eTextbook Exploration: Are Students Ready to Declare Their Independence From the Printed Text?

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Access & Features

What technology did you use to access your eTextbook?
- 79% of students used the eTextbooks with their laptop or PC.
- 17% owned a smartphone; they would use it if available.

Which of the features available in your eTextbook did you use?
- Social networking:
  - 4%: Read from Facebook
  - 6%: Read from Twitter
- Learning Management:
  - 32%: Use it to access from any computer
  - 17%: Use it to access from any computer
  - 8%: Use it to access from any computer
- Annotation:
  - 100%: Use it to highlight text
- Search by keyword:
  - 100%: Use it to search
  - 100%: Use it to search
- Table of Contents:
  - 100%: Use it to search
  - 100%: Use it to search
- None:
  - 0%: Use it to highlight text
  - 0%: Use it to search
  - 0%: Use it to search

Multi-tasking, Printing

If you access any other Internet sites or computer programs while reading your eTextbook?
- 77%: Yes
- 23%: No

Before Study After Study

Using the note-taking feature in an eTextbook at the beginning/end of study
- 62%: Yes
- 38%: No

Using a highlight tool in an eTextbook
- 61%: Yes
- 39%: No

Likes/Dislikes

I always highlight text in my eTextbook.
- Before Study: 55%
- After Study: 66%

I always write notes in my eTextbook.
- Before Study: 30%
- After Study: 40%

I like to have the text in front of me on paper so I can front the text in front of me on paper so I read the text in front of me on paper so I read the text in front of me on paper so I read the text in front of me on paper so I can.

Will Students Read More eTextbooks?

37% will not use an eTextbook again
- Yes: 63%
- No: 37%

63% will buy more eTextbooks
- Yes: 75%
- No: 25%

Implications

- Review "No Laptop Policy"
- Consider open source eTextbooks
- Student support
- IT Dept.
  - Will demands can overwhelm
  - Student support
- Bookstore
  - Different eTextbook platforms
  - Student support
- Library
  - Different eTextbook platforms
  - Student support
- Facilities
  - Classroom furniture must accommodate laptops
  - Power supply demands

What we did:
- Free eTextbook per Student
- Pre- and Post-Surveys
- Focus Groups

We asked students in online and Face-to-Face (F2F) business courses.

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The College at Brockport Library & Information Technology Services and the Department of Business Administration and Economics

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