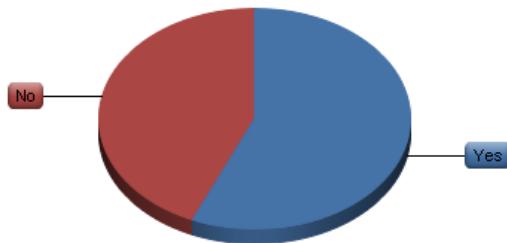


## Initial Report

Last Modified: 03/12/2012

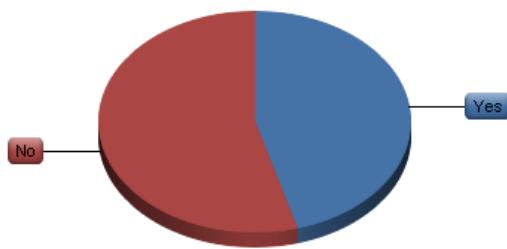
1. Do you read electronic books, either for personal enjoyment or as part of your work?



#	Answer	Bar	Response	%
1	Yes		26	57%
2	No		20	43%
	Total		46	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.43
Variance	0.25
Standard Deviation	0.50
Total Responses	46

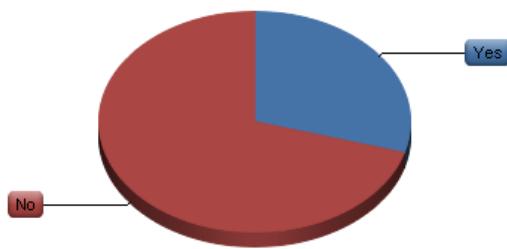
**2.** Have you seen or explored an electronic textbook within the last year (whether or not you used one in your own teaching)?



#	Answer	Bar	Response	%
1	Yes		21	46%
2	No		25	54%
	Total		46	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.54
Variance	0.25
Standard Deviation	0.50
Total Responses	46

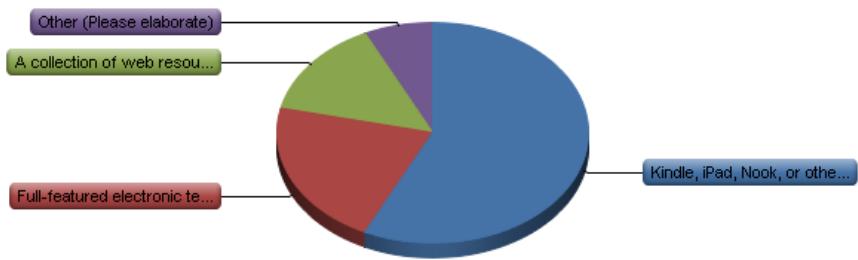
**3.** Have you used, or offered as an option, an electronic textbook in any of your UNC courses?



#	Answer	Bar	Response	%
1	Yes		13	30%
2	No		31	70%
	Total		44	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.70
Variance	0.21
Standard Deviation	0.46
Total Responses	44

4. If you have used an electronic textbook (or if your students have opted for one), what sort of textbook was it?



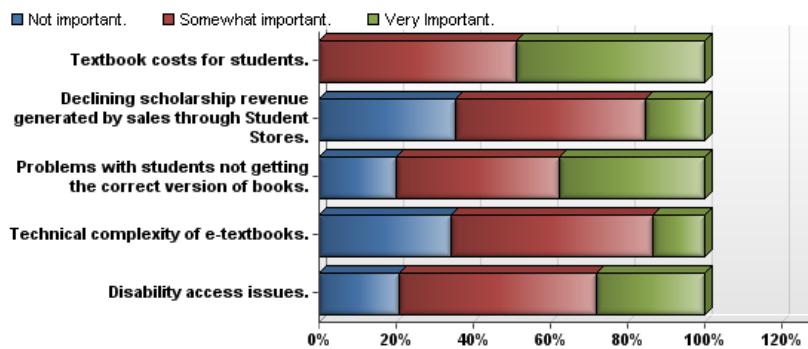
#	Answer	Bar	Response	%
1	Kindle, iPad, Nook, or other PDF-type version of print book.		8	57%
2	Full-featured electronic text learning environment with built-in assessments, video or other graphics, etc.		3	21%
3	A collection of web resources.		2	14%
4	Other (Please elaborate)		1	7%
	Total		14	

#### Other (Please elaborate)

Not sure, don't have access to the electronic version

Statistic	Value
Min Value	1
Max Value	4
Mean	1.71
Variance	0.99
Standard Deviation	0.99
Total Responses	14

**5.** When considering the "changing landscape of textbooks" (including, but not limited to, the advent of e-textbooks), please indicate how important each of the following areas of concern is to you.

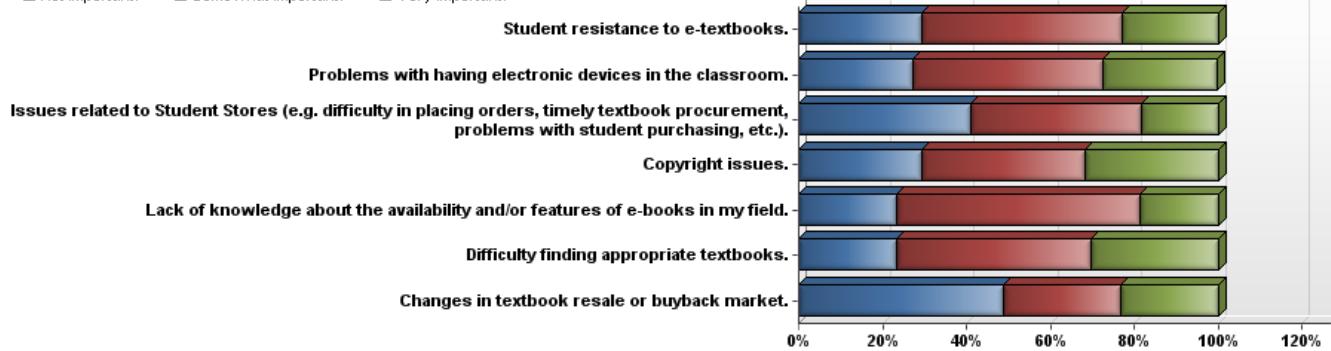


#	Question	Not important.	Somewhat important.	Very Important.	Responses	Mean
1	Textbook costs for students.	0	23	22	45	2.49
3	Problems with students not getting the correct version of books.	9	19	17	45	2.18
5	Disability access issues.	9	22	12	43	2.07
2	Declining scholarship revenue generated by sales through Student Stores.	16	22	7	45	1.80
4	Technical complexity of e-textbooks.	15	23	6	44	1.80

Statistic	Textbook costs for students.	Declining scholarship revenue generated by sales through Student Stores.	Problems with students not getting the correct version of books.	Technical complexity of e-textbooks.	Disability access issues.
Min Value	2	1	1	1	1
Max Value	3	3	3	3	3
Mean	2.49	1.80	2.18	1.80	2.07
Variance	0.26	0.48	0.56	0.45	0.50
Standard Deviation	0.51	0.69	0.75	0.67	0.70
Total Responses	45	45	45	44	43

6. When considering the "changing landscape of textbooks" (including, but not limited to, the advent of e-textbooks), please indicate how important each of the following areas of concern is to you.

Not important.  Somewhat important.  Very important.



#	Question	Not important.	Somewhat important.	Very important.	Responses	Mean
6	Difficulty finding appropriate textbooks.	10	20	13	43	2.07
4	Copyright issues.	13	17	14	44	2.02
2	Problems with having electronic devices in the classroom.	12	20	12	44	2.00
5	Lack of knowledge about the availability and/or features of e-books in my field.	10	25	8	43	1.95
1	Student resistance to e-textbooks.	13	21	10	44	1.93
3	Issues related to Student Stores (e.g. difficulty in placing orders, timely textbook procurement, problems with student purchasing, etc.).	18	18	8	44	1.77
7	Changes in textbook resale or buyback market.	21	12	10	43	1.74

Statistic	Student resistance to e-textbooks.	Problems with having electronic devices in the classroom.	Issues related to Student Stores (e.g. difficulty in placing orders, timely textbook procurement, problems with student purchasing, etc.).	Copyright issues.	Lack of knowledge about the availability and/or features of e-books in my field.	Difficulty finding appropriate textbooks.	Changes in textbook resale or buyback market.
Min Value	1	1	1	1	1	1	1
Max Value	3	3	3	3	3	3	3
Mean	1.93	2.00	1.77	2.02	1.95	2.07	1.74
Variance	0.53	0.56	0.55	0.63	0.43	0.54	0.67
Standard Deviation	0.73	0.75	0.74	0.79	0.65	0.74	0.82
Total Responses	44	44	44	44	43	43	43

**7.** Do you have concerns regarding textbooks that are not mentioned in the list above? Please elaborate.

**Text Response**

I have just attempted to order my textbooks for the fall semester via the student stores link. It is unclear which books are offered in the e-book format. There is no option to make a book or its e-book version required.

Privacy issues.

Cost, ability to share expensive texts, availability of device neutral texts

NO

There are often multiple e-book versions of the same book - not all of them are quite the same, meaning that the students may not have the same book.

I prefer paper books, on which my students can write, for class.

I have used a textbook for many years and would have to change my materials to change textbooks. This book is currently not available in electronic form but will probably become so.

I'm concerned about digital rights management and the potential loss of access to books after a class is over. Students should be able to develop a personal library as they progress through school, rather than just paying as they go and after nothing of their own when they're done.

I tend to rely more on articles published in peer-reviewed journals than textbooks.

Statistic	Value
Total Responses	9

8. What appeals to you about the prospect of adopting electronic textbooks in your classes?

Text Response
Reduction in paper use, convenience and enhanced learning opportunity to students.
Always should be up to date.
Potential for more active learning.
able to use free resources to give students more recommended readings.
Ability to annotate for my Bio 101 course.
None really other than its less expensive. For years textbooks have had additional resources online so I don't think with that respect, e-books offers a an advantage
Nothing
Ability to provide a variety of texts and editions when the books are available through the library
cost savings to students; added features available in e-books
Ease of use and teh fact that students will adapt well.
Access to most current information, possibility of embedded multimedia, convience for students
Reading electronic displays IS different than reading and working with traditional books.
The only appeal is cost reduction.
Student preferences, ease of locating information within the text.
Not much
Reducing cost to students, having immediate access to textbook materials in the classroom, and protecting the environment through less paper usage.
Cost savings for students. Ergonomic considerations!
If there was a way to do electronic course-packs - taking certain features of several books for the reading component, that would be best. I have difficulty finding one book that does everything I really want to cover, but because of cost, don't want to require more than one book (my students also incur costs for art supplies
Students' ease of access.
I hope they would be more affordable to students. They will also offer connectivity to secondary resources that print books can't.

Statistic	Value
Total Responses	20

**9.** What concerns do you have about the prospect of adopting electronic textbooks in your classes?

Text Response
Inappropriate use of laptops in class.
The University would have to provide e-books (Nook, Kindle, etc.) for low-income students. I wonder if there is money for that.
Cost, inability of students to keep their books for future reference,
If they are available.
none
From my experience students still like to physical hold and mark a text. While e-books have features to mark, I am not sure how students would like that as a sole option. I think there is a difference in what people do for leisure than school.
I do not want to adopt e-books.
Cost, device specificity, e may not be the best format for discipline
none, really -- I pretty much view the book as the book regardless of hard or electronic copy
None!
Authors are reimbursed less for electronic versions of their works, may negatively affect faculty who are considering writing a textbook.
I think it is good as an alternative to, but not necessarily complete replacement of, regular books.
The problems with attention and concentration with electronic media. I will not allow my students to have laptops open in my class.
Students keeping their heads buried in their computers, reading off the screen (probably e-mail).
Excluding students who do not have a reader. The possibility that people read differently.
Digital rights management and restrictions on use. Students should be able to use texts whenever they want, copy passages from texts, print portions, and have a copy when they're done with the class.
Access to necessary infrastructure to use electronic devices in the classroom (e.g., power, wireless internet connections) is very inconsistent and unreliable. I often use examples from the textbook to work through in class, and it would be hard if students were not able to access the e-book quickly and/or reliably.
not sure... Students seem more apt to use e-books - they don't seem to use the regular textbook as much. My questions are more about whether the textbook is the best alternative form of delivery for some of ht material. An online lecture, a you-tube video or do an online interactive tutorial might be just as effective or more for some things.
none.

Statistic	Value
Total Responses	19

**10.** Do you have anything you'd especially like to see discussed at the Faculty Council panel on textbooks, Friday, March 16th? Please describe.

Text Response
Costs associated with adoption of e-books, extent to which these are currently available, feedback fromm students about experience with e-textbooks per se
What are the consequences to the univ if I encourage my students to get textbooks cheaper directly from the publisher.
How are "revised" editions handled? After the initial purchase, will users have the right to revised editions at minimal cost?
What the current library policy on ebooks are for various disciplines; problem of texts that only one or a few students can access
Could we create our own electronic publishing house for our faculty?
With such a proliferation of text formats, nobody is ever on the same page in my lit classes! A big problem!
Are there any real data on whether people learn / think differently when reading electronic versions versus print versions of materials.
Licensing issues and the importance of adopting open platforms/format. UNC should avoid locking itself or its students into specific hardware platforms or book vendors.

Statistic	Value
Total Responses	8