

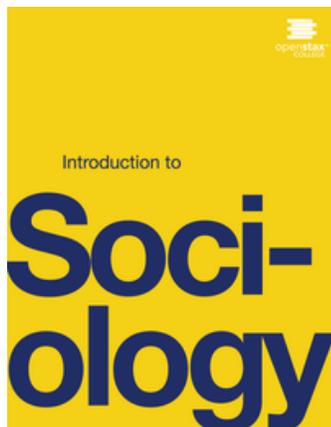


## Faculty Review of Open eTextbooks

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 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:

### Introduction to Sociology



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Find it: [eTextbook Website](#)

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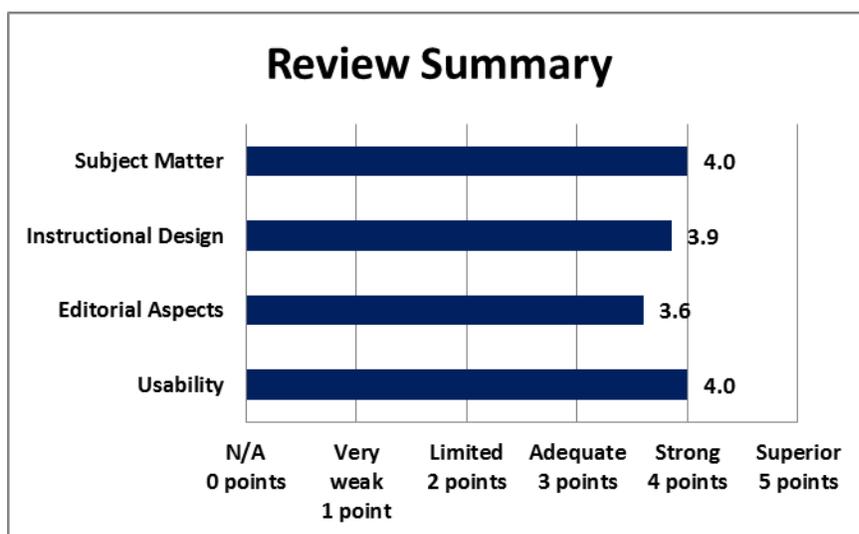
Professor

Format

Reviewed:

[Online](#)

A small fee may be associated with various formats.



Date Reviewed:

December 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: [SOC110](#)

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	

Total Points: 24 out of 30

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

- In general, this text has a great representation and organization of range of subject matter in Sociology.
- The table of contents is thorough and covers an adequate range of areas and topics within sociology. Substantive areas in Sociology are fairly evenly characterized (in content and quantity of material devoted to their development). Nice organization/classification of substantive areas into broad chapters that depict soci(ologic)ally meaningful units.
- Boxes within chapters depict a variety of aspects important to introductory-level Sociology, including commentary on current events, careers, policy, and research--excellent way for students to understand the multiple applications/directions related to Sociological pursuits.

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: 27 out of 35

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

- Text is fairly simple to search, and general organization as well as organization within each chapter is easy to understand and follow.
- Lessons are presented based on a set of learning objectives outlined and the beginning of each chapter. Learning objectives are clearly connected to the subheadings and the summaries at the end of each chapter. However, learning objectives are broadly stated, and the end-of-chapter summaries do not provide sufficient information so that a student might be able to connect the objective with a meaningful "sound bite" of information. (NOTE: this might be a minor problem for motivated students, but the average Intro student would not even notice this fact.)
- Each chapter contains a list of multiple choice questions (with answers) and short answer questions as well as a set of questions for further research. Each of these is matched to learning objective(s) and information provided in chapter subheadings.

<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 editorial aspect of this textbook:

- Terminology appears consistent (and use of definitions across chapters is consistent) throughout the text. One slightly annoying feature is that the Index (although quite thorough) contains different entries for an item based on whether it appears in lowercase (e.g. ethnicity) or uppercase (e.g. Ethnicity).
- Photos, tables, and figures are appropriate in number, have good resolution (even with lower resolution download), and depict a broad representation of persons and social groups. Figure descriptions could be more directly tied to the definition or case they are intended to illustrate or exemplify.

<b>Usability (25 possible points)</b>	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: 20 out of 25

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

- This book is easily accessible in a variety of formats and quite simple to download and print. Navigation is also simple, even for those with quite basic technological skills.

<b>Overall Ratings</b>						
	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		

Total Points: 7 out of 10

## Overall Comments

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

- If recommending this book to a colleague, I would highlight the overall level of accessibility to physical/digital material as well as to content of material. I would note the organization of the material and the range of substantive areas and topics covered (including the depth to which the topics are covered). I would also describe the call out boxes, which emphasize the range of possible applications

using the Sociological perspective, and the auxiliary materials (types and range of study questions, test banks, and video clips) available that enhance information transfer and understanding.

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

- I would like to see more links to peer-reviewed research articles, current media clips, and small existing data sets, so that students can examine and further explore the topics presented in the text.

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