Educational Resources Online: E-tips
(e-textbook institutional publishing services)

Professor Frank Rennie
University of the Highlands and Islands
Edinburgh Napier University
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• Summary of the e-tips research project
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Comparable coverage of England
The UHI network

• Networked access to files and software
• Local telephone call access
• Local videoconference access
• Online catalogue of network libraries
• Online as well as on-campus libraries
  – Online access to journal papers
  – Online access to e-books
  – Online access to digital artefacts
The motivation
JISC Programme

• The institution as an e-textbook publisher
• Four projects in the UK
• Three year study, £350K
• Partnership
  – Lews Castle College UHI
  – UHI EDU staff
  – Edinburgh Napier University
Who is this for?

• This is a pilot of the e-publishing process
• Not intended to be comprehensive textbooks
• Guidelines for student orientation and study
• Generic subjects with long “shelf-life”
• Active links to open educational repositories
• Affordable globally
• Full documentation of the institutional development process
E-tips (e-textbook institutional publishing services)

Objective:
To explore models and processes for universities to publish digital versions of their scholarly products. (e.g. Textbooks & monographs)

The e-textbooks
1) How to prepare a dissertation
2) Getting started on research

Outputs:
1) Two e-books
2) Study into their adoption
3) Linked website
4) Document the complete process

A three-year project, funded by JISC. Four models are being tested, by the UHI/Napier, London, Liverpool, and Nottingham Universities.

* E-books published on Amazon kindle
* Complementary website of open learning resources
* Links to courses
* Opportunities for future scholarly publications

For further information contact:
jacky.macmillan@uhi.ac.uk (Project Manager)
or frank.rennie@uhi.ac.uk (Principle Researcher)
Why would we do this?

- Geographical equivalence for students/staff
- Cost
- Wider dissemination of our work
- Opening up new audiences
- Brand and reputation
- Public good
The book(s)
How to write a research dissertation
Companion website(s)
http://www.etextbooks.ac.uk/dissertation/
The wider context

• The Attention Economy
• Post-capitalist contradictions
  – Blurring of work and non-work time
  – Market inability to fix prices consistently
  – Rise of collaborative and networked production
  – Production of free stuff and non-copyright
  – Non-economic benefits (social good)
The benefits

• Networked information as a public good
• Wide and affordable access to education
• Contributing to a community of practice
• Enhancing the brand of the institution
• Enhancing the reputation of the author(s)
• Extra product(s) for diminishing costs
• Collaborative resources are made available
The challenges

• A different management structure is required
• A different cost/benefit model needs agreement
• Ongoing curation is needed
• Technical solutions change and evolve
• Careful selection of subject matter is needed
• Ensuring that the institutional brand gets recognised
The lessons learned

• The pre-production processes are similar
• The superabundance of information lowers prices
• The half-life of knowledge generation is reducing
• Changing dynamic of information as a social good
• Creation, re-creation, co-creation is possible
• The cost of reproduction falls towards zero
• Human behaviour is changing information use
• The media is changing and will continue to evolve
What is next?

Explore related options

• Academic monographs / PG dissertations
• Network the global academy
• Print on demand options
• Links to specific programmes/modules
• Links to evolving open educational resources
• Links to new search engines