

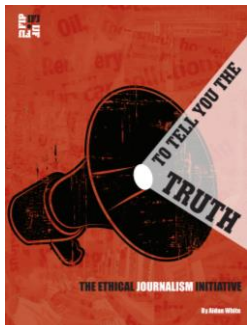


Faculty Review of Open eTextbooks

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 free 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:

To Tell the Truth: The Ethical Journalism Initiative



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Find it: [eTextbook Website](#)

Textbook Authors:

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Format

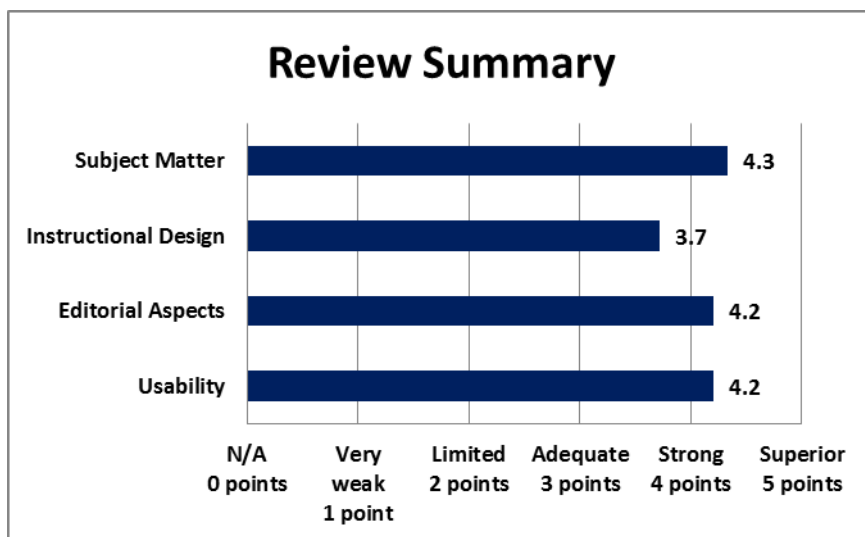
Reviewed:

[Online](#)

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Date Reviewed:

August 2015



California OER Council eTextbook Evaluation Rubric

CA Course ID: [JOUR 110](#)

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 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
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Total Points: 26 out of 30

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

- The textbook provided many inclusive examples of all cultures, but went further by providing examples of how ethics works in other countries as well (e.g. Norway, China, Ukraine) which gives the reader a more well-rounded view.
- All the examples were current and provided perspectives from different genders, races, values, backgrounds, etc. The author backed up any of his opinions with facts/sources/evidence.
- Since most students appreciate textbooks that have pictures to illustrate points, it is important for this text to include an appropriate amount. The text provided a variety of images throughout each chapter.

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: 26 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- The textbook was written for a beginning Journalism students that need to first understand the history of a journalist's ethical obligations.
- All of the principles are graphically highlighted and the image describing "The Ethical Journalism Initiative Will" is visually appealing and easy to memorize.
- The chapters are organized in a coherent manner and terms that students need to be familiar with are defined upfront. Each chapter also poses ethical dilemmas and questions for students to discuss in class.

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 editorial aspect of this textbook.

- The textbook is very visually appealing because of the layout and consistency from chapter to chapter.
- The text provides section headings and subsection headings to break up main areas of discussion.
- In addition, the text is balanced with pictures and side boxes of information that are relevant to the chapter.

- The use of font and color is also aesthetically appealing.

Usability (25 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: 21 out of 25

Please provide comments on any aspect of access concerning this textbook.

- The PDF of the text opened up as soon as I clicked on the link. I was able to print out certain chapters with ease and was able to access it on my Ipad, phone and computer.
- The Table of Contents was clear and all page numbers corresponded correctly.

Overall Ratings	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	
How willing would you be to adopt this book?	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
					X	

Total Points: 8 out of 10

Overall Comments

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

- I would tell my colleagues that the text would appeal to a wide range of students because the material was presented in easy to understand terms.
- I also found the activities within the middle of each chapter helpful, faculty would be able to use them to put students into groups or to spark class discussion.

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

- A glossary section at the end of each chapter and a quiz in the form of fill in the blank would be useful. Students can self-quiz themselves to see if they fully understood the material.

We invite you to add your feedback on the textbook or the review to [the textbook site in MERLOT](#) (Please [register](#) in MERLOT to post your feedback.)



For questions or more information, contact the [CA Open Educational Resources Council](#).



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