



Finding and Using OER in the Classroom: Business and Social Sciences

Ali Versluis | OER Librarian | versluis@uoguelph.ca

Who's on the call?

What are OER?

Educational materials that are **openly licensed** and **freely available** for anyone to **use and reuse**.



Retain

You can keep the work forever



Reuse

You can use the work for your own purpose



Revise

You can adapt, modify, or translate the work

The 5 R's of Open Education

WHAT IS AN OPEN EDUCATIONAL RESOURCE (OER)?

"For Free and Without Requesting Permissions"



Remix

You can combine it with another resource to make a new work



Redistribute

You can share the work with others

What can OER look like?

- Textbooks
- Streaming media
- Slidedecks
- Question banks
- Software
- Podcasts
- Courseware
- Modules
- Simulations
- Tools, materials, techniques

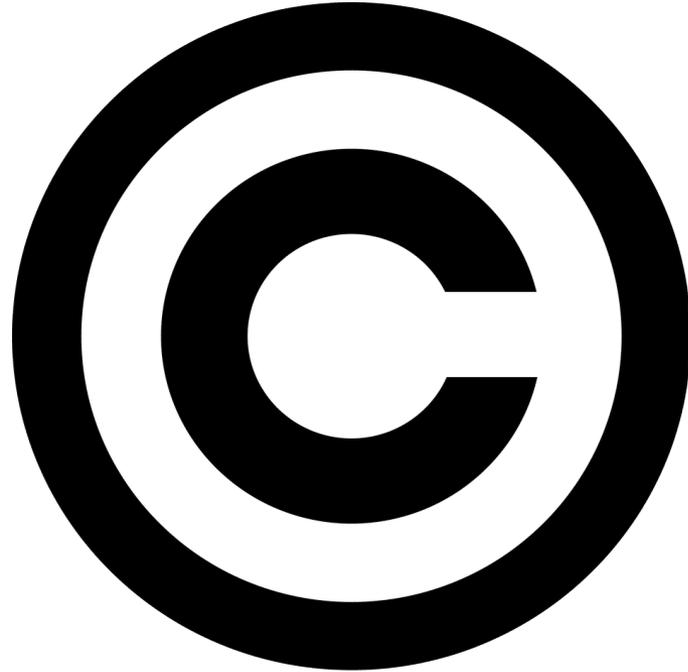
Not the same as open access.

**Not the same as electronic
library resources.**

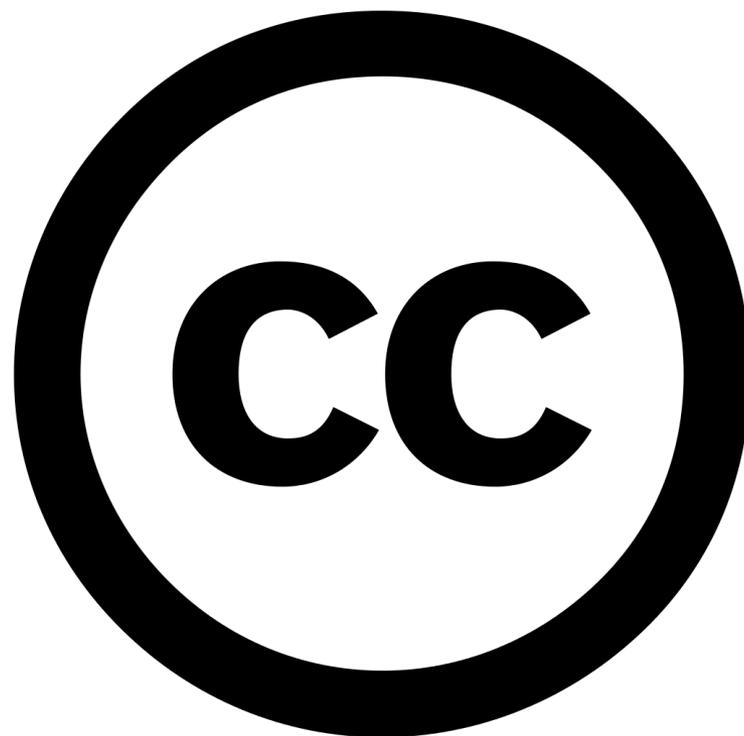
**Why should I care
about OER?**

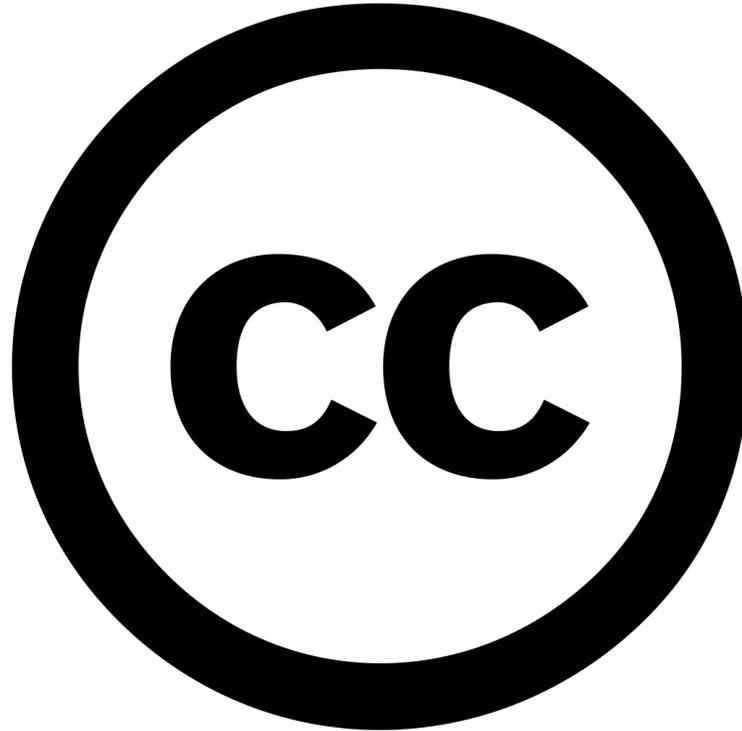
- Students don't buy textbooks
 - Only 23-25% of our students buy textbooks and other course materials
- Library can't buy textbooks
- The building will likely be closed
- Copyright is scary and confusing

**What does openly
licensed mean?**



All rights reserved

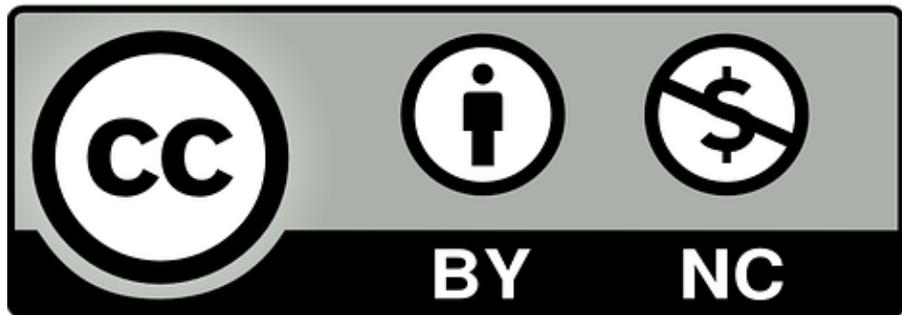


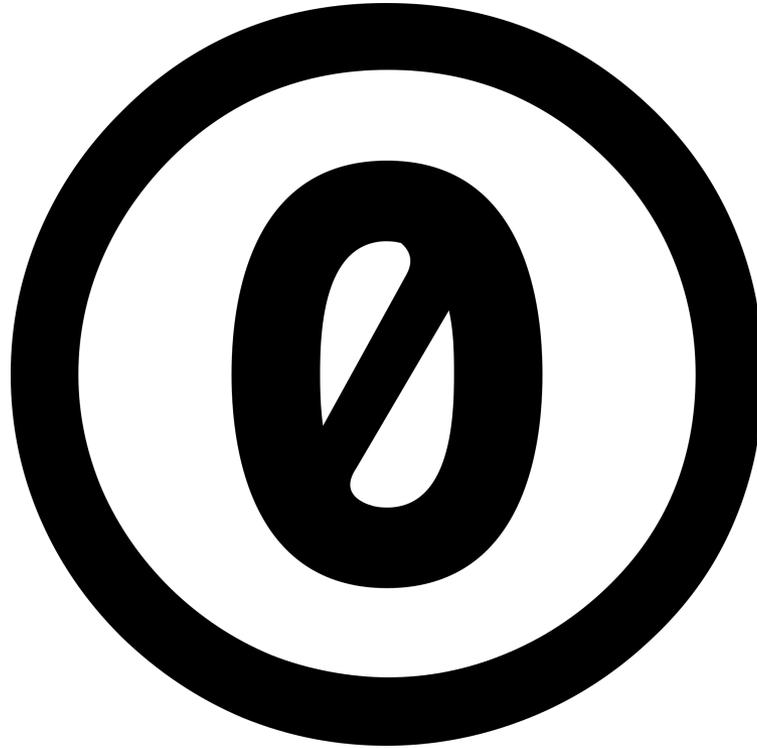


Some rights reserved

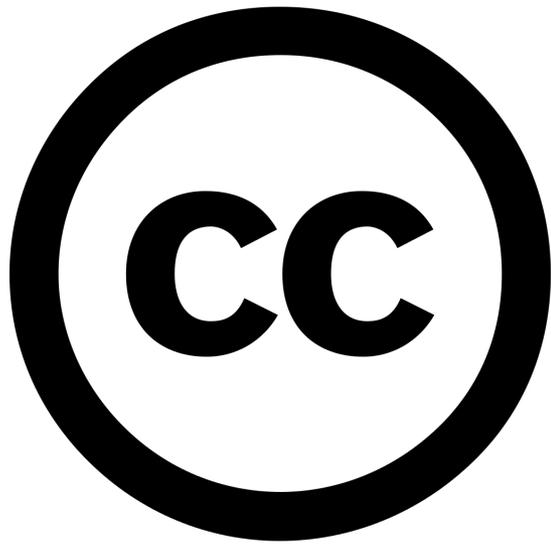


 **creative
commons**





CC-0: public domain



& copyright

Where do I find OER?

Institutional OER Repositories

- [MIT OpenCourseware](#)
- [Galileo](#) (Georgia)
- [Open Washington](#)
- [Orange Grove](#) (Florida)
- [BCCampus Open Textbook Library](#) (BC)

The screenshot shows the MIT OpenCourseware website homepage. At the top, the logo reads "MIT OPEN COURSEWARE MASSACHUSETTS INSTITUTE OF TECHNOLOGY". To the right, there is a "Subscribe to the OCW Newsletter" button and social media icons for Facebook, Instagram, Twitter, YouTube, and WordPress. Below the logo, there are navigation links for "Home", "FIND COURSES", "For Educators", "Give Now", and "About", along with a search bar and "Search Tips". The main banner features a photograph of the MIT dome at night with the text "Unlocking Knowledge, Empowering Minds. Free lecture notes, exams, and videos from MIT. No registration required." and a "Learn more" link. At the bottom, there is a "Support OCW" section with a testimonial from Joao, a Self Learner from Canada, and a "GIVE NOW" button.

Open Repositories



Discover ▾

Hubs ▾

Groups ▾

Our Services ▾

Create ▾



Sign In/Register

Explore. Create. Collaborate.

OER Commons is a public digital library of open educational resources. Explore, create, and collaborate with educators around the world to improve curriculum.

What are you looking for?



Subject ▾

Education Level ▾

Standard ▾

Search

Fine tune your search with our [advanced search](#).

- [OER Commons](#)
- [Wikimedia Commons](#)
- [OpenStax CNX](#)
- [LibreTexts](#)
- [Saylor Academy](#)
- [Lumen Learning](#)
- [Boundless Catalogue](#)

Open Referatories

- [MERLOT](#)
- [Open Textbook Library](#)

The screenshot shows the MERLOT website interface. At the top, there is a dark red navigation bar with the MERLOT logo and several menu items: Browse, Add, Communities, Partner Benefits, News & Info, and About MERLOT. Below the navigation bar, there is a search area with a dropdown menu for 'Discipline' and a text input field with the placeholder 'Select a discipline...'. The main content area is titled 'Other Attributes' and is divided into three columns of filter options, each with a header and a list of items with radio buttons.

MERLOT Browse ▾ Add ▾ Communities ▾ Partner Benefits ▾ News & Info ▾ About MERLOT

Discipline Use selector below to choose a category.

Select a discipline...

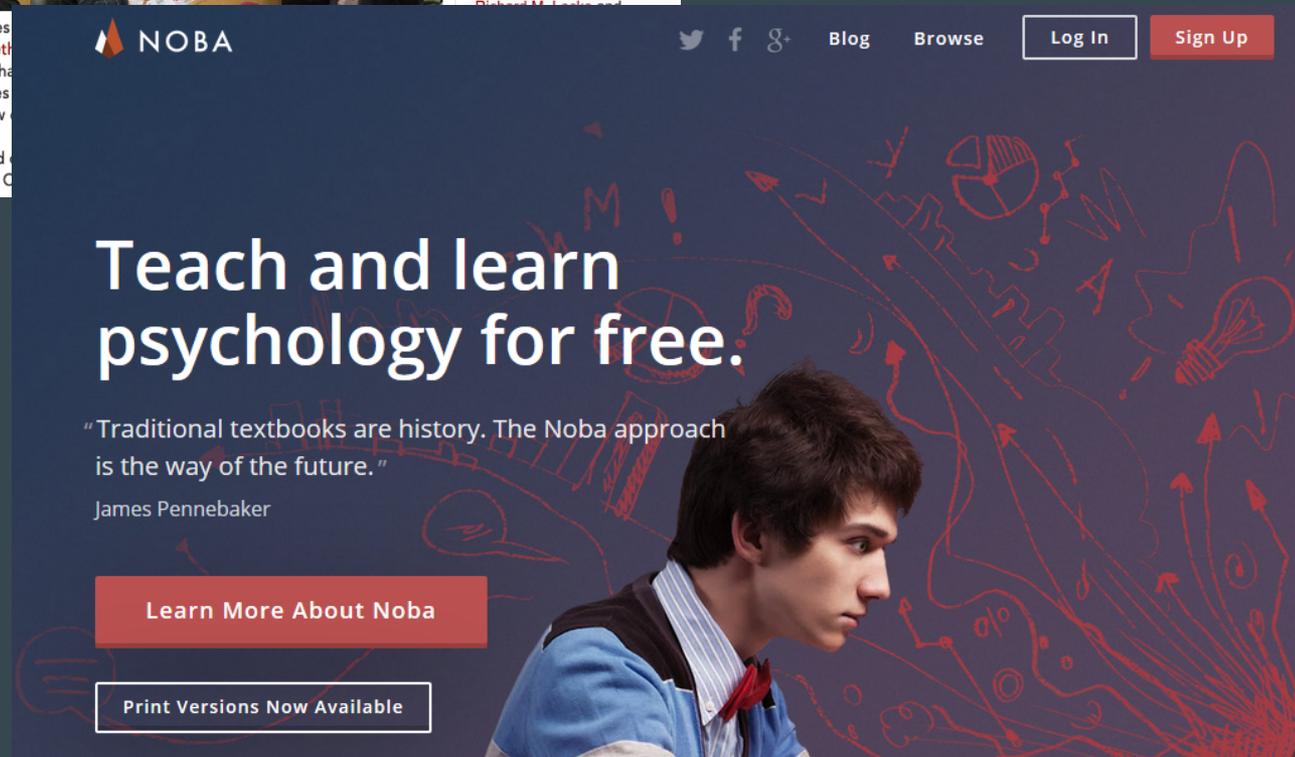
Other Attributes

Material Type	Audience	Technical Format
<input checked="" type="radio"/> Any	<input type="checkbox"/> Grade School	<input type="checkbox"/> Audio File (e.g. Podcast)
<input type="radio"/> Animation	<input type="checkbox"/> Middle School	<input type="checkbox"/> Common Cartridge
<input type="radio"/> Assessment Tool	<input type="checkbox"/> High School	<input type="checkbox"/> Document (e.g. Word)
<input type="radio"/> Assignment	<input type="checkbox"/> College General Ed	<input type="checkbox"/> Executable Program
<input type="radio"/> Case Study	<input type="checkbox"/> College Lower Division	<input type="checkbox"/> Flash
<input type="radio"/> Collection	<input type="checkbox"/> College Upper Division	<input type="checkbox"/> Image
<input type="radio"/> Development Tool	<input type="checkbox"/> Graduate School	<input type="checkbox"/> Java Applet
<input type="radio"/> Drill and Practice	<input type="checkbox"/> Professional	<input type="checkbox"/> PDF
<input type="radio"/> ePortfolio		<input type="checkbox"/> Presentation (e.g. PowerPoint)
<input type="radio"/> Hybrid or Blended Course	Material Quality	<input type="checkbox"/> SCORM
<input type="radio"/> Learning Object Repository	<input type="checkbox"/> Has Peer Reviews	

Discipline Specific Open Resources



The screenshot shows the MIT LearningEdge website. At the top left is the MIT Management Sloan School logo. To its right is the LearningEdge logo and the tagline "A free learning resource for management educators and students". Navigation buttons for "Educator Register" and "Educator Login" are present, along with a link for "(Account Information)". A search bar is located on the right. The main content area is titled "Case Studies" and features a photograph of a group of people in a classroom setting. Below the photo is a paragraph of text starting with "The teaching business case studies of entrepreneurship, leadership/ethics system dynamics, are narratives that management issue. Teaching cases promote a particular point of view". To the right of the main text is a "FEATURED CASE" section with a thumbnail image and the title "BP and the Deepwater Horizon Disaster of 2010", with authors listed as Christina Ingersoll and Robert M. ... A left-hand navigation menu includes sections for "ABOUT", "CASE STUDIES" (with sub-items like Overview, Accounting and Finance, etc.), "SIMULATIONS", and "CONTACT".



The advertisement for NOBA (No Open-Source Book Approach) features a dark blue background with red hand-drawn icons representing various subjects like psychology, business, and science. A young man in a blue sweater is shown in profile, looking thoughtful. The text reads: "Teach and learn psychology for free." followed by a quote from James Pennebaker: "Traditional textbooks are history. The Noba approach is the way of the future." Below the quote are two buttons: "Learn More About Noba" and "Print Versions Now Available". At the top right of the ad are social media icons for Twitter, Facebook, and Google+, along with "Blog" and "Browse" links, and "Log In" and "Sign Up" buttons.

Aggregators

Search for openly available content

Advanced Search

 Textbooks	 Courses	 Course Materials
 Interactive Simulations	 Public Domain Books	 Audiobooks
 Modules	 Open Access Books	 Videos



Full Record

Title

Author

Date Range

From To

All Sources

- American Memory (Library of Congress) [↗](#)
- AMSER - Applied Math and Science Education Repository [↗](#)
- BC Campus: Open Ed [↗](#)
- College Open Textbooks [↗](#)
- Digital Public Library of America [↗](#)
- Directory of Open Access Books (DOAB) [↗](#)
- HathiTrust - Full View [↗](#)
- Merlot.Org [↗](#)
- MIT OpenCourseware [↗](#)

- [George Mason Open Metafinder \(MOM\)](#)
- [SUNY's OASIS](#)

Some Other Suggestions*

(*by no means exhaustive, at all)

- [eCampusOntario Open Library](#) + [their H5P studio](#)
- [UBC Open Case Studies](#)
- [Business Commons](#)
- [Social and Behavioural Science Commons](#)
- [Hubert Project](#)
- [Journal of Business Case Studies](#)
- [InTech Open Access Business and Social Science Books](#)
- [OpenStax](#)

**How do the platforms
work?**

Browsing and Searching

Browse the Collection

Please search the collection as a library catalogue or database. For example, to retrieve all results related to sociology, you may want to use sociolog* as this will include books with any ending to the root ~ sociology, sociological, sociologist, and sociologists ~ in the title or description.

All Subjects

Arts

Business

Education

Health Related

Recreation/Tourism

Sciences

Available results: 242

Search

0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 | 110 | 120 | 130 | 140 | 150 | 160 | 170 | 180 | 190 | 200 | 210 | 220 | 230 | 240 | 242 available results

Introducing Marketing

Faculty reviewed Adopted

Author(s): John Burnett

Date: Jun 25, 2018

Description: Through good economic function in any business. Determining

Author

Title

Subject

Keywords

Type

Language

Publication Date

Sort By

Submit

Reviews and Rankings

Organization/Structure/Flow rating: 5

The formatting of the structure of each section is maintained throughout, helping to provide consistency for the reader. I like how the body systems have been grouped to structure the text as it enables the reader to consider how systems work together to provide a homeostasis.

Interface rating: 5

The text is easy to navigate and clear, effective illustrations are included to support descriptions and break-up large sections of text. Video links have been included to provide an additional learning platform, all of which have loaded successfully and quickly during the review.

Grammatical Errors rating: 5

No grammatical errors were noted during the review. Language is consistently professional and academic. It is also clear and easy to understand, helping to prevent a potential barrier to learning.



Reviewed by Jedd Billing, Senior Lecturer, University of the West of England on 8/16/17

Licensing Information

Creative Commons License



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General search principles

Start big and broad



Photo by [Willian Justen de Vasconcellos](#) on [Unsplash](#)

**Use
advanced
search and
other
features**

TIME
IS
PRECIOUS.

Searching is iterative



Photo by [Tim Gouw](#) on [Unsplash](#)

Variety is the spice of life



Photo by [Vince Lee](#) on [Unsplash](#)

Talk it out



**How do you know
whether an OER is
“good enough?”**

OER evaluation



RELEVANCE

- Does the information directly address one or more of the class objectives?

ACCURACY

- Is the information accurate? Are there major content errors or omissions?
- Are there spelling errors or typos?
- Has the material been peer reviewed?

PRODUCTION QUALITY

- Is the information clear and understandable?
- Is the layout and interface easy to navigate?
- Do the design features enhance learning?
- For multimedia resources, are the audio/video quality high?

ACCESSIBILITY

- Is the resource available in alternative formats (e.g. .doc or .odf)?
- For audio or video resources, is there a transcript or subtitles?

INTERACTIVITY

- Does the resource encourage active learning and class participation? If not, are you able to add that to the resource?
- Are there opportunities for students to test their understanding of the material (e.g. a video with embedded questions)?

LICENSING

- Does the license allow for educational reuse of the materials?
- Does the license allow modifications or adaptations of the materials? If so, can you modify the resource to better fit the class objectives or encourage active learning?

**One red flag is (often)
not enough**

How can I use it?

- It depends
- OER can be linked to directly through your syllabi and CourseLink
- Not all OER will be in editable formats, even if they have editable licenses
- Curation is key!
- Remember to check licensing / terms of use
- Make sure the resource is accessible
- Let the library know you are using OER!

A couple of last words.

I know this is work.

OER isn't the only way.

**What's it like using an
OER?**

Nadège Levallet
Associate Professor
Hospitality, Food, and
Tourism Management



Questions?