

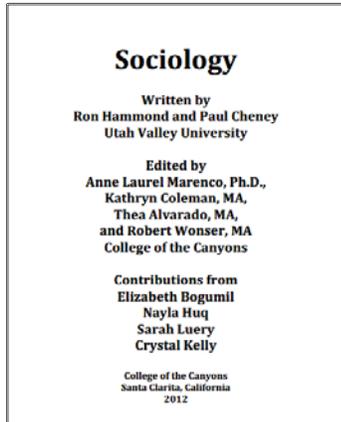


Faculty Review of Open eTextbooks

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 free and open etextboks 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:

Sociology



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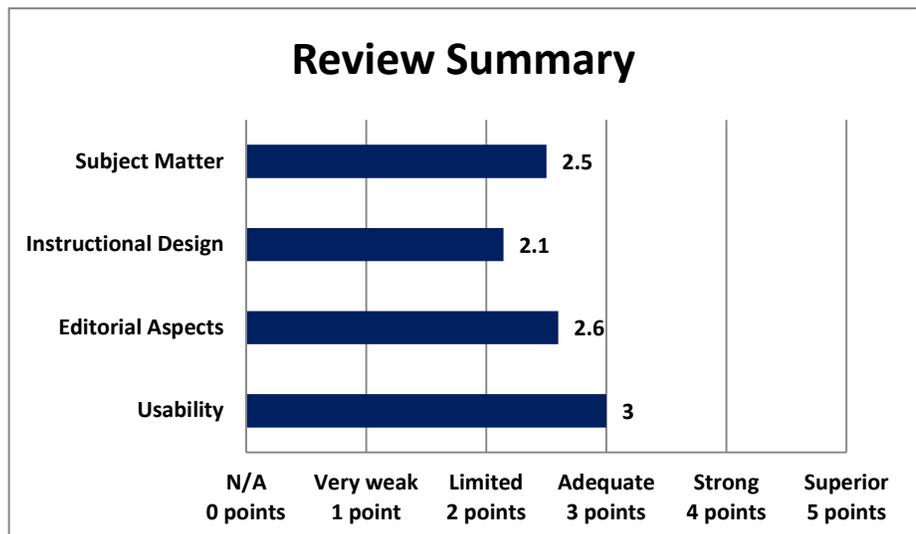
Format Reviewed:

[Online](#)

A fee may be associated with various formats.

Date Reviewed:

October, 2014



California OER Council eTextbook Evaluation

CA Course ID: [SOCI 110](#)

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			
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: 15 out of 30

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

- Great idea to include media chapter; it would be great to see even more sociological analysis of mass media, such as post modernism theory, falling under the critical theories mentioned. More statistics and empiricism regarding the role of mass media in our culture today.
- Adam Smith is not usually listed as one of the early sociologists; this discussion should be moved to the Politics & Economics chapter. In fact, that chapter is quite limited in terms of sociological depth. Not as many concepts are covered and not enough contemporary examples and relevance is given.
- Great to see a separate pdf on the Sociological Imagination; however, the analysis of structural factors is far from complete. No mention of the role of: no fault divorce laws, women's independence via feminist movement, role of media in selling romantic love, etc.
- 3 theories covered are discussed accurately. However, feminist theory should not be couched under conflict theory as it combines elements of all the major theories in the different feminist branches. This theory should be expanded. Also, critical race theory and post-modern theory are missing. Consistent theory coverage should be provided in every chapter. A review of the pros and cons of each theory should be provided at least in chapter 1.
- Surveys typically use close ended not open ended questions. Open ended would be reserved for interviews. Research chapter could be stronger content. No parallel section for qualitative analysis provided. Did not provide a rigorous analysis of all steps of the scientific research process.
- Not much depth regarding agents of socialization. No discussion of class or racial socialization. Gender socialization mentioned in the gender chapter, but it could also be provided here.
- I would suggest separating the chapters of social movements and groups; these are typically covered at different points in the semester.
- No depth of content provided on race and prisons, prison industrial complex, prison rates in the U.S. vs. the rest of the industrialized world, War on Drugs.
- Not accurate analysis regarding life chances, which is not reduced to personal troubles; it is a structural concept that should be understood using sociological imagination.
- No discussion of social construction of race or consequences of intergroup relations (i.e. segregation, pluralism, etc.). Some discussion of pluralism in another pdf, but it should be in this chapter as well.
- Great to see some coverage on the state of men in the gender chapter.
- With regards to politics and social stratification, the 10% is referenced, but no mention provided of the 1% nor is there any mention of the Occupy Movement.
- No test bank provided. No PowerPoints provided.

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

Please provide comments on any aspect of the instructional design of this textbook:

- There should be sections in each chapter devoted to theory analysis and perhaps sociological imagination. Not enough visual images provided. Statistical data is not current; much of recent data is pre-2010. With the post-modern era we live in with information at the fingertips, this book is a bit lagging.
- Nice engagement with the student. Clearly the text is written by sociologists. At some points, the student can get very engaged as it read like a conversation.

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: 13 out of 25

Please provide comments on any editorial aspect of this textbook.

- Not enough sociological references and sources provided; too many references to online sources, not enough to original sources.
- What is the purpose of the italics in the book?
- Some of the graphs or tables are too small and were still blurred when enlarged. They need to be more user friendly and in some cases simplified.
- A table of contents would be great. Alphabetical ordering is not conventional.

Usability (25 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: 15 out of 25

Please provide comments on any aspect of access concerning this textbook.

- It would be great to provide for annotation and highlighting.

Overall Ratings	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			
How willing would you be to adopt	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
			X			

this book?						
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Total Points: 4 out of 10

Overall Comments

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

- It is free, accessible, and clearly written by sociologists. One chapter is devoted to mass media, which shows the merits of relevance in our contemporary time period. Information provided is generally accurate.

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

- While the information provided is accurate, the text lacks breadth with regards to theoretical analysis in every chapter. Too often many concepts are defined on a page with not enough sociological interpretation. Not enough contemporary research provided. The book is more a skeleton for the course, with some chapters revealing more muscles, tissues and veins than other chapters. Needs to be updated with current statistics as well.

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