

Sharing Experiences of Simultaneous Open Access (Free) and Low Cost Book Publishing in Amazon CreateSpace

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This talk is a "Two-For"



Part #1:  
Self-Publishing and Open Access  
Books (and free e-book)



**FREE**

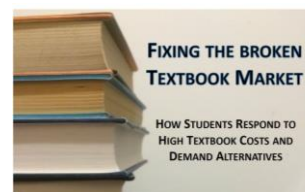
January 2014

Fixing the Broken Textbook Market:  
How Students Respond to High Textbook Costs and Demand  
Alternatives

Ethan Senack, The Student PIRGs

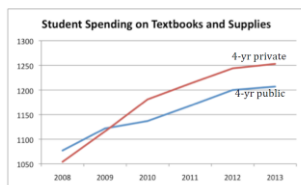
<http://www.the-student-pirgs.org/fixing-the-broken-textbook-market-how-students-respond-to-high-textbook-costs-and-demand-alternatives>

Did textbook costs impact which/  
how many classes you took?



January 2014  
Fixing the Broken Textbook Market:  
How Students Respond to High Textbook Costs and Demand  
Alternatives,  
Ethan Senack, The Student PIRGs

<http://www.the-student-pirgs.org/fixing-the-broken-textbook-market-how-students-respond-to-high-textbook-costs-and-demand-alternatives>



	<b>Traditional Textbook</b>	
	Calculus James Stewart	
	Print	\$224.95
	Ebook	\$117.99 (180 days)
	<b>Open Textbook</b>	
	Calculus David Guichard, et al.	
	Print	\$22.95
	Ebook	\$0 (forever)
	Online	\$0

June 14, 2016 and August 11, 2016  
Kentucky State U Offers Free E-Textbooks for All Students  
Leila Meyer, eCampus News

<http://www.ecampusnews.com/2016/06/14/kentucky-state-university-offers-free-e-textbooks-for-all-students/>

38 Community Colleges to Begin  
Replacing Textbooks With Free  
Educational Resources

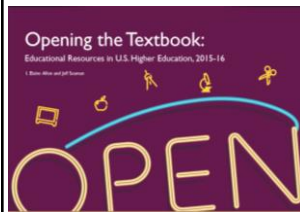
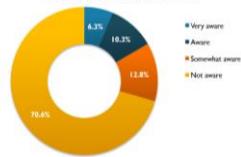
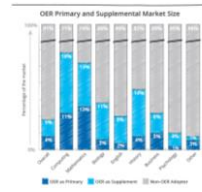
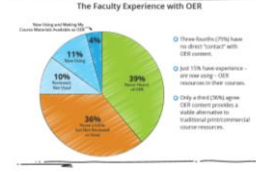
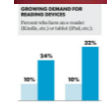
Kentucky State U Offers Free  
E-Textbooks for All Students

By Leila Meyer | 06/11/16

- The new effort is backed by grants totaling \$9.8 million from several foundations, and is likely to give another boost to the [growing movement](#) for open educational resources, or OER.

Beginning this fall, Kentucky State University (KSU) will provide all of its students with free e-textbooks for their courses in an effort to boost student success rates by providing equitable access to course materials.



**July 2016****Opening the Textbook: Educational Resources in U.S. Higher Education, 2015-2016**I. Elaine Allen and Jeff Seaman, Babson Survey Research Group  
<http://www.educationtechnology.com/reports/openingthetextbook2016.pdf>**AWARENESS OF OPEN TEXTBOOKS AND CREATIVE COMMONS: 2015-16****September 7, 2016****Open Educational Resources (OER) and the Evolving Higher Education Landscape**<https://campus technology.com/articles/2016/09/07/oer-use-to-triple-over-next-5-years.aspx>  
[http://assets.cengage.com/pdf/wp\\_oer-evolving-higher-ed-landscape.pdf](http://assets.cengage.com/pdf/wp_oer-evolving-higher-ed-landscape.pdf)**Figure 3: Faculty Experience with OER** Source: OpenStax College survey of faculty experience**Audience Poll #1:****Who in here has thought about self-publishing a book?****OpenStax College**(OpenStax College offers students free textbooks that meet scope and sequence requirements for most courses. These are peer-reviewed texts written by professional content developers.)  
<http://openstaxcollege.org/>**Chegg (free textbooks)**<http://www.chegg.com/>**Lightning Source**<https://www1.lightningsource.com/default.aspx>

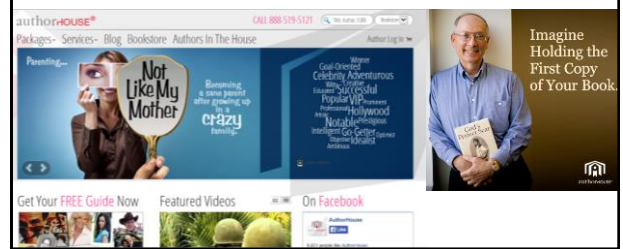
## Lulu

<http://www.lulu.com/>



## AuthorHouse

<http://www.authorhouse.com/>



## Mehgan-Kiffer Press

Peter Fingar [peter@peterfingar.com](mailto:peter@peterfingar.com)

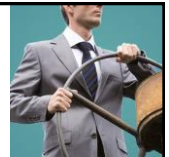
<http://www.mkpress.com/>

<http://www.peterfingar.com/>



## Self-Publishing Benefits

- Personal Success
- Enhanced Digital Identity
- Freedom to Explore New Ideas
- Sense of Personal Control (e.g., deadlines, formatting, appearance, length, title, etc.)
- Fun
- Expanded Network and Contacts
- Future Possibilities



## Free Book Advantages

1. Life impact.
2. Longevity of ideas.
3. Helps people in the developing world.
4. Less guilt when someone has a request or no gifts.
5. Trade royalties for new friends, speaking invites, users of ideas.
6. Can give to it my students, visitors, email contacts, etc.
7. Control; can inform or hand to whomever I want.
8. It is an experiment; see works (e.g., OpenWorldBooks.com).
9. The network expands.
10. It brings attention to the brand and everything else that I do.



## Who Needs Open Access?



## Free Book Disadvantages

1. Say what? Making it free after 14 years of planning?
2. How to justify charging a fee in the future?
3. This project has been my baby for a long time.
4. Not cheap to produce; out of pocket costs = ?.
5. It could backfire and no one could find out about the book.
6. Assumption of lower quality. Reputation takes hit.
7. People could more easily plagiarize this book.
8. My body could tell me that I am an idiot.
9. My book writing colleague deserves some remuneration.
10. Will not get publisher connections, book exhibits, or newsletters.



## Self-Publishing Challenges

1. Need collaborator(s)?
2. Who would serve as editor?
3. And copyeditor, proofreader, and indexer?
4. What about the book cover and other illustrations?
5. How to share or market when done?
6. Which book publishing services should he use?
7. Should he make individual chapters available for mobile devices? What about the Kindle?



## Quality Control?

### Used the "PEERS" Approach!

1. Peer Review
2. Extensive Planning and Pilot Testing (14, 10, 7, 3, 1)
3. Expert Team Approach (e.g., editors, copyeditors, Web designers, graphic artists, illustrators, and designers, proofreaders, researchers, indexers, formatters, format converters, computer programmers, book publishers, consultants, etc.)
4. Relied on Proven Book Format
5. Sharing Samples



## Let's Play 20 Questions...!

# 20 QUESTIONS

## Q1. Need an Editor?

The rate per page, project, hour, varies, etc.



## Q2. Need a Copyeditor? (e.g., Egghead Editing) (change by page, project, hour, etc.)

<http://eggheadediting.com/>  
Donna J. Weinson: [djweinson@gmail.com](mailto:djweinson@gmail.com)



**Q3. Need a Human Proofreader?**  
(The rate per page, project, per hour, etc.)  
(e.g., William Tyler Bryan-Askay)



**Q4. Need an Automated Proofreader?**  
**Automated Services...**  
(e.g., Ginger: <http://www.gingersoftware.com/proofreading>)



**Q5. Need an Indexer? (e.g., Dorsch Editorial)**

The rate per indexable page: Ranges depending on the density of the material, page size and type size, and whether the pages include a lot of tables/figures/images, etc.  
Contact: Audrey Dorsch: [audrey@dorschedit.ca](mailto:audrey@dorschedit.ca)  
<http://www.dorschedit.ca/>



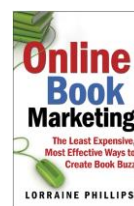
**Q6. Need Additional Grammar Help?**  
**Automated Services...**  
(e.g., Grammarly: <http://www.grammarly.com/>)



**Q7. Need a Publisher?**  
**Amazon CreateSpace (formerly BookSurge)**  
<http://www.createspace.com/>



**Q8: Where to go for marketing?**  
**Answer: CreateSpace, Personal Contacts, Media Interviews, email campaigns, book homepage etc.**  
<http://www.createspace.com/en/content/author-resources/author-website/author-website-2013-06-01/author-website-2013-06-01>







**Q15: Need help with Book promotions?**  
(e.g., Meryl Moss; Media Muscle: <http://www.mediamuscle.com/>)  
(e.g., Dottie DeHart; [Dottieandcompany.com](http://dottieandcompany.com/)).

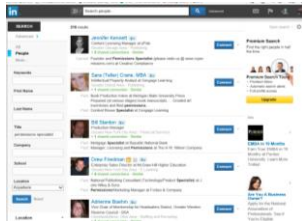


**Q16: Need help with book website marketing?**  
e.g., Digital Relevance: <http://relevance.com/>



**Q17: Need help with book permissions?**  
**Try LinkedIn!**

[http://www.linkedin.com/vsearch/p?orig=TSEO\\_SN&title=permissions+specialist&rk=TSEO\\_SN](http://www.linkedin.com/vsearch/p?orig=TSEO_SN&title=permissions+specialist&rk=TSEO_SN)



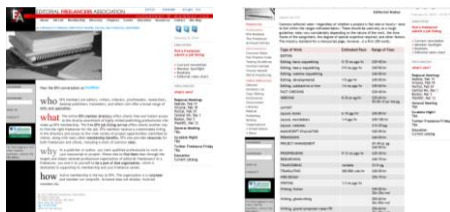
**Q18: Need help with book endorsements?**  
**The 6 B's of Gathering Book Endorsements?**

1. Brainstorm lists and then brainstorm again;
2. Be Bold and Brave and get some Big fish;
3. Be careful and be choosy;
4. Be honest about expectations;
5. Begging is not professional.
6. Don't Bonk!



**Q19: Need Help on Rates?**  
**Editorial Freelancers Association**

<http://www.the-sfa.org/>



**Q20: Need to Actually Find Someone?**  
**Editorial Freelancers Association**

<http://www.the-sfa.org/dir/search.php>

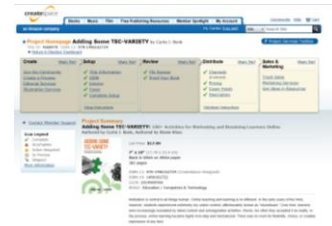


## Options and Choices in CreateSpace...



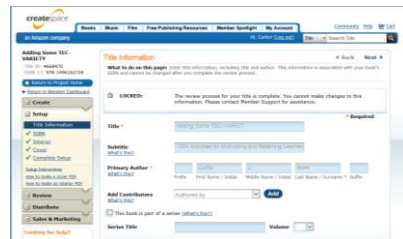
## CreateSpace Dashboard

<https://tw.createspace.com/title/>



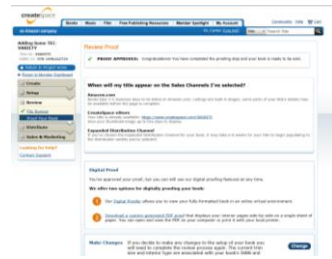
## Input Title, Authors, Language, Pub Date, etc.

[https://tw.createspace.com/title/setup/book\\_title\\_information](https://tw.createspace.com/title/setup/book_title_information)



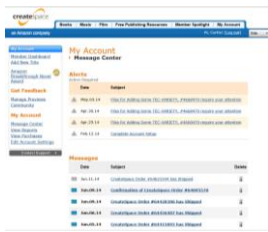
## Approve Proof

[https://tw.createspace.com/title/review/file\\_review](https://tw.createspace.com/title/review/file_review)



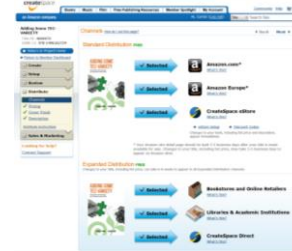
## CreateSpace Member Message Center

<https://www.createspace.com/Member/MessageCenter.do>



## Decisions about Distribution Channels

<https://eu.createspace.com/title/distribute/channels>







## Part #2: Introducing the free "TEC-VARIETY" Framework...

<http://tec-variety.com/>  
<http://tec-variety.com/TEC-VARIETY-Chinese.pdf>



### What motivates?

1. Tone/Climate: Psychological Safety, Comfort, Sense of Belonging
2. Encouragement: Feedback, Responsiveness, Praise, Supports
3. Curiosity: Surprise, Intrigue, Unknowns
4. Variety: Novelty, Fun, Fantasy
5. Autonomy: Choice, Control, Flexibility, Opportunities
6. Relevance: Meaningful, Authentic, Interesting
7. Interactivity: Collaborative, Team-Based, Community
8. Engagement: Effort, Involvement, Investment
9. Tension: Challenge, Dissonance, Controversy
10. Yielding Products: Goal Driven, Purposeful Vision, Ownership

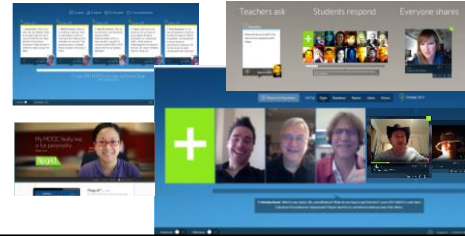


在线学习动机与激励:  
TEC-VARIETY 模型

—— 美国斯坦福大学心理学教授 詹姆斯·P·汤普森

## 1. Tone/Climate: A. Threaded Video Discussions, e.g., Flipgrid

<http://flipgrid.com/#429f88c5>



## 2. Encouragement, Feedback, etc.: A. Voice/Audio Feedback

Vocaroo: <http://vocaroo.com/>  
<http://vocaroo.com/delete/s0x8moQAYAtu/a37bbc9408bb8c95>  
 (Recorded by Curt Bonk for the Open University of China)



April 1, 2016

## 3. Curiosity, Surprise: A. Something in the News

(e.g., Potential Vikings site in North America spotted from space, Jareen Inman, CNN)  
<http://www.cnn.com/2016/04/01/world/vikings-site-spaced/index.html>

Potential Vikings site in North America spotted from space



August 2, 2016

## 3. Curiosity, Surprise: C. Mystery whale has scientists shocked, New Whale Species Discovered, CNN

<http://www.cnn.com/2016/08/02/science/new-whale-species-discovered/index.html>



**August 24, 2016**

**3. Curiosity, Surprise:**

**D. Scientists have discovered an Earth-like planet orbiting a nearby star, The Economist**

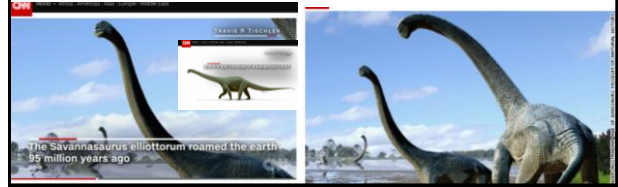


**October 23, 2016**

**3. Curiosity, Surprise:**

**E. Meet Savannasaurus, a new huge dinosaur species, CNN**

<http://www.cnn.com/videos/world/2016/10/21/dinosaur-discovery-australia-afc-orig.cnn>



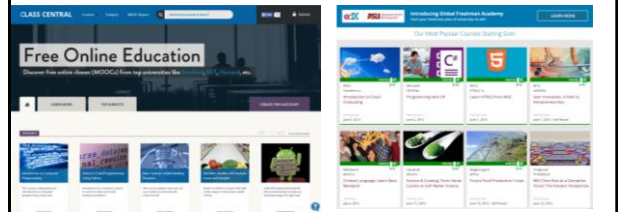
**October 5, 2016**  
**4. Variety, Novelty, Fun, Fantasy:**  
**A. Jeopardy Rocks**

<https://www.jeopardy.rocks/r511merve/>

LEARNING THEORIES				
QUESTION	ANSWER	QUESTION	ANSWER	QUESTION
\$100	\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

BANDURA (1961) CONDUCTED A STUDY TO INVESTIGATE IF SOCIAL BEHAVIORS (I.E. AGGRESSION) CAN BE ACQUIRED BY OBSERVATION AND IMITATION. THE NAME OF THE FAMOUS EXPERIMENT IS:

**5. Autonomy, Choice:**  
**A. Enroll in a MOOC and Reflect (e.g., see Class Central)**



**6. Relevance, Meaningfulness:**  
**A. Guest Chats (e.g., Emily Hixon, January 20, 2015)**

<https://connect.iu.edu/p259wpiabg9/>



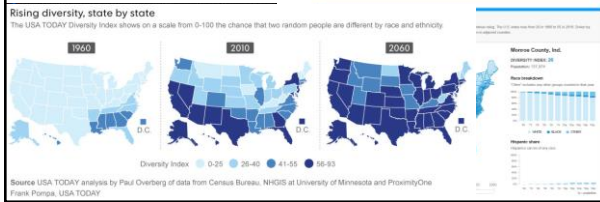
**7. Interactive, Collaborative:**  
**A. Backchannel Chat (TodaysMeet)**

<https://todaysmeet.com/>

R678\_Emerging\_Learning\_Technologies  
[https://todaysmeet.com/R678\\_Emerging\\_Learning\\_Technologies](https://todaysmeet.com/R678_Emerging_Learning_Technologies)



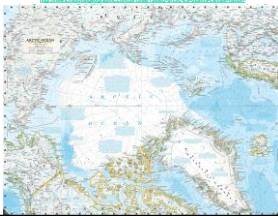
**8. Engagement, Effort:**  
**A. Interactive Timeline Maps,**  
**October 22, 2014,** Second immigration wave lifts diversity to  
 record high, Edward Greg Toppo and Paul Overberg, USA Today



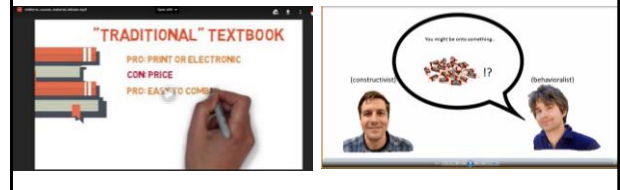
**August 5, 2015**  
**8. Engagement, Effort:**  
**B. Interpreting Infographics**  
 How much rainforest in that chocolate bar?  
 Global Forest Watch, Nancy Harris, Octavia Payne and Sarah Mann  
<http://blog.globalforestwatch.org/2015/08/how-much-rainforest-is-in-that-chocolate-bar/>



**8. Engagement, Effort:**  
**C. Map Animations**  
**Yes, Mr. President, We Remade Our**  
**Atlas to Reflect Shrinking Ice**  
 Christine Delf'Amore, National Geographic, August 3, 2015  
<http://www.nationalgeographic.com/ice/atlas/2015/08/03/yes-mr-president-we-remade-our-atlas-to-reflect-shrinking-ice/>



**October 26, 2016**  
**9. Tension, Challenge, etc.:**  
**A. Controversial Issue Debates**  
 R511, Rob Elliot, Erin Milanes, and Patrick Walsh Traditional Textbook  
 (8:11)  
[https://www.youtube.com/watch?v=8u2\\_45C\\_uQ8&list=PL8u2\\_45C\\_uQ8](https://www.youtube.com/watch?v=8u2_45C_uQ8&list=PL8u2_45C_uQ8)



**10. Yields Products, Goals:**  
**A. Student Created Interview Videos**  
 R678 Final Projects, April 2016  
 The Making of an Adventurer (video), Troy Cockrum  
<https://www.youtube.com/watch?v=ew6e7Chd9I8>



**10. Yields Products, Goals:**  
**B. Data Collection Tools**  
 Design Article Database in Pinterest, Meina Zhu  
<https://www.pinterest.com/zhuaina0000/r-678-emerging-learning-technology/>



