

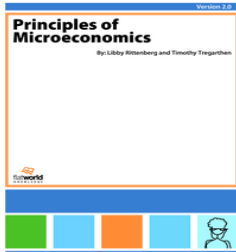


## Faculty Review of Open eTextbooks

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](http://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](#)

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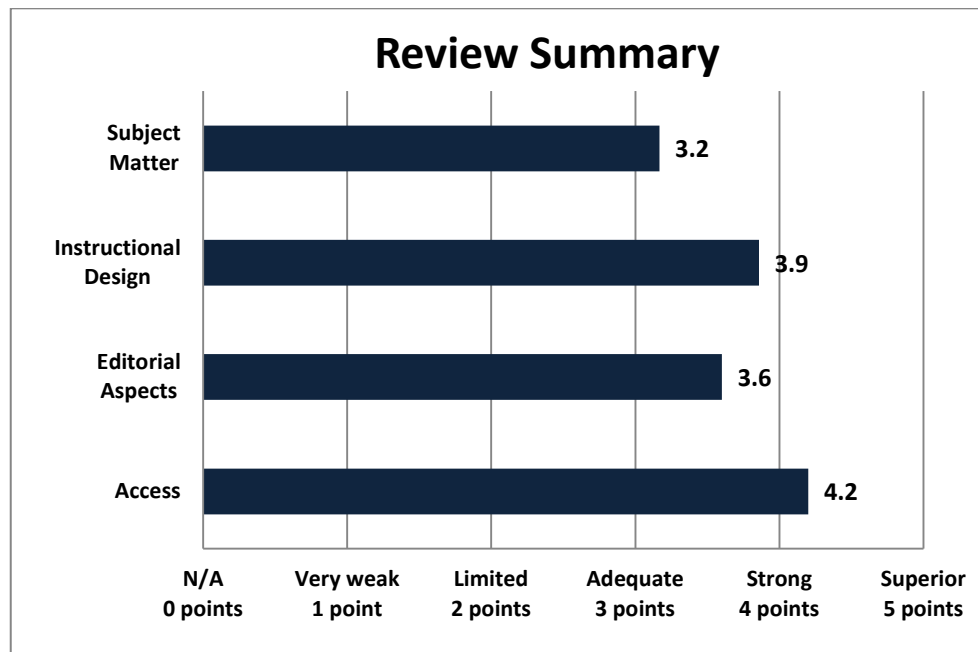
Format Reviewed:

[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 subject matter?				X		
Does the textbook present its subject matter in a				X		

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

Total Points: 19 out of 30

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

- Subject matter of the textbook is limited to the core of what students need to know - i.e., it does not strive to be up-to-date with what many instructors can find in textbooks currently available on the market.
- Some content such as the chapter on poverty and examples on health care, is biased toward a free-market approach - even more so than the standard principles of economics textbook, which is already heavily slanted toward conservative economic views of the labor market, microeconomic policy, and so on

<b>Instructional Design (35 possible points)</b>	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: 27 out of 35 points

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

- It is clear that the authors have put some effort into designing the textbook to make it online-accessible in a variety of formats, and to support instruction with other materials such as flash cards.
- It is well-organized and overall very reader- and undergraduate-friendly.
- Still, the instruction in the book remains rather dry and limited, without many visual examples..

<b>Editorial Aspects (25 possible points)</b>	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: 18 out of 25

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

- Like many economics textbooks, the writing is not very engaging or personalized.
- In-chapter examples and parables are somewhat off-putting and unengaging ("Does Baldness Cause Heart Disease?" - not a very relevant or inspiring example of the uses of economics.)

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: 21out of 30

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

- Accessibility is strong, though surprisingly for a so-called "open" textbook, the variety of formats and packages that students can buy to acquire the book is somewhat confusing.
- The price of a color print version is over \$100 - which does not distinguish it that much from other, better textbooks on the market which have no low-cost digital options..

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?

- The book gives instructors and students what they need to get through a one-semester course in principles of microeconomics.
- The writing is direct and instructive.

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

- Students won't get much more from the course, other than a grounding in the essential principles. I think that instructors in particular would find that they need to draw on other resources in order to supplement this textbook: I mean this both in terms of content (which is not up to market standards) and instructional design (i.e., the need to develop other examples or topics to make the course engaging).

We invite 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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