

Sharing Experiences of Simultaneous Open Access (Free) and Low Cost Book Publishing in Amazon CreateSpace

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Part #1: Learning is Changing... And Education Costs too Much!



February 26, 2013 Free Tablets for Everyone?

Tablets Rock On: Education Tech Through The Ages

Free tablets in Brazil? Education technology has a colorful history. Take a look back and a peek ahead.



Will Your Father's Classroom

Remain the same? About 2007, that will certainly be the case.

Why, you ask? For education technology "started" in the late 1970s, in the days of the classroom TV. Although we don't have the same kind of one-way TV in classrooms today, the technology has evolved and changed over the years. The first computer-aided instruction (CAI) systems were used in the 1960s and 1970s. The search for personal, portable, and affordable devices for learning is ongoing and accelerating.



Actually Technology is Almost Free...

Who Needs Open Access?



SMILE project, Thailand, Seeds of Empowerment, Paul Kim, December 26, 2012



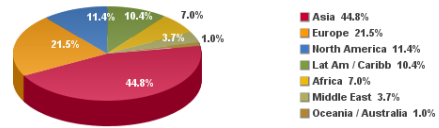
Digital Books (Korea)



Internet Usage Statistics

<http://www.internetworldstats.com/stats.htm>

Internet Users in the World Distribution by World Regions - 2012 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 2,405,518,376 Internet users on June 30, 2012
Copyright © 2012, Miniwatts Marketing Group

Internet Usage Statistics

<http://www.internetworldstats.com/stats.htm>



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration rates are based on a world population of 7,017,888,922 and 2,405,518,376 estimated internet users on June 30, 2012.
© Copyright © 2012, Miniwatts Marketing Group

Who Needs Open Access?



OpenStax College

(OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers.)
<http://openstaxcollege.org/>

And one more...
SIMPLY ECONOMICAL. ADAPT. ADAPT. OR RECOMMEND. REUSE. TO REUSE THEM FOR YOURS. YOURS. YOURS.

GOAL:
PROVIDE LOW-COST TEXTBOOKS

January 22, 2013

Free digital textbooks surge in popularity, Sarah Langmead, Assistant Editor, eCampus News,
<http://www.ecampusnews.com/Features/Featured-on-ecampus-news/free-digital-textbooks-surge-in-popularity/>

Free digital textbooks surge in popularity
As college textbook prices continue to climb, a free alternative to text books that fall off the college on-line shelves.

Free digital textbooks surge in popularity
Publics searched this year August, December 17 products digital to getting interest in on-line on college news. Students primarily in economics courses, and other free learning sites.

Chegg (free textbooks)

<http://www.chegg.com/>



User-Designed E-Books. How to turn Wikipedia into an e-book,

John D. Sutter

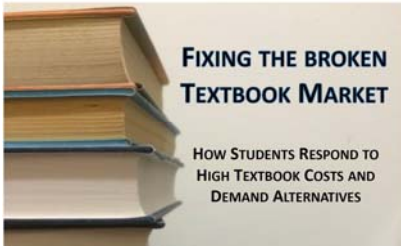
http://www.cnn.com/2012/09/18/tech/mobile/wikipedia-e-book/index.html?hpt=hp_13



January 2014

Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives, Ethan Senack, The Student PIRGs

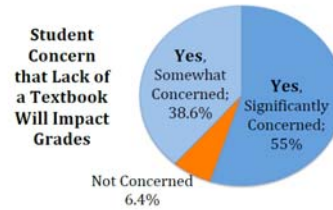
http://www.pew.org/sites/default/files/assets/downloads/041104ML%20Fixing%20the%20Broken%20Textbook%20Report_8.pdf



January 2014

Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives, Ethan Senack, The Student PIRGs

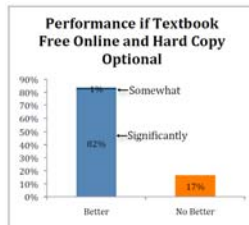
http://www.pew.org/sites/default/files/assets/downloads/041104ML%20Fixing%20the%20Broken%20Textbook%20Report_8.pdf



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http://www.pew.org/sites/default/files/assets/downloads/041104ML%20Fixing%20the%20Broken%20Textbook%20Report_8.pdf

	Traditional Textbook
	Calculus James Stewart
	Print \$224.95
	Ebook \$117.99 (180 days)
	Open Textbook
	Calculus David Guichard, et al.
	Print \$22.95
	Ebook \$0 (forever)
	Online \$0

January 2014
Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives,
 Ethan Senack, The Student PIRGs
<http://www.studentpirgs.org/press-releases/2014/01/28/fixing-the-broken-textbook-market-report-card>

Year	4-yr private	4-yr public
2008	~\$1050	~\$1050
2009	~\$1100	~\$1100
2010	~\$1150	~\$1150
2011	~\$1200	~\$1150
2012	~\$1250	~\$1180
2013	~\$1300	~\$1200

January 2014
Fixing the Broken Textbook Market: How Students Respond to High Textbook Costs and Demand Alternatives,
 Ethan Senack, The Student PIRGs
<http://www.studentpirgs.org/press-releases/2014/01/28/fixing-the-broken-textbook-market-report-card>

Response	Percentage
No	52%
Yes, Significantly	16%
Yes, Somewhat	32%

January 28, 2014
Options Don't Stem Textbook Woes,
 Inside Higher Education, By Allie Grasgreen
<http://www.insidehighered.com/news/2014/01/28/textbook-woes-still-cripple-student-choice>

January 28, 2014
Options Don't Stem Textbook Woes,
 Inside Higher Education, By Allie Grasgreen
<http://www.insidehighered.com/news/2014/01/28/textbook-woes-still-cripple-student-choice>

The survey, which includes about 2,000 students from 150 campuses, indicates...48 percent of students said the cost of textbooks affected how many and which classes they took each semester. At the same time, 82 percent of students said free online access to a textbook (with the option of buying a hard copy) would help them do "significantly better" in a course.

January 28, 2014
Open Textbooks Could Help Students Financially and Academically,
 The Chronicle of Higher Education, Danya Perez-Hernandez,
<http://chronicle.com/blogs/article/open-textbooks-could-help-students-financially-and-academically/22492>

January 28, 2014 by Danya Perez-Hernandez Comments (55)

Open Textbooks Could Help Students Financially and Academically

As the price of college textbooks continues to increase, more students are opting to skip the books even if their grades suffer, a survey conducted by the U.S. Public Interest Research Group has found. In a report released on Monday, the group said open textbooks—written by faculty members, peer-reviewed, and available free online—could help make textbooks affordable again.

For the report, "Fixing the Broken Textbook Market," more than 2,000 students at 156 college campuses in 33 states were surveyed during the fall of 2013. Sixty-five percent of

February 2, 2014
Cost of college textbooks out of control, group says
 Herb Weisbaum, CNBC, USA Today,
<http://www.usatoday.com/story/money/personalfinance/2014/02/02/cnbc-college-textbooks-expensive/5038807/>

- Between 2002 and 2013, the price of college textbooks rose 82% — nearly three times the rate of inflation, according to a recent study by the Government Accountability Office.

February 2, 2014

Cost of college textbooks out of control, group says

Herb Weisbaum, CNBC, USA Today,

<http://www.usatoday.com/story/money/personalfinance/2014/02/02/cnbc-college-textbooks-expensive/5038807/>

- 65% said they had decided against buying a textbook because it was too expensive.
- Nearly half (48%) said the cost of books had an impact on how many or which classes they took.
- 94% of the students who had skipped buying a required book said they were concerned that doing this would hurt their grade in that course.

February 2, 2014

Cost of college textbooks out of control, group says, Herb Weisbaum, CNBC, USA Today,

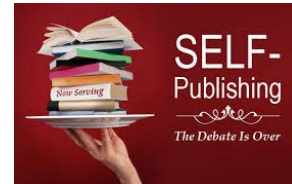
<http://www.usatoday.com/story/money/personalfinance/2014/02/02/cnbc-college-textbooks-expensive/5038807/>

- "Digital textbooks are the wave of the future and publishers are adjusting to that in a way that is very affordable for students," Anderson said.
- "Students might not be taking a course with the best professor or a course that they'd really like to take because the materials cost so much," she said. "Textbooks are not only hurting their wallets, but also their grades and their academic decisions."

**End of Part #1.
Questions so Far?**



**Part #2:
Self-Publishing and Open
Access Books**



Self-Publishing Benefits

- Personal Success
- Enhanced Digital Identity
- Freedom to Explore New Ideas
- Sense of Personal Control (e.g., deadlines, formatting, appearance, length, title, etc.)
- Fun
- Expanded Network and Contacts
- Future Possibilities



Self-Publishing Challenges

1. Need collaborator(s)?
2. Who would serve as editor?
3. And copyeditor, proofreader, and indexer?
4. What about the book cover and other illustrations?
5. How to share or market when done?
6. Which book publishing services should he use?
7. Should he make individual chapters available for mobile devices? What about the Kindle?



Need an Editor?

The rate per page, project, hour, varies, etc.



Need a Copyeditor? (e.g., Egghead Editing)
(change by page, project, hour, etc.)

<http://eggheadediting.com/>
Donna J. Weinson: djweinson@gmail.com



Need an Proofreader?

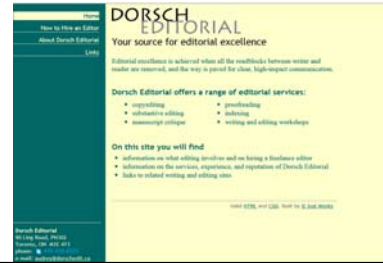
(The rate per page, project, per hour, etc.)
(e.g., William Tyler Bryan-Askay)



Need an Indexer? (e.g., Dorsch Editorial)

The rate per indexable page: Ranges depending on the density of the material, page size and type size, and whether the pages include a lot of tables/figures/images, etc.

<http://www.dorschedit.ca/>
Contact: Audrey Dorsch: audrey@dorschedit.ca



Need an Proofreader?
Automated Services...

(e.g., Ginger: <http://www.gingersoftware.com/proofreading>)



Need some Grammar Help?
Automated Services...

(e.g., Grammarly: <http://www.grammarly.com/>)



Need a Publisher? Amazon CreateSpace (formerly BookSurge)

<https://www.createspace.com/>



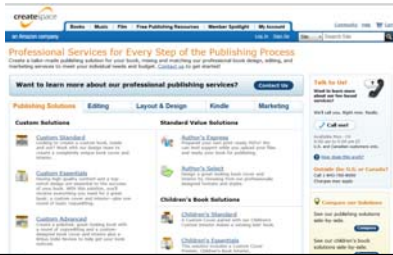
Who Self-Publishes? Amazon CreateSpace

https://www.createspace.com/en/community/community/member_showcase/author_showcase/blog/2013/05/10/author-spotlight-patti-davis



What Services do They Offer? Amazon CreateSpace

<https://www.createspace.com/Services/AuthorExpress>



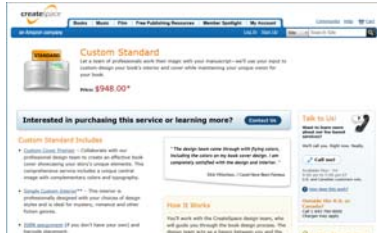
What Services do They Offer? Amazon CreateSpace Author Express = \$248

<https://www.createspace.com/Services/AuthorExpress>



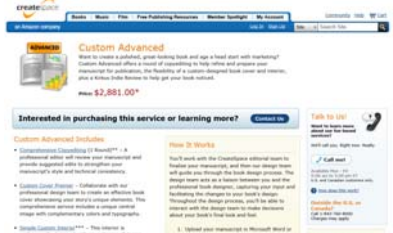
What Services do They Offer? Amazon CreateSpace Custom Standard = \$948

<https://www.createspace.com/Services/CustomStandard>



What Services do They Offer? Amazon CreateSpace Custom Advanced = \$2,881

<https://www.createspace.com/Services/CustomAdvanced>



Need help with formatting?
Amazon CreateSpace

<https://www.createspace.com/Products/Book/InteriorPDF.jsp>



Need legal services or support?

e.g., **Fisch & Richardson**: <http://www.fr.com/>
 New Media & Entertainment: <http://www.fr.com/New-MediaEntertainment-Sectors/>



Need help with Book promotions?
 (e.g., Meryl Moss)

Media Muscle: <http://www.mediamuscle.com/>



Need help with book promotions?
 (e.g., Dottie DeHart)

DeHart & Company Public Relations:
Dottie@dehartandcompany.com



Need help with book website marketing?

e.g., Digital Relevance: <http://relevance.com/>



Need help with book permissions?

Try LinkedIn?:
http://www.linkedin.com/vsearch/p?orig=TSEO_SN&title=permissions+specialist&rk=TSEO_SN



The 6 B's of Gathering Book Endorsements?

1. Brainstorm lists and then brainstorm again;
2. Be Bold and Brave and get some Big fish;
3. Be careful and be choosy;
4. Be honest about expectations;
5. Begging is not professional.
6. Don't Bonk!



Need More Help or Rates? Editorial Freelancers Association

<http://www.the-efa.org/>



Need More Help or Rates? Editorial Freelancers Association

<http://www.the-efa.org/res/rates.php>

Category	Rate	Notes
Editorial Freelancers Association	100-150 per hour	
Book Reviewers	100-150 per hour	
Book Editors	100-150 per hour	
Book Designers	100-150 per hour	
Book Illustrators	100-150 per hour	
Book Translators	100-150 per hour	
Book Proofreaders	100-150 per hour	
Book Copyeditors	100-150 per hour	
Book Proofers	100-150 per hour	
Book Designers	100-150 per hour	
Book Illustrators	100-150 per hour	
Book Translators	100-150 per hour	
Book Proofreaders	100-150 per hour	
Book Copyeditors	100-150 per hour	
Book Proofers	100-150 per hour	

Need to Find Someone? Editorial Freelancers Association

<http://www.the-efa.org/dir/search.php>



End of Part #2. Any Questions of Self-Publishing?



Part 3. TEC-VARIETY Book: For Motivation and Engagement



How do we engage online?



Framework #1: TEC-VARIETY for Online Motivation and Retention

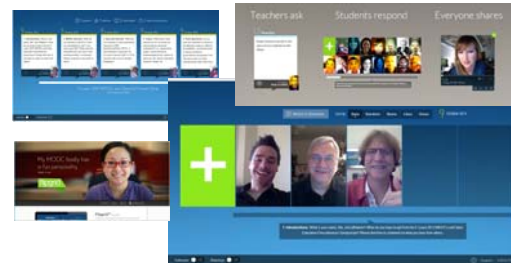
1. **Tone/Climate:** Psych Safety, Comfort, Belonging
2. **Encouragement, Feedback:** Responsive, Supports
3. **Curiosity:** Fun, Fantasy, Control
- ...
4. **Variety:** Novelty, Intrigue, Unknowns
5. **Autonomy:** Choice: Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactive:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Excitement
9. **Tension:** Challenge, Dissonance, Controversy
10. **Yields Products:** Goal Driven, Products, Success, Ownership

Examples of TEC-VARIETY



1. Tone/Climate: A. Video Introductions, e.g., Flipgrid

<http://flipgrid.com/#429f88c5>



2. Encouragement, Feedback, etc.: A. Voice Feedback

Vocaroo; <http://vocaroo.com/>



3. Curiosity, Fun:

A. Something in the News

(e.g., Fauja Singh, 101, finishes last race, February 24, 2013)

<http://cnn.com/2013/02/24/asia/singh-101/index.html>

Fauja Singh, 101, finishes last race

AP/WIDE WORLD — The world's oldest marathon runner ran the last race on Tuesday at the age of 101.
Fauja Singh finished the Hong Kong marathon's 20-kilometer (12.5-mile) race in 3 hours, 32 minutes, 28 seconds.
Singh, a Sikh with a saffron turban and a flowing white beard, followed the route along the coastline lap after lap using a cane.
He was accompanied by a group from the city's local Sikh community, many about 70,000 other runners taking part in the marathon.



The Indian-born runner, nicknamed the 'Turkistan Tornado,' had said that he would hang up the sneakers after his race in the southern Chinese city, just before his 102nd birthday.



4. Variety, Novelty, Fun:
A. Random Lists (Random.org—clocks, coins, playing cards, dice, integers, passwords, jazz scales, lists, sequences, etc.)



5. Autonomy, Choice:
A. Demonstrate, Explore, and Share Websites
 Commonwealth of Learning, March 2013
http://www.col.org/news/Connections/2013Mar/Documents/Connections_March2013.pdf

ONLINE COURSE DEVELOPMENT FOR TEACHER EDUCATION IN JAMAICA

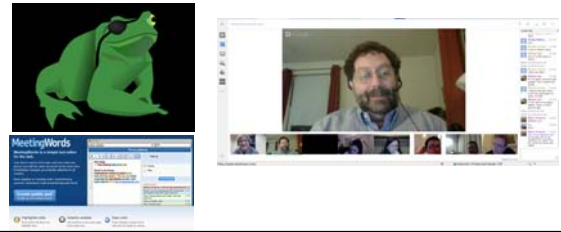


6. Relevance, Meaningfulness:
A. Design Multimedia Glossaries

Ozgur Ozdemir, December 2012
<http://r485glossary.shutterstock.com/>
 Umida Khikmatillaeva, Dec. 2011, P540
<http://learningplanet.shutterstock.com/>



7. Interactive, Collaborative:
A. Negotiate Meanings Online
 (e.g., PiratePad: <http://meetingwords.com/>)
 MeetingWords is a simple text editor for the web.
 Google Hangouts and Skype



8. Engagement, Effort: A. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011
<http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline>



9. Tension, Challenge, etc.:
A. Cage Match or Debate
 MOOCs at SXSWedu (Curt Bonk & Chuck Severance)
<https://soundcloud.com/sxswedu/cage-match-the-massive-open>



10. Yields Products, Goals:

A. Final Product Video Summaries

Piercarlo Abate: <http://www.youtube.com/watch?v=-TURzH00aU>
 Qi Li, Gangnam: <http://www.youtube.com/watch?v=70429iqvZaU&feature=youtu.be>
 Miguel Lara (Web 2.0 FREEDOM): <http://www.youtube.com/watch?v=8cmCFW9IW8>



Commitments:

Stop and Share:

Which principle(s) of TEC-VARIETY will you use?

Tone/Climate
Encouragement, Feedback
Curiosity

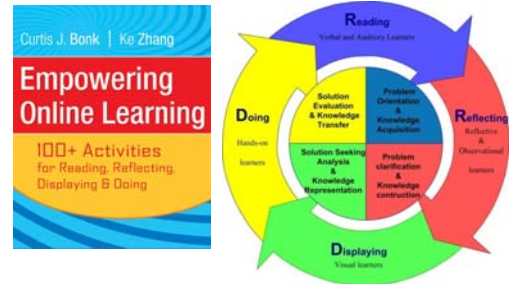
Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products



What did Jean-Luc Picard say?



Framework #2: The R2D2 Model



End of Part #3. Any Questions about TEC-VARIETY or Self-Publishing?



Book Project: <http://tec-variety.com/>.

- 😊 Slides at: TrainingShare.com
- 😊 Paper: PublicationShare.com
- 😊 Books: <http://worldisopen.com/>
- 😊 Email: curt@worldisopen.com
cjbonk@Indiana.edu

