

Print or Digital?

Possible Implications of Students' Format Preferences For Course Readings



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May 2015

ABC Copyright Conference
Winnipeg, MB

Pre-2012 Course Readings

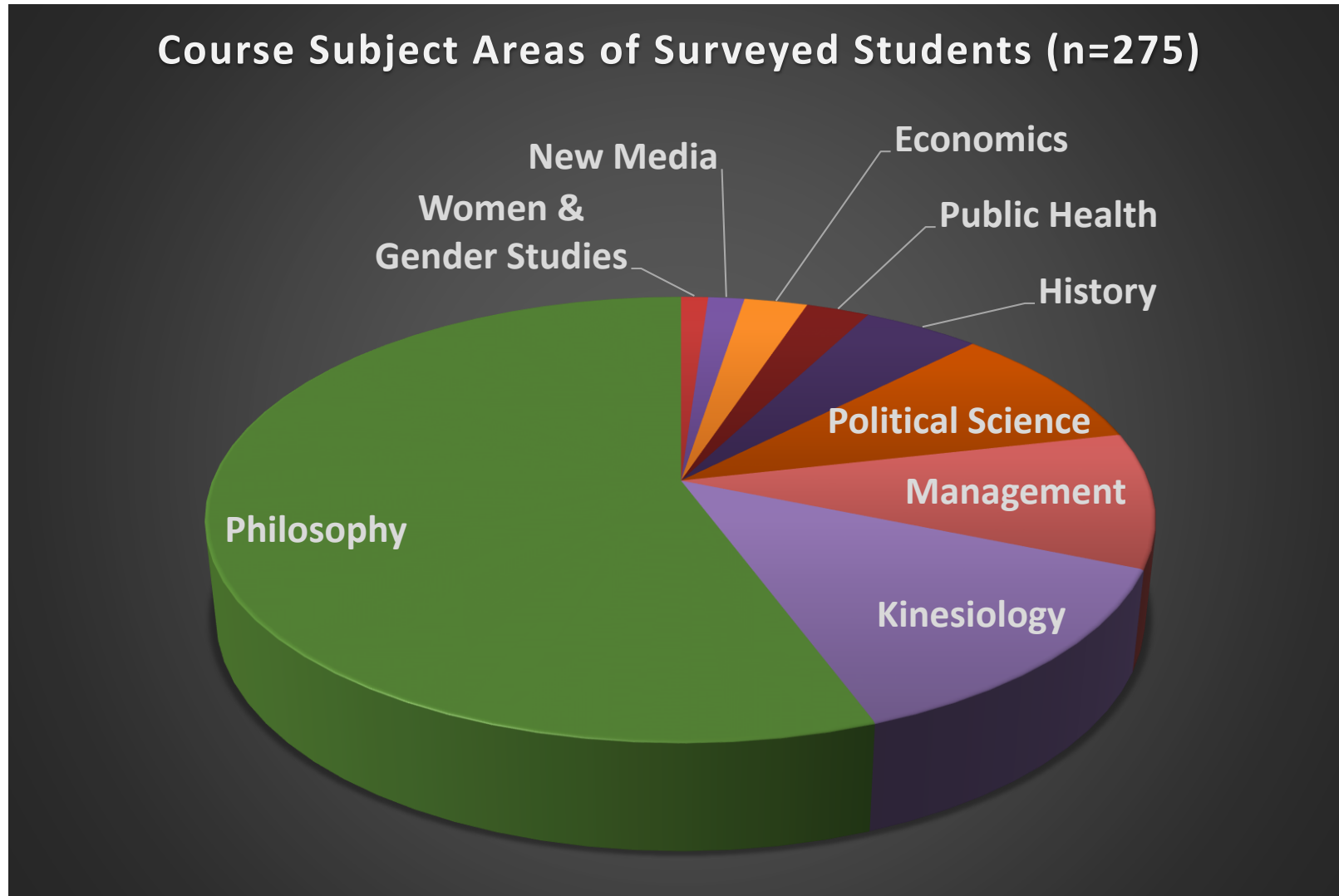
- print coursepacks produced in-house
- blanket copying licence
- pre-Pentalogy understanding of fair dealing re multiple copies for class/course use
- permissions clearance by bookstore

Informal Surveys 2012 - 2014

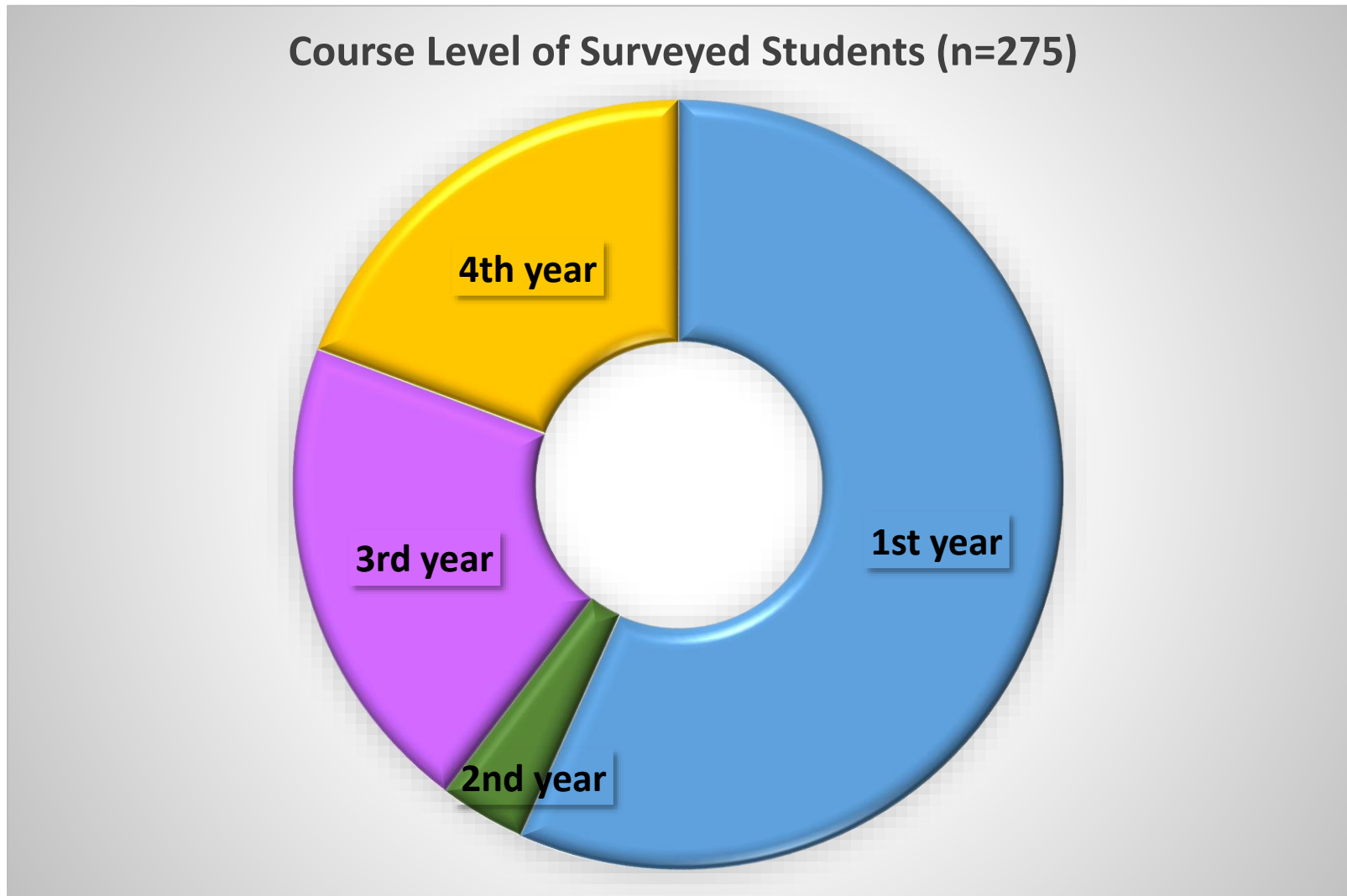
24 undergraduate courses in:

- Economics
- History
- Kinesiology
- Management
- New Media (film studies)
- Philosophy
- Political Science
- Public Health
- Women & Gender Studies

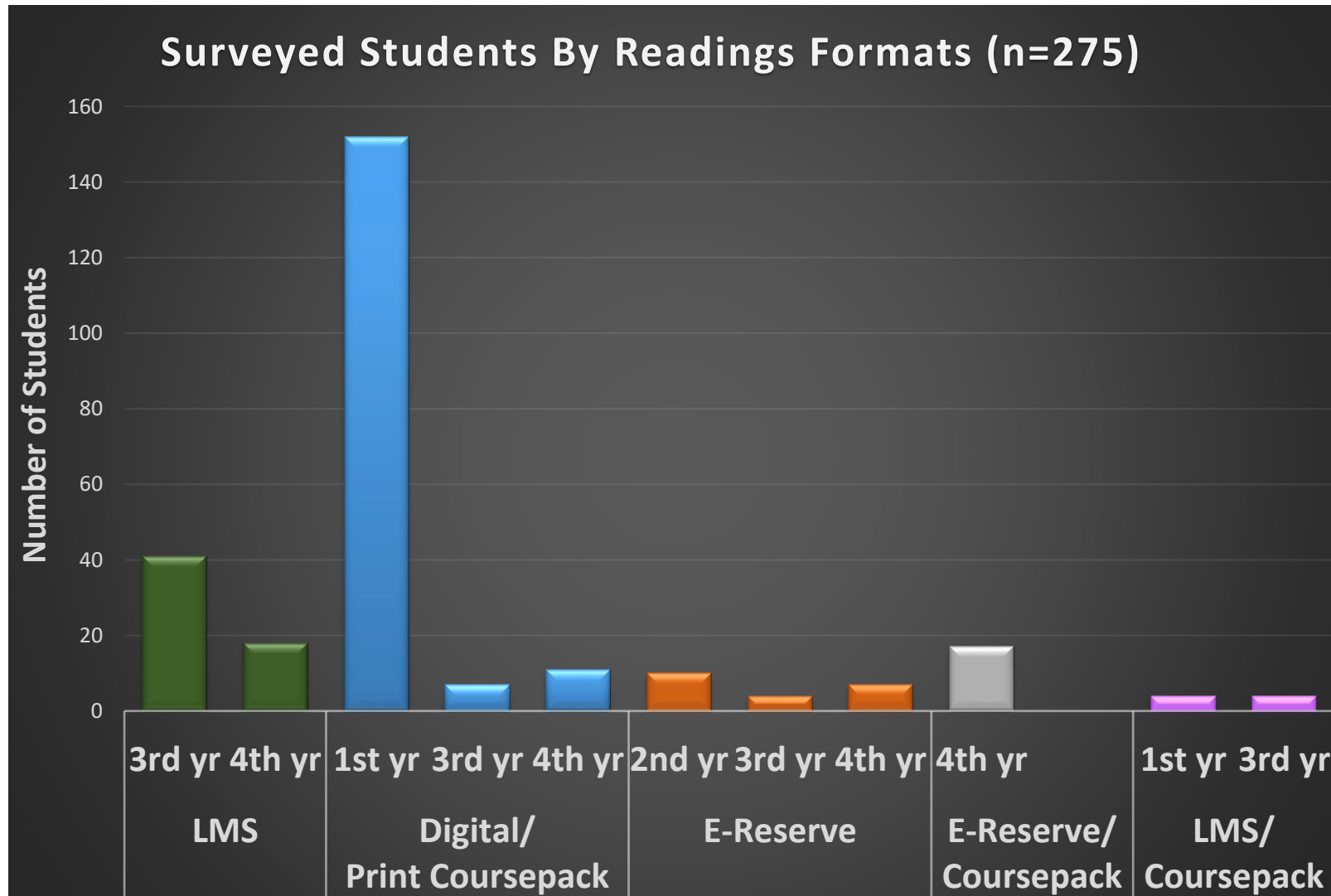
Course Subject Areas



Course Levels



Alternatives to Traditional Print



Survey Questions

Surveys: ~ 7 to 8 questions in total

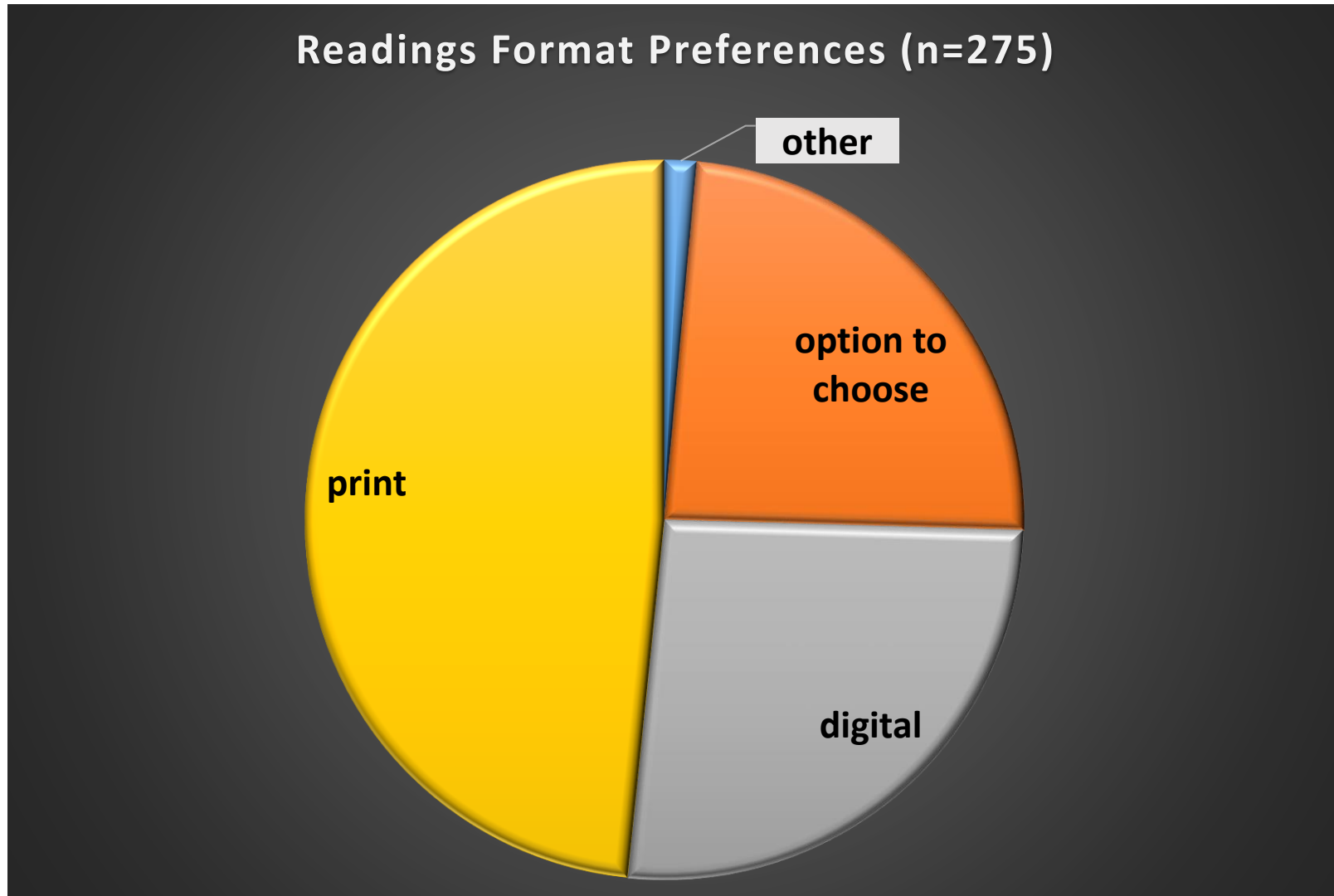
Standard Questions:

- Based on your experience, which format would you choose in the future?
- In which format(s) did you choose to access the readings?

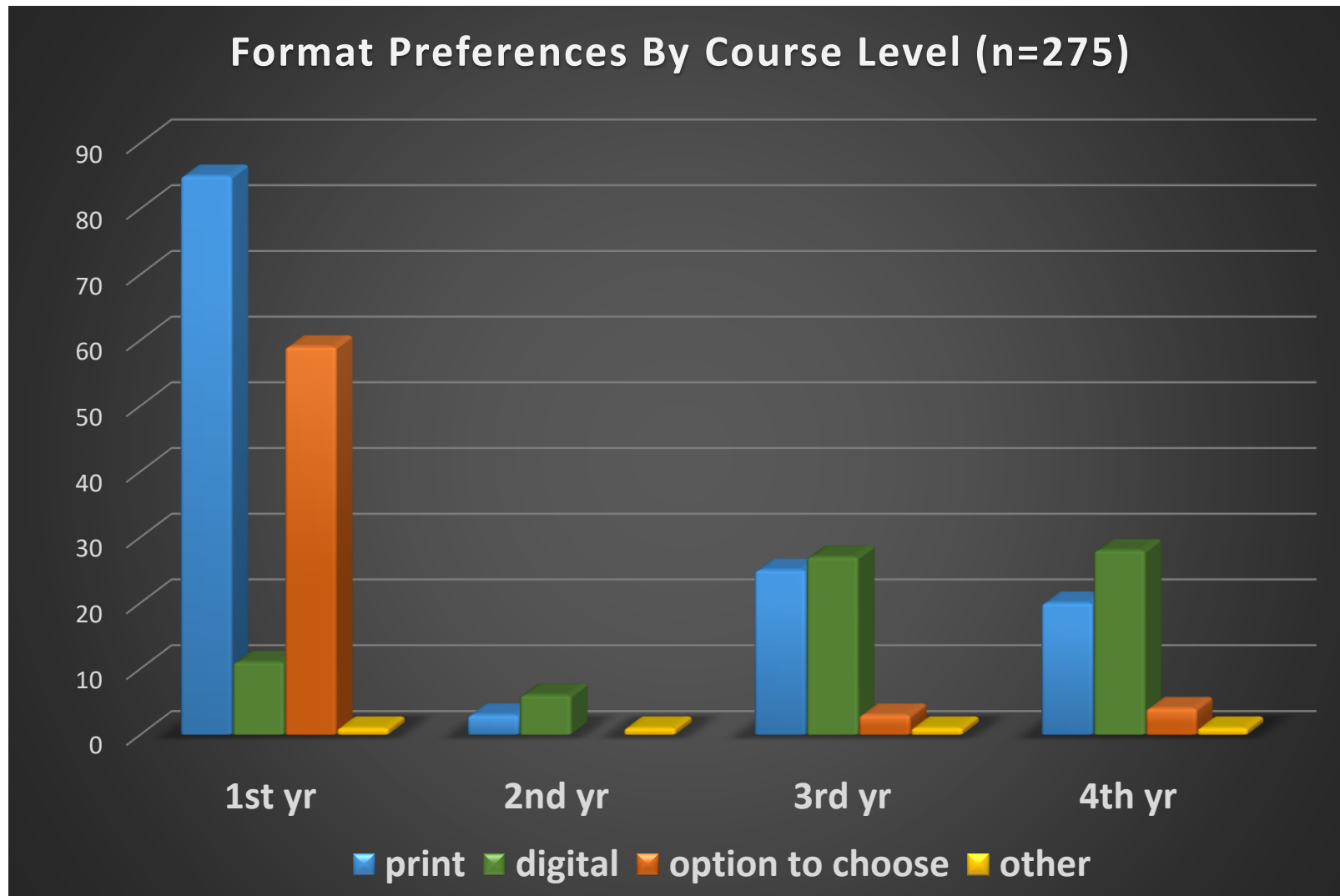
Questions Suggested by Instructors:

- If you prefer print, at what cost point would you consider digital?
- Would it be a major inconvenience if readings were available only via e-reserve?

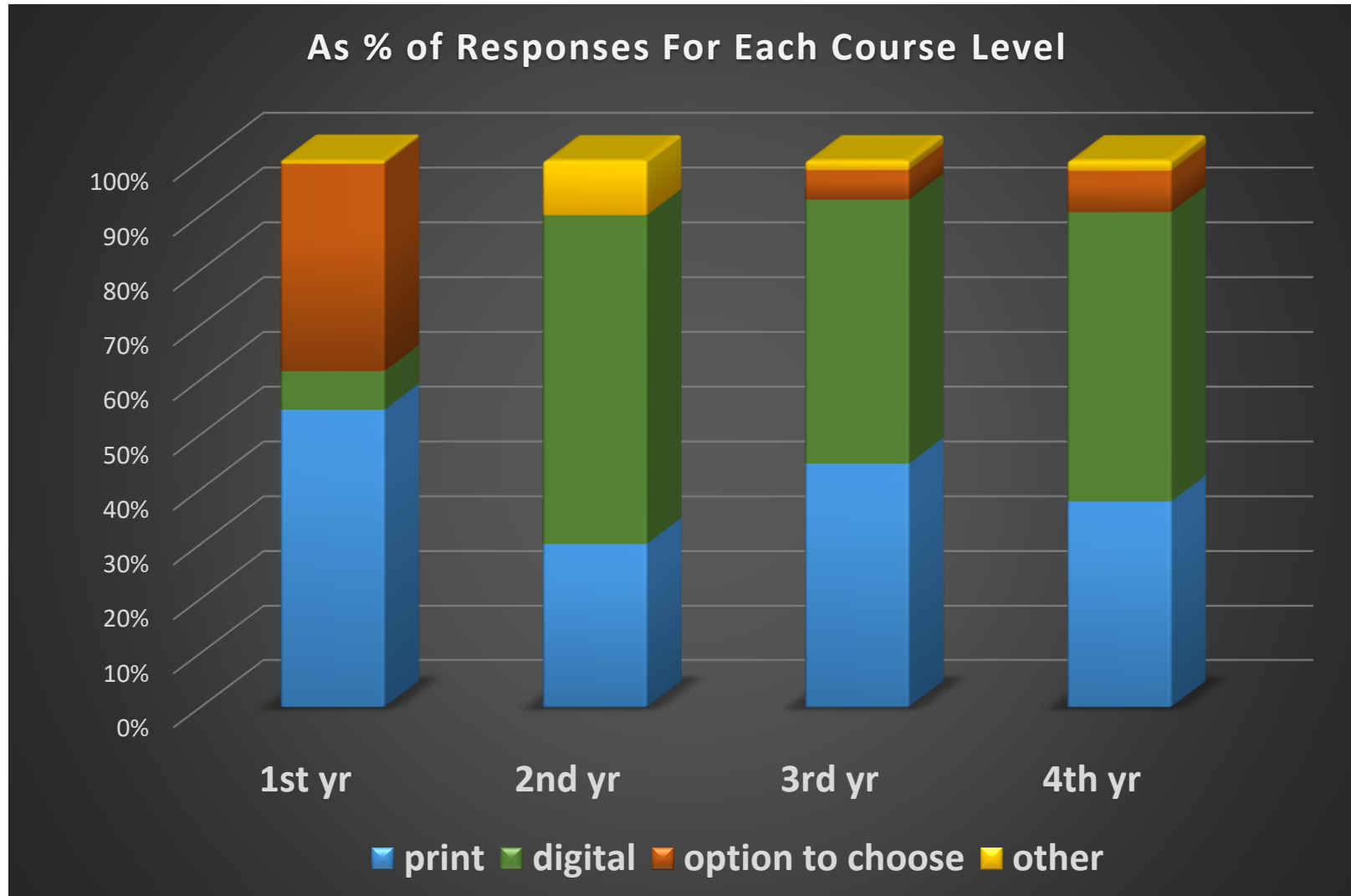
Format Preferences: Overall



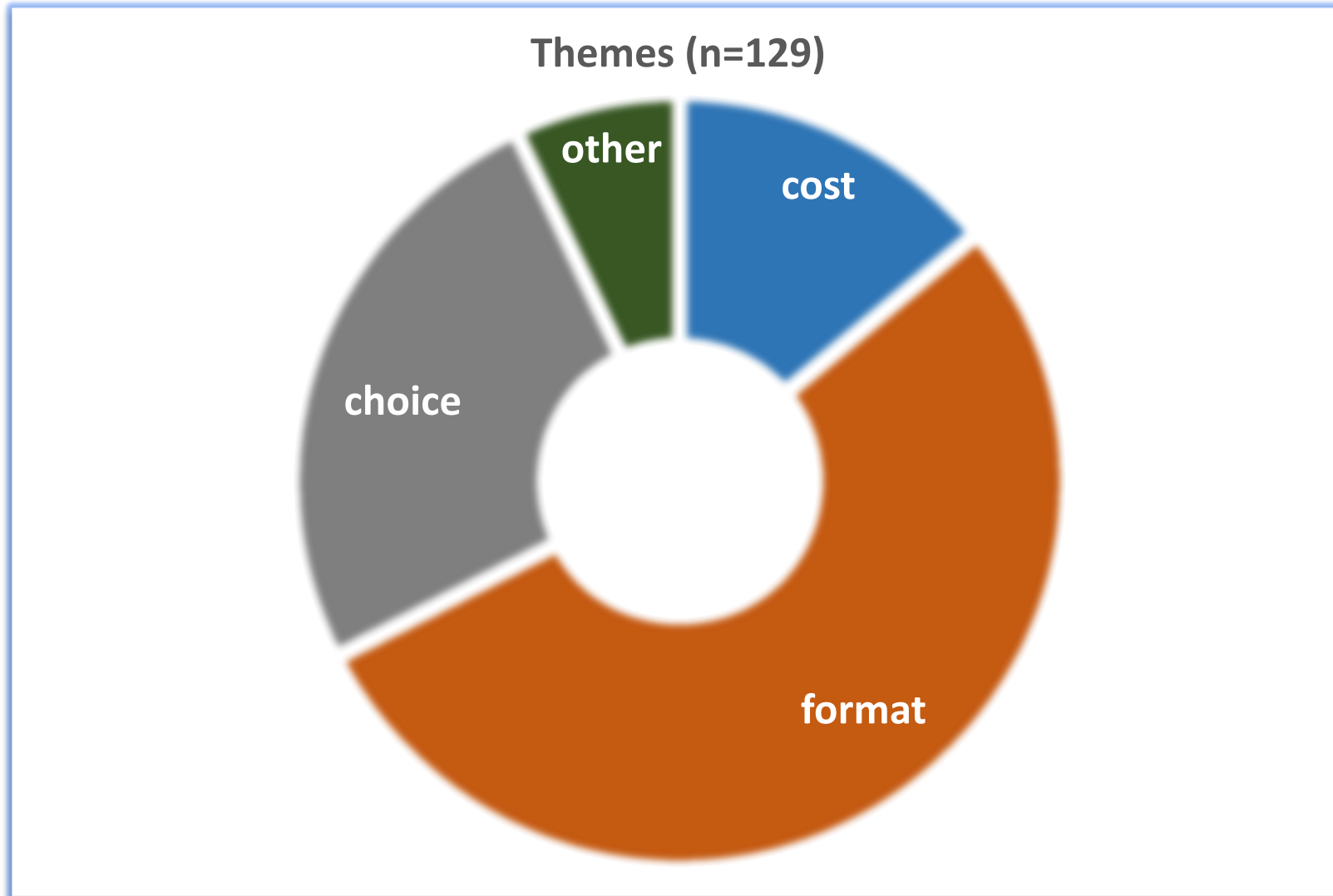
Preferences: By Course Level



Preferences: By % of Course Levels



Comments on Format Preferences



Comments: Cost

1. I liked the ability to utilize the digital readings [...] however sometimes a course pack would've been more beneficial [...] I particularly [liked] the "**cheap**" **cost of the digital readings** of only \$8.75 compared to traditional course packs which range from 30-50\$. [LMS; preference: digital; 4th yr Kinesiology]

2. I really liked the [e-reserve] option. **I had not money at the beginning of the semester**, so it made it possible for me to have access to the readings. [4th yr History]

3. **Whatever doesn't cost me money.** Only read text before a test, it's unrealistic to expect students to read chapters from class to class. [LMS/print; 2nd yr Political Science]

Comments: Choice

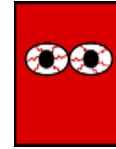
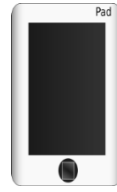


1. I think this choice given is the best system: **every course should give the option** for printed or digital copies of textbooks.
[print/digital coursepack; 1st yr Philosophy]

2. You should give students the option to choose which works best for their **individual studying efforts**. [LMS; 3rd yr Kinesiology]

3. I would give the students **more than just a few days notice** about the formats available just because I based my decision on price at that point without **fully thinking about the alternatives**. [purchased digital; would prefer print in future. 3rd yr Economics]

Comments: Format



CONVENIENCE

The combination of a tablet + digital versions of all my text books and course packs this semester has made my life much easier [...] it's a easy couple pounds to carry around versus many many times that for 500 page text books. [1st yr Philosophy]

EASE OF USE

It [e-reserves] was easy and could do it on my own time. [3rd yr Women & Gender Studies]

PHYSICAL COMFORT

Personally i hate reading hours upon hours on the computer, a printed course pack is versatile and i can read it for long periods without straining my eyes. [1st yr Philosophy]

LEARNING STYLE

I had to print them all off [LMS readings] so I could write on them to better understand them and a course pack probably would've been better for me personally. [3rd yr New Media]

Comments: Format



LOVE OF BOOKS

I hope it never comes to the point when my only option is electronic. To me the cost of printed material is Ok with me. I LOVE BOOKS!. [1st yr Philosophy]

DISTASTE FOR DIGITAL

I HATE digital formats. They are terrible. Just make the printed versions cheaper and more affordable. [4th yr Management; print/digital coursepack option]

TEXT MARK-UP

I like a hard copy to highlight, and so I can have it in front of me while on the computer, doing case work. [4th yr Management]

LEGITIMACY

Technological access to courses such as philosophy can be useful at times... but there's something about having a legit copy of such a material in your hands; like old Aristotle in his podium- if you know what I mean. [Preference:] Paper. Bring back the 'Hand-outs' [1st yr Philosophy]

Comments: Other



ELIMINATE COSTS

The readings should be distributed by the professor [preference: print coursepack; 4th yr Management]

ELIMINATE READINGS

no reading material please
[3rd yr Kinesiology]

STUDENT INCLINATION

The readings were accessible to me when ever I wished to read them. bottom line though is if you have no inclination to read them you won't no matter how easily accessible they are. [format preference: option to choose; chose print; 1st yr Philosophy]

STUDENT PROCRASTINATION

It [e-reserves] is a great system to use for essay sources. It would be even better if the course password would work more than once [...] But it would've been even better if a person were to have started more than the night before it is due. [2nd yr Political Science]

Comments: Choice



1. I think this choice given is the best system: **every course should give the option** for printed or digital copies of textbooks.
[print/digital coursepack; 1st yr Philosophy]

2. You should give students the option to choose which works best for their **individual studying efforts**. [LMS; 3rd yr Kinesiology]

3. I would give the students **more than just a few days notice** about the formats available just because I based my decision on price at that point without **fully thinking about the alternatives**. [purchased digital; would prefer print in future. 3rd yr Economics]

Possible Case For Format Choice?

- reliable evidence on student preferences?
- students'/users' rights?

Stark, J. S. (1975). The new consumerism in higher education. *Planning for Higher Education*, 4(3), 19-22.

“A balance is certainly needed . . . between **student rights** and institutional stability . . . Yet . . . perhaps we have not done all we can to anticipate and respond to enrollment shifts, and to ensure **flexibility in the delivery of textbooks . . .**”

- technological neutrality?

Copyright Act should be interpreted in a way that does not unfairly advantage or disadvantage owners' or users' rights.

Permission Implications?

- some electronic resource licences restrict educational copying by format of reproduction
 - e.g., no downloading of PDFs to the LMS; no reproduction in printed coursepacks
- separate fees may be charged to reproduce a reading in more than one format
- transactional licence fee rates may differ according to the reproduction format
 - e.g., the CCC “per page fee” for many Routledge books

Chat Log

Below is a complete log of the chat session. To save it as a file, select the 'Save As...' from the File menu.

Please enter your question below and press the send button. We will be with you shortly.

Your chat session has been established.

If an educational institution purchases a pay-per-use license for use as an electronic course reading, does the license permit students to make a print copy for their personal use?

No, I am afraid it does not.

That would have to be a separate license permitting the printing.

Ok, thank you

You have ended your chat session.



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ISBN: 978-0-415-99907-6
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Publication type: Book
Publisher: Routledge

Series: Routledge studies in rhetoric and communication ; 3.
Language: English
Country of publication: United States of America

Per Page Fee: \$ 0.20

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Format Choice as Standard Practice ?

Is Format Choice Desirable? Feasible?

- evidence on student preferences? (growing body of research)
- students'/users' rights?
- technological neutrality?

If Yes, What About Permissions Issues?

- some database licence terms may restrict print or digital reproduction
- some rights holders may charge separate permission fees for print AND digital if both formats are desired
- some transactional licence fee rates may differentiate between print and digital copies

Related Research

Ji, S. W., Michaels, S., & Waterman, D. (2014). Print vs. electronic readings in college courses: Cost-efficiency and perceived learning. *The Internet and Higher Education, 21*, 17-24.

Liu, Z. M. (2006). Print vs. electronic resources: A study of user perceptions, preferences, and use. *Information Processing & Management, 42*(2), 583-592.

Rojeski, M. (2012). User perceptions of ebooks versus print books for class reserves in an academic library. *Reference Services Review, 40*(2), 228-241.

Rosenwald, M. S. (2015, February 22). Why digital natives prefer reading in print. *Washington Post*.