

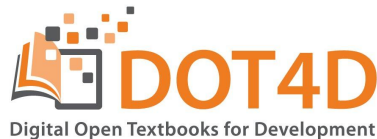
Collaborative open textbook creation: Perspectives on student involvement

By

Glenda Cox, James Lappeman, Vimbai Malandu & Gift Phala
University of Cape Town



Centre for
Innovation in
Learning and
Teaching



UNESCO CHAIR
IN OPEN EDUCATION
AND SOCIAL JUSTICE



Outline

Introduction

Open textbooks for Social justice

Marketing to SA consumers

Institutional support for Open textbooks



Digital Open Textbooks for Development

Initiated as a three-year (2018–2021) **research, advocacy and implementation** project funded by the Canadian IDRC, following in wake of Research on Open Educational Resources for Development (ROER4D) and other CILT open education initiatives (since 2007). Now an institutionally funded initiative.



Dr Glenda Cox
Principal Investigator



Bianca Masuku
Researcher



Michelle Willmers
Publishing &
Implementation Manager

General objective:

To contribute to improving *inclusion* in South African higher education by addressing equitable access to appropriate and relevant learning resources.

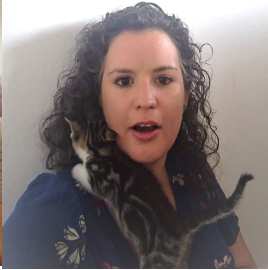
UCT open textbook authors in the DOT4D study



Kensleyrao
Apajee
**Mechanical
Engineering**



Chris Barnett & Cesarina
Edmonds-Smith
Chemistry



Stella Papanicolaou
Architecture



Dr Juan Klopper
Surgery



A/Prof. Abimbola
Windapo
Construction



A/Prof Maria Keet,
Computer Science



Jonathan Shock,
Mathematics



Dr James
Lappeman,
Marketing



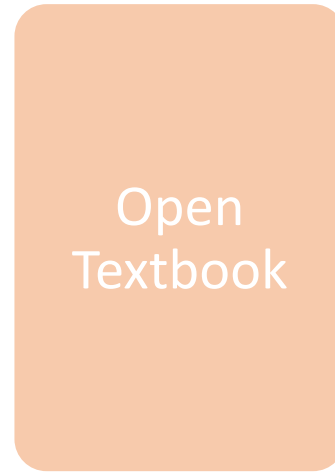
Tim Low,
Statistics



Dr Michael Held,
**Orthopaedic
Surgery**



Dr Claire Blackman
Mathematics



- Economic 'distribution'
- Cultural 'recognition'
- Political 'representation'

- Open licences
- Localisation
- Voices

- Free
- Digital
affordance: adaptability
- Co-creation

Unpacking social justice

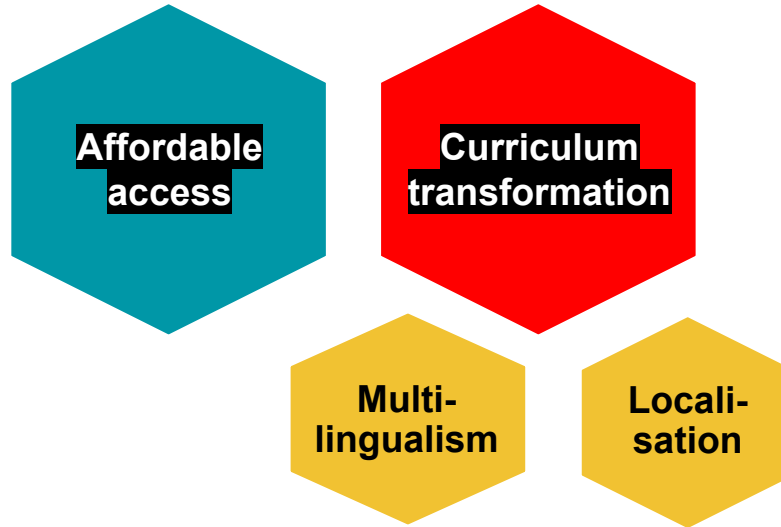
Social justice is a concept that requires the organisation of social arrangements that make it possible for **everyone to participate equally in society**.

Fraser (2005) considers social justice as “**participatory parity**” in **economic**, **cultural** and **political** dimension

(Cox, Masuku & Willmers, 2020)



Social justice drivers for open textbook production at UCT



Pedagogical innovation

Open textbooks and social justice

Open textbooks save money

1. Economics

Student protest #fees must fall



openstax

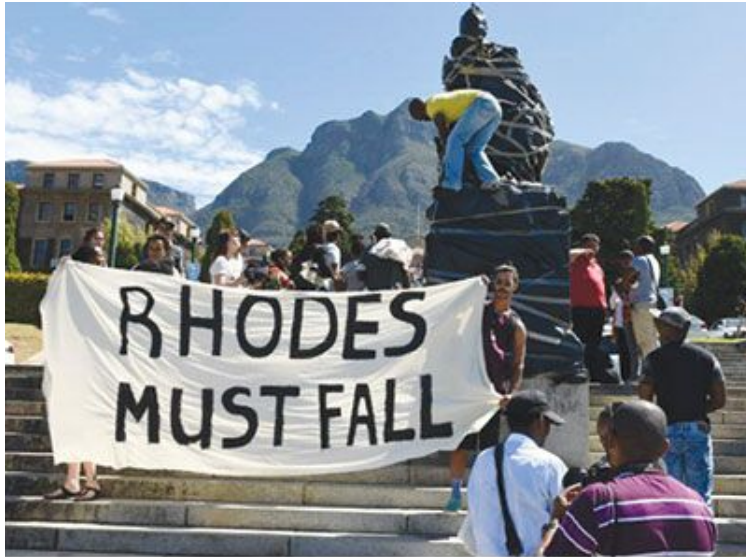
We visited Rice University and spoke with students about their perspectives on free textbooks. Check back tomorrow to see another student's perspective. [#ForStudentsForever](#)

<https://africanarguments.org/2021/06/fallisms-faultlines-the-paradoxes-of-fees-must-fall/>

Open textbooks for curriculum change

2. Culture and representation

#Rhodesmustfall



Cape Town U Must Fall protests

<https://www.educationworld.in/south-af-rica-must-fall-protests-report/>



<https://www.buzzfeed.com/husseinkesvani/oxford-campaign-rhodes-must-fall>

Open textbooks for collaboration and
co-creation

3. Students as partners

Students as co-creators of teaching approaches, course design, and curricula: Implications for academic developers

Article in International Journal for Academic Development · June 2011

DOI: 10.1080/1360144X.2011.568690

CITATIONS

470

READS

4,366

3 authors:



Catherine Bovill

The University of Edinburgh

58 PUBLICATIONS 2,653 CITATIONS

SEE PROFILE



Alison Cook-Sather

Bryn Mawr College

87 PUBLICATIONS 4,581 CITATIONS

SEE PROFILE



Peter Felten

Elon University

59 PUBLICATIONS 2,614 CITATIONS

SEE PROFILE

International Journal for
Students as Partners

Volume 1, Issue 1
Spring 2017



Example: Open Textbooks

- Digital, freely available collections of scaffolded teaching and learning content
- published under an open licence
- with affordances for integrated multimedia and third-party content
- published via platforms and in formats that provide affordances for content delivery on a range of devices, print and low bandwidth access strategies
- through **collaborative, inclusive authorship, quality assurance and publishing approaches (colleagues and students)**


**Open textbooks > Collaboration > Inclusion >
Social justice**

Marketing to SA consumers

Marketing to South African Consumers

EDITED BY:
James Lappeman
Paul Egan
Gillian Rightford
Thabang Ramogase

UCT LIBERTY
INSTITUTE
of strategic marketing



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA - UNIVERSITEIT VAN KAAPSTAD

Open Access Monographs

CATALOG ABOUT LOGIN Q Search

Marketing to South African Consumers

Synopsis

Marketing to South African Consumers provides core introductory marketing theory underpinned by a contemporary and localised South African perspective. South Africa has a unique hybrid economy with strong formal and informal economies co-existing in a deeply unequal society. This textbook maintains a classic view of marketing theory, but is written with a focus on consumer behaviour. It provides a unique contribution to the marketing textbook landscape, in that it is written by marketing academics, professionals and students, and is focused on making local context a central reference rather than a peripheral addition. The textbook is relevant to any marketer or business owner who would like to gain more understanding of marketing in general and South African consumers in particular.

Abstract views: 22072 [Downloads in brackets]

Full Textbook
James Lappeman, Paul Egan, Gillian Rightford, Thabang Ramogase


PDF [24002]

Preliminary Pages

PDF [636]

Part 1
Marketing and Marketing Strategy

PDF [448] HTML [87]




Marketing to South African Consumers

HTML [523]

Published
January 1, 2021

DOI: <https://doi.org/10.15641/0-7992-2548-8>

Copyright (c) 2021 Authors



This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

?

- **An idea**

- **A writing / editing team**

(who besides me is going to put in the hours?)

- Academics?
- Industry practitioners?
- Students?



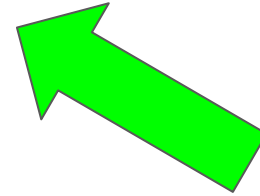
- What was it like?
- Benefits / challenges?
- How did it feel once done?

Vimbai



- **Institutional support (the secret ingredient)**

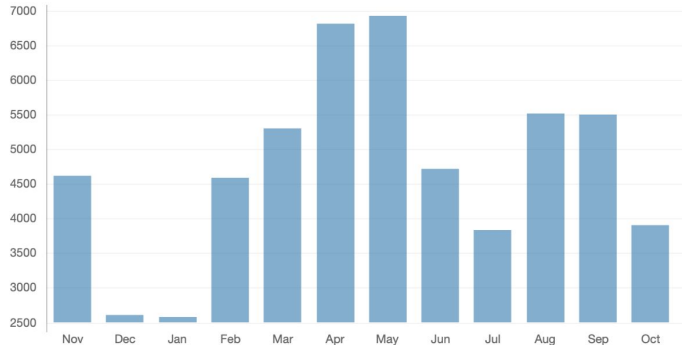
- DOT4D (grant, expertise and hours)
- UCT Library
- UCT Liberty Institute



Moving from good intentions to action

- **Launch and reception**

Downloads



Writing for
a textbook?

Gift

Next project?

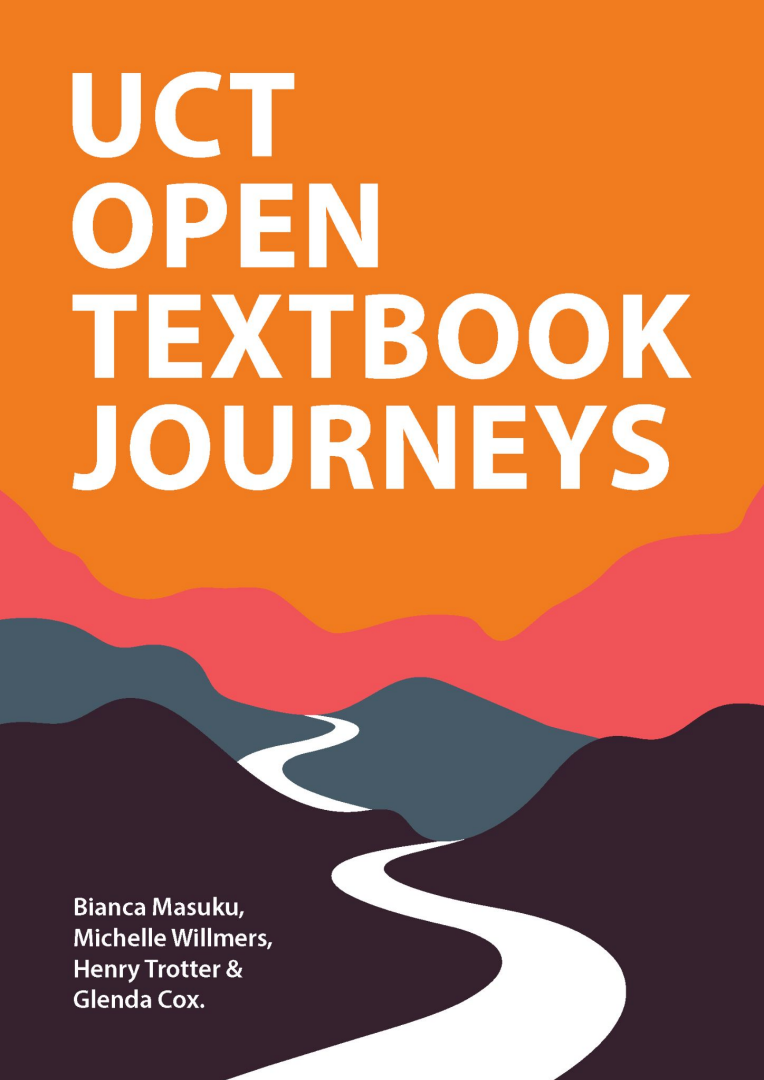
- Replicate for 9 countries (Marketing in..)
 - bridge publishing gap by serving
 - Africa writing for Africa
- Base data collected for content
- Building a team
- Searching for funds



<https://www.gtreview.com/news/africa/green-light-for-ecowas-insurance-body/>

Institutional support

UCT OPEN TEXTBOOK JOURNEYS



Bianca Masuku,
Michelle Willmers,
Henry Trotter &
Glenda Cox.

Read about the journeys these academics went on in developing their open textbooks; including their motivations, challenges, insights around working with students and sustainability factors.

<https://openbooks.uct.ac.za/uct/catalog/book/37>



Communities

Select a community to browse its collections

Research Output



Comparison of the EQ-5D-Y-5L, EQ-5D-Y-3L and PedsQL in children and adolescents

Verstraete, Janine; Verstraete, Janine; Scott, Des; Scott, Des

[View more](#)

Theses / Dissertations



Patches, Silos, Networks: Women's Ways of Leading in South African Fisheries Value Chains

Fonto, Lauren

[View more](#)

Open Educational Resources



Other Publications



Browse

All of OpenUCT

Communities & Collections

By Date

Authors

Titles

Subjects

Department

Faculty

Discover

Author

Butterworth, Doug S (768)

Brandão, Anabela (161)

Johnston, Susan J (157)

Rademeyer, Rebecca A (112)

Czerniewicz, Laura (96)

Nattrass, Nicoli (92)

Wood, Robin (81)

Buchholtz, Kim (77)

Burgess, Theresa (76)

Seekings, Jeremy (76)

... [View More](#)

Subject

South Africa (932)

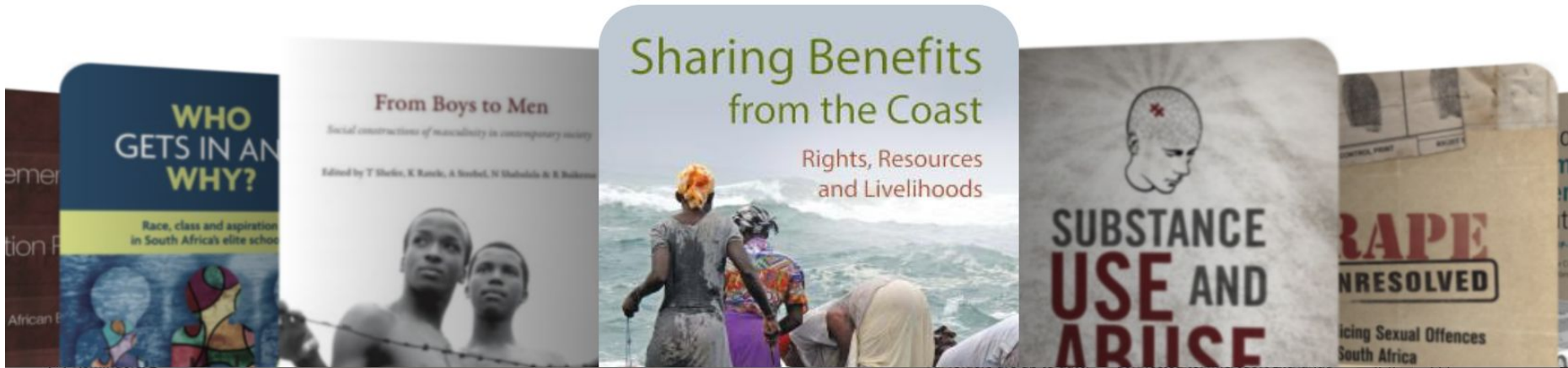


UCT Press

[HOME](#) [CATALOGUE](#) [ABOUT](#) [CALL FOR BOOK PROPOSALS](#) [SUBMIT A PROPOSAL](#) [LOGIN](#)

[REGISTER](#)

Search



Recognising teaching innovation that promotes social justice and transformation

Symbol of institutional commitment to supporting teaching and learning initiatives producing textbook content that promotes:

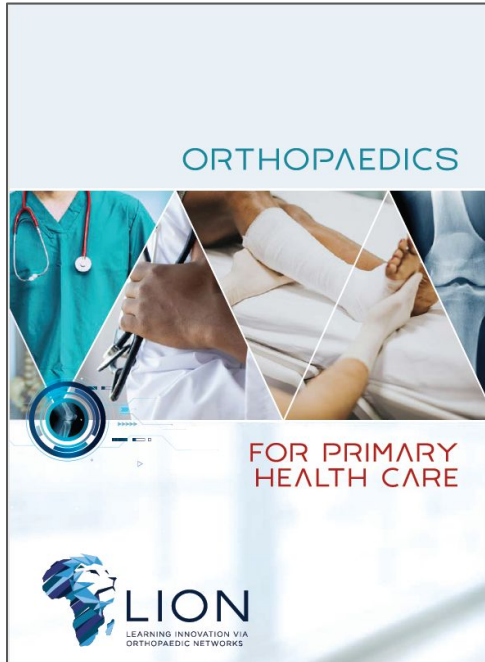
- Curriculum transformation / decolonisation
- Pedagogical innovation
- Inclusion of students and marginalised voices
- Disability access
- Relevance to local context
- Multilingualism
- Technical innovation



Award winners

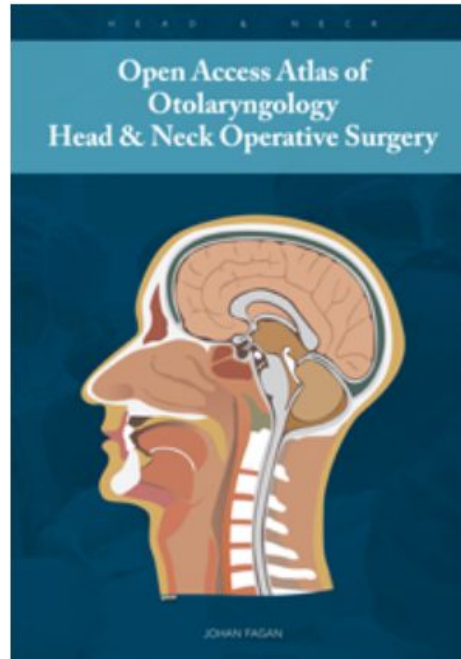


2021

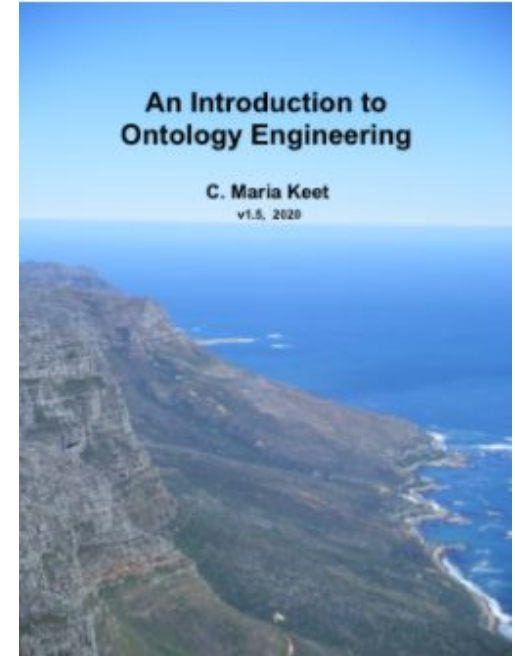


<https://openbooks.uct.ac.za/uct/catalog/book/36>

2022



<https://openbooks.uct.ac.za/uct/catalog/book/1>



<https://people.cs.uct.ac.za/~mkeet/OEbook/>

Any questions or comments?

References

Cox, G., Masuku, B. & Willmers, M. 2020. Open Textbooks and Social Justice: Open Educational Practices to Address Economic, Cultural and Political Injustice at the University of Cape Town. *Journal of Interactive Media in Education*, 1 (2):pp. 1–10. Available at:

<https://open.uct.ac.za/handle/11427/31887>

Cox, G., Masuku, Cox G, Willmers M and Masuku B (2022a) Sustainable open textbook models for social justice. *Front. Educ.* 7:881998. doi: 10.3389/feduc.2022.881998

DOT4D. 2021. Open Textbooks in South African Higher Education: Action Brief. Cape Town: Digital Open Textbooks for Development.

Available at: https://drive.google.com/file/d/1_BFNLHPRcPP1f94GyR9EiZ98HKKu54f1/view?usp=sharing

Fraser, N. (2005). Reframing justice in a globalizing world. *New Left Review*, 36, 69–88. Retrieved from

<https://newleftreview.org/II/36/nancy-fraser-reframing-justice-in-a-globalizing-world>