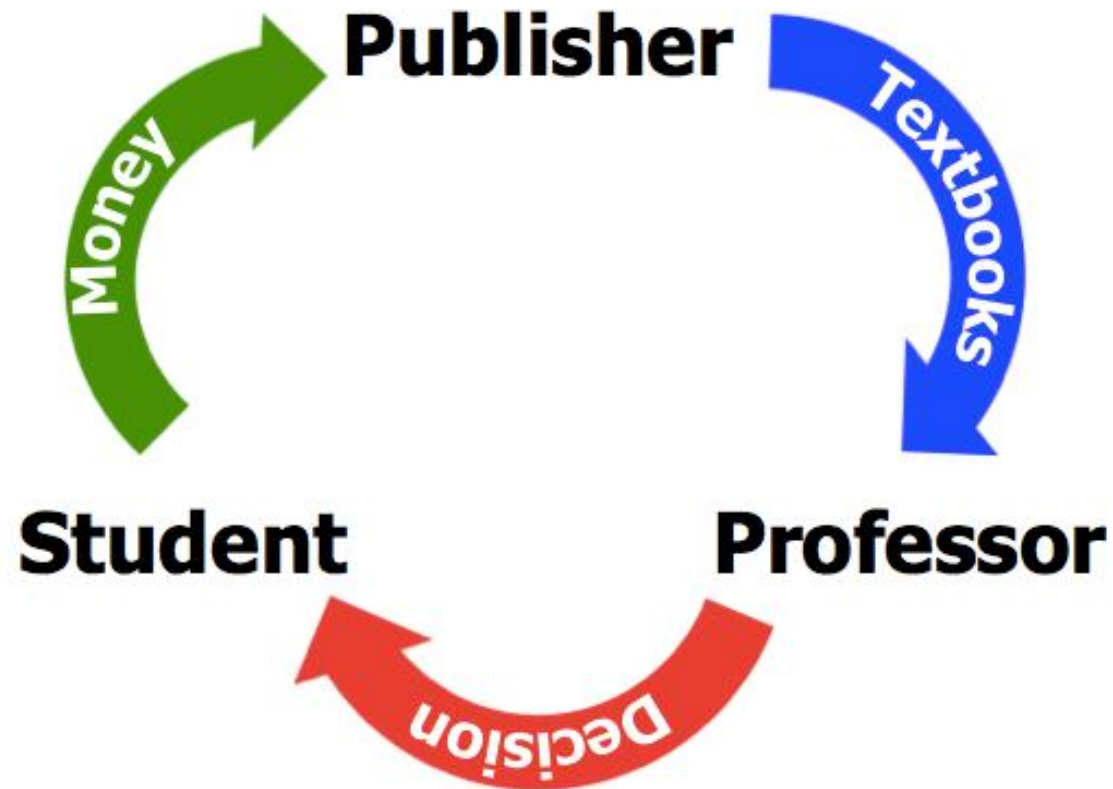
CourseSmart eTextbooks let you study the best way - your way.

Captured from <http://www.coursesmart.com/macroeconomics-fifth-edition/stephen-d-williamson/dp/9780132992787>





“Broken Economics”



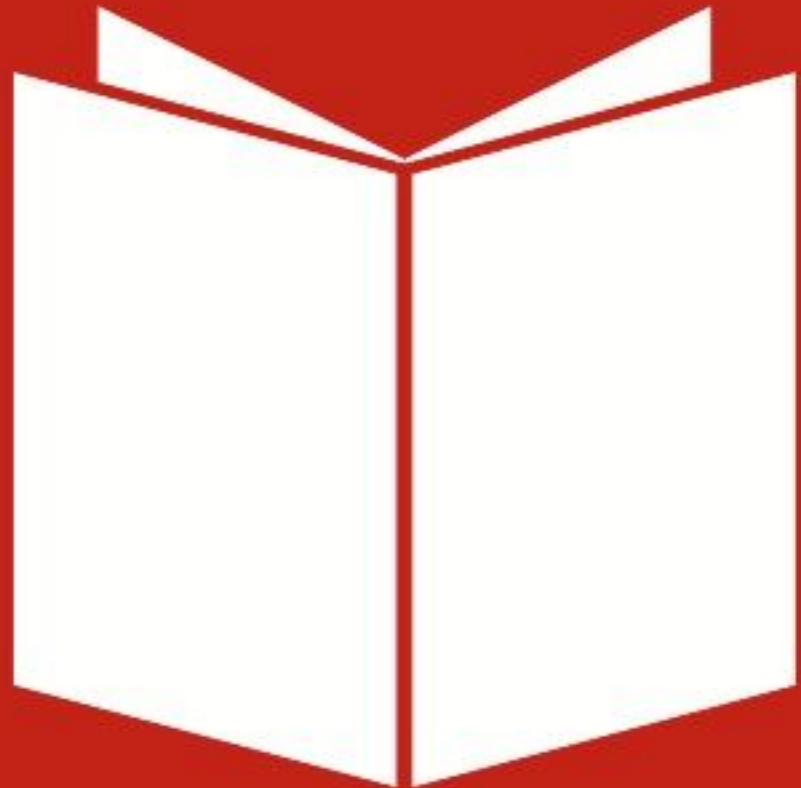




Image CC BY-SA by Willi Heidelberg from http://en.wikipedia.org/wiki/File:Metal_movable_type.jpg



Image is Public Domain

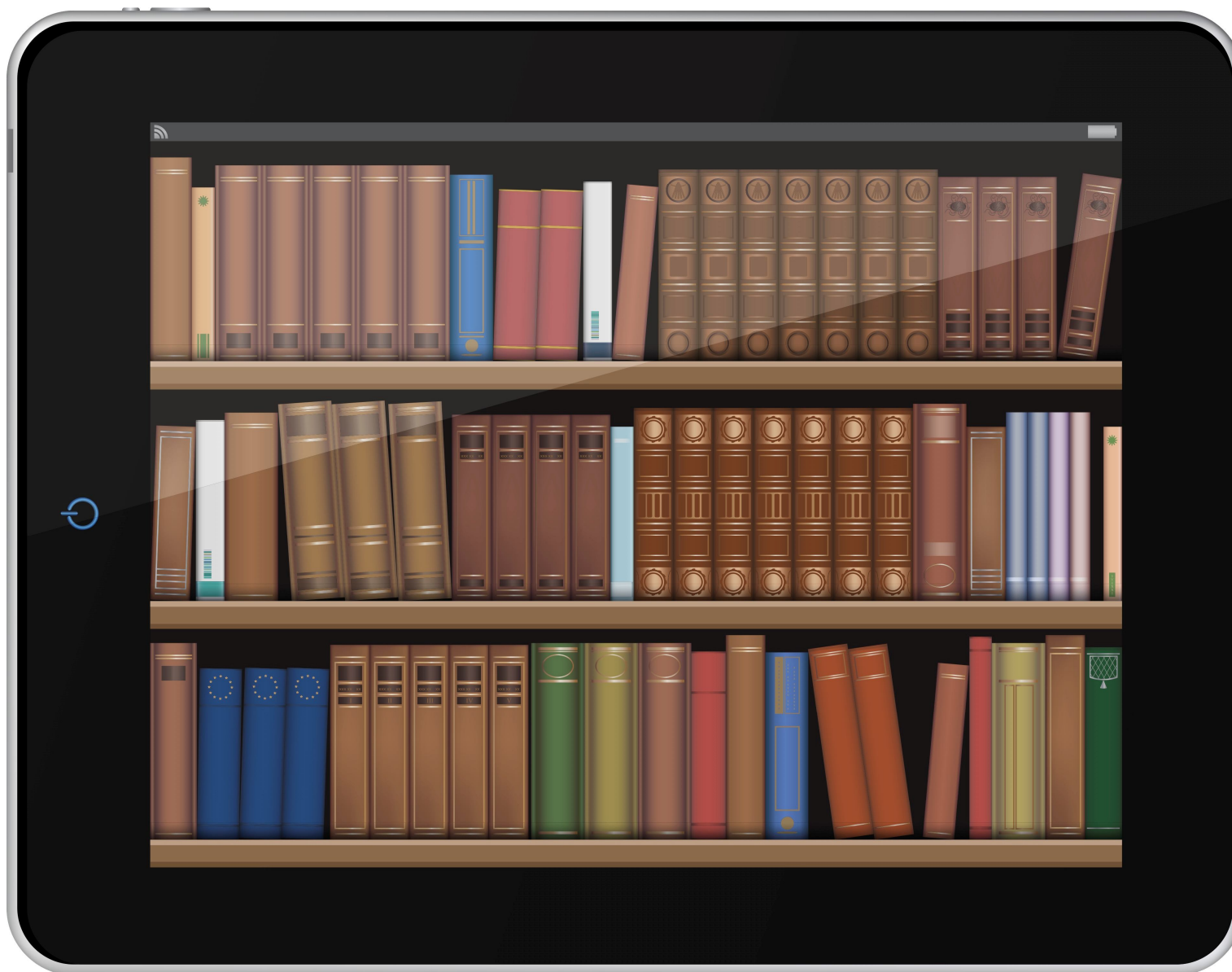


Image © yaskij <http://www.shutterstock.com/gallery-437380p1.html>
www.sparc.eu.org

TOP OF THE NEWS



World/Nation

- **Says its military:** A Syrian coalition with Russia 'don't ask, don't tell.' A6
- **Cuts down:** The president calls for greater policies. A6
- **Read his lips:** Joe Joe Biden talks with Obama's wife. A6
- **Halt quake:** Rebound is doing well, but more remains. A2

Sporting Green

- **Jackson back:** The Warrior Stephen Jackson doesn't expect a return to Oakland tonight. B4
- **Ray Burt:** After an over time loss to Chicago, the Sharks look toward the playoffs and meeting Detroit. B2

Bay Area

- **Prostitution suspected:** Police believe a man shot in a San Francisco house invasion was injecting a tourist. C1
- **Goodbye, old Treasurer:** Eds give San Francisco a final send-off. Treasurer Trivette. C3

Movies



- **Edgy, Mark:** After six years without a film, Mark Gillson, 2009, delivers the goods in "Edge of Darkness." F1
- **Park City report:** Antonio Banderas' movie "The Kites Are All Right" is a highlight at the Sundance Film Festival. F6

Business

- **Open on privacy:** The new signs to which personal info is gathered demands a rethink. ing of how it is handled. B4
- **Confidence:** The Senate approves first Obama's second term as Federal Reserve chairman. D4

Datebook

- **Taggart's first:** For most San Jose is the latest for the Man Cave parties. F1
- **Middling Piddling:** Banderas opens in production of "The Kites Are All Right" that film short. F1

San Francisco Chronicle

41 CALIFORNIA | Friday, January 29, 2010 | 15 PAGES OR PROVIDED PAGES

PHONE: 415-776-6000

TECHNOLOGY

iPad sparks interest for its wide potential

By Ryan Kim

Columnist at San Francisco Chronicle

Apple's unveiling of the iPad tablet computer and other ports and technology products has captured much more attention for the device and others launching by companies.

But the news that Apple will expand the machine's capabilities, sparking the imagination of leaders in fields as diverse as health care, education, corporate information technology and art and music. The device also looks to have kept the point-to-point, interactive technology that has opportunities in all these areas.

Here are Apple's iPad as a wide range of applications and its impact on the world.

ANALYSIS: Some Key Messages

Human factor

Muni service cutbacks could be deepest ever



San Francisco Chronicle

Sunday, May 11, 2014

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Your Ultimate Access to Bay Area insider news and analysis »



Arts explosion rocks Stanford

In the four years since Lawrence Neil arrived at Stanford University as a freshman from Shaker Heights, Ohio, he has seen a concert hall

1 dead, 6 hurt in Sacramento park shooting

SACRAMENTO, Calif. (AP) — Police say gunmen have opened fire at a baby's birthday party in a Sacramento park, killing one man and injuring six other people, including a child.

San Francisco Chronicle e-edition

Click to read the digital replica of the printed newspaper



LATEST

10:32 AM
7 Egypt Islamists get life in prison for violence

10:31 AM
'Neighbors' unseats Spidey to top box office

10:29 AM
Spring snowstorm barging into Colorado, Wyoming

10:21 AM
Lawyer quits case of Pakistan doctor who aided CIA

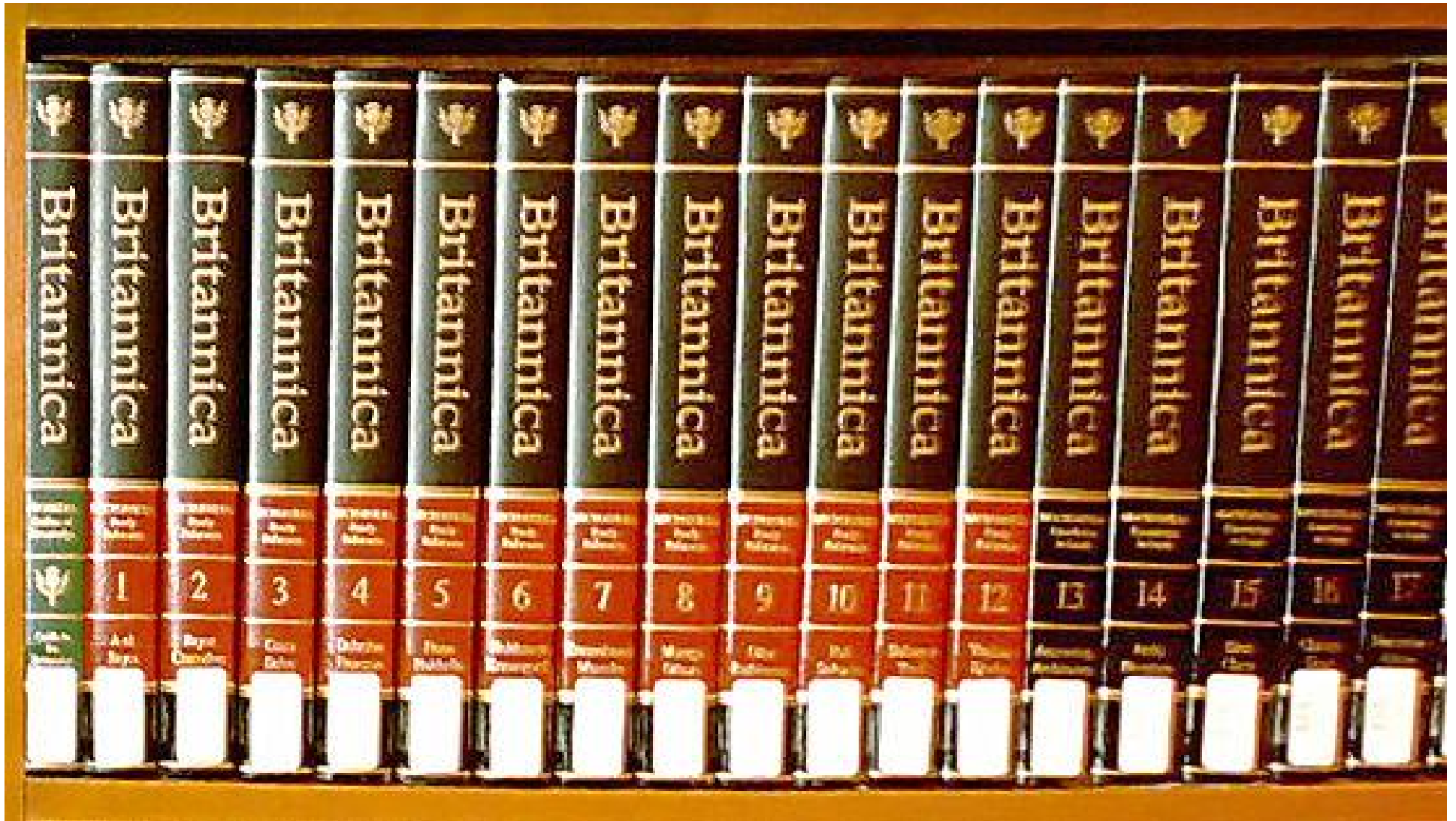


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WIKIPEDIA

English

The Free Encyclopedia

4 509 000+ articles

Español

La enciclopedia libre

1 099 000+ artículos

日本語

フリー百科事典

908 000+ 記事

Русский

Свободная энциклопедия

1 111 000+ статей

Italiano

L'enciclopedia libera

1 120 000+ voci

Polski

Wolna encyklopedia

1 044 000+ haseł

Deutsch

Die freie Enzyklopädie

1 716 000+ Artikel

Français

L'encyclopédie libre

1 503 000+ articles

Português

A enciclopédia livre

827 000+ artigos

中文

自由的百科全書

767 000+ 條目



English





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craigslist

post to classifieds

my account

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use **new**

privacy policy **updated**

system status

SF bay area ^w

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

adopt haiku philos
apple health photo
arts help p.o.c.
atheist history politics

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

antiques appliances
baby+kid arts+crafts
barter atv/utv/sno
bikes auto parts
boats beauty+hlth
books cars+trucks
business cds/dvd/vhs
computer cell phones
free clothes+acc
furniture collectibles
general electronics
household farm+garden
jewelry garage sale

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft

nearby cl

bakersfield
chico
fresno
gold country
hanford
humboldt
inland empire
klamath falls
las vegas
los angeles
medford
mendocino co
merced
modesto
monterey
orange co
redding
reno
roseburg
sacramento
san luis obispo
santa barbara
santa maria
sf bay area
siskiyou co
stockton
susanville
ventura
visalia-tulare

How do we **enable**
everything that digital
makes **possible**?

OPENNESS

1. Free

(no cost, no barriers)

2. Open

(right to fully use)

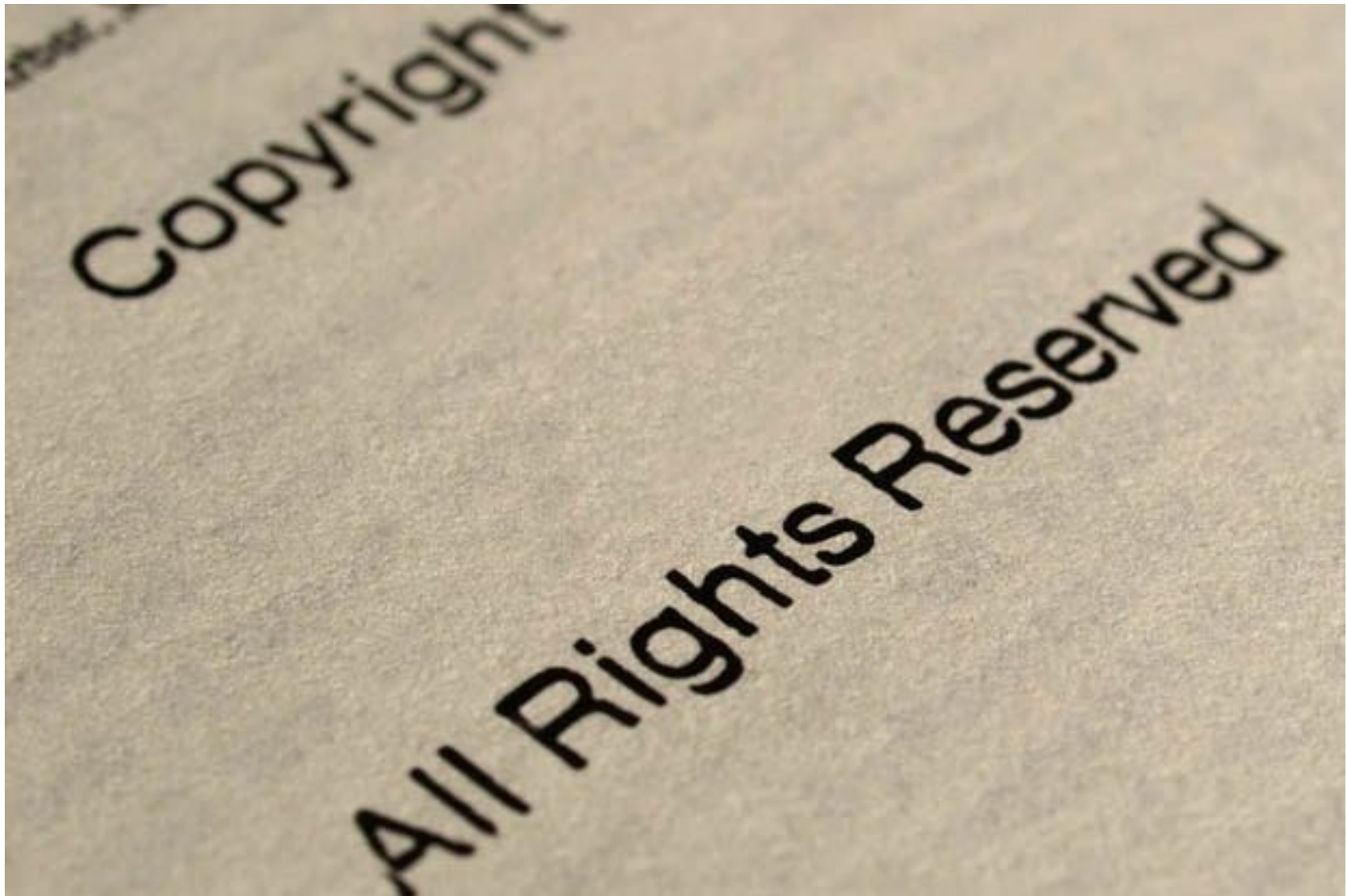
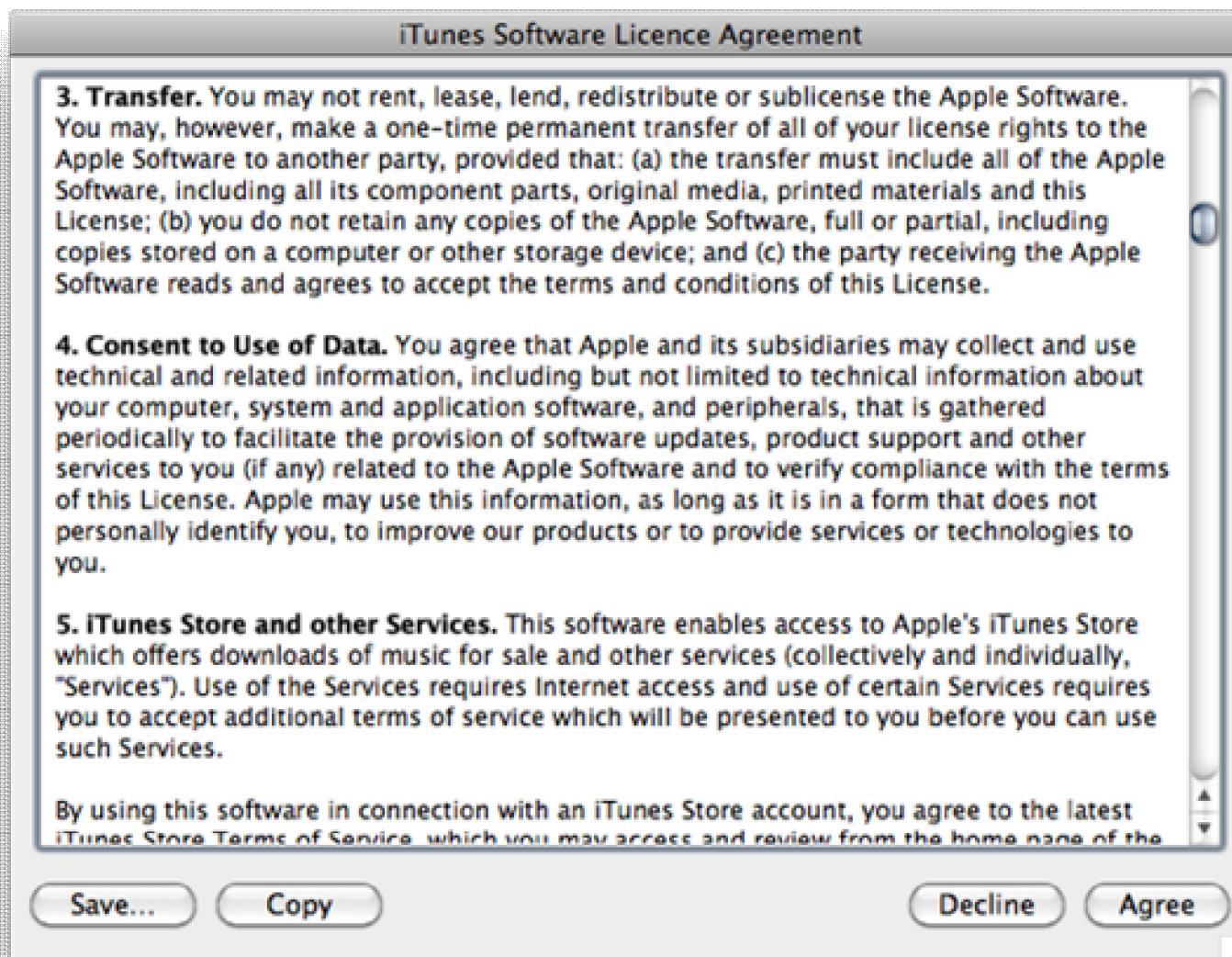


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“All Rights Reserved” is
like “Call Me Maybe”

You need to ask permission to use
copyrighted material



(familiar example of a copyright license)

Open Licenses

Amend the default terms of © to
“Some Rights Reserved” to allow
open use

Open Licenses

- **Permission to freely and fully use***
- **Granted in advance**
- **To all users (the public)**
- **Forever**
- **With attribution**

*** specific meaning varies based on context**



(easy-to-use open licenses)

www.creativecommons.org

Advancing our systems
for sharing information
toward **openness**



Free, immediate online access
to scientific & scholarly articles
with full reuse rights

Budapest Open Access Initiative

Two paths to Open Access

Open Access
Journals



Self-
archiving



1. Publish in an open-access journal



$X > 9,700$



Source: Directory of Open Access Journals: www.doaj.org
www.sparc.arl.org



The Occasional Pamphlet

on scholarly communication

An efficient journal March 6th, 2012

Aficionados of open access should know about the *Journal of Machine Learning Research (JMLR)*, an open-access journal in my own research field of artificial intelligence, a subfield of computer science concerned with the computational implementation and understanding of behaviors that in humans are considered intelligent. The journal became the topic of some dispute in a conversation that took place a few months ago in **the comment stream of the Scholarly Kitchen blog** between computer science professor **Yann LeCun** and scholarly journal publisher **Kent Anderson**, with LeCun stating that “The best publications in my field are not only open access, but completely free to the readers *and* to the authors.” He used *JMLR* as the exemplar. Anderson expressed incredulity:



“You seem to believe in fairies.”

Photo of the **Cottingley Fairies**, 1917, by Elsie Wright via Wikipedia.

Source: <http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/>
www.sparc.arl.org

The Occasional Pamphlet

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An efficient journal March 6th, 2012

Founded when most of the Editorial Board of *Machine Learning* resigned in protest



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Source: <http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/>
www.sparc.arl.org

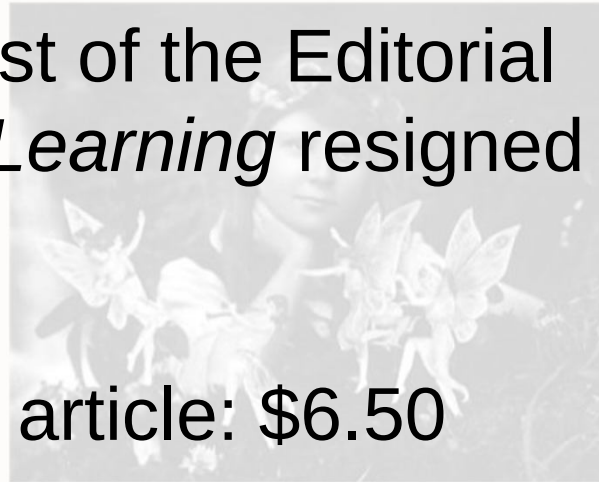
The Occasional Pamphlet

on scholarly communication

An efficient journal March 6th, 2012

Founded when most of the Editorial Board of *Machine Learning* resigned in protest

Estimated cost per article: \$6.50



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Photo of the **Cottingley Fairies**, 1917, by Elsie Wright via Wikipedia.

Source: <http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/>
www.sparc.arl.org

The Occasional Pamphlet

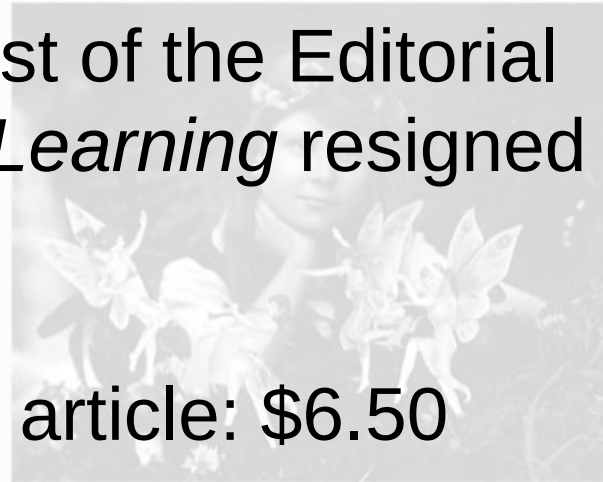
on scholarly communication

An efficient journal March 6th, 2012

Founded when most of the Editorial Board of *Machine Learning* resigned in protest

Estimated cost per article: \$6.50

Publishes ~3,500 pages / year



"You seem to believe in fairies."

Cottage, 1917, by Elsie Wright via Wikipedia.

Source: <http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/>
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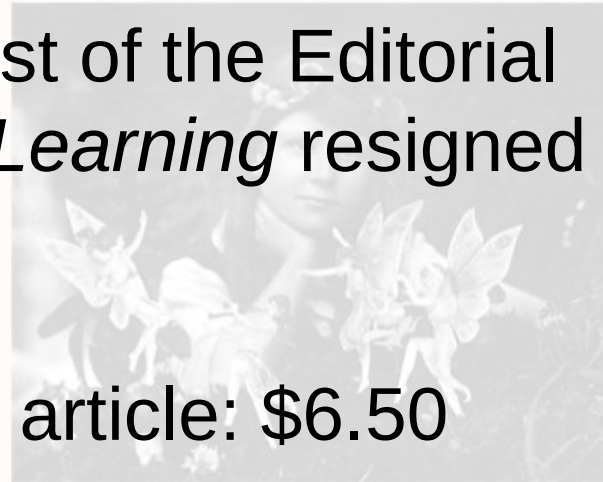
bit.ly/anefficientjournal

Founded when most of the Editorial Board of *Machine Learning* resigned in protest

Estimated cost per article: \$6.50

Publishes ~3,500 pages / year

Ranked in 93rd percentile for Impact Factor in its discipline



"You seem to believe in fairies."

Cottrell, 1917, by Elsie Wright via Wikipedia.

Source: <http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/>
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2. Publish (most) anywhere, deposit into an open-access repository



X 2,000



eScholarship
University of California



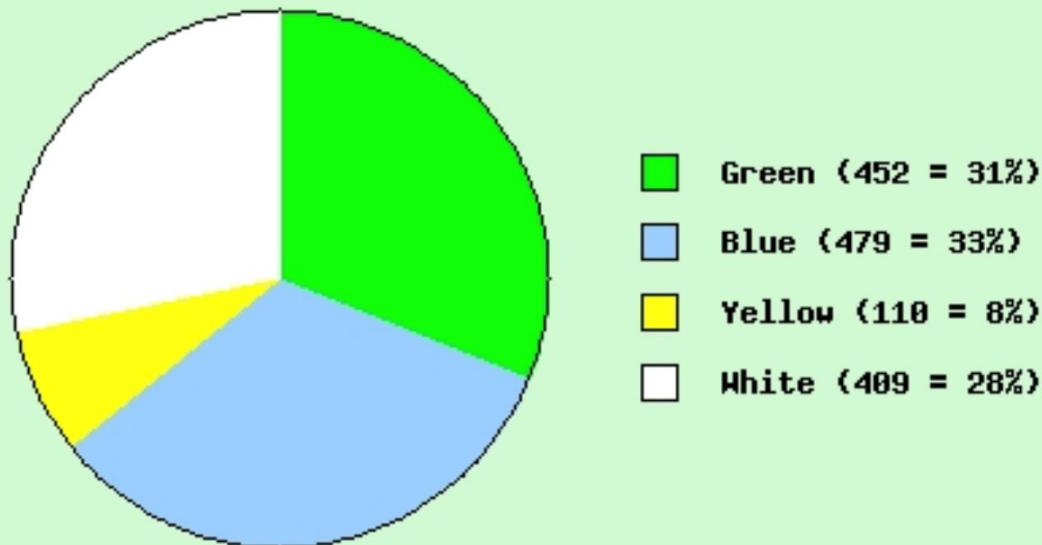
Cornell University
Library

arXiv.org

RoMEO colour	Archiving policy	Publishers	%
green	Can archive pre-print and post-print	452	31
blue	Can archive post-print (ie final draft post-refereeing)	479	33
yellow	Can archive pre-print (ie pre-refereeing)	110	8
white	Archiving not formally supported	409	28

Summary: **72%** of publishers on this list formally **allow** some form of self-archiving.

SHERPA/RoMEO Colours, excluding provisional policies



SHERPA/RoMEO 26-Mar-2014

Total = 1450 publishers

Source: www.sherpa.ac.uk/romeo/statistics.php?la=en&flDnum=|&mode=simple

Previous post

[Academies expose plight of jailed Turkish scientists](#)

Next post

[Spanish cancer-research centre plans to cut 13% of jobs](#)

NATURE NEWS BLOG

University of California adopts open-access publishing policy

03 Aug 2013 | 15:43 BST | Posted by [Erika Check](#) | Category: [Policy](#)

The faculty of the University of California (UC), the largest public research university in the world, have adopted an open-access policy in which they commit to make their research articles freely available to the public.

The policy, [adopted on 24 July](#), was [made public by a press release issued on 2 August](#). It covers 8,000 UC faculty on all ten of the university's campuses, who commit to grant UC a non-exclusive licence to research articles they author, provide copies of their articles to UC and to make the articles available through Creative Commons licences.

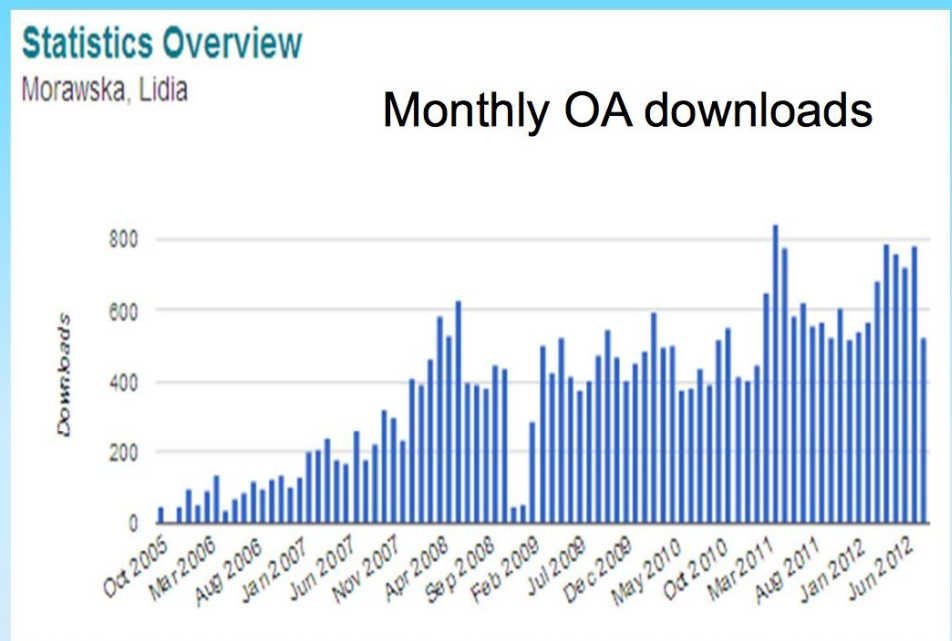
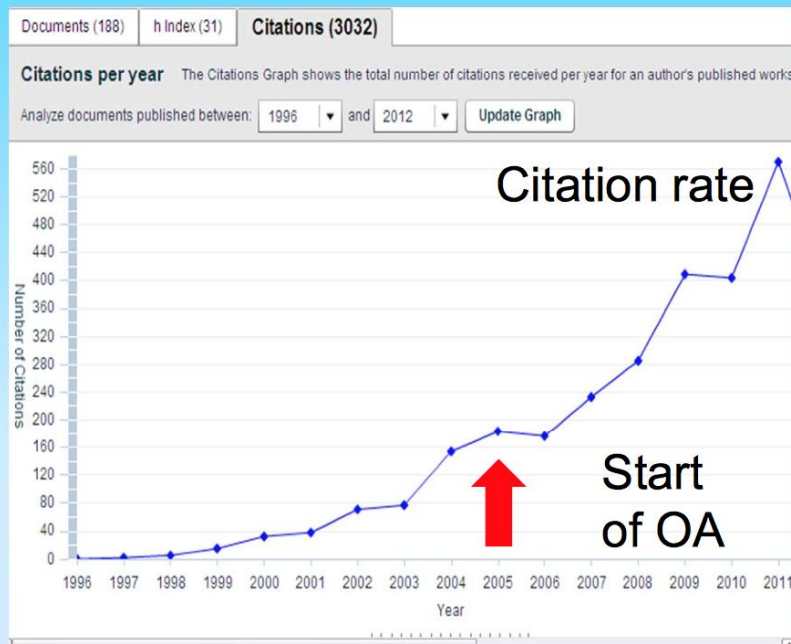
In the press release announcing the policy, Chris Kelty, associate professor of information studies at UC Los Angeles and chair of the UC University Committee on Library and Scholarly Communication, said that the policy "sends a powerful message that faculty want open access and they want it on terms that benefit the public and the future of research".

The release notes that UC is the latest of more than 175 universities to adopt similar policies. As with policies adopted at other institutions, however, faculty can opt out of the policy or delay the appearance of an open-access version of their work.

Source:
<http://blogs.nature.com/news/2013/08/university-of-california-adopts-open-access-publishing-policy.html>

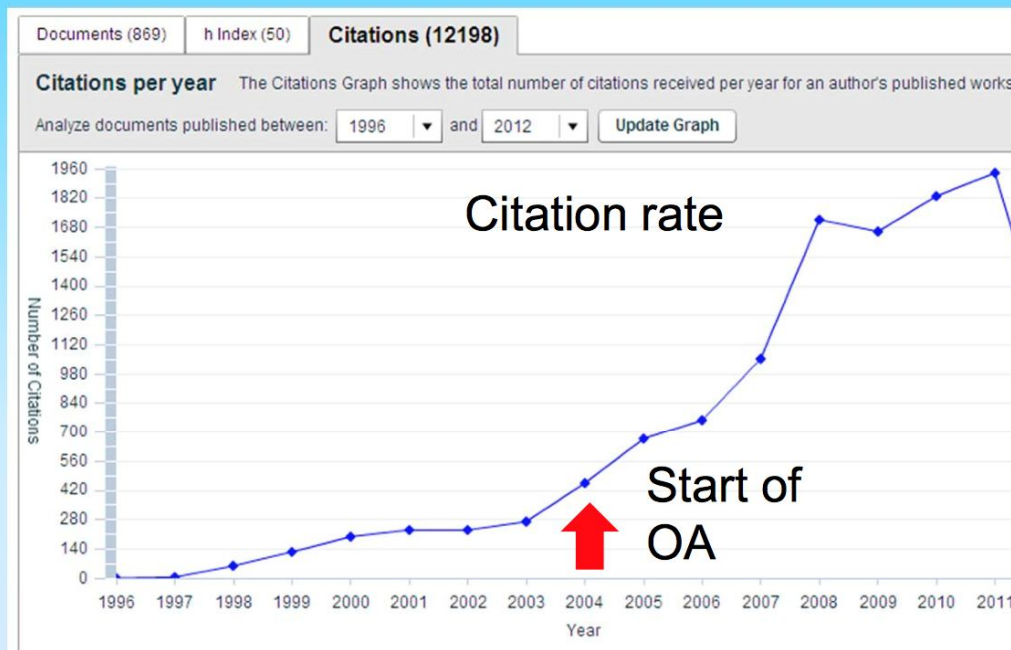


Citation Impact for a Mature Researcher (QUT)



- **Professor Lidia Morawska** (physics / environmental health) began uploading full-texts copies of her published articles in 2005
- The open access copies have been downloaded a total of 32,044 times;
- Her annual citation rate (as measured by Scopus) increased from 183 in 2005 to 570 in 2011

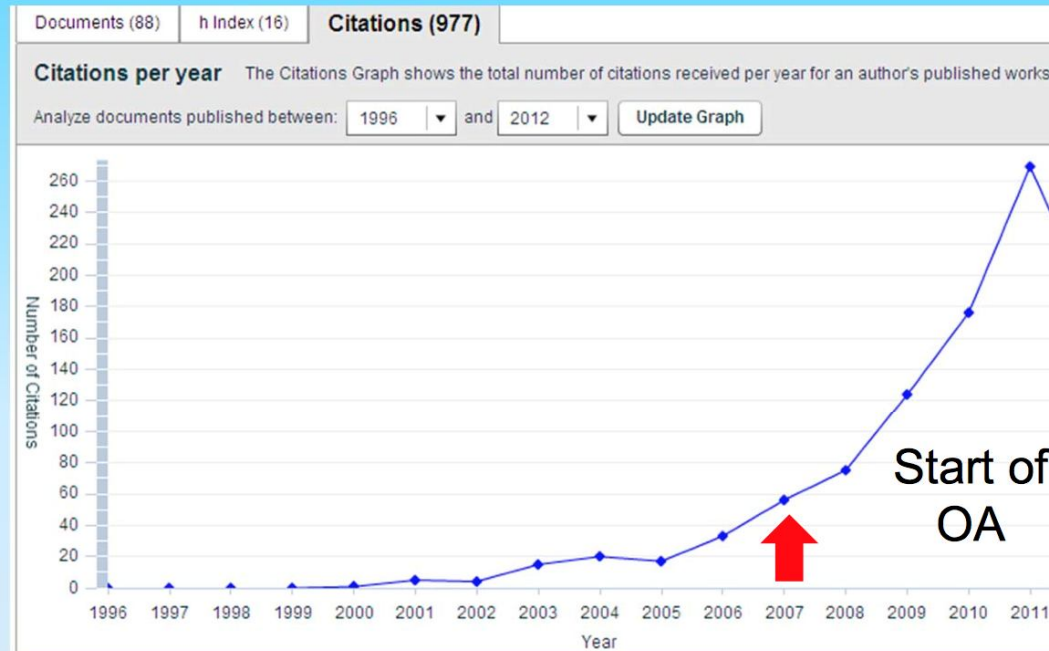
Citation Impact for a Mature Researcher (QUT)



Monthly OA downloads

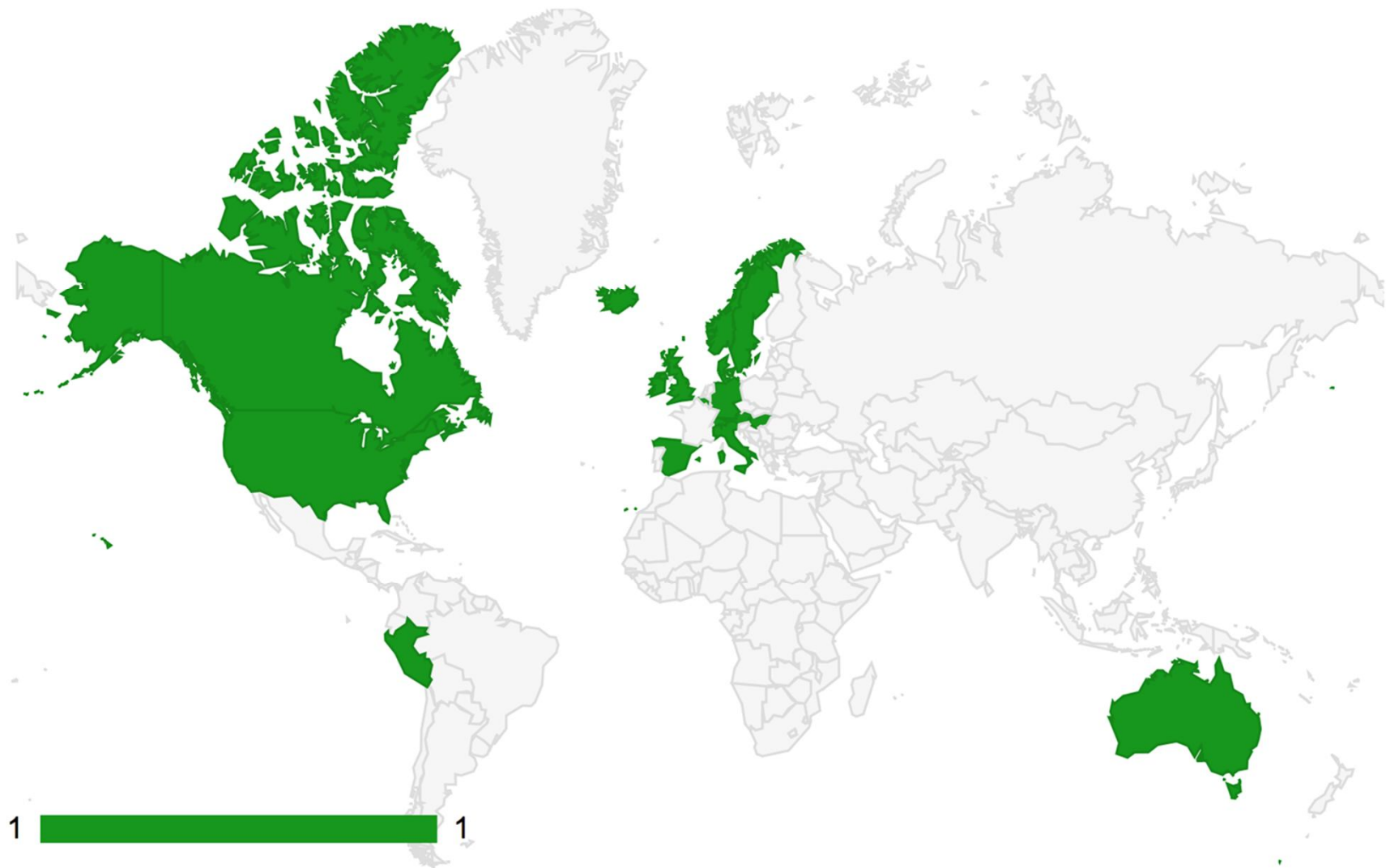
- **Prof. Ray Frost (chemistry) began uploading full-text copies of his published articles in 2004;**
- **The open access copies have been downloaded a total of 142,030 times;**
- **His annual citation rate (as measured by Scopus) increased from 455 in 2004 to 1941 in 2011.**

Citation impact for a mid-career researcher (QUT)



- Prof. Katherine White (Psychology) has 101 open access publications in QUT ePrints, which have been downloaded a total of 47,750 times;
- OA deposits started in 2007
- Annual citation rate (as measured by Scopus) increased from 56 in 2007 to 268 citations in 2011.

Research Funder Open Access Policies



88 Research Funders in 18 countries

Introduced by Assembly Members Nestande and Gatto
(Coauthors: Assembly Members Beth Gaines, Maienschein, Olsen, and Skinner)
(Coauthor: Senator Hill)

February 20, 2013

An act to add Chapter 2.5 (commencing with Section 13989) to Part 4.5 of Division 3 of Title 2 of the Government Code, relating to state government.

LEGISLATIVE COUNSEL'S DIGEST

AB 609, as amended, Nestande. State-funded research.

Existing law authorizes the Department of General Services to carry out various powers and duties relating to assisting a state agency in the management and development of intellectual property developed by state employees or with state funding, including, among other duties, developing a database of state-owned intellectual property using specified data.

Existing law authorizes state agencies and departments to, upon request, share records and information related to intellectual property generated by state employees or with state funding with the department. Existing law also imposes certain restrictions on employees and former employees of the department with respect to divulging certain information provided by state agencies and departments regarding intellectual property.

113TH CONGRESS
1ST SESSION

H. R. 708

To provide for Federal agencies to develop public access policies relating to research conducted by employees of that agency or from funds administered by that agency.

IN THE HOUSE OF REPRESENTATIVES

FEBRUARY 14, 2013

Mr. DOYLE (for himself, Mr. YODER, and Ms. LOFGREN) introduced the following bill; which was referred to the Committee on Oversight and Government Reform

A BILL

To provide for Federal agencies to develop public access policies relating to research conducted by employees of that agency or from funds administered by that agency.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Fair Access to Science
5 and Technology Research Act of 2013”.

Source:
<http://beta.congress.gov/113/bills/hr708/BILL-S-113hr708ih.pdf>



1,000+



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Dick K.P. Yue, Professor, MIT School of Engineering

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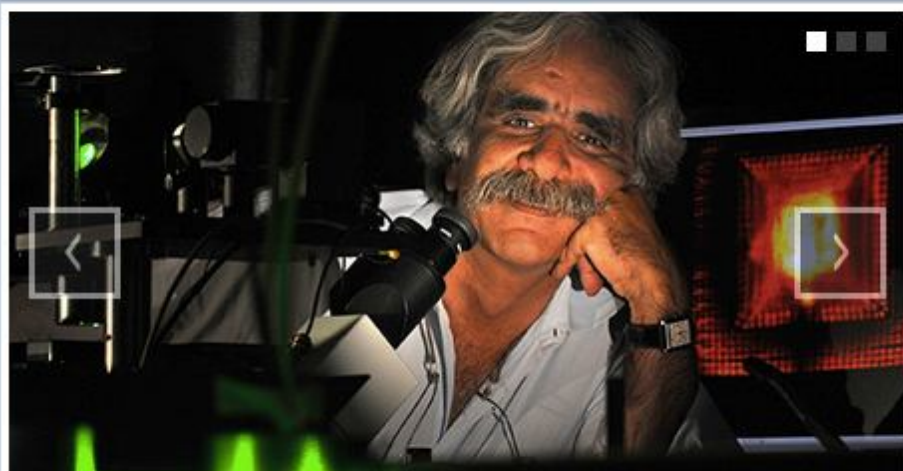
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Richard Baraniuk:

The birth of the open-source learning revolution



TED2006 · 18:34 · Filmed Feb 2006

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Rice University professor Richard Baraniuk explains the vision behind Connexions, his open-source, online education system. It cuts out the textbook, allowing teachers to share and modify course materials freely, anywhere in the world.

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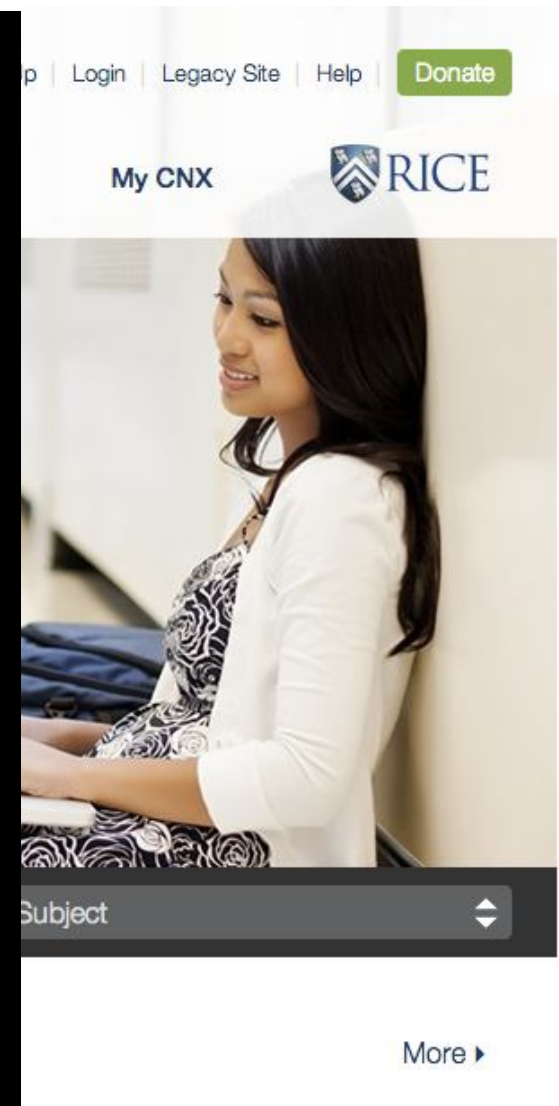


Captured from http://www.ted.com/talks/richard_baraniuk_on_open_source_learning



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UNITED STATES DEPARTMENT OF LABOR Employment and Training Administration

TAACCCT

TRADE ADJUSTMENT ASSISTANCE COMMUNITY COLLEGE AND CAREER TRAINING GRANT PROGRAM

Program Summary

In 2009, the American Recovery and Reinvestment Act amended the Trade Act of 1974 to authorize the Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant Program. On March 30, 2010, President Barack Obama signed the Health Care and Education Reconciliation Act, which included \$2 billion over four years to fund the TAACCCT program.

TAACCCT provides community colleges and other eligible institutions of higher education with funds to expand and improve their ability to deliver education and career training programs that can be completed in two years or less, are suited for workers who are eligible for training under the TAA for Workers program, and prepare program participants for employment in high-wage, high-skill occupations. Through these multi-year grants, the Department of Labor is helping to ensure that our nation's institutions of higher education are helping adults succeed in acquiring the skills, degrees, and credentials needed for high-wage, high-skill employment while also meeting the needs of employers for skilled workers. The Department is implementing the TAACCCT program in partnership with the Department of Education.

Announcements

- **04-16-2014:** The Obama administration will award \$450 million in grant funds to expand job-driven training partnerships between community colleges and employers. Grants are the final installment of a \$2 billion, four-year initiative. Read the press release [here](#).

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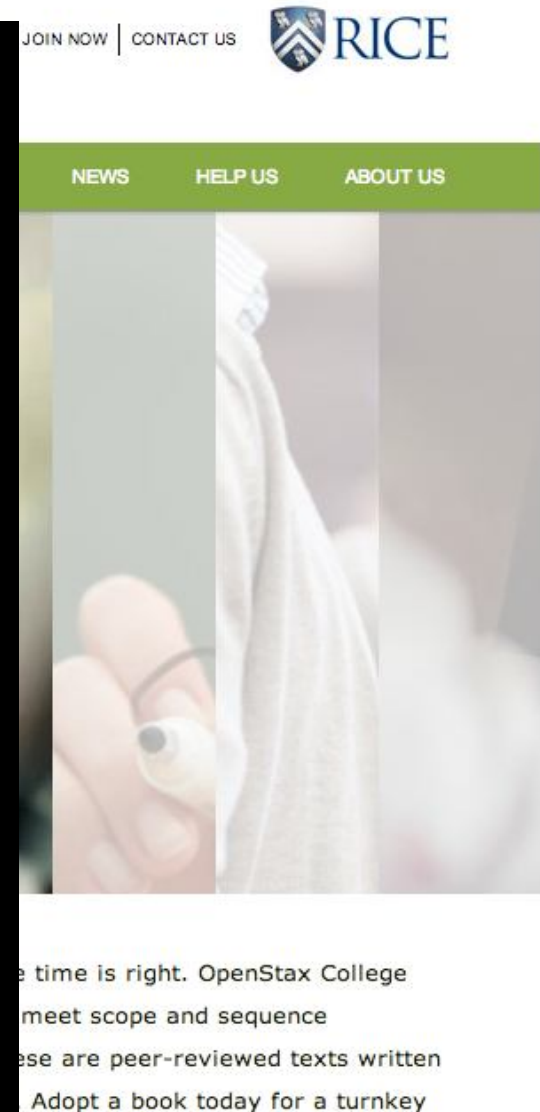
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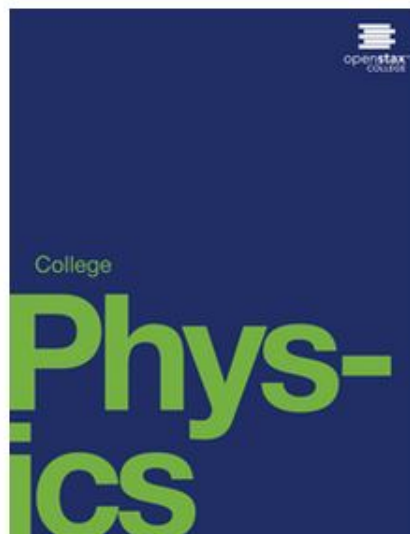
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INTRODUCTION TO SOCIOLOGY

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PDF PREVIEW...

Introduction to Sociology is intended for a one-semester introductory sociology course. Conceived of and developed by active sociology instructors, this book includes sociology theory and research; real-world applications; simplify and debate features; and learning objectives for each chapter. Faculty Contributors: Nathan Keirns, Zane State College, Eric Strayer, Hartnell College, Heather Griffiths, Fayetteville State University, Susan Cody-Rydzewski, Georgia Perimeter College, Gail Scaramuzzo, Lackawanna College, Tommy Sadler, Union University, Sally Vyain, Ivy Tech Community College.

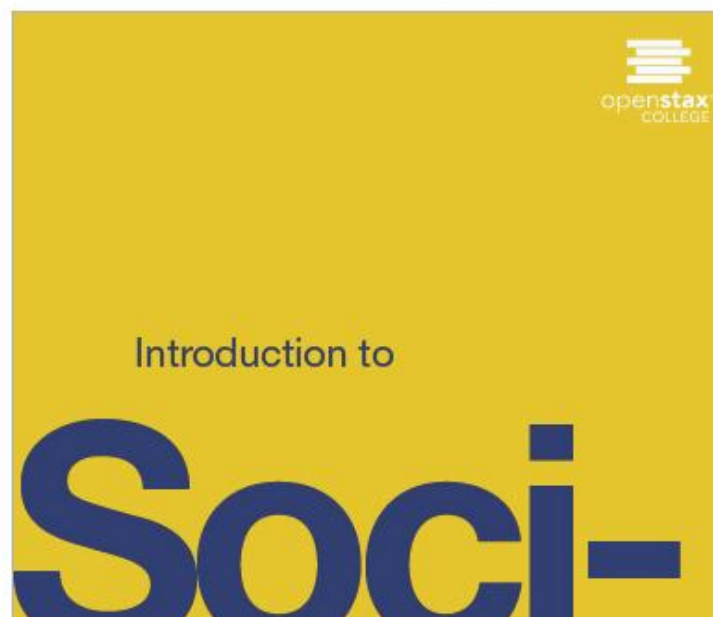
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Production Costs: \$ 29.71

 Page 1 of 30

1 An Introduction to Sociology



Figure 1.1 Sociologists study how society affects people and how people affect society. (Photo courtesy of Christy Polino/Ricki)

Learning Objectives

1.1. What Is Sociology?

- Explain concepts central to sociology
- Understand how different sociological perspectives have developed

1.2. The History of Sociology

- Explain why sociology emerged when it did
- Describe how sociology became a separate academic discipline

1.3. Theoretical Perspectives

- Explain what sociological theories are and how they are used
- Understand the similarities and differences between structural functionalism, conflict theory, and symbolic interactionism

1.4. Why Study Sociology?

- Explain why it is worthwhile to study sociology
- Identify ways sociology is applied in the real world

Introduction to Sociology

Concerts, sports games, and political rallies can have very large crowds. When you attend one of these events, you may know only the people you came with. Yet you may experience a feeling of connection to the group. You are one of the crowd. You cheer and applaud when everyone else does. You boo and

yell alongside them. You move out of the way when someone needs to get by, and you say “excuse me” when you need to leave. You know how to behave in this kind of crowd.

It can be a very different experience if you are traveling in a foreign country and find yourself in a crowd moving down the street. You may have trouble figuring out what is happening. Is the crowd just the usual morning rush, or is it a political protest of some kind? Perhaps there was some sort of accident or disaster. Is it safe in this crowd, or should you try to extract yourself? How can you find out what is going on? Although you are in it, you may not feel like you are part of this crowd. You may not know what to do or how to behave.

Even within one type of crowd, different groups exist and different behaviors are on display. At a rock concert, for example, some may enjoy singing along, others prefer to sit and observe, while still others may join in a mosh pit or try crowd surfing. Why do we feel and act differently in different types of social situations? Why might people of a single group exhibit different behaviors in the same situation? Why might people acting similarly not feel connected to others exhibiting the same behavior? These are some of the many questions sociologists ask as they study people and societies.

1.1 What Is Sociology?



Figure 1.2 Sociologists learn about society as a whole while studying one-to-one and group interactions. (Photo courtesy of Robert S. Donovan/Ricki)

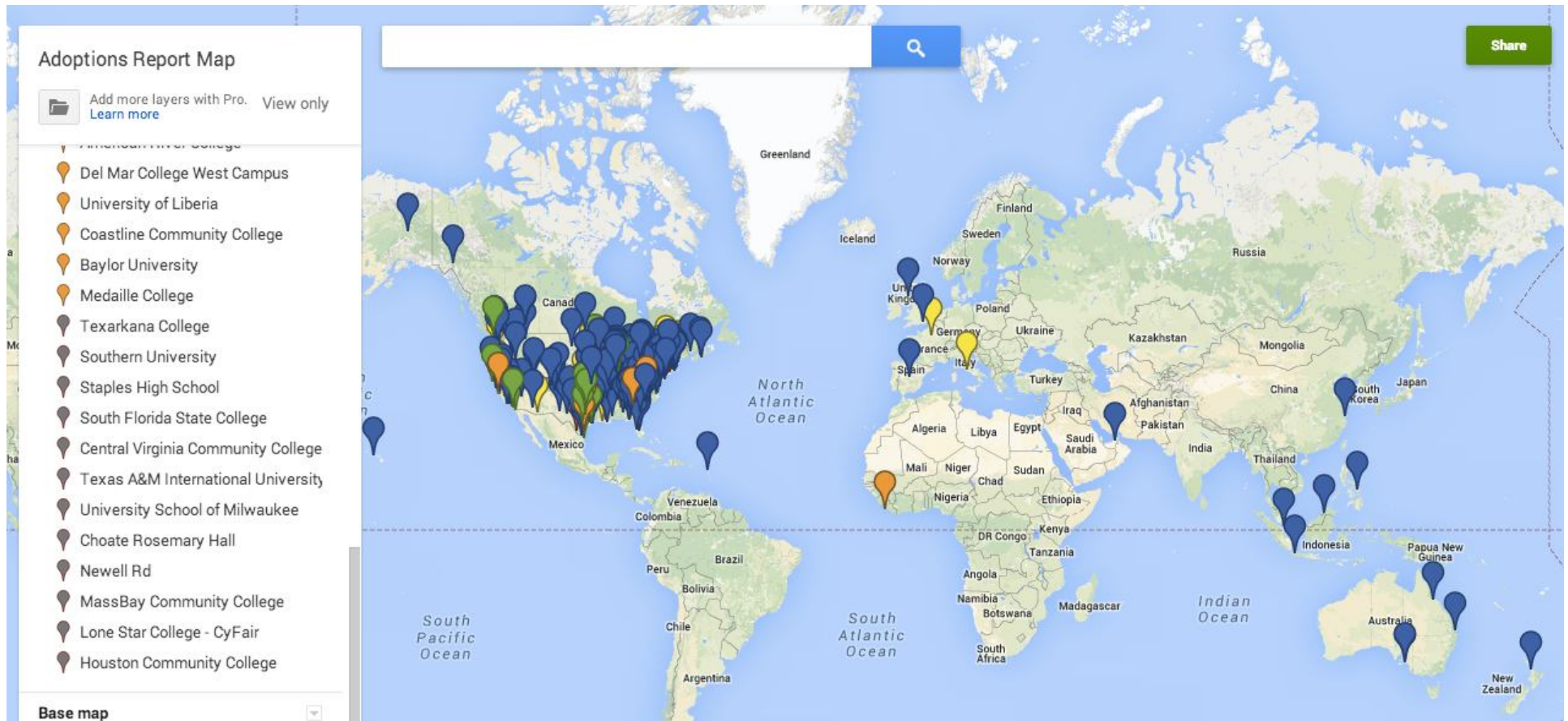
A dictionary defines **sociology** as the systematic study of society and social interaction. The word “sociology” is derived from the Latin word *socius* (companion) and the Greek word *logos* (study of), meaning “the study of companionship.” While this is a starting point for the discipline, sociology is actually much more complex. It uses many different methods to study a wide range of subject matter and to apply these studies to the real world.

What Are Society and Culture?

Sociologists study all aspects and levels of society. A society is a group of people whose members interact, reside in a definable area, and share a culture. A culture includes the group’s shared practices, values, and beliefs. One sociologist might analyze video of people from different societies as they carry on everyday conversations to study the rules of polite conversation from different world cultures. Another sociologist might interview a representative sample of people to see how texting has changed the way they communicate. Yet another sociologist might study how migration determined the way in which language spread and changed over time. A fourth sociologist might be part of a team developing signs to warn people living thousands of years in the future, and speaking many different languages, to stay away from still-dangerous nuclear waste.

The Sociological Imagination

Although these studies and the methods of carrying them out are different, the sociologists involved in them all have something in common. Each of them looks at society using what pioneer sociologist C. Wright Mills called the **sociological imagination**, sometimes also referred to as the sociological lens or sociological perspective. Mills defined **sociological imagination** as how individuals understand their own and others’ parts in relation to history and social structure (1959).



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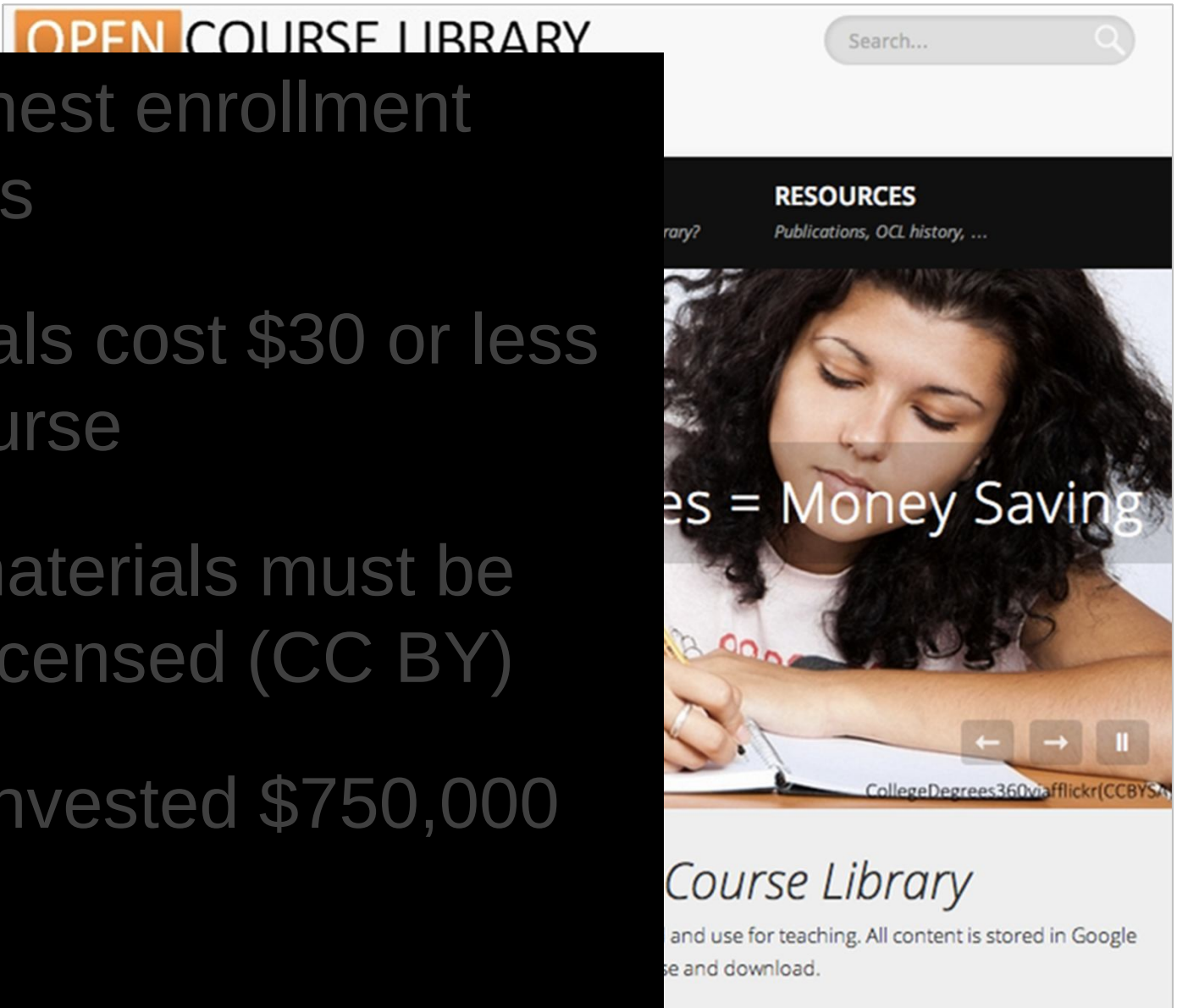
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Success Stories

#1 Student Cost Saving

The Student PIRGs conducted an analysis of the cost-saving potential of the 81 courses contained in the Open Course Library. The analysis estimates that the Open Course Library has saved students \$5.5 million since its inception, including \$2.8 million this academic year alone. Students who take OCL courses save \$96 on average per course over using an expensive, traditional textbook. This is well beyond initial \$1.8 million investment (the total project funding was \$1.5 million, including \$750,000 from the Washington State Legislature and \$750,000 from The Bill and Melinda Gates Foundation). Contact [Nicole Allen](#) for the specifics of study method.

\$5.5 million student savings

Update: CA Creates Free Digital Textbook Library

By [Meredith Schwartz](#) on  October 3, 2012

This article has been edited to include comment from Laine Farley, executive director of the University of California's California Digital Library.

On September 27, California Governor Jerry Brown [signed](#) legislation which would give undergraduates free access to online textbooks for 50 of the most common courses at California public colleges. (Students can also pay \$20 for a hard copy.)



Governor Brown meets with students & signs higher ed bills

Senate Bills [1052](#) and [1053](#), sponsored by Senate President Pro Tem Darrell Steinberg (D-Sacramento), were [passed](#) with bipartisan support. One funds the open-source textbooks; the other establishes a Digital Open Source Library to host them.

- [Duties of COERC](#)
- [COERC Participants](#)
- [OER Glossary](#)
- [OER Resources](#)

California Open Educational Resources Council

(established January 2014)

In 2012, the California State Legislature directed the public higher education systems in the state to create an online library with open educational resources and textbooks in order to increase faculty adoption of high quality, affordable or free materials to save students money. Through collaboration among UC, CSU and CCC faculty, the California Open Education Resources Council (COERC) will facilitate review of textbooks for inclusion in the new California Open Source Digital Library (COSDL).

The project will start with the development of a showcase collection of existing high quality and reliably available open textbooks that are aligned with strategic courses in the CCC, CSU, and UC. Providing faculty with easy access to open textbooks, and information about teaching with these materials by their colleagues, as well as providing institutional support and recognition of their efforts will be instrumental in increasing faculty adoption of open textbooks.

- [Back to COERC Home](#)

Support provided by the [William & Flora Hewlett Foundation](#) and the [Gates Foundation](#) to match the State of California's funding, mandated by SB 1052 and SB 1053

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The Open Education Initiative @ UMass Amherst

The high cost of commercial print textbooks is a major concern for both students and their parents. To address these concerns, the Provost's Office and the University Libraries launched the Open Education Initiative in the Spring of 2011. The Open Education Initiative is a faculty incentive program that encourages the use of existing low-cost or free information resources to support our students' learning. Information Literacy will also be emphasized, creating opportunities for students to develop and practice the skills of critical thinking, reasoning, communication, and integration of knowledge and perspectives.

Now in its third phase, the Open Education Initiative has generated a total savings of over **\$750,000** for students in classes that utilize open educational resources and library material. For more information please contact Marilyn Billings at mbillings@library.umass.edu.

[Comments \(0\)](#)

UMass Amherst Libraries

OEI Award Winners & Courses

Name	Department	Course
Daiheng Ni	College of Engineering	Civil & Environmental Engineering 520: Traffic Flow Theory
Hossein Pishro-Nik	College of Engineering	Electrical and Computer Engineering 314: Introduction to Probability and Random Processes Electrical and Computer Engineering 603: Probability and Random Processes
Sergio Brena	College of Engineering	Civil & Environmental Engineering 433: Reinforced Concrete Structures
Kenneth Kitchell	College of Humanities & Fine Arts	Classics 100: Greek Civilization Classics 200: Golden Age of Greece
Laetitia La Follette	College of Humanities & Fine Arts	Art History 100: Survey of Art: Ancient to Renaissance Art History 115: Introduction to the Visual Arts

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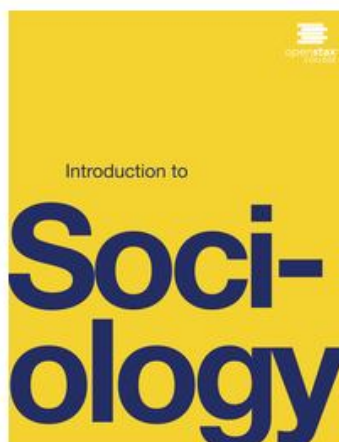
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Introduction to Sociology

Multiple Authors, OpenStax College

Pub Date: 2012



([5 reviews](#))

ISBN: 1-9381680-1-1

ISBN 13: 978-1-9381680-1-7

At a Glance

- [Table of Contents](#)
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Reviewed by Dr. Francis Adu-FebiriCamosun College

Comprehensiveness rating: 4 [read less](#)

Very comprehensive: All the major substantive topics, concepts and theories necessary to prepare students for other lower-level and also upper-level sociology courses are well covered. A glossary of key concepts is provided in the Chapter Review section of each chapter. The subject index section is comprehensive. What is lacking is author index showing the names of sociologists associated with key concepts, paradigms, theories, and research.

Accuracy rating: 4

Apart from the text's bias for qualitative sociology and representation of the feminist perspective as theory rather than a paradigm, the content is accurate.

Relevance/Longevity rating: 5

Unlike many Introductory Sociology textbooks that are heavy on statistical illustrations of various topics/issues, this particular textbook is very light on statistical information. Although this may be a bias against quantitative sociology, it lengthens the shelf life of the book and also makes necessary updates faster and easier.

Clarity rating: 5

Clarity of this text is among its major strengths.

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Clarity rating: 5

Clarity of this text is among its major strengths.

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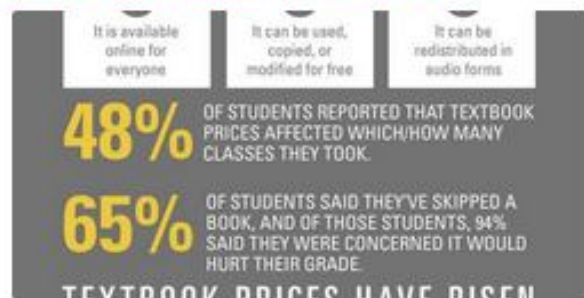
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Exorbitant Costs Spur Launch of National 'Textbook Rebellion'

Coalition rallies supporters to sign petition urging alternatives to \$200 textbooks

For Immediate Release

Wednesday, April 6, 2011

BOSTON, Mass., and IRVINGTON, N.Y. – (April 6, 2011) – TextbookRebellion.org, a national campaign to promote alternatives to sky-high priced college textbooks, launched today with a website and tools for individuals and groups to get involved and organize local rebellions on their campuses.

Through an online petition drive, social media and campus events, the Textbook Rebellion aims to raise awareness of the textbook affordability crisis and a growing number of alternatives that relieve students of the perennial problem of spiraling textbook costs. Chief among the new options are [open textbooks](#) that are licensed to be free online and affordable in print and digital formats. Other choices range from the e-reader model, textbook rental and loan programs and websites for used books.



Captured from <http://www.studentpirgs.org/news/exorbitant-costs-spur-launch-national-%E2%80%98textbook-rebellion%E2%80%99>



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Faculty Statement on Open Textbooks

Faculty members share students' concerns about the high cost of textbooks. Open textbooks -- college texts offered online under a license that allows free digital access and low-cost print options -- represent a promising way to expand the existing textbook market to include more low-cost, high-quality options.

By signing this statement, faculty members state their intent to include open textbooks in their search for the most appropriate course materials, and they declare their preference to adopt an open textbook in place of an expensive, traditional textbook, if the open textbook is the best option.

This statement [launched in 2008](#) and now has more than 3,000 signatures.

SIGN THE STATEMENT

Open Textbooks Statement of Intent

As faculty members, we affirm that it is our prerogative and responsibility to select course materials that are pedagogically most appropriate for our classes. We also affirm that it is consistent with this principle to seek affordable and accessible course materials for our classes whenever possible. This includes "open textbooks," which are offered online to students at no cost.

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Captured from <http://www.studentpirgs.org/open-textbooks/faculty-statement>



SPARC Libraries & OER Forum

Public discussion list intended for academic and research librarians interested in OER.

Sign up:

<http://www.sparc.arl.org/resource/sparc-libraries-oer-forum>



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Open Access Explained!

ONLINE AVAILABILITY RE-USE RIGHTS

What is open access? Nick Shockey and Jonathan Eisen take us through the world of open access publishing and explain just what it's all about.

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NATURE NEWS BLOG

University of California adopts open-access publishing policy

03 Aug 2013 | 15:43 BST | Posted by [Erika Check](#) | Category: [Policy](#)

The faculty of the University of California (UC), the largest public research university in the world, have adopted an open-access policy in which they commit to make their research articles freely available to the public.

The policy, [adopted on 24 July](#), was [made public by a press release issued on 2 August](#). It covers 8,000 UC faculty on all ten of the university's campuses, who commit to grant UC a non-exclusive licence to research articles they author, provide copies of their articles to UC and to make the articles available through Creative Commons licences.

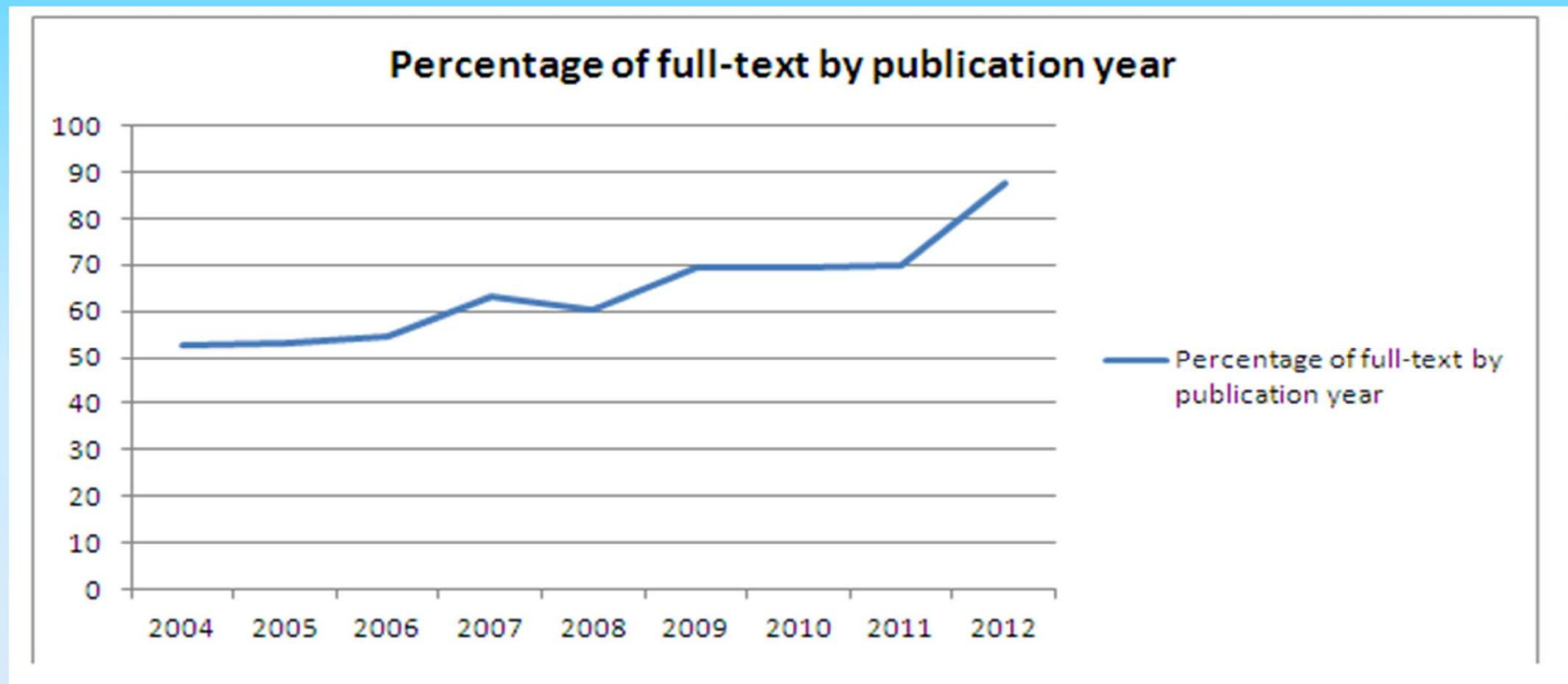
In the press release announcing the policy, Chris Kelty, associate professor of information studies at UC Los Angeles and chair of the UC University Committee on Library and Scholarly Communication, said that the policy "sends a powerful message that faculty want open access and they want it on terms that benefit the public and the future of research".

The release notes that UC is the latest of more than 175 universities to adopt similar policies. As with policies adopted at other institutions, however, faculty can opt out of the policy or delay the appearance of an open-access version of their work.

Source:
<http://blogs.nature.com/news/2013/08/university-of-california-adopts-open-access-publishing-policy.html>



QUT ePrints - 8 years on.....



- The proportion of records with full-text attached is much higher for recently published works (87.4% of works published in 2012 have full-text attached).
- This is partly due to new staff uploading metadata-only records for their pre-QUT publications.

Source: "OA Policy Development and Implementation at Queensland University of Technology," Professor Tom Cochrane, Deputy Vice-Chancellor (Delivered November 2012): <http://www.berlin10.org/images/ws2cochrane.pdf>

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July 25, 2013

By Amy Yuen

Students vote to make their scholarly articles available for free to educators, policy makers and the general public

In a move to expand public access to academic research on education issues, doctoral students at the [Stanford Graduate School of Education](#) have voted in favor of an open access policy to make their scholarly articles available for free to scholars, educators, policymakers and the public worldwide.

*By voting overwhelmingly in favor of open access, GSE students are sending a



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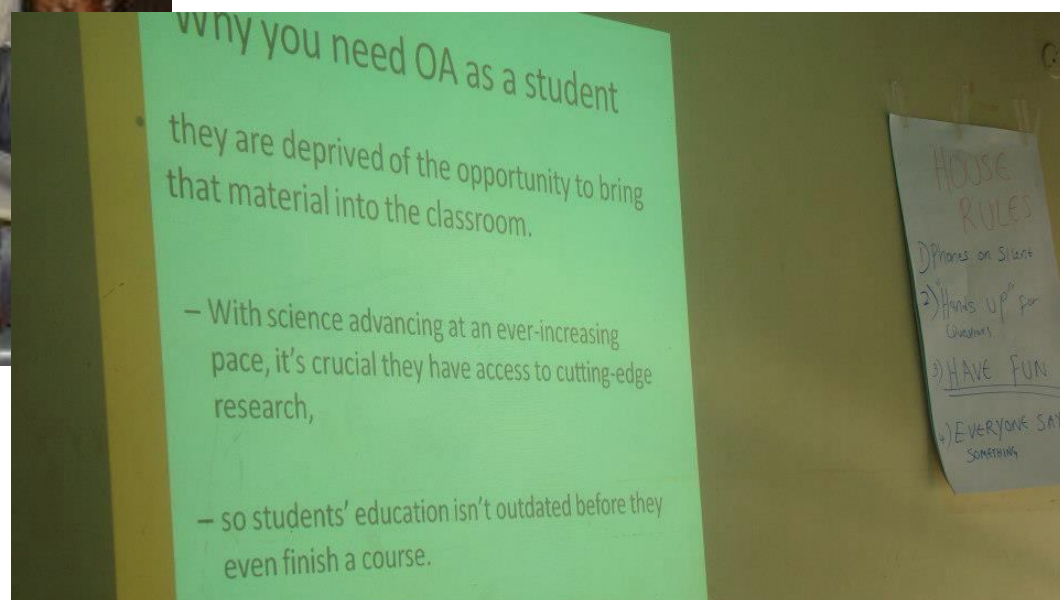
openaccessweek.org



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**I HAVE THE
RIGHT TO
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Erin McKiernan

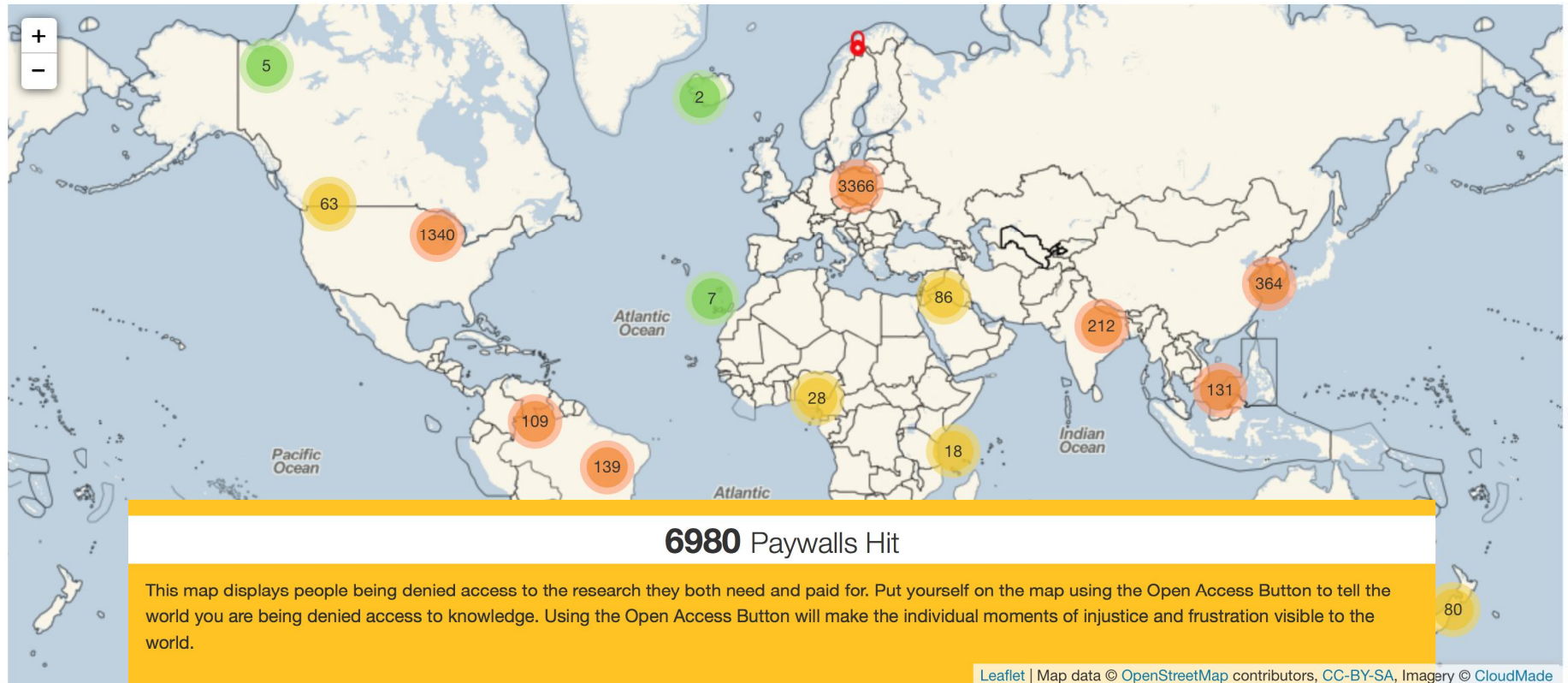
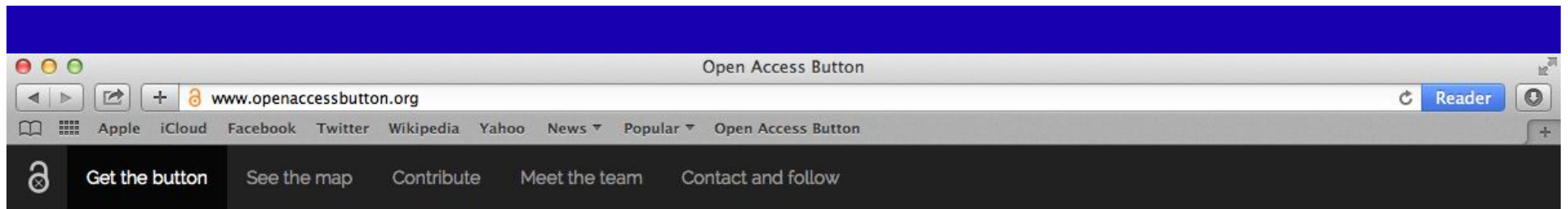
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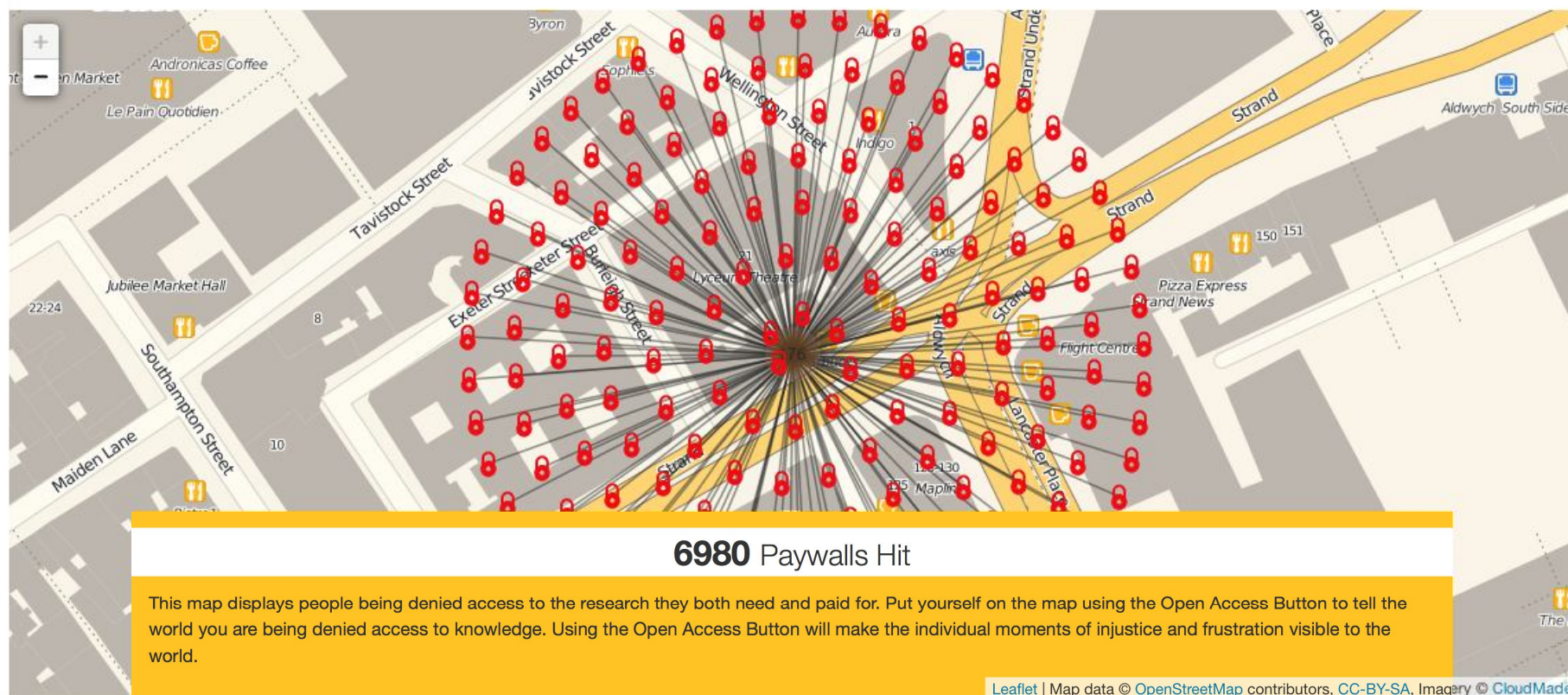
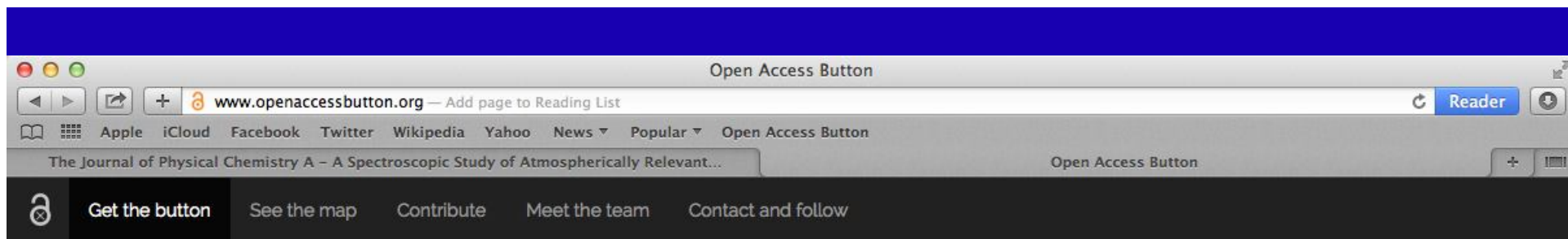
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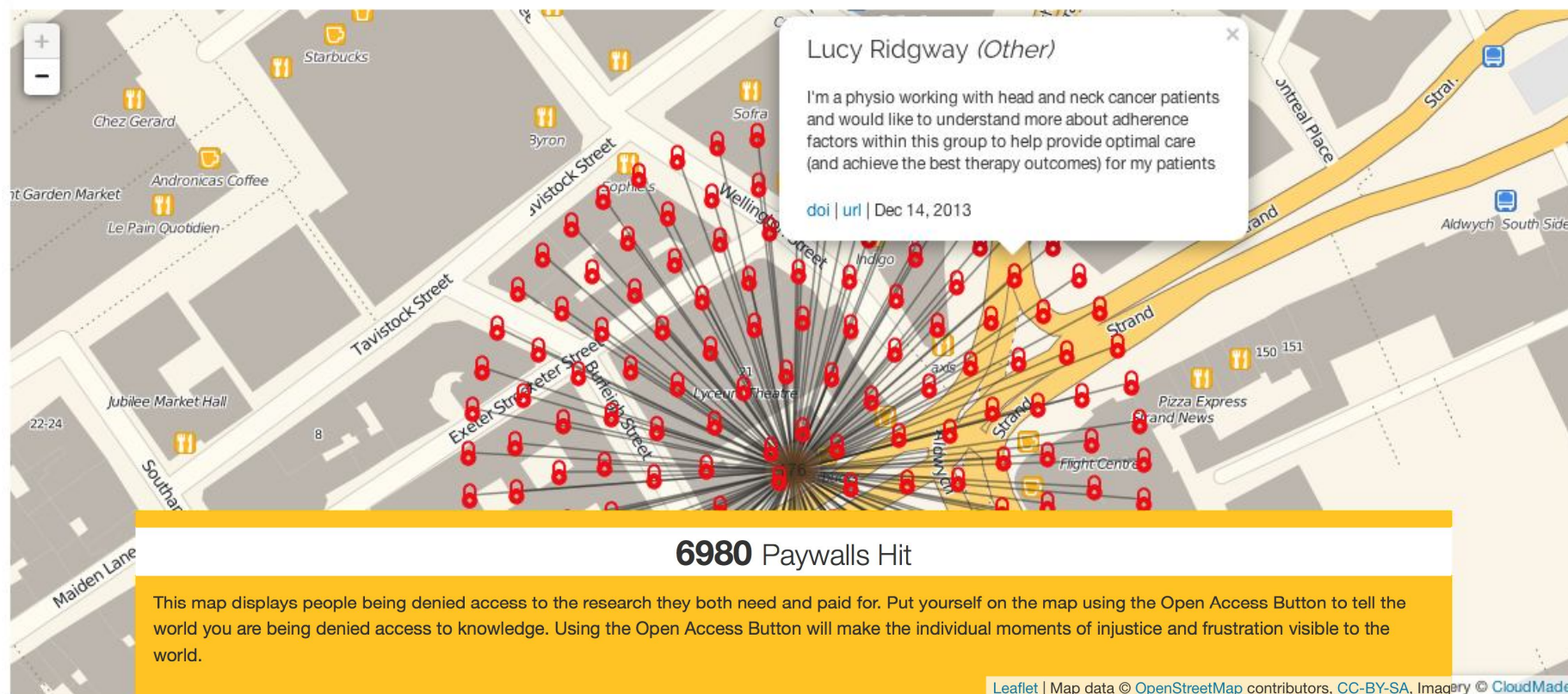
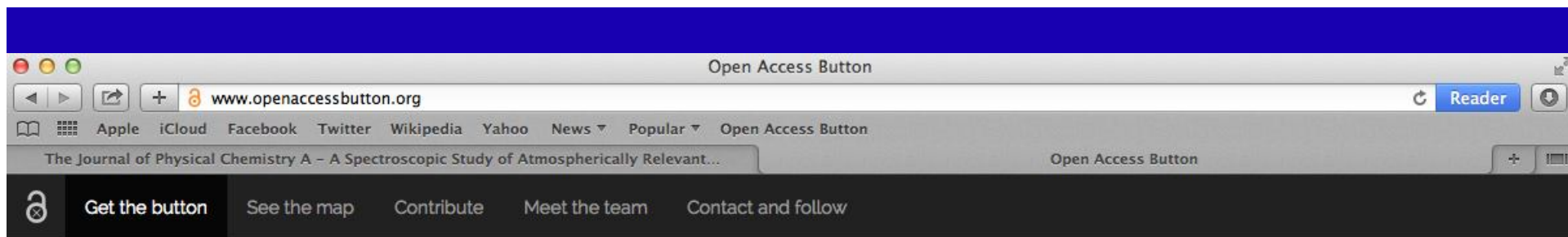
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Welcome to Open Education Week 2014

Open Education Week is a series of events to increase awareness of open education movement. The third annual Open Education Week takes place from March 10-15, both online and offline around the world. Through the events and resources, we hope to reach out to more people to demonstrate what kind of opportunities open education has created and what we have to look forward to.



Thank you!

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