

Assignable Ebooks

Student Survey



Goals

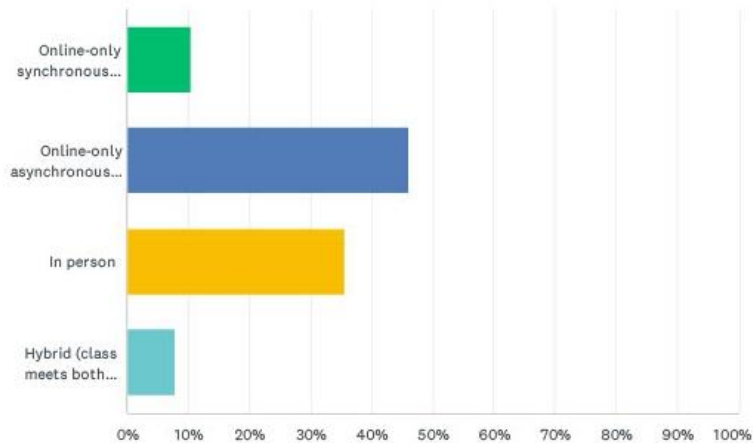
- The goal of the survey was to learn more about the types of course they are enrolled in and how students use their ebooks.
- What type of course are they using ebooks in? (Online Synchronous, Online Asynchronous, In-person, and Hybrid).
- How do students collaborate with each other?
- How many students in the target markets for assignable ebooks (Political Science, Sociology, Music, History, Biology) engage with existing ebooks?

Survey Set Up & Participants

- Intercept survey appeared 1 time on load of every Norton ebook for student accounts
- The survey was live from 04/15/22 - 04/18/22
- **5,164** total respondents
- The top disciplines included: 17% History (**888**), 16% Psychology (**826**), 10% Music (**538**), 8% Sociology (**388**), 6% Political Science (**292**), 5% English Comp (**253**), 5% Anthropology (**247**), 4% English Literature (**229**)
- 53% University or 4-year Institution students (**2,723**), 38% Community College or 2-year Institution students (**1,973**), and 9% High School students (**468**)

What type of course are students using their ebook for?

56% of students use their ebook for a course that is completely online.

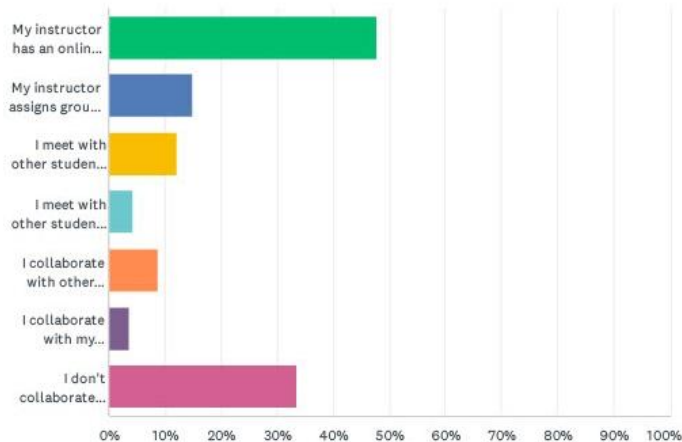


ANSWER CHOICES	RESPONSES	
Online-only synchronous (your class meets online together)	10.44%	539
Online-only asynchronous (your class doesn't meet online together)	46.11%	2,381
In person	35.59%	1,838
Hybrid (class meets both online and in person)	7.86%	406
TOTAL		5,164

How do students collaborate with each other?

48% of students use an online discussion board for readings / assignments

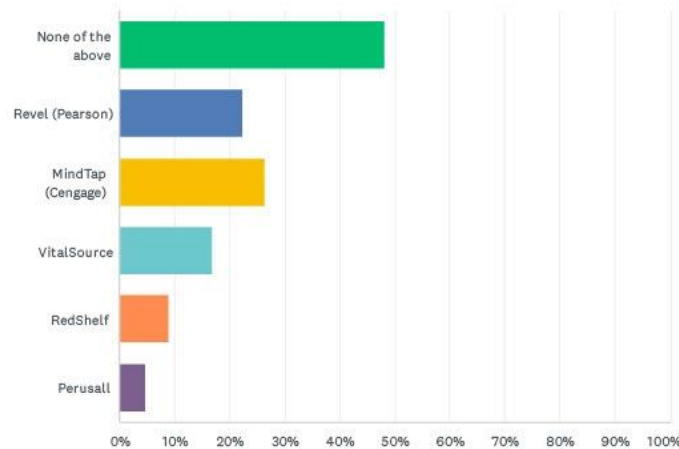
33% do not collaborate with other students.



ANSWER CHOICES	RESPONSES	
My instructor has an online discussion board where we discuss various topics related to the reading or assignment.	47.71%	2,464
My instructor assigns group projects.	15.03%	776
I meet with other students in a study group in person.	12.10%	625
I meet with other students in an online study group.	4.30%	222
I collaborate with other students using an online tool (e.g., Google drive, Trello).	8.81%	455
I collaborate with my instructor or other students through annotations (e.g., Perusall, Hypothesis, PowerNotes).	3.60%	186
I don't collaborate with other students inside or outside of class.	33.38%	1,724
Total Respondents: 5,164		

What other ebook products from other publishers or platforms have students used?

52% of students have used one of the other listed ebook products from other publishers.

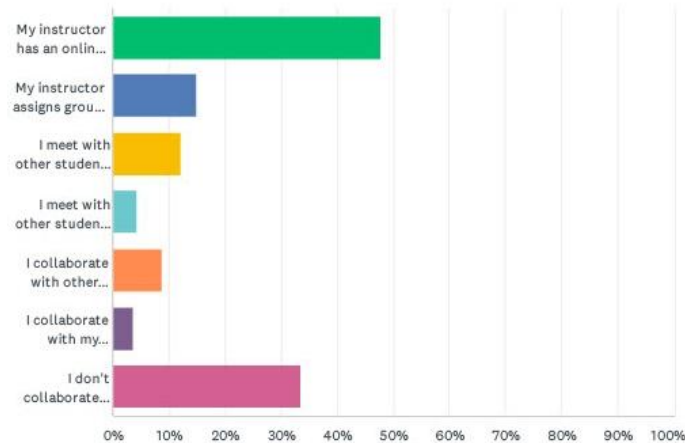


ANSWER CHOICES	RESPONSES	
None of the above	48.22%	2,490
Revel (Pearson)	22.29%	1,151
MindTap (Cengage)	26.36%	1,361
VitalSource	16.91%	873
RedShelf	8.97%	463
Perusall	4.63%	239
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How do students collaborate with other students in their class?

67% of students collaborate with other students.

47% of students' instructors have an online discussion board related to the readings or assignments.



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Takeaways

- Table of Contents is the most used ebook feature, supporting the need for the assignments overview feature
- More than half of students collaborate with other students in some way
- Norton ebooks are mostly used for online classes
- Almost 50% of students have discussion boards related to their readings, showing that some type of activities are used for Norton Ebooks or ebooks in general

Goals

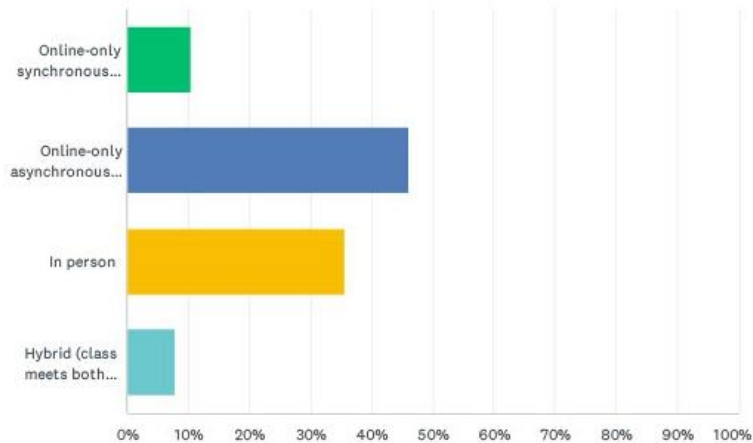
- The goal of the survey was to learn more about student's current assignments related to Norton Ebooks and readings
- What tools do students typically use in their Norton Ebooks? Such as highlighting, annotations, etc.
- Are students classes online, in-person, or hybrid?
- How do students collaborate with other students and their instructors? What tools do they use? Do they collaborate in-person and/or online?

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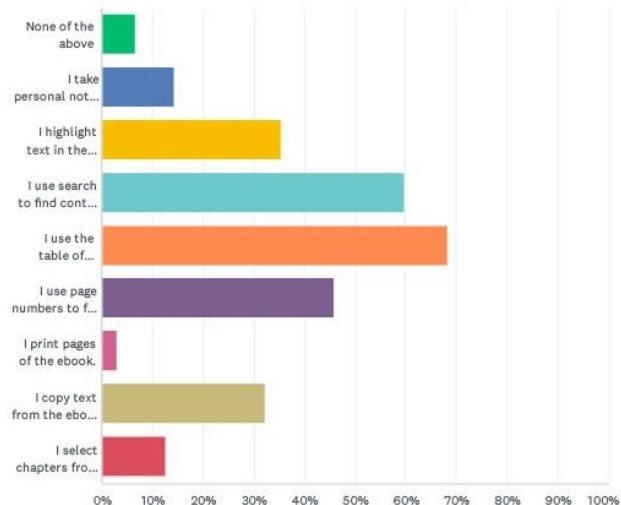


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Which ebook features do students use?

68% of students use the table of contents to navigate to a specific chapter or section.

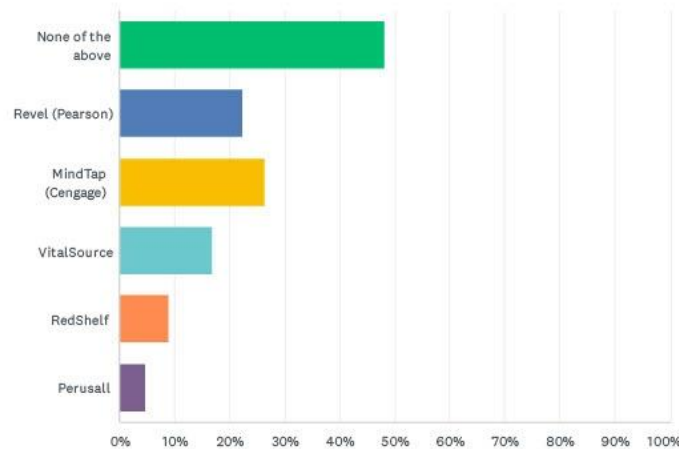
60% of students use search to find content or keywords.



ANSWER CHOICES	RESPONSES	
None of the above	6.66%	344
I take personal notes in the ebook.	14.37%	742
I highlight text in the ebook.	35.40%	1,828
I use search to find content or keywords.	59.78%	3,087
I use the table of contents to navigate to a specific chapter or section.	68.28%	3,526
I use page numbers to find the sections assigned by my instructor.	45.84%	2,367
I print pages of the ebook.	3.04%	157
I copy text from the ebook (e.g., to quote in a paper or essay).	32.11%	1,658
I select chapters from the ebook to read offline.	12.63%	652
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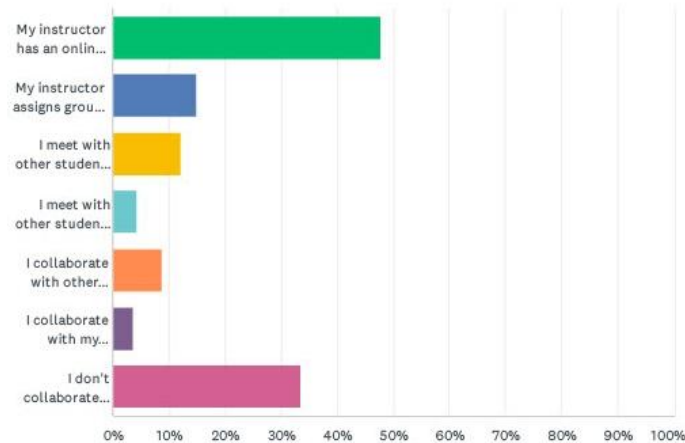


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