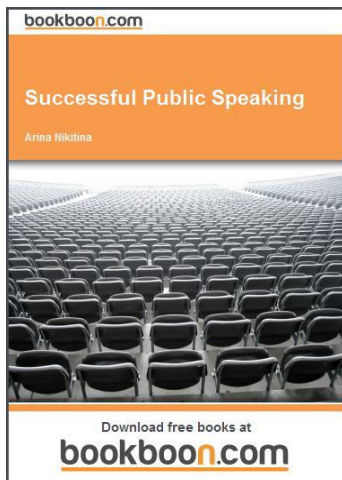# Faculty Review of Open eTextbooks

The California Open Educational Resources Council 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 etextboks 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:

Successful Public Speaking

Find it: eTextbook Website

Textbook Authors:

Arina Nikitina

Reviewed by:

Elizabeth Losh

Institution:

University of California, San Diego
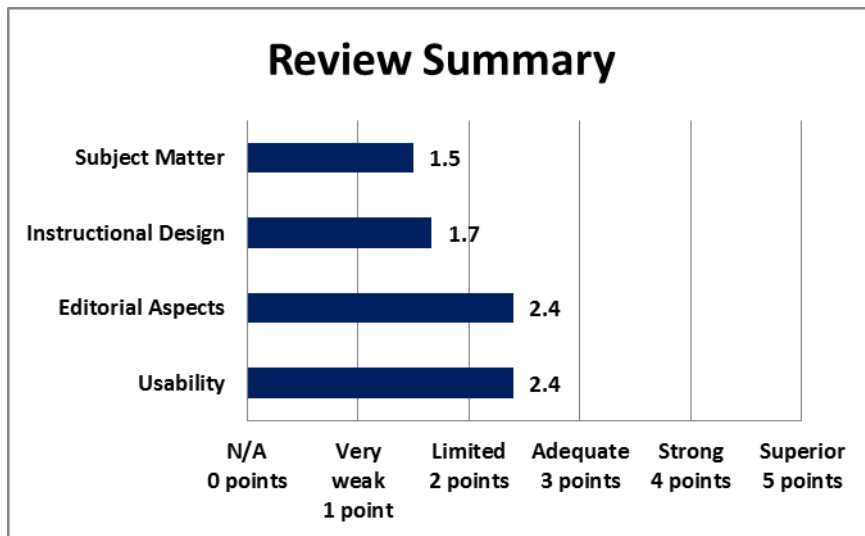
Title/Position:

Professor

Format Reviewed:

Online

A small fee may be associated with various formats.

Date Reviewed:

December 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: COMM 110

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			

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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				

Total Points: 9 out of 30

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

- Very superficial and generic coverage of the subject matter.
- Research sources are not discussed in the depth expected of a college textbook.
- Extremely little discussion of visual and graphic design and using slides effectively.
- Lack of discussion of cross-cultural or international communication.
- Inadequate acknowledgement of the importance of technology or computer-mediated communication.
- The discourse of the textbook seems disconnected from current issues about the ethics of public speaking, particularly controversies about inclusive language.
- Lack of coverage of student research methods for speeches with informative components makes it not usable in academic contexts.

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: 10 out of 35

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

- Kindle-friendly delivery is a bonus, but online readers are frequently logged out, and the use of Facebook logins creates potential privacy issues for campuses.
- Learning objectives appear not to be adequately sophisticated for UC or CSU transfer courses.

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 latid0out 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: 12 out of 25

Please provide comments on any editorial aspect of this textbook:

- Written for an audience of career professionals in an accessible style.

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: 12 out of 25

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

- See above for issues about being logged out of access.
- Does not appear to be optimized for disabled users

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				
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?		X				

Total Points: 2 out of 10

Overall Comments

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

- General introduction to the topic presented in this volume designed for career professionals that might be appealing to Kindle users.

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

- This textbook would need to be much more rigorous in representing professional standards in the field of communication (such as the NCA Ethics Guidelines), would need to incorporate more technology and graphic design, and would need to refer to more specific case studies and current examples.

We invite you to add your feedback on the textbook or the review to the textbook site in MERLOT (Please register in MERLOT to post your feedback.)

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COUNCIL
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For questions or more information, contact the CA Open Educational Resources Council.