



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). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected no/low cost 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:

Modern Microeconomics



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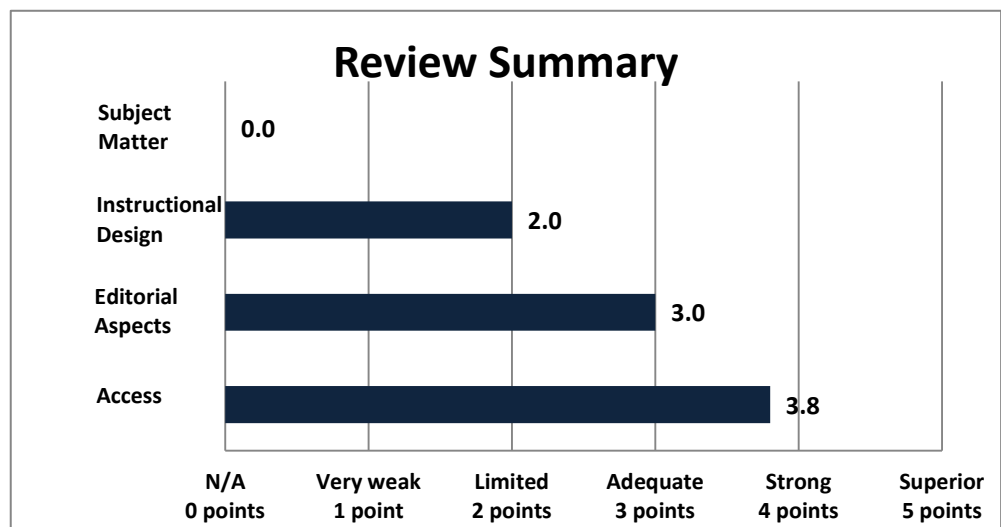
Format Reviewed:

[PDF](#)

A small fee may be associated with various formats.

Date Reviewed:

August, 2014



California OER Council eTextbook Evaluation Rubric

CA Course ID: [ECON 201](#)

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					

Subject Matter (30 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 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: 0 out of 30

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

- This book is not a match for the course we are evaluating. The first sentence of the Preface starts, "This book aims at fulfilling the curriculum requirement of the master's degree students of Microeconomics..."
- A quick review of the pages reveals this is indeed NOT a Principles of Microeconomics book that could be used in the class identified for this review.
- In other words, this book is an inappropriate choice for us to review as it is intended for a MUCH more advanced course. Therefore, I've given it an NA for each question in this section.

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: 15 out of 35 points

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

- I was not comfortable evaluating all aspects of instructional design for this book. However, with some hesitation, I decided to rate some questions in this area in order to provide a comparison with the other books we reviewed.
- On questions where I did assess the text, I have rated it at or below the others books.
- Bookboon.com (the distributor) does not appear to distribute ancillary materials. This book appears to have at least a reasonable instructional design for a M.A. level book otherwise, though again establishing this last conjecture is beyond the scope of the current project.

Editorial Aspects (25 possible points)	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: 15 out of 25

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

- I have rated all questions in the editorial aspects category, though these should be taken with a grain of salt due

to the fact that this book has a totally different audience than the others. However generally speaking, the editing seems adequate, though it is possible to find some minor grammatical errors (e.g. missing articles.)

Access (30 possible points)	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: 19 out of 30

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

- I have also rated all questions in the Access category.
- Although available as a free PDF document, the distribution of this book rates lower than the others reviewed for this project. In particular, the frequent advertisements clutter the PDF and are very distracting; hence, the low marks on the "ease of print" question.

Overall Ratings (10 possible points)	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					

Overall Comments

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

It might be appropriate for use in an advanced microeconomic theory course for Master's degree programs.

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

Bookboon.com does not distribute Creative Commons books and provides no ancillary materials as far as I could see. Thus I would caution against using this book even for the course it was intended for; moreover, I would caution against using any book from Bookboon.com, due to the issues I have raised in my comments above.

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