

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

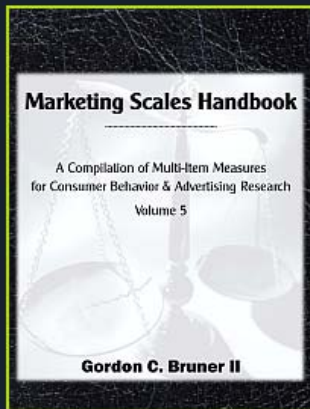
Dorette Snyman

Collection Developer: Commercial Electronic Resources, Unisa Library

snymad@unisa.ac.za

UP E-Learning seminar, 6 June 2011

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**

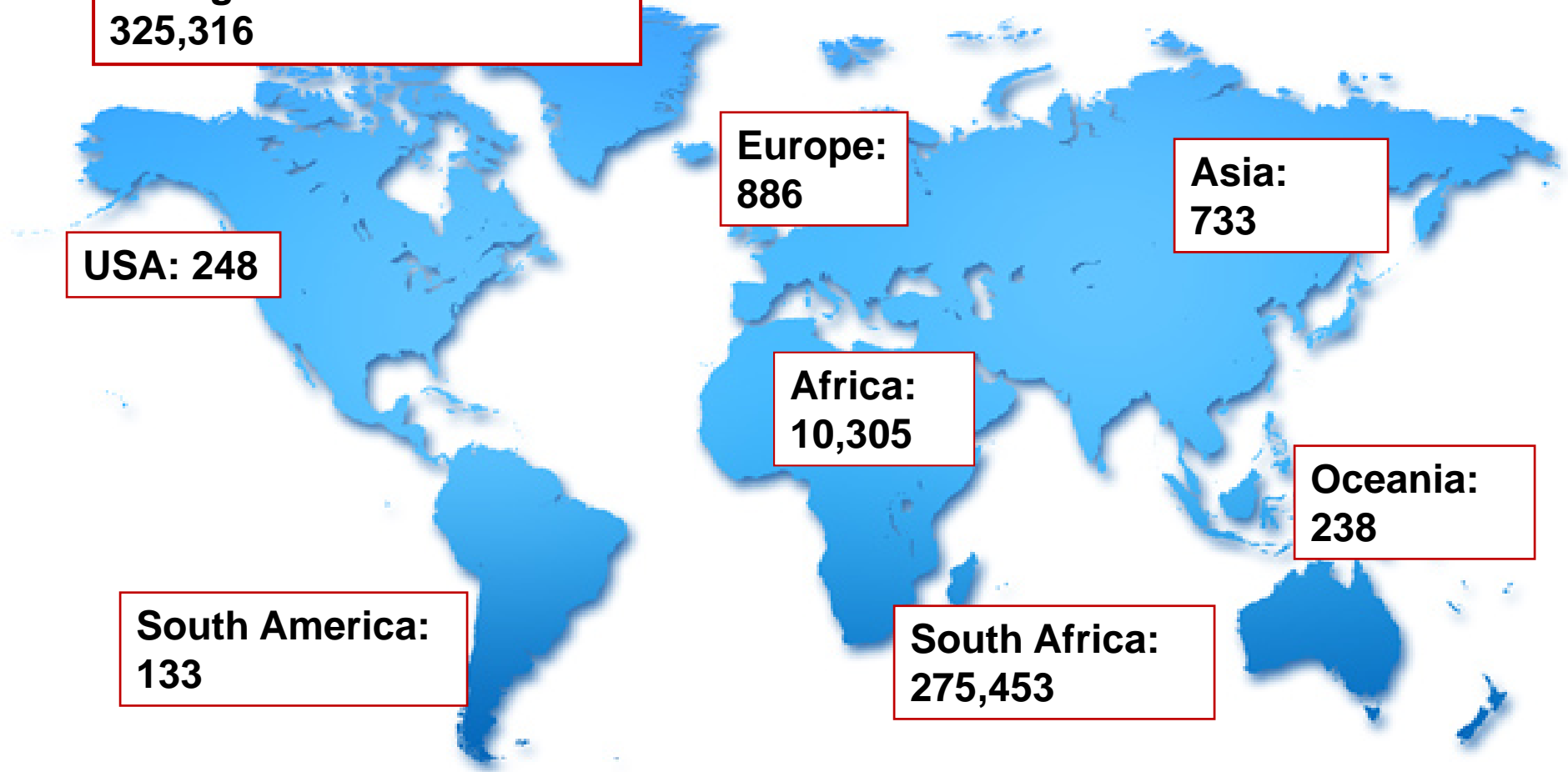
USA: 248

**Africa:
10,305**

**Oceania:
238**

**South America:
133**

**South Africa:
275,453**

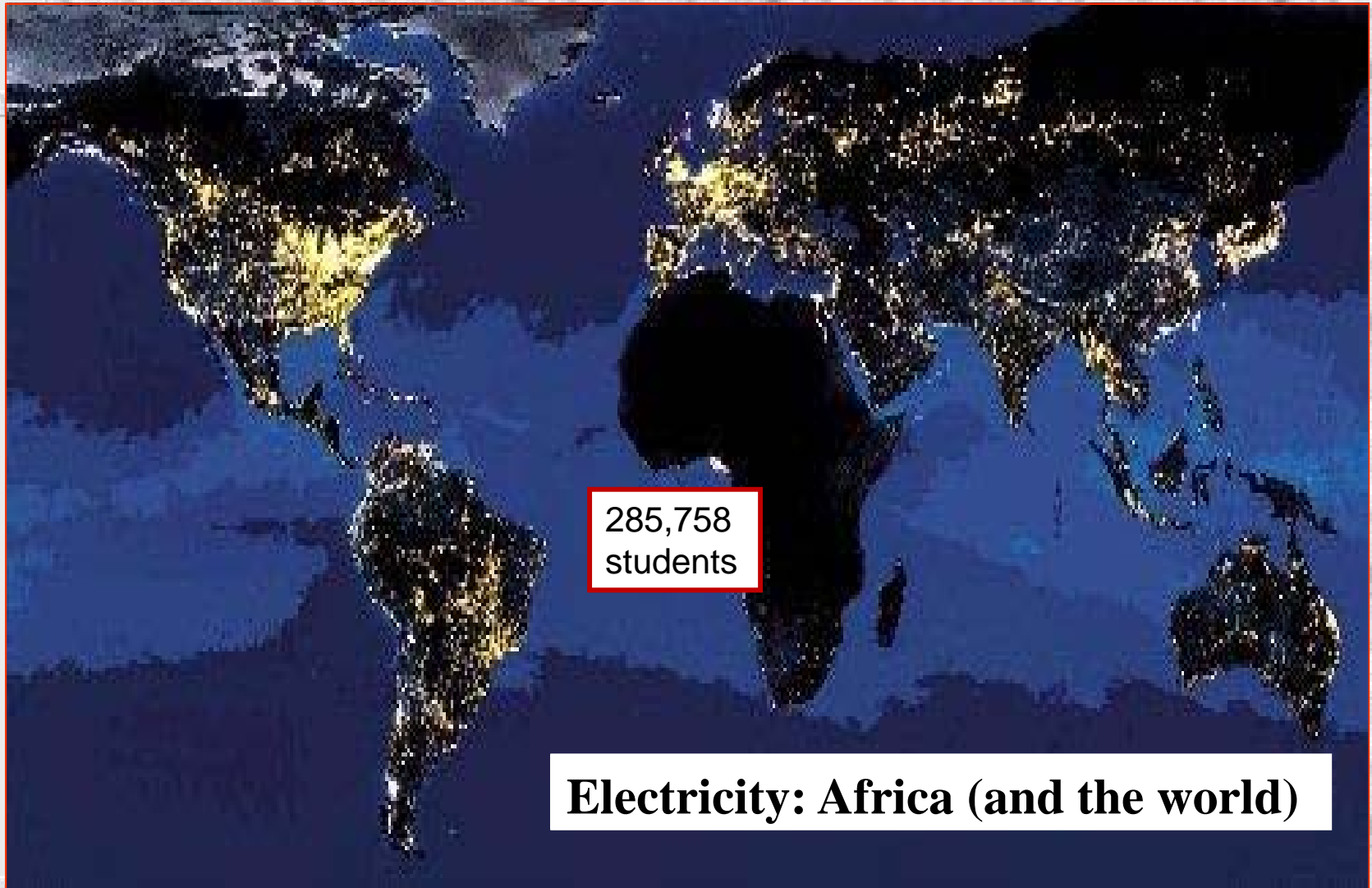


University of South Africa

- 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, electronic) 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 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



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

my.unisa.ac.za : MyUNISA : Welcome

myUNISA university of south africa

student no / user id: password:

Welcome

Claim myLife Email

Join myUnisa

Forgotten myUnisa

Password?

Unisa First-Time Applications 2011

Registration and Study Info 2011

Undergraduate and Honours Qualifications 2011

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Student no from CAO

Welcome




myUNISA was developed to improve communication between lecturers and learners. You can access administrative information such as biographical details, academic and assignment records, examination results and dates, and financial records. Academic information comprises courseware, subject-related academic guidance, discussion groups, recommended books and more. To register for myUnisa, click on the join myUnisa link on the left navigation panel.

Important Announcements

- We are busy redesigning our website and would like your help. If you would like to assist us with our usability study, [please click here](#). Posted: 24 May 2011
- The Unisa 2011 SRC election date will be announced on 13 June 2011. [Click here](#) for more information. Posted: 07 June 2011
- You can now submit your Unisa multiple-choice assignments via your mobile phone. For more information, go to <http://mobi.unisa.ac.za>
- Claim your myLife email: For a tutorial on how to claim your myLife and/or join myUnisa, please [click here](#).

From our Newsroom



Many Mozambicans seek education at Unisa
[Read more](#)

myLife free email
Unisa student email system

Resources

- > Dean of Students
- > SRC 2009 - 2011
- > The Registrar
- > Bursaries and Loans
- > Jobs and Scholarships
- > Bookshop
- > Electronic resources

Support

- > International Students
- > Counselling, Career and Academic

myUnisa Book list management

- Assessment Plan
- Assessment Plan Authorisation
- Book List Management**
- Exam Question Paper
- Exam Scripts Stats
- Fl Concession
- XPaper
- Help

Book List Management

Add New Recommended Book Information for CMP2601 for 2012

Enter the details of the new book.

Add new recommended book information

Title *

First Author *

Other Author(s) Use the format: Surname, A.; Surname, C.D.

Edition * Preferred format: 3rd or 1st

Year * Use four characters for year, e.g. 1999

Publisher * Enter publisher name and location, e.g. Unisa Press, Pretoria

ISBN1*

ISBN2

ISBN3

ISBN4

Language Both Eng Afr

Book is Published? Yes No

Available as eBook? Yes No Unknown

Note to Library

Prescribed books in the Unisa Library catalogue

University of South Africa /All Locations

UNISA university of south africa

Home | Help | Login

Start Over Return to Browse Another Search

COURSE bot370 Search

(Search History) Result page: Previous Next

Course [BOT3702 Prescribed Books 2011](#)

Materials for this course

Title	Author	Call #	Format
Freshwater ecology : concepts and environmental applications / Walter K. Dodds.	Dodds, Walter Kennedy, 1958-	577.6 DODD	
Freshwater ecology [electronic resource] : concepts and environmental applications / Walter K. Dodds.	Dodds, Walter Kennedy, 1958-	-	

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

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- Law Report Requests
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- 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
- Services
- Ask a short question
- Library Home

E-articles within Electronic Reserves in Library Catalogue



COURSE Search

(Search History) Result page: Previous Next

Lecturer [Dr LJ Balovi](#)
Course [PSY474V Electronic reserves 2011](#)

Materials for this course

Title	Author	Call #	Format
A reflexive stance for family therapy	Hoffman, Lynn	-	*ELECTRONIC COPY AVAILABLE*
Beyond power and control	Hoffman, Lynn.		*ELECTRONIC COPY AVAILABLE*
Family organization as an ecology of ideas	Bogdan, Jeffrey L.		*ELECTRONIC COPY AVAILABLE*
Owning one's epistemological stance in therapy	Griffith, James L., 1950-	-	*ELECTRONIC COPY AVAILABLE*
The client is the expert	Anderson, Harlene	-	*ELECTRONIC COPY AVAILABLE*
Thinking about thinking in family therapy	Auerswald, Edgar H.	-	*ELECTRONIC COPY AVAILABLE*

Search Options

- Title
- Author
- Author and Title
- Advanced Keyword
- Simple Keyword
- Subject
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- Database Title

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- [Search for Information Resources](#)
- [Training and Events Calendar](#)

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



Welcome LM Grobler | Logout

Menu Buttons Module Level -> | Home | Information | Discussions | Assignments | Resources

View Path : Home > MBL2-2011 > MBL921M

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=01-64001-1168677232

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](#)

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 SBL Website
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 Report A Problem
 Change Password

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 About
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 Submit Feedback

Visitor Details
 Visitor Locations



Welcome **LM Grobler** | [Logout](#)

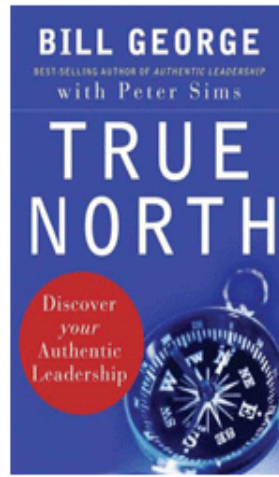
Menu Buttons [Module Level](#) -> | [Home](#) | [Information](#) | [Discussions](#) | [Assignments](#) | [Resources](#)

View Path : [Home](#) > [MBL2-2011](#) > [MBL921M](#)



HOME [Quick Links](#) [Category Map](#)

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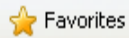


True North: Discover Your Authentic Leadership

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]

[Overview](#) | [Table of Contents](#) | [Extras](#) | [Search This Book](#)





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NOTIFY ME



PROTECTED

Join this Wiki

Recent Changes

Manage Wiki

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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.

Use the browser's BACK button to navigate

eBooks via the Unisa Library Catalogue

- [Corporate Governance](#) ↗
- [Directors of Corporations](#) ↗

eBook databases

Please use relevant keywords pertaining to various aspects of corporate governance to find ebooks.

- [Emerald Business, Management and Economics](#) ↗
- [Mylibrary Ebooks](#) ↗
- [Palgrave Connect E-books](#) ↗




Show only the Available titles

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SUBJECTS (1-12 of 29)

Corporate Governance



1


Analyzing and managing banking risk a framework for assessing corporate governance and financial risk
 Greuning, Hennie van.
 Washington, D.C. : World Bank, 2003.
[Request](#)

LOCATION	SHELF NO	STATUS
Electronic Books	:	ONLINE



Reviews & More

2


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.
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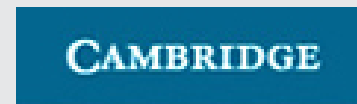
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- Library PIN login
- Library PIN Help
- New Books
- Search for Information Resources
- Training and Events Calendar
- Feeds
- Research Pro

E-book Collections @ Unisa

Number of titles = 50,000+




BRILL





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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