

Free Knowledge

Digital Textbooks and the Creative Commons

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PHY 120 and 121 Use an “Open Source” Text

- ➔ Legal to copy and distribute
 - Must keep author identification
- ➔ Legal to modify
 - Must make modification free as well
- ➔ Legal to profit from selling copies

What led us to this decision?

Textbook Costs

What is the national average?

\$900 per year (State PIRGs, 2006)

What is the University of Hartford average?

\$950 per year (UofH Admissions estimate)

**Prices rising at 4 X the rate of inflation,
including 4 X the rate of “regular” books.***

* “Ripoff 101: 2nd Edition,” Reports of State PIRGS, 2005

Practices that Affect Book Prices

- New editions every 2 - 3 years (12% jumps)

- Pricing by country

Pearson's Calculus is \$100 in US vs \$38 overseas.

Freeman's Chemical Principles is \$185 in US vs \$88 overseas.

- Bundling with workbooks, CDs, and online licenses
 - Additional Materials for Instructor
- Not fully informing faculty of costs and options.

Internet Influence...

- Makes market comparisons easier
 - Easier to sell used books with “no middle-man”
- Concepts developed in programming:
“freeware” - “shareware” - “beerware” - “open source”
- Collaborative authorship
wikis, IM, chat, “Basecamp”

Current Realities

- Book publishers - protecting their share with new editions and “everything to everybody” texts
- Book authors - still get very little compensation
Like musicians, doing an end run around publishers
- Professors - using peers and third parties (Amazon & PIRGs) to get information
- Students - used to comparing and adapting

Someone still needs to write the books!

Some public domain archives exist.

Otherwise, someone needs to write new material.

- Authors who get other benefits
- Collaborative groups (professors? the class?)

The Cathedral and the Bazaar by Eric Raymond
(Free online, purchased printed edition.)

You may have already noticed that the University bookstore does not carry the textbooks for my sections of PHY 120. By doing this we are able to reduce the cost of the textbooks significantly.

The textbooks are offered under a Creative Commons (Attribution-Share Alike) License. This means that the books are free in electronic format (PDF or HTML) and may be printed out without violating the copyright. While some of you may be comfortable with having only an electronic version of the text, I highly recommend that you also get a “dead tree” copy.

Ways to Get the Textbook

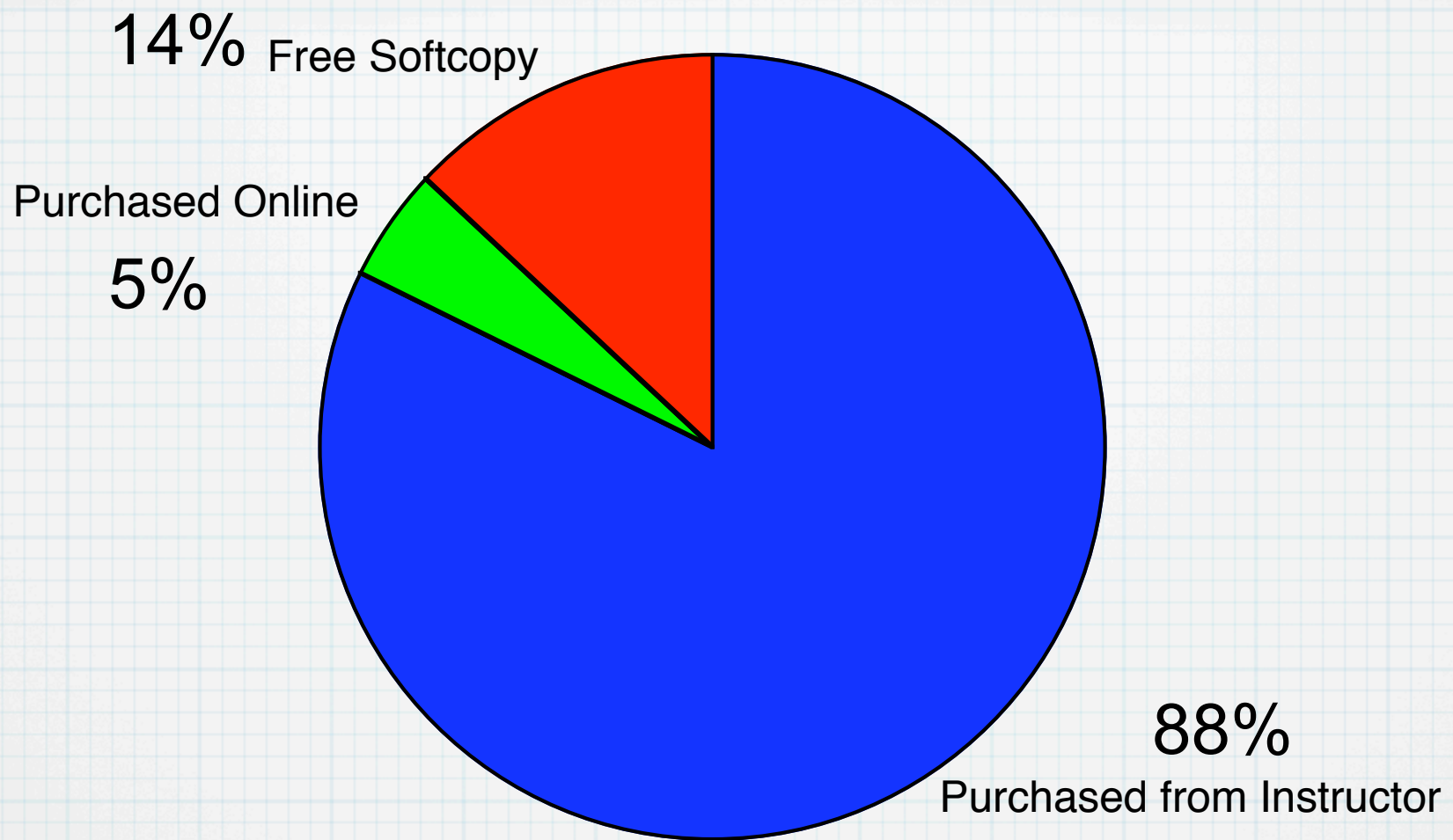
- Buy dead tree copies from your instructor during the first week of class. (\$18)
- Go to www.lulu.com/lulucrowell07 and do one of the following:

- ☞ Download PDF copies and read them on your computer or PDA. (*Free*)

- ☞ Order dead tree copies of both books online. (\$17.88 *plus S&H*)

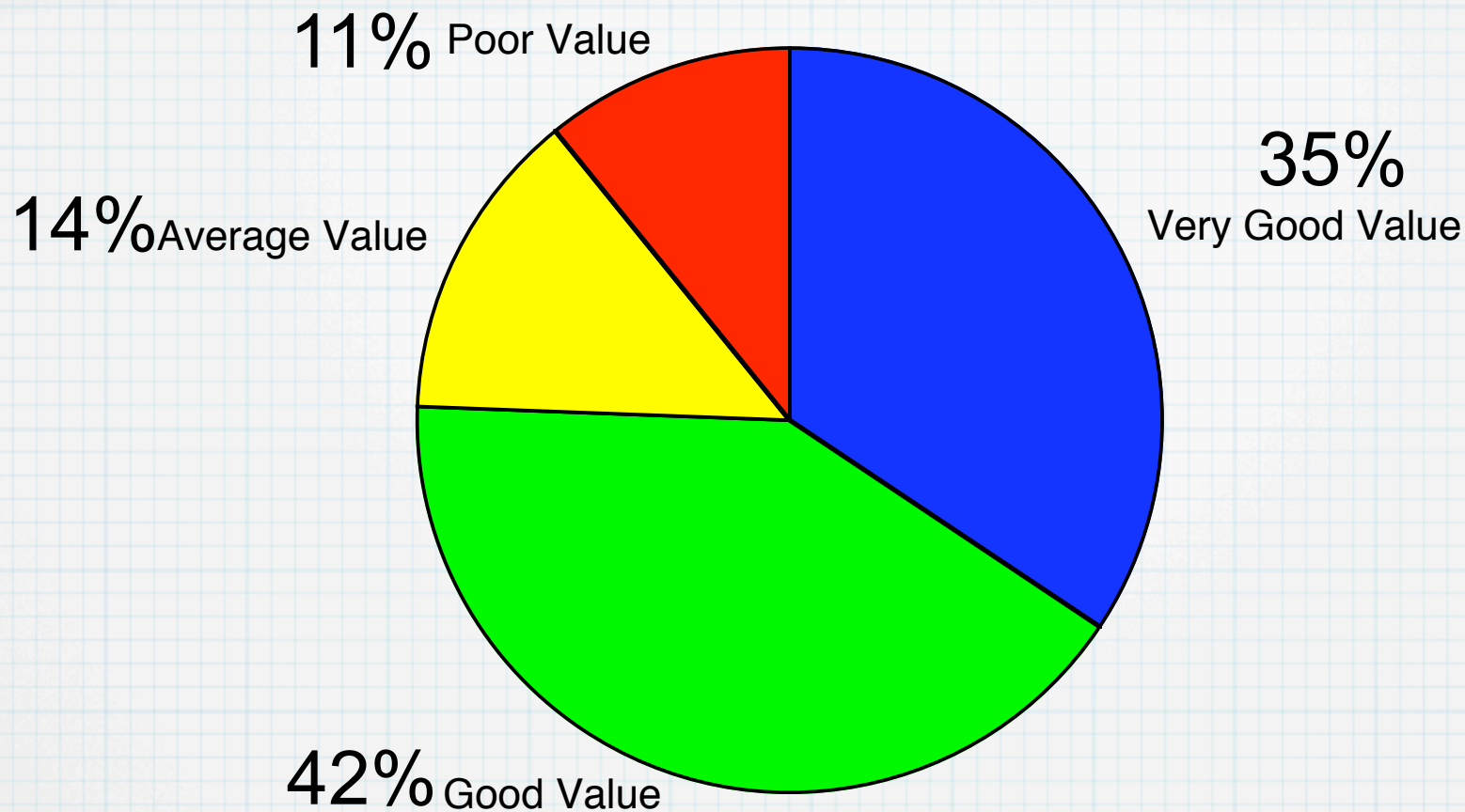
- ☞ Download PDF copies and print them out yourself. (*Variable*)

(Be forewarned that the University does keep track of printing in computer labs and will charge you per-page -- this will most likely be the most expensive option!)



72% Preferred having a hardcopy to online only.

91% Do not mind black and white softcover
if it reduces cost.



79% Considered the book “easy to understand.”

79% Read the book regularly.

67% Planned to keep the book for reference.

Where are we going?

- * Pay for paper model - free online
- * Lecturer model - Course notes for local, open source for reference
- * Wiki model - must address printing and reliability issues
- * "Flex Book" model - build a book POD
- * Hypertext Model - no dead tree?

Creative Commons



Attribution



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Non-modify

Example Tag



Some Aids to the Author

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TextbookRevolution.org (mirror site)

LuLu.com (POD Publishing)

Commission Waived; \$4.53 + 2¢ per page

Thank You!

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