



Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextbooks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Introduction to Mass Media



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Introduction to Mass Media by William Hart, et al. is licensed under a [Creative Commons Attribution-ShareAlike 3.0](https://creativecommons.org/licenses/by-sa/3.0/)

Find it: [eTextbook Website](#)

Textbook Authors:

William Hart

Reviewed by:

Daryle Nagano

Institution:

Los Angeles Harbor College

Title/Position:

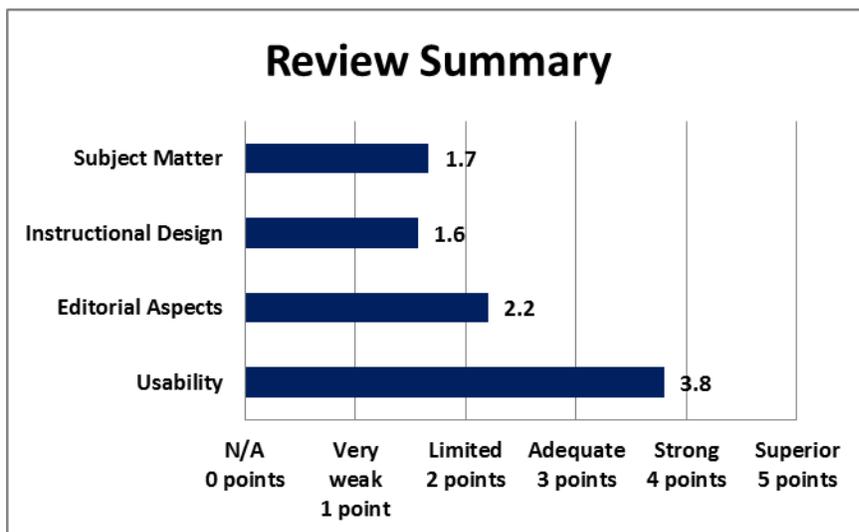
Professor

Format

Reviewed:

[Online](#)

A small fee may be associated with various formats.



Date Reviewed:

August 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: [JOUR 100](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?			X			
Does the text adequately cover the designated course with a sufficient degree of depth and scope?			X			
Does the textbook use sufficient and relevant examples to present its subject matter?		X				
Does the textbook use a clear, consistent terminology to present its subject matter?			X			
Does the textbook reflect current knowledge of the subject matter?		X				

Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)				X			
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Total Points: 10 out of 30

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

- The sources were not current and since there are multiple contributors the style of writing isn't consistent from chapter to chapter.
- There were not enough real life or practical examples to make links to all terms and concepts.
- The following list of items is required [for this course] and none were provided:
 - Quizzes/Exams
 - Short writing assignments
 - Research Projects
 - Critiques and peer review

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?				X		
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)		X				
Does the textbook present explicit learning outcomes aligned with the course and curriculum?		X				
Is a coherent organization of the textbook evident to the reader/student?		X				
Does the textbook reflect best practices in the instruction of the designated course?		X				
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)	X					
Is the textbook searchable?					X	

Total Points: 11 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- Although the material is easy to find online once one gets to the site, they have to click on each chapter separately to access material. But most importantly students would need to cross check the accuracy of the information since there are multiple contributors and content can be edited at any time.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?				X		
Is the textbook written in a clear, engaging style?			X			
Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)			X			
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)					X	
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)	X					

Total Points: 11 out of 25

Please provide comments on any editorial aspect of this textbook.

- The writing isn't engaging and students will easily start reading but not comprehending the content. The material is written more for an encyclopedia or dictionary rather than for a college student trying to learn and grasp material.

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?					X	
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)					X	
Can the textbook be printed easily?					X	
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?					X	
How easily can the textbook be annotated by students and instructors?				X		

Total Points: 19 out of 25

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

- The content is easy to access and readily available. Therefore, students would be able to access at their convenience.
- There is a separate link for each chapter so one doesn't have to open the entire book and scroll down, they can just click on the chapter they need.

Overall Ratings	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?			X			
How willing would you be to adopt this book?	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
		X				

Total Points: 3 out of 10

Overall Comments

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

- N/A, I wouldn't recommend this textbook.

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

- I would need more current examples and sources. In addition, supplemental material for:
 - Quizzes/Exams
 - Short writing assignments
 - Research Projects
 - Critiques and peer review

We invite you to add your feedback on the textbook or the review to [the textbook site in MERLOT](#)
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