

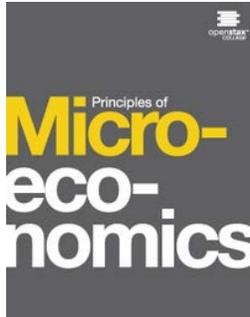


Faculty Review of Open eTextbooks

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 no/low cost 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:

Principles of Microeconomics



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Find it: [eTextbook Website](http://www.cool4ed.org)

Textbook Author(s):

Timothy Taylor, Steven A. Greenlaw, et. al.

Reviewed by:

Daniel MacDonald

Institution:

California State University, San Bernardino

Title/Position:

Assistant Professor, Department of Economics

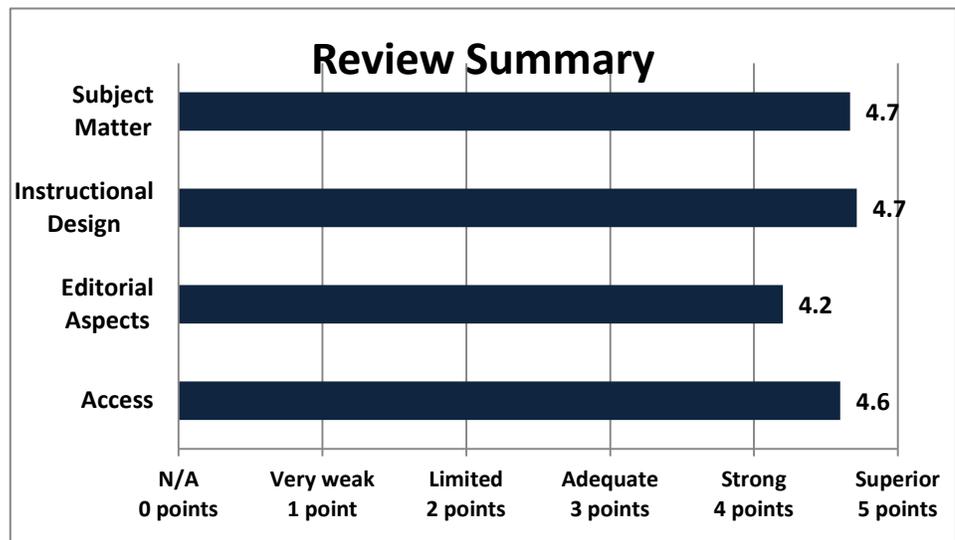
Format Reviewed:

[PDF](#)

A small fee may be associated with various formats.

Date Reviewed:

August, 2014



California OER Council eTextbook Evaluation Rubric

CA Course ID: [ECON 201](#)

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						X

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
subject matter?						
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: 28 out of 30

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

- The chapter is up-to-date regarding content - it is clear to this reviewer that the lead authors had an eye on the current textbook market when writing this one.
- The chapters are full with examples throughout, often taken from contemporary issues and debates.

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: 33 out of 35 points

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

- Design of the textbook is consistent with other textbooks on the market: lots of visual aids, real-world examples, and practice problems throughout each chapter.
- In addition, a strong supporting set of materials, including online homework and review questions, will greatly aid the instructor who adopts this textbook.

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: 21 out of 25

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

- Editorially, the textbook is strong but the writing is not very personal, lacking a clear and consistent "voice" - something which has become standard among many other top principles textbooks and for good reason.
- In other words, the style takes time to get used to and that may make it less accessible.
- Nevertheless, the textbook is visually appealing and contains all the conventional editorial features.

Access (30 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: 23 out of 30

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

This textbook is superior in accessibility, offering a wide range of formats from ePub to .pdf to print copies at low cost.

Overall Ratings (10 possible points)	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

Overall Comments

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

- This textbook is as close as you can get to reading a fully modern, on-the-market principles textbook, without incurring all the costs (to both you and your students) of doing so.
- There are many supporting features and materials which make the instructor's job easy to bring in engaging material.
- Formats are flexible for student access - they are not necessarily constrained, for example, to downloading an 800-page pdf.

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

- The editorial aspect of the book could use some "polish" in order to make it more accessible to undergraduates who are not coming to the course with any economic background nor any expectation of continuing their education in economics.

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