10-22-2012

Creating a custom e-book for your course

Jennifer L. Bellot, PhD, RN, MHSA, CNE
Thomas Jefferson University, jennifer.bellot@jefferson.edu

Let us know how access to this document benefits you
Follow this and additional works at: http://jdc.jefferson.edu/techtalk

Recommended Citation
http://jdc.jefferson.edu/techtalk/2

This Article is brought to you for free and open access by the Jefferson Digital Commons. The Jefferson Digital Commons is a service of Thomas Jefferson University’s Center for Teaching and Learning (CTL). The Commons is a showcase for Jefferson books and journals, peer-reviewed scholarly publications, unique historical collections from the University archives, and teaching tools. The Jefferson Digital Commons allows researchers and interested readers anywhere in the world to learn about and keep up to date with Jefferson scholarship. This article has been accepted for inclusion in Tech Talks by an authorized administrator of the Jefferson Digital Commons. For more information, please contact: JeffersonDigitalCommons@jefferson.edu.
Creating an e-book

12:15 TECH TALK
JENNIFER BELLOT, PHD, RN, MHSA, CNE
JEFFERSON SCHOOL OF NURSING
OCTOBER 22, 2012
Background

- Online course (NU708)
  - Older students, digital novices (some)
  - Distance students

- Integrated iPad2 technology

- iPads provided to students on loan

- Good opportunity to integrate e-books
The Basics: Set-up

1. Student handbook, multiple emails, courseboard
2. iTunes account required, in syllabus
3. Conference call
The Basics: Support

- Handbook
- AppleCare
- JeffIT, AISR
- AcademicPub, Jones & Bartlett (J & B now partnered with AcademicPub)
- For faculty: AISR, iPad committee, Drs. Smith & Shaffer
Finding a new way

**Old way**

- A chapter here, an article there
- Moderate reliance on humanities
- Campus Copy in West Philly
- Mail order, direct purchase
- Approx. 500 pages
- Faculty pre-purchase

**New way**

- A chapter here, an article there
- Moderate reliance on humanities
- [www.academicpub.com](http://www.academicpub.com)
- Jones & Bartlett bundling
- No pages (unless preferred)
- Limited-time access
Course Name: NU708 Clinical Prevention and Population Health

Instructor: Jennifer Bellot, PhD, RN, MHSA

This initial preview is offered for a quick review of your content. This simple reader allows you to flip through pages and zoom in/out. The final book will be delivered at purchase.

Pricing Review

Below are pricing details for each of the available book format options.

<table>
<thead>
<tr>
<th>Available eBook Formats</th>
<th>Platform Fee</th>
<th>Permission Fee</th>
<th>Royalties (details)</th>
<th>Total List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBok - PDF format</td>
<td>$9.95</td>
<td>$2.50</td>
<td>$31.52</td>
<td>$43.97</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Available Print Formats</th>
<th>Platform Fee and Printing</th>
<th>Extra Pages</th>
<th>Permission Fee</th>
<th>Royalties (details)</th>
<th>Total List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W Softcover Book</td>
<td>$19.95</td>
<td>$4.02</td>
<td>$31.52</td>
<td>$57.99</td>
<td></td>
</tr>
<tr>
<td>Color Softcover Book</td>
<td>$29.95</td>
<td>$20.10</td>
<td>$31.52</td>
<td>$84.07</td>
<td></td>
</tr>
<tr>
<td>The Challenges</td>
<td>The Rewards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>--------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jones &amp; Bartlett product not accessible on the iPad</td>
<td>No complaining from students! (To me, anyway...)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Adobe glitch)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Many students still resistant to electronic text</td>
<td>About the same price</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited time availability for access</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time consuming</td>
<td>Fantastic customer service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Academicpub offers many tools such as libraries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advantages</td>
<td>Disadvantages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Paper copies available (AP)</td>
<td>• Time-limited access**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• AP-free electronic text with purchase of paper text</td>
<td>• Formatting difficult</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Surprisingly easy</td>
<td>• AP required an additional (free) download of Blue Fire app, not stated initially</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Good on a short timeline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Individualized texts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Students’ use, thoughts, reactions

- Most purchased both e-text and paper
- 53% used the e-text exclusively
- Only 33% thought accessing course reading materials was easy.
Preferred AP to J&B
Good customer service with AP
60% thought AP/J & B customer service was helpful

74% of students felt computer resources were adequate for learning
87% thought the orientation call was valuable
“Using the iPad to read my course contents at anytime, I find it extremely useful for my schedule.”

“The Population Health book was difficult to read online.” (J & B)

Multiple instances of initial frustration with purchase and upload/opening, but surprisingly not negative through or after semester.
Lessons Learned

- Give yourself time!
  - Especially for checking and clearing copyrights

- Use the AcademicPub libraries, available syllabi, etc.

- Use our book representatives

- Handouts, questions, comments?

JENNIFER.BELLOT@JEFFERSON.EDU