E-books, E-learning & the Unisa environment: making haste slowly

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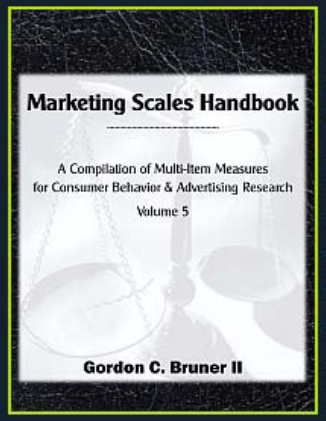
UP E-Learning seminar, 6 June 2011

UNISA university of south africa LIBRARY

Marketing Scales Database

HOME | ABOUT | SEARCH | READING LIST | BOOKS | LINKS | NEWS | CONTACT

Books



Volume 5 of the ***Marketing Scales Handbook*** is the latest in the series of scholarly books that have become classics for researchers in industry and academia. The original ***Marketing Scales Handbook*** was released in 1992 and was the first of its kind in the field of marketing. Since then, the series has provided researchers with thousands of reviews of multi-item psychometric measures that are useful for studying the beliefs, feelings, and intentions experienced by consumers. The most popular scales have been those measuring attitude toward the ad, brand attitude, involvement, satisfaction, and brand loyalty but there have been hundreds of reviews dedicated to other construct areas as well such as personality, values, motivations, knowledge, and roles. Each review describes a measure along with information about who has used it and what its psychometric quality is known to be.

Volumes 1 to 4 of the series contained scales that had been included in articles published in the top marketing journals from 1980 to 2001. Volume 5 is the most current volume and was authored by Dr. Bruner, Professor of Marketing at Southern Illinois University. As with the earlier books, it should not be viewed simply as a revision of the previously published material, in fact, the contents of this volume are predominately new. The only scales reported in the previous volumes that are reported in Volume 5 are ones that were used again during the review period. Given that, Volume 5 is best viewed as complementing the preceding volumes rather than replacing them.

Volume 5 is predominantly composed of scales that were used with consumers. Additionally, the included scales had to be composed of three or more items, have empirical evidence of their psychometric quality, and have been treated by their users as reflective measures rather than formative. With those general rules in mind, a search was conducted of hundreds of articles published in the top marketing journals after 2001. Ultimately, **716** scales were identified as meeting the stated standards and were then reviewed for this volume.

Unlike the previous volumes, this book is only available in electronic form (*.pdf) and is viewed using Adobe Acrobat or the free Adobe Reader. This makes searching for particular scales, phrases, or authors much easier than with a paper version. If you are interested in more details about the book, download the sample (below left). It contains the Table of Contents, the Introduction, a

Marketing Scales Handbook Volume 5
http://www.marketingscales.com/v5.html

- Electronic?
- Yes, but .....
- Pdf only, no print
- Credit card payment
- PalPal
- Download
- 2 versions:
- Standard & special
- Username & password
- MyiLibrary – 1 user
- Local download and
- Price per student

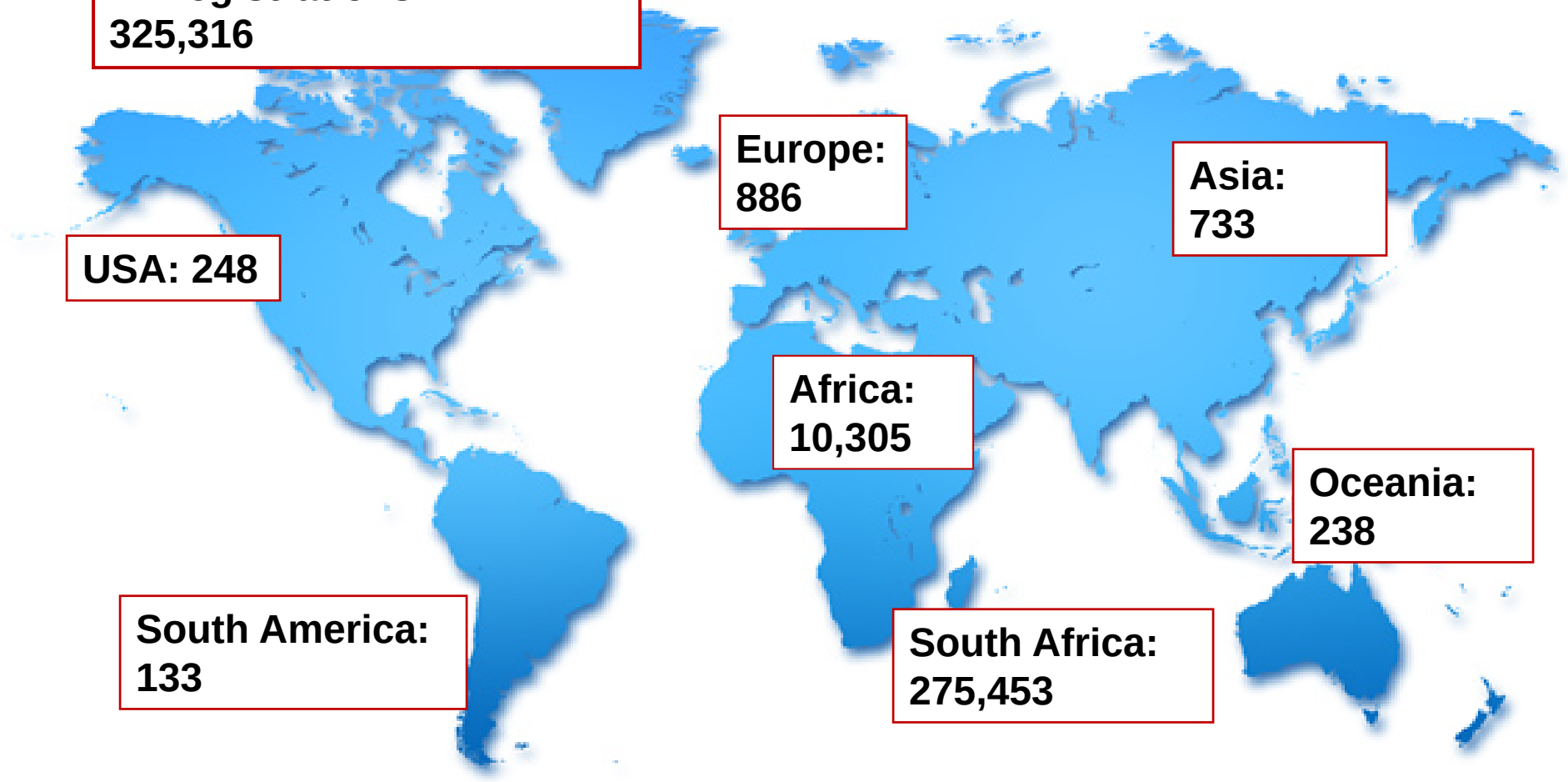
- Will Unisa be able to use this title in 2012 as a prescribed title?

Overview

- Context of Unisa
- ODL and the library
- How Unisa already use e-books within study & learning material
- What inhibits our purchase of e-books
- What would encourage us to purchase e-books

University of South Africa
Formal registrations: 287,759
All registrations: 325,316

Resolution 5000 x 3750 px
Free JPG file download
www.psdgraphics.com



Europe: 886

Asia: 733

USA: 248

Africa: 10,305

Oceania: 238

South America: 133

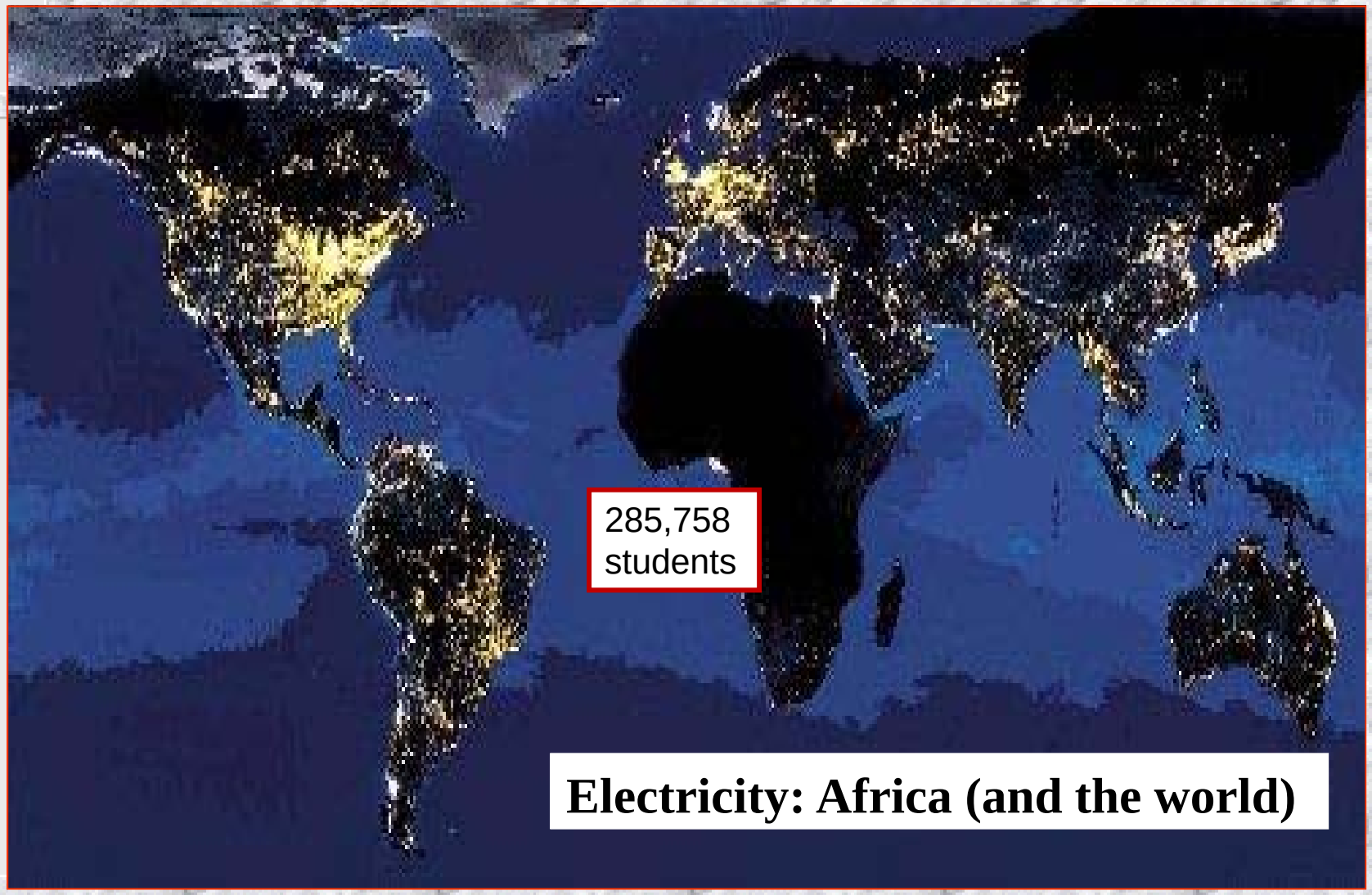
South Africa: 275,453

Resolution 5000 x 3750 px
Free JPG file download
www.psdgraphics.com

University of South Africa

- Mega university with 325,316 registrations in 2011
- Comprehensive dedicated distance education university – diplomas to post doctoral study
- Combines the principles of distance education with open learning in Open Distance Learning (ODL)
- Mixed media (print, electrornic) are used to deliver learning material
- Students study at home and can work while studying
- 78% of students in age group 20 – 40
- 867 students over the age of 60
- 43% of students (124,342) registered in management sciences
- Online access not a requirement, except for SBL
- Centralised main campus and library, regional centres with limited contact service
- All students receive the same tutorial matter & write the same exams and get the same degree, irrespective of location or resources

Electricity Supply to Africa
2nd largest continent in the world!



How Unisa students learn

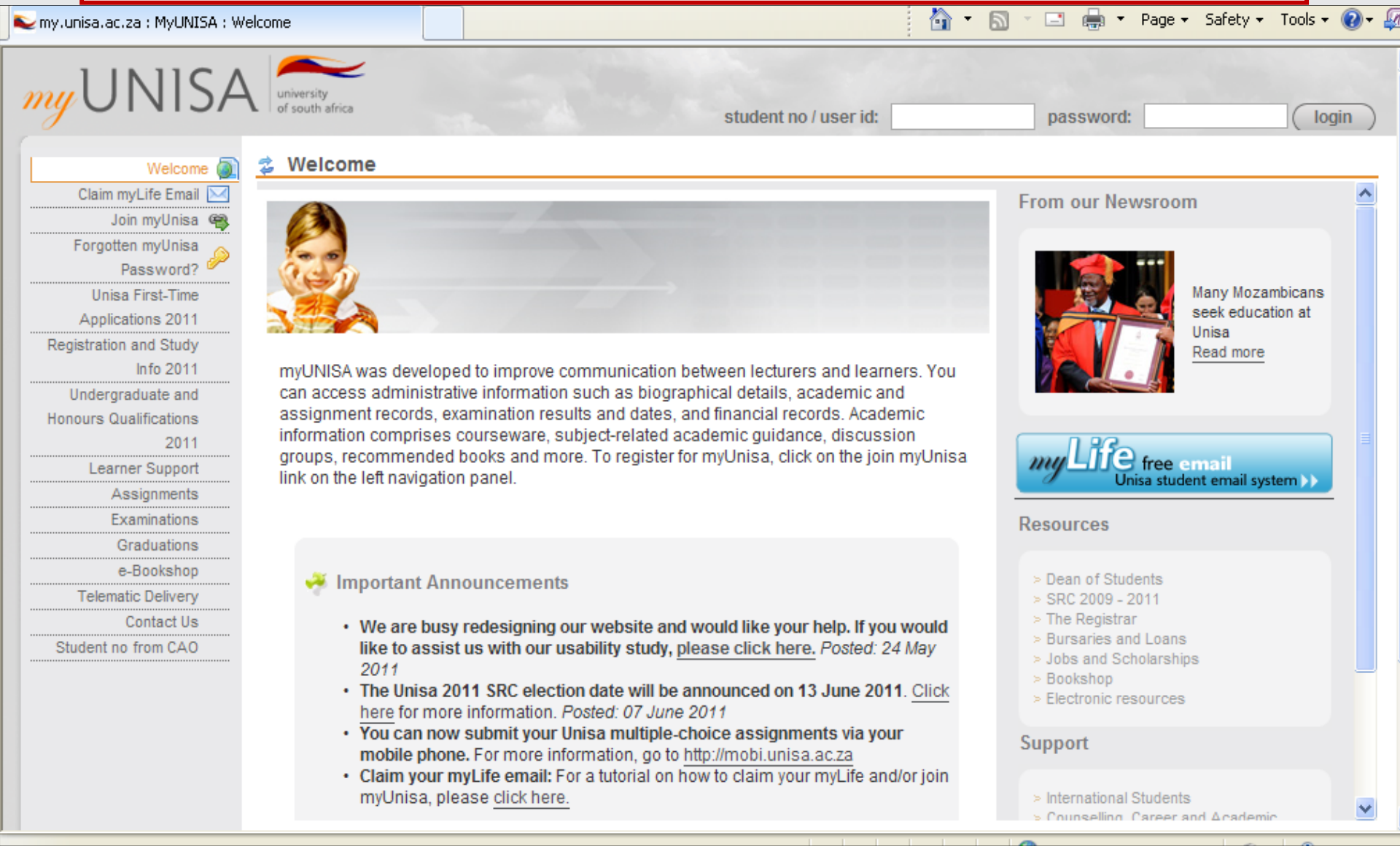
- Undergraduate students
  - Structured courses with set assignments
  - Pre-selected prescribed material – books / articles
    - Students need to purchase themselves – no library supply
  - Recommended material pre-selected by lecturer
    - Books, journal articles & other material
    - Library supply in sufficient numbers – print / electronic
    - All journal articles supplied by library in in e-format (e-reserves)
- Honours and structured masters
  - Prescribed & recommended books / articles
  - Research component – material supplied from general research collection on request
- Research masters and doctorate
- 2011: 4,636 book titles – 22% South African
- 2011: 7,500 e-articles in e-reserves

UNISA university of south africa LIBRARY

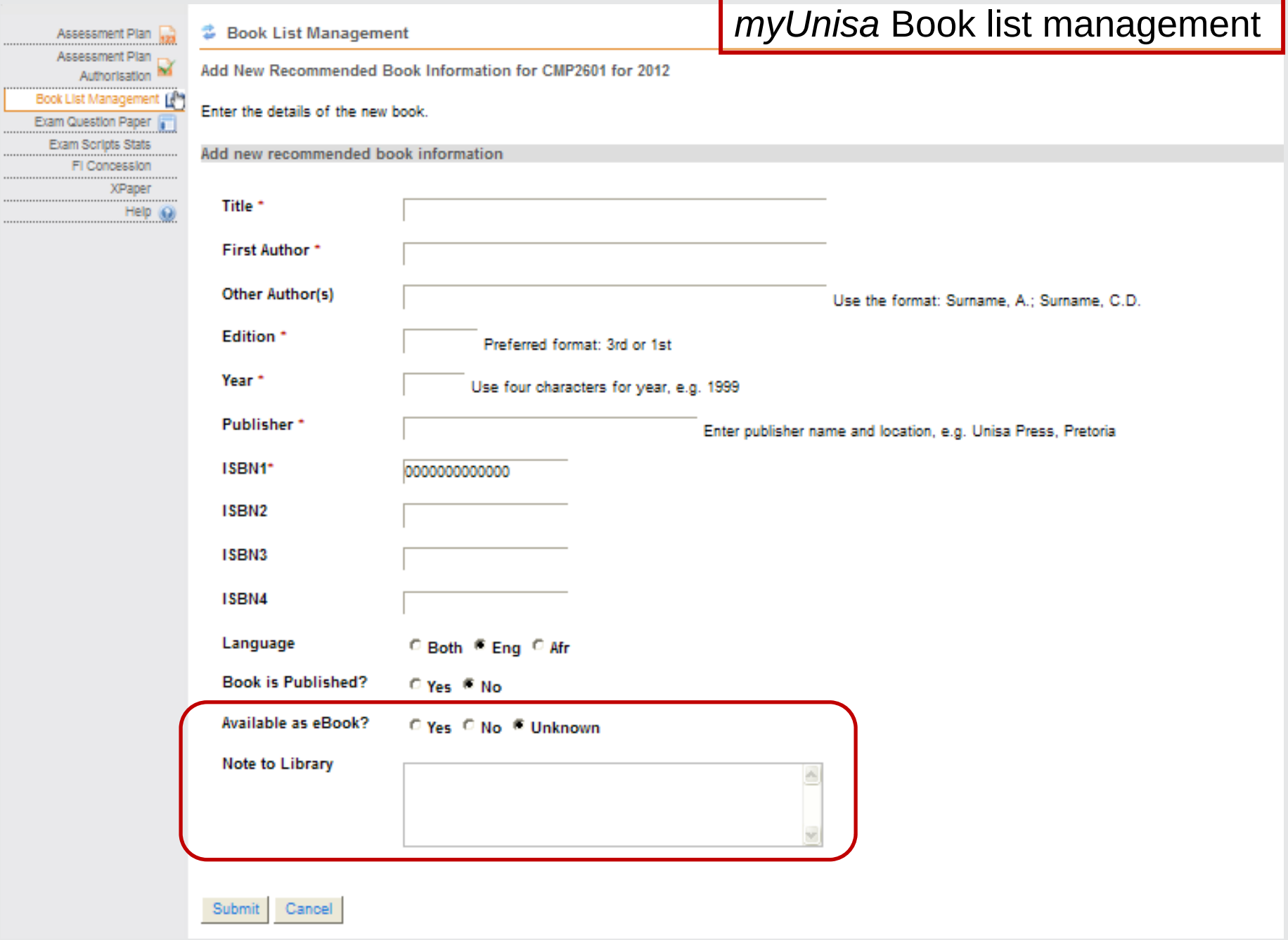
Providing e-resources in ODL

- myUnisa – Unisa's Virtual Learning Environment
  - Prescribed and recommended book list
- Unisa Graduate School of Business Leadership (SBL)
- E-reserves – prescribed & recommended articles
- E-resources in library collection

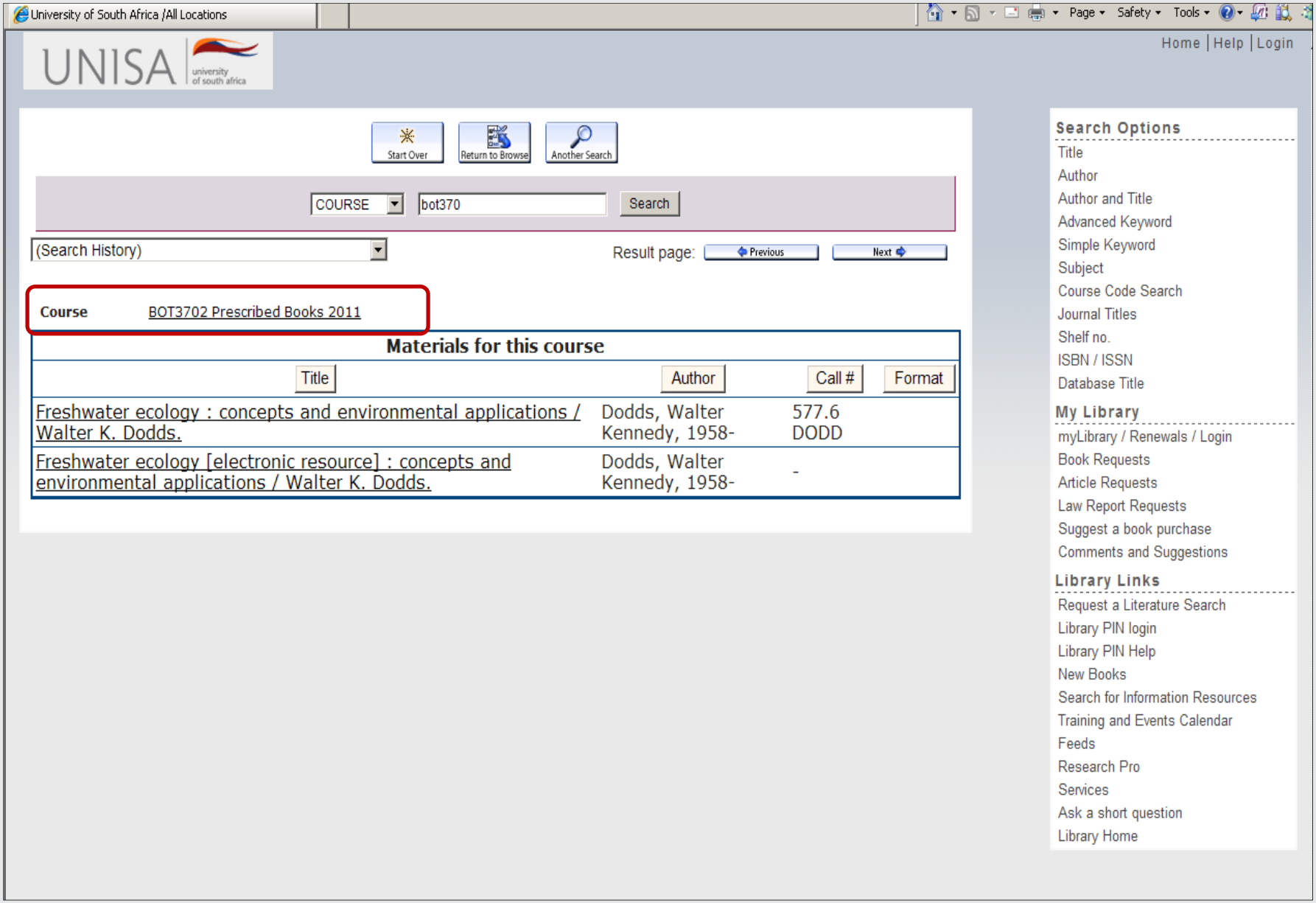
- Interactive learning environment for learners and academics
- Supplement independent learning and tutor contact for remote learners
- 2011: 218,316 active learners
- Prescribed, recommended books, e-reserves submissions by academics



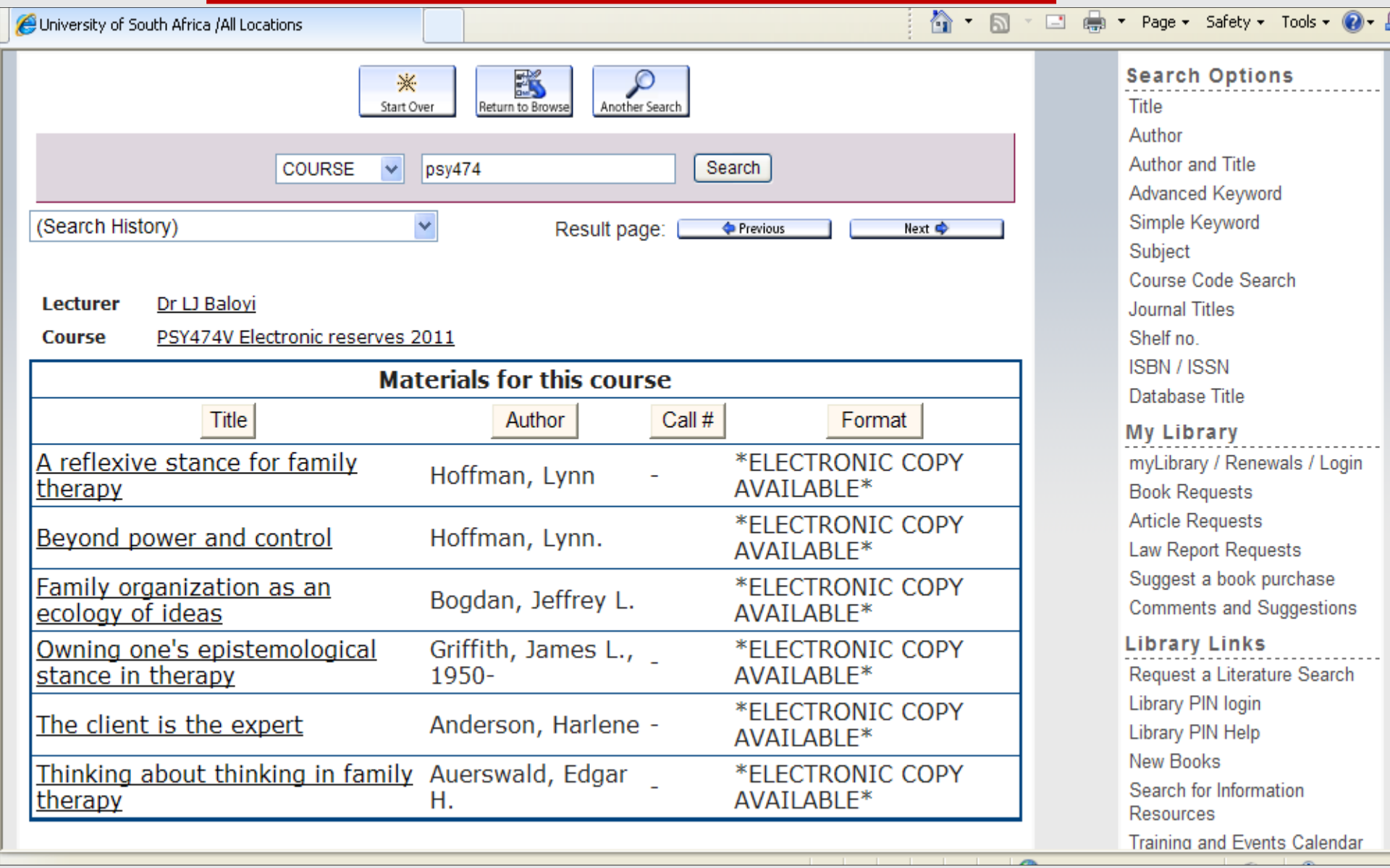
myUnisa Book list management



Prescribed books in the Unisa Library catalogue



E-articles within Electronic Reserves in Library Catalogue



Unisa Graduate School of Business Leadership (SBL)

- VLE since 1994 – SBL EDS on Lotus Notes
- Tuition is e-only for a number of years
- Since 2010 an e-only library: SBL E-Library
- Extensive use of linking to electronic resources
- E-articles, e-books, videos, etc

ONLINE FACILITY DOCUMENT

	MBL921M

MBL 921M - 2011 – Leadership & Organizational Dynamics

Links to information resources for Assignment 2

Due Date: 4 August 2011

Please note: you are expected to find your own information using the Unisa Library's Online Resources listed towards the end of this document.

The links to the predetermined searches under the themes below are to get you started and build your confidence in using the online resources

- **Link to Emerald online help:** http://0-www.emeraldinsight.com.oasis.unisa.ac.za/help/user/search_guide.htm

SAePublications (this database covers South African content. Enter terms in the windows provided when the first screen comes up or consult the online help)

- **Link to SAePublications online help:** http://0-search.sabinet.co.za.oasis.unisa.ac.za/WebZ/ej/ej_help.html?sessionid=01-64001-1166677232

Electronic Books/ Chapters from Electronic Books

These books can be read online. Please use the Table of Contents to choose the relevant chapters. Depending on the vendor, you can copy & paste, print and download if in a pdf format. Please remember to take down the full details of the book in order to reference it correctly.

Managing Cultural Differences

Organizational Culture and Leadership

Diversity

The Diversity Code: Unlock the Secrets to Making Differences Work in the Real World

Putting Diversity to Work How to Successfully Lead a Diverse Workforce

The Dynamics of Managing Diversity A Critical Approach

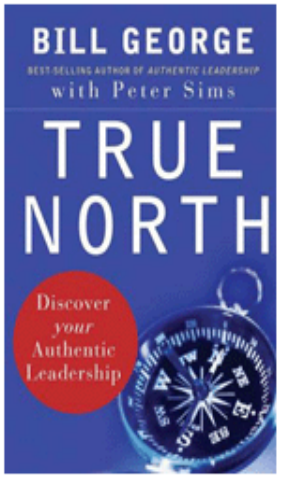
Ultimate Leadership: Winning Execution Strategies for Your Situation

BACK

Favorites | http://www.sbleds.ac.za/home.nsf/Main_First.xsp?o... | Page | Safety | Tools

Safari Books Online

ProQuest



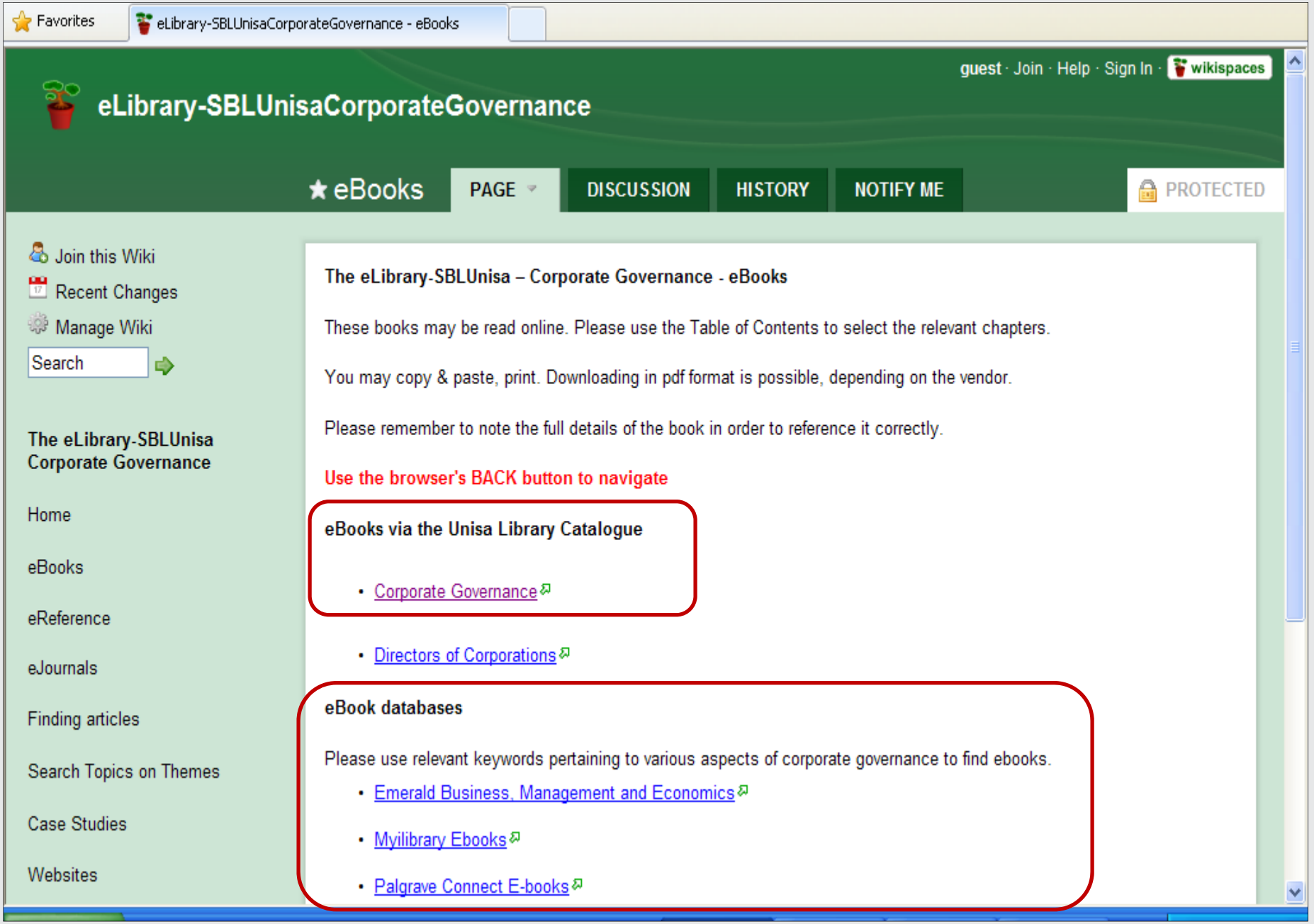
True North: Discover Your Authentic Leadership

By: Bill George; Peter Sims
Publisher: Jossey-Bass
Pub. Date: March 09, 2007
Print ISBN: 978-0-787-98751-0
Web ISBN: 0-787987-51-4
Pages in Print Edition: 251
Amazon.com® Reviews
Subscriber Rating: ☆☆☆☆☆ **[0 Ratings]**

START READING

BUY FROM PUBLISHER

Overview | Table of Contents | Extras | Search This Book


Favorites
eLibrary-SBLUnisaCorporateGovernance - eBooks
guest · Join · Help · Sign In · wikispaces
eLibrary-SBLUnisaCorporateGovernance
eBooks
PAGE
DISCUSSION
HISTORY
NOTIFY ME
PROTECTED
Join this Wiki
Recent Changes
Manage Wiki
Search
The eLibrary-SBLUnisa Corporate Governance
Home
eBooks
eReference
eJournals
Finding articles
Search Topics on Themes
Case Studies
Websites
The eLibrary-SBLUnisa – Corporate Governance - eBooks
These books may be read online. Please use the Table of Contents to select the relevant chapters.
You may copy & paste, print. Downloading in pdf format is possible, depending on the vendor.
Please remember to note the full details of the book in order to reference it correctly.
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Corporate Governance
Directors of Corporations
eBook databases
Please use relevant keywords pertaining to various aspects of corporate governance to find ebooks.
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Myilibrary Ebooks
Palgrave Connect E-books

Favorites | University of South Africa /E-Books

Start Over | Return to Browse | Limit/Sort Search | Another Search

SUBJECT | corporate governance | E-Books

System Sorted | Sort | Search

Show only the Available titles

Result Page 1 2 3 Next

Save All On Page | Save to My Lists

SUBJECTS (1-12 of 29)

Corporate Governance

1

Book Cart

Analyzing and managing banking risk a framework for assessing corporate governance and financial ris

Greuning, Hennie van.

Washington, D.C. : World Bank, 2003.

Request

LOCATION	SHELF NO	STATUS
Electronic Books	-	ONLINE

Reviews & More

2

Book Cart

Analyzing banking risk a framework for assessing corporate governance and financial risk management

Greuning, Hennie van.

Washington, D.C. : World Bank, 2000

Request

LOCATION	SHELF NO	STATUS
Electronic Books	-	ONLINE

Reviews & More

3

A blueprint for corporate governance strategy, accountability, and the

Search Options

Title
Author
Author and Title
Advanced Keyword
Simple Keyword
Subject
Course Code Search
Journal Titles
Shelf no.
ISBN / ISSN
Database Title

My Library

myLibrary / Renewals / Login
Book Requests
Article Requests
Law Report Requests
Suggest a book purchase
Comments and Suggestions

Library Links

Request a Literature Search
Library PIN login
Library PIN Help
New Books
Search for Information Resources
Training and Events Calendar
Feeds
Research Pro

E-book Collections @ Unisa

Number of titles = 50,000+

Framework for developing our e-books

- Study, research and information needs – ODL Policy
- Hybrid model, print +e
- Prefer:
  - Institutional purchase model
  - Purchasing of content in perpetuity
  - Unlimited site licences
  - Subscription only if purchase option not available
- Actively participate in consortium purchasing
- Technical & search interface high importance
- Retrievability of content within resource discovery tools
- Use in educational environment - linking

What inhibit our purchase of e-books for e-learning (textbooks)

- Finding information on the e-format of the book
- Information on available purchase models
- Finding institutional /library access availability
- Platform fatigue
- E-books using username and password access
- E-books in pdf-formats
- No persistent linking
- DRM with limited e-mail, save or printing
- E-textbooks restricted to lecturers and students only

What we would like to see in ebooks

- Persistent linking on title and chapter level
- Findability of e-books in catalogues & book indexes
- South African publishers and titles – digitization of content
- Institutional access by IP address
- More open access
- Content created according to international standards eg. new EPUB3
- Compatibility with devices suitable for Africa
- Flexibility in selection of collections
- Selection of individual titles

E-books and collection development

- Develop a collection that provide the needed resources to the student where he/she is at that moment in the format required at that time
- Nature of the academic course will dictate the nature of the collection
- Will continue to be a hybrid library with strong electronic format component

The story continues...

- Marketing Scale Management Volume 5
- The library will purchase the MyiLibrary copy
- Prescribed book in 2012?
- Probably not

Make haste slowly

The quickest way to accomplish something is to proceed deliberately.

The American Heritage® New Dictionary of Cultural Literacy, Third Edition. Houghton Mifflin Company, 2005.

Dorette Snyman,
Collection Developer:
E-Resources, Unisa

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UNISA university of south africa LIBRARY