

Textbooks in transition: It's all about options

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preparatorychemistry.com/Bishop_2YC3_2019_textbooks.pdf



Fundamental Assumptions



- Textbooks are not dead.
 - A well-written text tells a coherent story of the field of chemistry with each topic building on the previous topics, helping students to construct a logical understanding of chemistry.
- They are just changing.
 - Electronic books
 - Supplemental web-based tools linked to the text
- The changes make it possible for more people to create a textbook without the aid of a large academic publisher.

An Introduction to Chemistry by Mark Bishop



- Textbook intended for use in beginning chemistry courses that have no chemistry prerequisite...for students who are
 - preparing themselves for general college chemistry.
 - seeking to satisfy a science requirement for graduation.
 - in health-related or other programs that require a one-semester introduction to general chemistry.
 - taking high school chemistry.

History



- Originally published by Benjamin Cummings in 2002
- Now published by Chiral Publishing Company with a new model for distribution.
 - Traditional printed text
 - Two versions of the text and all of their tools are freely available on the Internet in PDF form. (preparatorychemistry.com)
 - WebAssign electronic text/tools/homework package
 - Audio version also available on the Net.
 - eBook for iPad, Android devices, and Kindle

Supporting Tools



- Animations
http://preparatorychemistry.com/KMT_flash.htm
- Online lectures
http://preparatorychemistry.com/Bishop_audiobook_atoms_Section_4_2.html
- Glossary quizzes
http://preparatorychemistry.com/Glossary_atoms_1_flash.htm
- Tutorials
http://preparatorychemistry.com/Bishop_bal_eq_Flash1.htm
- Chapter maps
http://preparatorychemistry.com/Bishop_concept_map_atoms_7.htm
- PowerPoint presentations
http://preparatorychemistry.com/ppt_4Bishop_atoms_Chem_10.pdf
- Audio-video book
http://preparatorychemistry.com/Bishop_audiobook_CF_Section_13_1.html

Ways to get text



- **Option 1:** Students who want a regular printed copy of the text can purchase one from my website for \$74.95, including shipping (or a slightly blemished but still shrink wrapped text for \$64.95).
- **Option 2:** The text can be purchased from school bookstores for a list price of about \$79.95.
- **Option 3:** The WebAssign electronic text/tools/homework package can be purchased for \$41.
- **Option 4:** Students can purchase a WebAssign/printed-text bundle for \$109.95.

Ways to get text (cont.)

- **Option 5:** Students who have easy access to the Internet and who feel comfortable viewing the text on a computer, iPad, or Android device are asked to pay \$20 for that privilege.

<http://preparatorychemistry.com/>

- **Option 6:** If \$20 creates a significant financial hardship, the Internet versions of the text and tools can be used for free. (This is on the honor system. Students can decide on their own about whether they can afford the \$20 payment.)

Key Web Addresses

<http://preparatorychemistry.com/>

http://preparatorychemistry.com/Bishop_Tour.html

http://preparatorychemistry.com/Bishop_info.htm

http://preparatorychemistry.com/Bishop_versions.htm

www.webassign.net/bishop

preparatorychemistry.com/Bishop_2YC3_2019_textbooks.pdf

Tools for Text

- Layout program and for creating PDFs and EPUBs (InDesign)
- Photo manipulation software (Photoshop)
- Drawing Program (Illustrator)
- Adobe Acrobat
- Website creation software (Dreamweaver)
- Animation software (Adobe Animate CC)
- Video editing (Premier)
- An annual subscription to all of the Creative Cloud Adobe tools is available for educators at \$19.95/mo for the first year and \$29.95/mo after that.

https://www.adobe.com/creativecloud/plans.html?plan=edu_inst

Royalty-free Images



- Royalty-free photos

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

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

Making Audio Files



Storage



Tools for Audio Files

- Microphone (with stand and shield)
 - AKG C 3000 microphone (\$279 on Amazon).
- USB audio interface and audio file manipulation software
 - I use Focusrite Scarlett 2i4 with Pro Tools (\$109.99 on Amazon).

https://smile.amazon.com/s?k=AKG+C+3000+microphone&ref=nb_sb_noss

https://smile.amazon.com/Focusrite-Scarlett-Audio-Interface-Tools/dp/B01E6T56CM/ref=sr_1_3?keywords=Focusrite%2BScarlett%2B2i4&qid=1553525761&s=gateway&sr=8-3&th=1

Video Screen Capture

- Camtasia Studio 2018

<http://www.techsmith.com/camtasia.html>

– From Academic Superstore (\$207.95)

http://www.academicsuperstore.com/product/search?qk_srch=Camtasia&x=-858&y=-54

- Adobe Captivate (\$399 educational price)

<https://www.adobe.com/products/captivate.html>

<https://www.adobe.com/products/captivate/education.html>

PDF Pros and Cons



- Pros
 - Easy text searches
 - Identical to printed text
 - Easy to highlight and leave comments
 - Links to animations and tutorials
 - Objective references linked to body of text
- Cons
 - Need a computer or tablet
 - Need Internet access

http://preparatorychemistry.com/Bishop_Atoms_First.htm

http://preparatorychemistry.com/Bishop_Chemistry_First.htm

EPUB and Kindle Pros and Cons



- Pros
 - Can change font size
 - Convenience of use on phone or tablet
- Cons
 - Appearance different from printed text
 - Pagination different from printed text
 - Images not always with text describing it

http://preparatorychemistry.com/Bishop_iBook.htm

http://preparatorychemistry.com/Bishop_iBook_CF.htm

EPUB and MOBI eBooks

Steps to Get It



- Go to one of these links. The first link is for the atoms-first version, and the second is for the chemistry-first version

http://preparatorychemistry.com/Bishop_iBook.htm

http://preparatorychemistry.com/Bishop_iBook_CF.htm

- Follow the instructions on the screen.

Audio Book Pros and Cons

- Pros
 - Auditory and Visual
 - Good for those people who have stronger auditory skills than reading skills
- Cons
 - Slower?
 - Can't highlight or comment

http://preparatorychemistry.com/Bishop_Audio_Book.htm

WebAssign Book Pros and Cons

- Pros
 - Tied to homework
 - Fits the way many modern students work
- Cons
 - Discourages reading the text before attempting homework?

http://preparatorychemistry.com/Bishop_Audio_Book.htm

More Information About My Project

<http://preparatorychemistry.com/>

http://preparatorychemistry.com/Bishop_Tour.html

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