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
WHEN THE PAPER I NEED ISN'T AVAILABLE THROUGH MY UNIVERSITY'S SUBSCRIPTION
Average journal price in Health Sciences:

Biology = $2,653
Chemistry = $4,450
Physics = $3,893

= $1,482

Source: Library Journal 2013 Periodicals Pricing Survey

www.sparc.arl.org
**TABLE 1** AVERAGE 2013 PRICE FOR SCIENTIFIC DISCIPLINES

<table>
<thead>
<tr>
<th>DISCIPLINE</th>
<th>AVERAGE PRICE PER TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry</td>
<td>$4,450</td>
</tr>
<tr>
<td>Physics</td>
<td>3,893</td>
</tr>
<tr>
<td>Biology</td>
<td>2,653</td>
</tr>
<tr>
<td>Engineering</td>
<td>2,652</td>
</tr>
<tr>
<td>Astronomy</td>
<td>2,322</td>
</tr>
<tr>
<td>Food Science</td>
<td>1,975</td>
</tr>
<tr>
<td>Botany</td>
<td>1,970</td>
</tr>
<tr>
<td>Geology</td>
<td>1,965</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCIPLINE</th>
<th>AVERAGE PRICE PER TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoology</td>
<td>1,852</td>
</tr>
<tr>
<td>Technology</td>
<td>1,830</td>
</tr>
<tr>
<td>Math &amp; Computer Science</td>
<td>1,700</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>1,482</td>
</tr>
<tr>
<td>Agriculture</td>
<td>1,441</td>
</tr>
<tr>
<td>General Science</td>
<td>1,416</td>
</tr>
<tr>
<td>Geography</td>
<td>1,401</td>
</tr>
</tbody>
</table>

**SOURCE:** LJ PERIODICALS PRICE SURVEY 2013

Source: Library Journal 2013 Periodicals Pricing Survey

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

Serial Expenditures (+402%)

Monograph Expenditures (+71%)

Monographs Purchased (10%)

*Includes electronic resources from 1999-2000 onward.
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
Publishing obscure academic journals is that rare thing in the media industry: “a licence to print money.”
Publishing is big business…
Publishing is big business…

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
Is there a reason publishing should be this expensive?
IN HIS PRESENTATION, TIMO CANDIDLY DESCRIBES THE BUSINESS OF NATURE:

1. Basically, scientists give us their work for free...
2. ...then we have volunteer scientists review it for us for free...
3. ...then we bundle it all up and sell it back to them for a profit.

IT SOUNDS OUTRAGEOUS, BUT SCIENTISTS WILL DO IT BECAUSE THEY WANT TO BE PUBLISHED.

WE CAN CHARGE WHATEVER WE WANT. IT'S ESSENTIALLY A MONOPOLY.
80% of research is publicly funded


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

Percent increase since 2002


COLLEGE TEXTBOOK PRICES ARE TOO DAMN HIGH

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

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

| 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
MACROECONOMICS

**Author**: WILLIAMSON  
**Edition**: 5TH 14  
**ISBN**: 9780132991339

**Rental Due Date**: 8/5/2014

<table>
<thead>
<tr>
<th>Condition</th>
<th>Price</th>
<th>Quantity</th>
<th>Add to Cart</th>
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<tbody>
<tr>
<td>Used</td>
<td>$183.90</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>$245.20</td>
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<tr>
<td>New Rental</td>
<td>$139.35</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Used Rental</td>
<td>$69.70</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
FINISHED READING?

GOOD
MR. PUBLISHER—WHY ARE DIGITAL TEXTBOOK PRICES SO HIGH? THERE'S NOTHING TO PRINT.

YOU'RE MISINFORMED! IT ACTUALLY COSTS A LOT TO PRINT NOTHING.

TH—THERE'S NOTHING TO SEE HERE. MOVE ALONG.

DEFINITELY NOT PROFIT.

Image CC BY NC from http://www.slugbooks.com

#SPARCConCampus
“Broken Economics”
Open Educational Resources and Public Policy: Leveraging OER to Support Innovation in Education

Nicole Allen and Niall McCrink

Abstract
At its core, public policy can leverage laws, rules and courses on education for OER, but policies specifically focus on OER to directly connect to OER. We provide examples and discuss challenges, similarities and opportunities. We conclude that the public policy environment provides manifold possibilities to leverage OER as a solution, and policymakers at every level of education policy.

Page Setup...
San Francisco Chronicle

TECHNOLOGY
iPad sparks interest for its wide potential

By Brian Knight

Apple's unveiling of the iPad tablet computer and gadget spurs a tech buzz.

Human factor

Muni service cutbacks could be deepest ever

By David Kramer

As the MTA increases service levels, some riders may be left out.

Business

Eyes on privacy: The same way a Tracking person operates a business, it's being embraced by how people operate. It's

Datebook

Top of the news:

Sports:

- Jackson's last game is a win forpizza.
- Bay Area
- Movies

- Edgy Bob: After six years without a film, Bob-Gibson, above, delivers a comedy in "Edge of Darkness." 
- Park City report: American's comedy "The Kids Are All Right" is a highlight at the Sundance Film Festival.

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Image CC BY-SA by Anita Hart from https://www.flickr.com/photos/anitakhart/4315463180/
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.
WIKIPEDIA

English
The Free Encyclopedia
4,509,000+ articles

Español
La enciclopedia libre
1,099,000+ artículos

Deutsch
Die freie Enzyklopädie
1,716,000+ Artikel

Français
L’encyclopédie libre
1,503,000+ articles

Português
A enciclopédia livre
827,000+ artigos

Polski
Wolna encyklopedia
1,044,000+ hasła

中文
自由的百科全书
767,000+ 条目

Captured from http://www.wikipedia.org
Image CC BY by woodleywonderworks https://www.flickr.com/photos/wwworks/3894173886/
How do we enable everything that digital makes possible?
OPENNESS
1. Free

(no cost, no barriers)
2. Open

(right to fully use)
“All Rights Reserved” is like “Call Me Maybe”

You need to ask permission to use copyrighted material
3. Transfer. You may not rent, lease, lend, redistribute or sublicense the Apple Software. You may, however, make a one-time permanent transfer of all of your license rights to the Apple Software to another party, provided that: (a) the transfer must include all of the Apple Software, including all its component parts, original media, printed materials and this License; (b) you do not retain any copies of the Apple Software, full or partial, including copies stored on a computer or other storage device; and (c) the party receiving the Apple Software reads and agrees to accept the terms and conditions of this License.

4. Consent to Use of Data. You agree that Apple and its subsidiaries may collect and use technical and related information, including but not limited to technical information about your computer, system and application software, and peripherals, that is gathered periodically to facilitate the provision of software updates, product support and other services to you (if any) related to the Apple Software and to verify compliance with the terms of this License. Apple may use this information, as long as it is in a form that does not personally identify you, to improve our products or to provide services or technologies to you.

5. iTunes Store and other Services. This software enables access to Apple’s iTunes Store which offers downloads of music for sale and other services (collectively and individually, "Services"). Use of the Services requires Internet access and use of certain Services requires you to accept additional terms of service which will be presented to you before you can use such Services.

By using this software in connection with an iTunes Store account, you agree to the latest iTunes Store Terms of Service, which you may access and review from the home page of the

(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

www.sparc.arl.org
Two paths to Open Access

Open Access Journals

Self-archiving

www.sparc.arl.org
1. Publish in an open-access journal

X >9,700

Source: Directory of Open Access Journals: www.doaj.org
www.sparc.arl.org
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](http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/) 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.
Founded when most of the Editorial Board of *Machine Learning* resigned in protest

"You seem to believe in fairies."

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

Aficionados of open access should know about the Journal of Machine Learning Research (JMLR), an open-access journal on machine learning. JMLR is an international journal that publishes research and review articles in the field 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](http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/) 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:

Source: [http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/](http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/)

www.sparc.arl.org
Founded when most of the Editorial Board of *Machine Learning* resigned in protest

Estimated cost per article: $6.50
Founded when most of the Editorial Board of *Machine Learning* resigned in protest

Estimated cost per article: $6.50

Publishes ~3,500 pages / year

Source: http://blogs.law.harvard.edu/pamphlet/2012/03/06/an-efficient-journal/
The Occasional Pamphlet
on scholarly communication

An efficient journal
March 6th, 2012

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

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

www.sparc.arl.org

X 2,000

eScholarship
University of California

PubMed Central

arXiv.org

Cornell University Library

SPARC
#SPARConCampus
<table>
<thead>
<tr>
<th>RoMEO colour</th>
<th>Archiving policy</th>
<th>Publishers</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>green</strong></td>
<td>Can archive pre-print and post-print</td>
<td>452</td>
<td>31</td>
</tr>
<tr>
<td><strong>blue</strong></td>
<td>Can archive post-print (ie final draft post-refereeing)</td>
<td>479</td>
<td>33</td>
</tr>
<tr>
<td><strong>yellow</strong></td>
<td>Can archive pre-print (ie pre-refereeing)</td>
<td>110</td>
<td>8</td>
</tr>
<tr>
<td><strong>white</strong></td>
<td>Archiving not formally supported</td>
<td>409</td>
<td>28</td>
</tr>
</tbody>
</table>

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

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.

Source: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201320140AB609
www.sparc.arl.org
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 admin-
istered by that agency.

IN THE HOUSE OF REPRESENTATIVES

FEBRUARY 14, 2013

Mr. DOYLE (for himself, Mr. YODER, and Ms. LOFGREN) introduced the fol-
lowing bill; which was referred to the Committee on Oversight and Gov-
ernment 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 Represen-
tatives 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+
OPEN EDUCATIONAL RESOURCES
“OER are textbooks and other academic materials that are published online for everyone to use, adapt and share freely”
Meaning of “Open” for OER

All users have the right to:

• Retain
• Reuse
• Revise
• Remix
• Redistribute

…with attribution as specified

See www.opencontent.org for full definition.
Share Educational Materials as OER
“The idea is simple: to publish all of our course materials online and make them widely available to everyone.”
Dick K.P. Yue, Professor, MIT School of Engineering

Unlocking Knowledge
MIT OpenCourseWare (OCW) is a web-based publication of virtually all MIT course content. OCW is open and available to the world and is a permanent MIT activity.

» View a list of our most visited courses

Empowering Minds
Through OCW, educators improve courses and curricula, making their schools more effective; students find additional resources to help them succeed; and independent learners enrich their lives and use the content to tackle some of our world’s most difficult challenges, including sustainable development, climate change, and cancer eradication.

» Read more about how our materials are making a difference
MIT OpenCourseWare has formally partnered with seven organizations that are translating OCW course materials into Spanish, Portuguese, Simplified Chinese, Traditional Chinese, Thai, Persian, Turkish, and Korean.

For more information on how an institution can become an OCW Translation Affiliate, please contact the MIT OpenCourseWare External Outreach Manager.
UCI OpenCourseWare Overview

The University of California, Irvine's OCW is a web-based repository of various UC Irvine courses, video lectures, seminars and other learning resources. A recent study found 12% of incoming UCI students had viewed OCW materials prior to enrolling at UCI.

Have questions about UCI OCW? Check out our FAQ page!

Recently Added OCW Courses:

* BioSci M121, ESS 1, ESS 23, Math 2A, Math 2B
Discover learning materials in an Open Space.

View and share free educational material in small modules that can be organized as courses, books, reports or other academic assignments.
Richard Baraniuk:

The birth of the open-source learning revolution

TED2006 • 18:34 • Filmed Feb 2006
Subtitles available in 26 languages

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.
• Online platform where anyone can post materials

• Tools to assemble, edit, and share materials

• Access in html, pdf, epub, hardcopy

• CCBY license
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.
Create OER
One brilliant idea...
HIGH-QUALITY, FREE, OPEN TEXTS AND RESOURCES.

GOAL:
PROVIDE FREE TEXTBOOKS

It's innovation in education. And the time is right. OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers. Adopt a book today for a turnkey
• 20 open textbooks for high enrollment courses

• Comparable quality, features to traditional texts

• Sustainability through commercial partners

• Authors are compensated for their work

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FREE YOUR STUDENTS FROM COSTLY TEXTBOOKS

- College Physics
- Introduction to Sociology
- Biology
- Concepts of Biology
- Anatomy
- Introduction to Statistics
- Precalculus
- Principles of Economics
- Macroeconomics
- Microeconomics
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 Keims, Zane State College, Eric Strayer, Harnall College, Heather Griffiths, Fayetteville State University, Susan Cody-Rydzewski, Georgia Perimeter College, Gail Scaramuzzo, Lackawanna College, Tommy Sadler, Union University, Sally Vyski, Ivy Tech Community College.

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1 An Introduction to Sociology

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

Census, 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 too and

Chapter 14 AN INTRODUCTION TO SOCIOLOGY

1.1 What Is Sociology?

A dictionary defines sociology as the systematic study of society and social interaction. The word “sociology” is derived from Latin words. (compare and the Greek words logos study of,意思是 “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 applies these studies to the real world.

What Are Society and Culture?

Sociology studies all aspects and levels of society. A society is a group of people who interact, reside in a defined 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 public conversation from different world cultures.

Another sociologist might interview a representative sample of people to see how testing 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 life-threatening natural waste.

The Sociological Imagination

Although these studies and the methods of carrying them out are different, the sociologist involved is them all have something in common. Each of them looks at society using what sociologist C. Wright Mills called the sociological imagination, sometimes also referred to as the sociological lens or sociological projection. Mills defines sociological imagination in how individuals understand their own and others’ pasts in relation to history and social structure (1959).
$2.3 million student savings
“Compared with students using a traditional text... students who used the free online textbook scored higher on departmental final examinations, had higher grade point averages in the class and had higher retention rates”

Welcome to the Open Course Library

A collection of high quality, free-to-use courses that you can download and use for teaching. All content is stored in Google docs making it easy to access, browse and download.

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• 81 highest enrollment courses
• Materials cost $30 or less per course
• New materials must be open licensed (CC BY)
• State invested $750,000
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.)

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.
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.
Support Adoption of OER
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.
$1 \text{ million}+ \text{ student savings}
(and many other campuses, including UCLA!)

http://www.sparc.arl.org/resource/list-oer-projects-policies
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If you are a faculty member from any institution, you can support this project and help your peers evaluate the textbooks in this catalog by writing a review of an open textbook in your field.

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Introduction to Sociology
Multiple Authors, OpenStax College
Pub Date: 2012

At a Glance
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- About the Author(s)
- Reviews

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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.
Pilot funded: 11 faculty reviews; 7 adopted the textbook along with 5 more colleagues, saving students $100,000.
What can you do?
Make your work openly available on The Internet

Source: Mike Taylor: The SV-POW! open-access decision tree svpow.com/2013/05/11/the-sv-pow-open-access-decision-tree/
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What kind of educational content does your campus produce? Can it be open?
Raise awareness about Open Access & OER and their benefits
Some students are already saving with open textbooks. Others are still using traditional textbooks. Textbook prices have risen. 48% of students reported that textbook prices affected which courses they took. 65% of students said they've skipped a book, and of those students, 84% said they were concerned it would hurt their grade.
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 IRRINGTON, 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.

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.
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
bit.ly/OAexplained
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.
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.

GSE students adopt open access policy for scholarship

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 clear message that scholarly work needs to be available to everyone to accelerate progress in the field of education.
Open Access Week: October 20-26, 2014
Put the next generation at the center
why you need OA as a student

they are deprived of the opportunity to bring that material into the classroom.

- With science advancing at an ever-increasing pace, it's crucial they have access to cutting-edge research,

- So students' education isn't outdated before they even finish a course.
If publishing in #openaccess journals costs me my career, then this is not the career I want. Period.
6980 Paywalls Hit

This map displays people being denied access to the research they both need and paid for. Put yourself on the map using the Open Access Button to tell the world you are being denied access to knowledge. Using the Open Access Button will make the individual moments of injustice and frustration visible to the world.

What is this about?

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What is this about?

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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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