

K-12 Electronic Textbooks

	eTextbooks	iBooks Textbooks	Other Formats such as Kno eTextbooks (there are many others)	APPS Apple and Android	Online Editions
General Overview	<p>A digital replica of the Print student edition</p> <ul style="list-style-type: none"> • Reflow text and images to provide the best fit for the device's screen size (although this is not always true for products in the .pdf file format) • Support features built into eReader and tablet devices <p>The file is loaded onto a mobile tablet or eReader device, such as the Apple iPad, Samsung Galaxy Tab, or Barnes & Noble Nook. It can also be loaded onto a laptop or desktop computer. Portable, easily-accessed, but with limited interactivity.</p>	<p>An interactive eText format of the student edition announced by Apple in January 2012. iBooks Textbooks can ONLY be viewed via Apple's iBooks app on an iPad, iPhone, or iPod and can ONLY be purchased via Apple's iBookstore at this time.</p>	<p>Kno eTextbooks are Student Editions enhanced with interactive features and social sharing tools that meet today's connected students wherever they are ready to learn</p>	<p>Versions of student editions in eTextbook format along with direct instruction, ongoing support, assessment, and intervention—enabling teachers to personalize instruction for each student.</p>	<p>Interactive, online edition of a <u>full program that INCLUDES an online version of the student edition textbook</u> accessed via a “book pages” tab plus other things like teacher edition and ancillary items.</p> <p>The textbook pages are static and do not have interactive elements built into them, although there are interactive elements, such as video, and quizzes, available to the user as part of the entire online edition set of resources.</p>
Features/Functionality	<p>eTextbooks include all of the content of the print textbook. Depending on device, additional elements include interactive Table of Contents, zoom &</p>	<p>Multi-Touch™ textbooks for iPad offer rich, magazine-style design plus embedded interactive features to maximize learning engagement.</p>	<ul style="list-style-type: none"> • Include the same content as the print student edition, with extra layers of interactivity added. • Students can highlight, underline, 	<ul style="list-style-type: none"> • Assessments may be integrated, with results going immediately to the teacher who can differentiate instruction. 	<p>Tab navigation: The online eTextbook is accessed via the “Book Pages” tab and allows the user to read the eText online within their browser. The eText does</p>

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	resize, scroll, text search, keyword web search, bookmark, notes, and dictionary look-up.	<p>Interactive features can include:</p> <ul style="list-style-type: none"> • Embedded videos • Image galleries • Multimedia including interactive features and time lines, audio summaries, 3-D graphics, and interactive maps • Text highlighting, note-taking, and bookmarking • Interactive quizzes • Built-in search for any word or phrase 	<p>and take notes in the text, which are also transmitted to a student journal.</p> <ul style="list-style-type: none"> • Glossary, smartlinks, and videos can be accessed at the point of learning. • Students can share their personalized eTextbook with classmates • Kno Me analytics allow students to see data about how much time they spend studying, and even more importantly to set their own learning goals. 	<ul style="list-style-type: none"> • Videos may be embedded as well as Modeling and Graphing tools • Scroll, note-taking, highlighting 	<p>not have any interactivity built into it. Users can access interactive content via other tabs separate from the eText itself, e.g., eActivities: References: Student Resources, etc.</p> <p>Online SE: Contains entire Student edition, all Lesson Tutorial Videos, all workbooks and practice activities. NOTE: Videos require Flash.</p> <p>Online TE: PDF of the Teacher Edition, all teaching resources as well as all student resources.</p>
Is it designed for use on a Mobile Device?	Yes	Yes	Yes	Yes	No, although depending on the program, some elements of Online Editions may be downloaded for use on some mobile devices.
Is online access needed to INSTALL the content?	Yes	Yes	Yes	Yes	Yes
Is online access needed to USE the content?	No	No, however certain special features, such as streaming video, would require you to be online to view.	No, although some interactive functionality will only occur while online.	No	Yes, although some programs allow for pdfs of sections or lessons to be downloaded and read while offline.

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<p>Examples of Operating systems</p> <p>(this is not an exhaustive list as requirements vary by company, product and device)</p>	<ul style="list-style-type: none"> • WINDOWS OS: Windows XP SP2, Vista SP1, Windows 7 (32-bit), or Windows 7 (64-bit); Browsers IE7.x, 8.x, 9.0, Chrome, Firefox 3.x, 4.x, 5.x • MAC OS: Mac OS 10.5x, 10.6.x, 10.7x, Browsers Safari 4.x, 5.x, Chrome, Firefox 3.x, 4.x, 5.x • ANDROID OS 3.x or higher • APPLE iOS 5.x 	<p>iBooks 2.0 or later on an iPad. iOS 5.0 or later is required.</p>	<ul style="list-style-type: none"> • Windows 7 • Windows 8 • Apple iOS 5.0 or later • Android OS 4.1 and up, Jellybean Operating System 	<p>Apple iOS 4.3, 5.x & 6.0</p> <p>Android OS 3.1., 3.2 and 4.x</p>	<ul style="list-style-type: none"> • WINDOWS OS: Windows XP SP2, Vista SP1, Windows 7 (32-bit), or Windows 7 (64-bit); Browsers IE7.x, 8.x, 9.0, Chrome, Firefox 3.x, 4.x, 5.x • MAC OS: Mac OS 10.5x, 10.6.x, 10.7x, Browsers Safari 4.x, 5.x, Chrome, Firefox 3.x, 4.x, 5.x • ANDROID OS 3.x or higher <p>APPLE iOS 5.x</p>
<p>Which devices can this be viewed on?</p> <p>(may vary by company and product)</p>	<p>iPad, iPad Mini, Samsung Galaxy Tab, Nook, NookColor, most laptop and desktop computers.</p>	<p>iPad and iPad Mini ONLY</p>	<p>iPad, Samsung Galaxy Tab and most Android based tablets, WIN 8 tablets and most laptop and desktop computers via browser</p>	<p>iPad, iPad Mini, iPhone, iPod Touch, Samsung, other</p>	<p>The full capacity of an Online Edition is generally best accessed through desktop, laptop, or netbook computers. Online Editions have not historically been designed to be viewed through a mobile device (eReader or Tablet).</p>
<p>Downloadable eTextbooks vs. Online eTextbooks</p>	<p>Downloadable eTextbooks generally focus on the student edition only. They may be less interactive and require a file or app to be downloaded to a device. These files may be timed OR may be an application that cannot be</p>	<p>.</p>			<p>Online editions are usually a richer interactive experience and generally hosted on a server. They are generally delivered through a subscription for a period of time. Updates occur in real</p>

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	transferred but never expires. Updates occur through additional downloads. Usually function best on a tablet.				time. Some may have downloadable elements but are designed to be used online and function most ideally on a desktop or laptop computer.

- Please note that publishers are walking the line between developing quality content that works on different devices and operating systems and not being beholden to one particular hardware provider. There are no real industry standards so the ability to guarantee that all content will work on all devices or platforms is difficult.
- While digital content eliminates the cost of printing physical books, it does not eliminate development costs such as research, hiring authors, art, photography, illustrations, fact checking and adherence to curriculum and pedagogical standards. New processes and systems to protect Digital Rights Management are also necessary as well as tools to manage royalty payments etc.
- K-12 Digital Textbook Market (source internet@school magazine)
 - 2010- Digital textbooks accounted for approximately 1% of the US textbook market
 - 2012- 5.5%
 - 2013- 10.5% estimated
 - 2014- 18.8% estimated