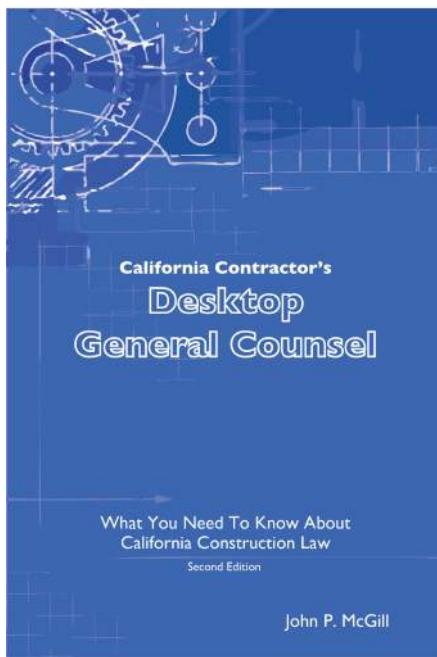




John McGill:
California Contractor's Desktop General Counsel:
What you Need to Know to Know About California
Construction Law



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Background:

The book *California Contractor's Desktop General Counsel: What you Need To Know About California Construction Law*, written by the construction law attorney John P. McGill, is a guide to California construction law. The book is aimed towards helping contractors in California recognize issues before they become legal problems. Also, it's a good resource for professors as well as students in Construction Management programs.

The author John P. McGill is a construction law attorney, representing and advising contractors and suppliers in business, administration and litigation matters. John received his JD with distinction from the University of the Pacific, McGeorge School of Law. He has been involved in the construction industry for nearly 40 years, speaking, writing, and teaching on several aspects of the industry.

Research Objectives:

John McGill has encountered the following challenges when marketing his book:

- The author tried to market his book directly to other schools, but he was unable to do so because that required face-to-face communication and he lived far from those schools. Therefore, this communication effort needs to find a way to spread awareness of this book without having to be face-to-face with the target audience.
- Raise distribution rates and sales of the book.

In order to find a solution to these challenges, the Account Planner developed a research plan to:

- Gain insight into the target audience's purchasing decision process when buying construction law reference books.
- Determine how to reach the target audience and compel them to buy this book or regard this book as a primary resource for an academic course (for instructors).
- Provide basic suggestions about what messages should be conveyed when marketing this book and how to reach the target audience based on the consumer research findings.

Research Methodology:

Qualitative Research

- The Account Planner conducted four in-depth interviews via phone (conducted on October 31, 2014, and November 14, 17, 2014):
 - Interviewee A is a retired project manager from an electrical contractor company in California. This interview was held on October 31, 2014.
 - Interviewee B is an instructor teaching construction law in UC Berkeley's Construction Management program. This interview was held on October 31, 2014.
 - Interviewee C is a president of a Construction Management firm in California. This interview was held on November 14, 2014.
 - Interviewee D is an instructor teaching in the Construction Management program of California State University, East Bay. This interview was held on November 17, 2014.
 - To analyze the technical book buying behaviors of the retired project manager and the president, the Account Planner asked them 10 questions.
 - To analyze how instructors chose the primary textbook for their courses, the Account Planner asked them 7 questions.

Quantitative Research

- Survey (launched on October 29, 2014 and closed on November 14, 2014):
 - The survey was distributed via email to different contractors in California, instructors teaching in Construction Management programs in California, students enrolled in Construction Management programs in California, and other people working in the construction management industry in California.

- The survey was structured to develop key insights about how to best reach the target audience based on their current attitudes and buying behaviors on construction law reference books.
- The survey was distributed via <http://qualtrics.com> and had 17 respondents (12 valid respondents).



Target Audience Description:

The target audience of California Contractor's Desktop General Counsel includes:

- Registered California contractors.
- Instructors teaching construction law or related fields in Construction Management programs in California.
- Students enrolled in Construction Management programs in California.
- All of the three kinds of people mentioned above are 18+ males and females, wishing to find an answer quickly when they have particular questions about California construction law.

Key Findings:

1. Most (67 % of survey respondents) of the target audience bought one or more reference books on construction law, and they found those books useful.

- The books bought by the respondents included: Acret's *California Construction Law Manual*, *California Construction Law* written by Sam K. Abdulaziz, and *CSLB California Contractors License Law & Reference Book*, etc.
- Survey respondents thought highly of Acret's *California Construction Law Manual* and *California Construction Law* written by Sam K. Abdulaziz, since these books gave them facts to work with, had depth, and were well-written.
- One survey respondent thought the reference book could just be useful for reference rather than expanding knowledge, because California construction law was too big. To master every aspect of the law, people should hire an attorney.

2. The target audience is looking for quick reference, practical and useful guidance, and ideas for real world applications from a construction law reference book.

- All of survey respondents reported "quick reference" was the benefit they would like to gain from a reference book on construction law. Interviewee C said, "Usually, I reference to technical questions when using the book."
- 71% of survey respondents wanted to gain benefits of "practical and useful guidance" and "ideas for real world applications" from a construction law reference book. During the interview, interviewee A was also expecting practical guidance from such books. He said the benefit he was looking for, "is usually a financial benefit. It is necessary to know exactly what these codes are, and so you don't have to rework the work and then you can save

labor cost."

3. The target audience looks for reviews and recommendations from others before making a book buying decision.

- 43% of survey respondents reported that when they were searching for information about which book to buy, they turned to word-of-mouth recommendations (from colleagues, professors, etc.) and reviews.
- 29% of survey respondents noted "other" when asked which method they usually used to search for information about books before making a book purchasing decision. One survey respondent answered that, "The author taught my members about lien rights so we bought his book annually." Another survey respondent answered that, "[I would ask for advice from] attorneys who practice in CA."
- Interviewee C said, "Most of the time, I will purchase [technical books] on recommendations. If I attended some seminars or if I have a colleague has read a book, I utilize their recommendations and then purchase the book."
- According to 2013 U.S. Book Consumer Demographics & Buying Behaviors Annual Review from Bowker Market Research, consumers mainly learn about print books from in-store display and friend/relative recommendations, and they mainly learn about eBooks from friend/relative recommendations and online read excerpts.

4. The majority of the target audience buys books online.

- 86% of survey respondents bought books from online retailers, such as Amazon and AbeBooks. None of respondents bought books only from a bookstore.
- All of the interviewees said they usually ordered books online and they frequently used Amazon.

- According to 2013 U.S. Book Consumer Demographics & Buying Behaviors Annual Review, 45 % of people buy books from eCommerce, while 15% buy books from bookstore chains.
- According to the survey conducted by CampusBooks.com in 2014, 85% of college students purchase textbooks online.

5. Up-to-date content, written in basic English, and easily understandable content are the top three factors that are very important for the target audience when considering which construction law reference book to buy.

- 86% of survey respondents reported "up-to-date content" was "very important", and the rest of respondents thought it was "important."
- 71% of survey respondents regarded "written in basic English" was a "very important" factor.
- 57% of survey respondents thought "easily understandable content" was "very important."

6. The target audience prefers both a print book and an eBook for a construction law reference book. However, compared to eBooks, print books are still the target audience's favorite book version.

- 57% survey respondents would like to buy both a print book and an eBook for a reference book on construction law. They prefer both versions of the book mainly for convenience. One survey respondent said he/she would like "to have [the book] anyway I need it." Another survey respondent said he/she wanted to have the book "one for the office, [and] one for the job site."
- 43% of survey respondents prefer a print book for a construction law reference book, because they were comfortable reading a print book. One survey respondent answered, "[A print book is] easier to use glossary, index, [and] reference." None of the respondents

would like to only have an eBook.

- Interviewee C said, "I think the world is going to eBook. I am trying to get used to it, but I am old-fashioned. I still enjoy a print book, a book that I can usually reference to and flip pages."
- According to 2013 U.S. Book Consumer Demographics & Buying Behaviors Annual Review, 72% of people purchase print books when asked what type of books they purchased, while 22% of them buy eBooks.

7. Most of the target audience had attended activities related to their work, and they expressed interest in attending a seminar on California construction law if it was offered.

- 55% of survey respondents had attended activities related to their work, such as CMAA Professional Development Series, USGBC courses, AIA Continuing Education, Public Works Networking Events, safety training programs, etc.
- All of the interviewees said they usually went to industry events, conventions, conferences, expos, and seminars in California. Respondent D recommended, "Take your book or send your book to these places will be another way to market the book."
- 73% of survey respondents would be interested in attending a seminar on California construction law.
- Three of the four interviewees said they would attend a seminar on California construction law if it was offered. Interviewee C said, "It's not only me. People in our firm will absolutely be interested in attending something like that." Another interviewee, interviewee A, said, "When others mention something like that, people do attend. If I were still working, I would attend. It's good to stay informed, in case anything changes." Interviewee D said, "Yes, I will attend a seminar like that. [But if I were holding it,] I would not do more than a one-day

seminar, because most construction people would not be able to get away for more than one day." Interviewee B expressed no interest, because "I teach it myself."

8. Social media usage of the target audience varies among different people, and there is not a very clear trend.

- When asked which social media platforms they use most frequently, 36% of survey respondents reported Facebook, 27% said LinkedIn, and 18% reported Google+.
- All of the interviewees have LinkedIn accounts, but they never use it or don't use it very frequently. Besides LinkedIn, they don't use other social media platforms.

9. For instructors teaching in Construction Management programs in California, when they are choosing a primary textbook for their courses, they think the book should fit their course objectives, and the content of the book should be understandable to their students.

- 60% of instructors who took the survey thought "the book fits my course objectives" and "the material is accessible and clear to my students' level of understanding" were "very important". The rest of them thought these two factors were "important".
- Interviewee B said, "Because it's a class on law being taught to non-lawyers. I want a book that is comprehensive, but also easy to read for a person that is not a lawyer. I want it to be plain English and easy to understand." Interviewee D said, "For my undergrad students, I want the book to be a little easier to read. "
- Another important point mentioned by interviewee D was that it would be better to have a workbook to accompany the textbook. "What I recommend is some kind of a supplement that is like a workbook with some case studies and questions," interviewee D said. "These things basically help the professor, [so they] don't have to put in time to design an assignment or prepare their own PowerPoint."

10. An affordable price is an important factor students consider when purchasing textbooks.

- According to the customer survey conducted by Textbooks.com in 2012, students are cost conscious. Sixty percent of them ranked "used textbooks" as their preferred choice when buying textbooks, because used textbooks helped them save money.
- The U.S. Public Interest Research Group noted that 65% of students chose not to buy a textbook due to its cost.
- According to the National Association of College Stores (NACS) report in Fall 2013, students think the cheapest choice for course materials is to buy the print textbook and then resell it at the end of the term.
- Both of the instructors interviewed thought "affordability" of a textbook was very important. Interviewee B said, "A lot of students paid for class themselves, and a lot of legal books that I have here in my office are very expensive, which are \$200. I would never ask kids to buy one [like that] because they are too expensive. A book around 20 to 25 bucks is doable."

"California Contractor's Desktop General Counsel" Creative Brief

What is the purpose of this communication effort?

The book *California Contractor's Desktop General Counsel: What you Need to Know About California Construction Law* is a guide to California construction law. This new communication effort serves the purpose of raising awareness and increasing distribution rates of this book, including informing prospective college and university professors about the benefits of using the textbook as the primary resource in their courses.

Who are we talking to, and what is their mindset?

The target audience of *California Contractor's Desktop General Counsel* includes registered California contractors, instructors teaching California construction law or related fields, and contracting students. These people are 18+ males and females, wishing to find an answer quickly when they have particular questions about California construction law. For contractors, they also would like to find a book helping them recognize issues before they become legal problems.

What problem, need, or desire does this communication effort need to address?

The author of this book tried to market this book directly to other schools, but he was unable to do so because that required face-to-face communication and he lived far from those schools. Therefore, this communication effort needs to find a way to create awareness of this book without having to be face-to-face. Also, the communication message could focus on reasonable price and easily understandable content of this book.

What is the essential point the audience is supposed to take away from the communication?

The book *California Contractor's Desktop General Counsel* is a quick reference guide for people whose work requires knowledge of California construction law, and this book is inexpensive, easy to understand, and California-based.

What makes this believable?

This book has a competitive price because it costs about \$35, while some of its competitors cost over \$100. Also, the redesigned cover will indicate the California-based character of this book.

What is the desired personality of the brand?

This book is a smart instructor teaching California construction law. He always offers students quick and direct answers and those answers effectively help students figure out everything. Also, it doesn't cost the student a lot to get help from this instructor.

What are the executional considerations?

The poster should be consistent with the redesigned cover of this book.

The Brief of the Brief:

GET: Contractors, instructors, and students in California

WHO: want to gain knowledge or answer their questions about California construction law

TO: buy this book

BY: a marketing plan, redesigned cover, and other promotional materials with a focus on its reasonable price, easily understandable content, and California-based advantage.

Limitations:

- **Difficulties in reaching target respondents for primary research**
 - Given the target's narrow scope—contractors, Construction Management students, and Construction Management instructors in the state of California—the Account Planner was unable to conduct the desired number of one-on-one interviews or attract a satisfactory amount of survey respondents. The Account Planner had several resources for making these primary research contacts: e-mail, LinkedIn, company websites, and search engines like Google. However, cold contacting companies using their general "info" e-mail addresses or specific staff members rarely resulted in a response—and, accordingly, rarely resulted in an interview being scheduled or the survey being filled out. Because the survey is anonymous, the Account Planner can't be certain that the respondents' identities fall within the target's narrow scope.
 - The Account Planners encountered the same issue in e-mailing professors and requesting that they circulate the survey among their students: there was no guarantee they would even read the request. Many e-mail messages were presumably ignored or directed to respondents' spam folders. Despite casting a wide net and using a variety of methods to reach potential respondents, the primary research was not as fruitful as the Account Planner would have preferred, at least in terms of sheer numbers; for example, the survey attracted seventeen respondents, far too small a sample to be statistically reliable. The sample size prevents the results from being generalizable to a larger population, in this case Construction Management students and professors and working contractors in California. Although the one-on-one interviews and survey responses did yield some valuable insights, our secondary research took on increased importance.

- Those contacts reached did not necessarily fall into the narrow scope of the target; some were off-base, like staff members at Construction Management companies but not actual contractors. Although the methods for survey circulation and making interview contacts were not necessarily unsound, such methods did not permit the kind of precision required to reach this specific target.
- **Limitations in Secondary Research**
 - There were also some limitations regarding the secondary research. The Account Planner found a variety of secondary sources—articles, blog posts, etc.—online using search databases regarding book or textbook purchasing behavior and the consumption of print books and eBooks. The sources' findings generally pertain to the entire country's population, not just to California's population or to our specific target within California, so the insights that can be drawn from such sources are automatically limited. There is no discernable data pertaining exactly to our target, which limits the extent to which our secondary research is useful and relevant.

Recommendations:

- Given the specificity of the target regarding profession(s) and geographical location, it is recommended that the services of a professional marketing research company be utilized. Such an agency would have the professional support, resources (monetary and otherwise), and expertise necessary to attract a satisfactory number of respondents and conduct the requisite number of interviews that would yield primary research insights in both the quality and quantity desired.
- Many respondents stated that they consult others and consider their input when deciding which books to buy. Given this insight, testimony from trusted peers and experts/opinion leaders is important to keep in mind when marketing this book. Perhaps influential opinion leaders in this sphere—whether students, instructors, or contractors—should be contacted with a copy of the book and a request to review it online, like on blogs (whether personal or more professionally-oriented), personal websites, GoodReads, or Amazon (assuming such a practice is considered ethical).
 - Such testimony can also foster word-of-mouth recommendations, which the target values highly.
 - It would be beneficial if this book could be reviewed in relevant print publications, like trade magazines regarding construction, building, and engineering.
- The target audience tends to purchase books online, so there are digital advertising options that might suit the advertising objectives:
 - Display advertisements on websites the target would visit (although according to the report *Display Advertising Click Through Rates* from SmartInsights, click-through rates—

CTR—are typically low, making this not the most cost-efficient option).

- Targeted ads on Google (using AdWords, which can be cost-efficient based on keywords and phrases chosen and the ad's content).
- The target's social media usage varies widely and is difficult to characterize; further research is required to determine a) whether social media should be included in the marketing mix and b) if it is included, how it could be used to promote the book effectively.
 - Given the findings, targeted ads on Facebook should be explored as an option, as the target audience uses Facebook most often out of all social media platforms
- A one-day seminar on California construction law could be hosted. During this seminar, the client could market his book to the participants.
- Students and professors alike value affordability. Since this book's price point is competitive, this attribute should be emphasized in promotional materials.

Summary:

Given the findings, this target audience desires a book that is:

- Practical and useful.
- Can be used for quick reference.
- Can be purchased as an eBook and in print.

The target can best be reached through:

- Word-of-mouth recommendations and reviews.
- Recommendations and reviews sought online and in print publications.
- Industry-related activities including seminars, conferences, expos, etc.
- Potentially targeted Facebook ads, but the target's social media usage must be further investigated before formulating a comprehensive social media strategy.

Promotional materials should emphasize the following attributes, if applicable:

- Can be used for quick reference.
- Practical and up-to-date information.
- Written in basic English.
- Easily understandable content (especially when marketed to instructors).
- Competitive price point (especially when marketed to students).

To proceed with this project, the services of a professional marketing research company should be utilized. Such services are necessary to locate the narrow target audience and conduct the kind of primary and secondary research required to develop a comprehensive and effective marketing strategy.

References:

Primary Research

- Four in-depth interviews conducted via phone:
 - Interviewee A is a retired projector manager from an electrical contractor company in California.
 - Interviewee B is an instructor teaching construction law in UC Berkeley's Construction Management program.
 - Interviewee C is a president of a Construction Management firm in California.
 - Interviewee D is an instructor teaching in the Construction Management program of California State University, East Bay.
- One survey with 12 total valid respondents.

Secondary Research

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Appendix A: Survey Questionnaire

Book-Buying Behavior

Consent Please be assured that this study is being conducted for research purpose only and your responses will be kept confidential. No one will contact you as a result of your participation. Your input is extremely valuable and we thank you in advance for your help. If for any reason you choose to withdraw from the study, you may do so at any time.

What is your gender?

- Male (1)
- Female (2)
- Prefer not to say (3)

What is your age?:

- 18~29 (1)
- 30~39 (2)
- 40~49 (3)
- 50~59 (4)
- 60~69 (5)
- above 69 (6)

What is your occupation? Check all that apply.

- Contractor (1)
- Instructor (2)
- Construction tradesperson (6)
- Student (4)
- Other. Please specify: (5) _____

Answer If What is your occupation? Student Is Selected

Please select the level of education you are currently pursuing:

- High school (1)
- Certificate (A program takes less than two years of full-time study to complete) (2)
- Associate degree (A program typically requires two to four years of full-time study) (3)
- Bachelor's degree (A program requires four years of full-time study) (4)
- Master's degree (5)
- Other. Please specify: (6) _____

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Have you ever bought a reference book/reference books on construction law? If YES, please specify the book name.

- Yes (1) _____
- No (2)

Answer If Have you ever bought a reference book/reference books on construction law? If YES, please specify the book name. Yes Is Selected

Did you find this book/these books beneficial for expanding your knowledge in construction law? And why? Please specify:

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Q1 What specific benefits do you hope to gain from a construction law reference book? Please check all that apply.

- Practical and useful guidance (1)
- Quick reference (2)
- Wide range of knowledge on construction law (3)
- Detailed explanations of the statutes (4)
- Ideas for real world applications (5)
- Technical knowledge (6)
- Others. Please specify: (7) _____

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Q2 What is your budget for buying a reference book on construction law?

- Below \$30 (1)
- \$30~\$39.99 (2)
- \$40~\$49.99 (3)
- \$50~\$59.99 (4)
- \$60~\$69.99 (5)
- \$70~\$79.99 (6)
- Above \$79.99 (7)

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Q3 Which method do you use the most to search for information about which book to buy before making a book buying decision?

- Social media (1)
- Search engine (Google, etc.) (2)
- Bookstore (3)
- Word of mouth (from colleagues, professors, etc.) (4)
- Reviews (5)
- Others. Please specify: (6) _____

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Q4 Where do you usually purchase books?

- Bookstore (not include college bookstore) (1)
- Online retailers (Amazon, AbeBooks, etc.) (2)
- College bookstore (3)
- Others. Please specify: (4) _____

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected And What is your occupation? Check all that apply. Student Is Not Selected

Q5 Use the scale to indicate how important these factors are for you when purchasing a reference book on construction law.

	Very Unimportant (1)	Neither Important nor Unimportant (2)	Neither Important or unimportant (3)	Important (4)	Very important (5)
Affordable price (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easily understandable content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written in basic English (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrity endorsements (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional author (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good reviews (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from an expert in this field (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up-to-date content (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience to buy (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If What is your occupation? Check all that apply. Student Is Selected

Q5 Use the scale to indicate how important these factors are for you when purchasing a reference book on construction law.

	Very Unimportant (1)	Neither Important nor Unimportant (2)	Neither Important or unimportant (3)	Important (4)	Very important (5)
Affordable price (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easily understandable content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written in basic English (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrity endorsements (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional author (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good reviews (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from an expert in this field (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up-to-date content (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience to buy (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Required by a course instructor (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If What is your occupation? Check all that apply. Instructor Is Not Selected

Q6 If you would buy a reference book on construction law, which version of the book would you like to buy?

- Print book
- eBook
- Both a print book and an ebook

Answer If If you would buy a reference book on construction law, which version of the book would you like to buy? Print book Is Selected

Q7a Why do you prefer a print book version of a reference book on construction law?

Answer If If you would buy a reference book on construction law, which version of the book would you like to buy? eBook Is Selected

Q7b Why do you prefer an eBook version of a reference book on construction law?

Answer If If you would buy a reference book on construction law, which version of the book would you like to buy? Both a print book and an ebook Is Selected

Q7c Why would you like to buy both a print book and an eBook of a reference book on construction law?

Q8 Have you ever attended any activities related to your work/major (e.g., seminars or lectures, trade shows, construction expos, builders conferences, presentations at local builders exchanges)? If YES, what are those activities? (e.g., the name of the seminars you took)

Q9 Would you be interested in attending a seminar on California construction law if it were offered?

- Yes (1)
- No (2)

Q10 Which social media platforms do you use most frequently?

- Facebook (1)
- Twitter (2)
- Google+ (3)
- LinkedIn (4)
- Blogging platforms (Blogger, Tumblr, etc.) (5)
- Flickr (6)
- YouTube (7)
- Instagram (8)
- Pinterest (9)
- Others. Please specify: (10) _____

Answer If What is your occupation? Check all that apply. Instructor Is Selected

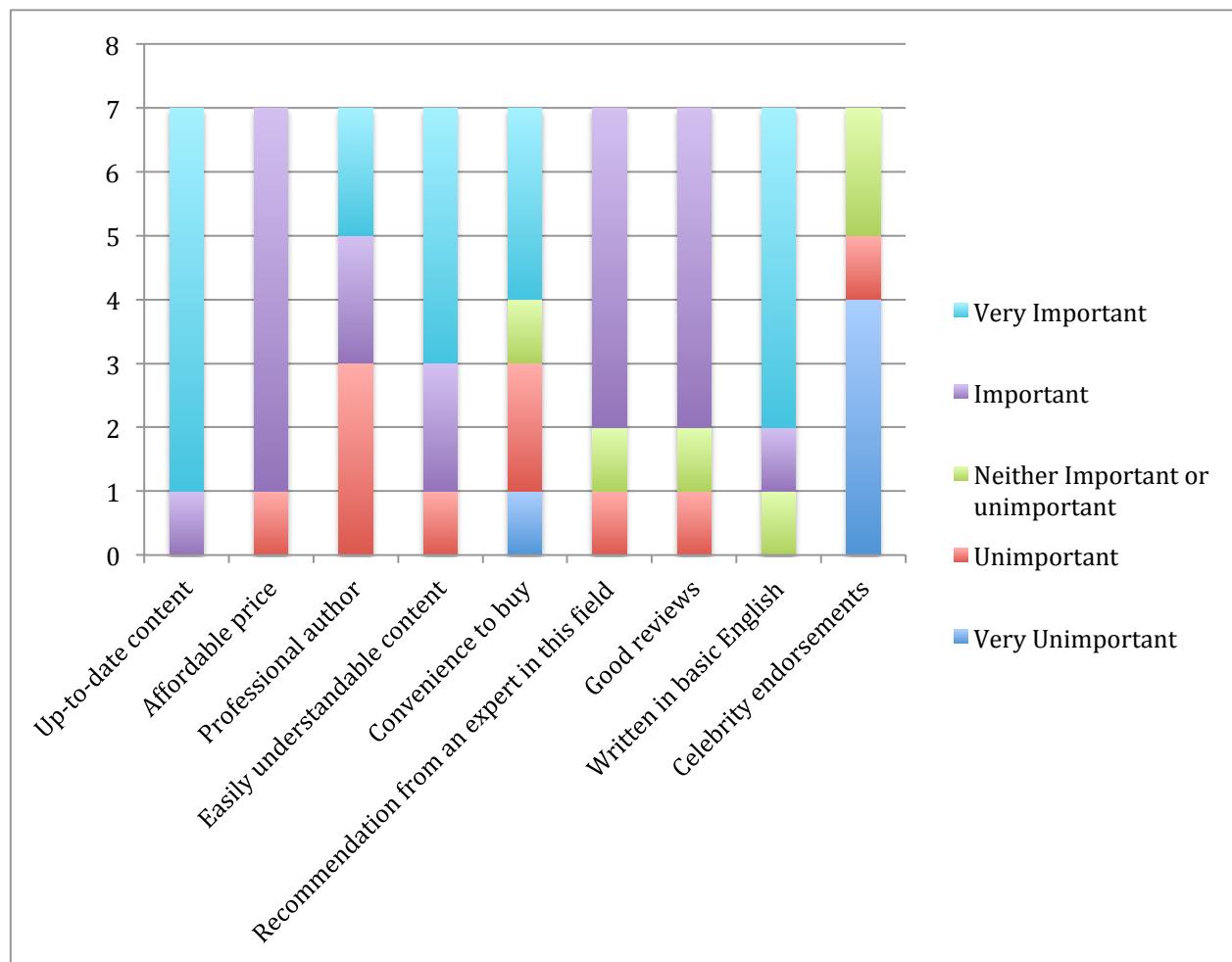
Q11 Please use the scale to indicate how important each factor is when choosing the primary textbook for your courses.

	Very Unimportant (1)	Unimportant (2)	Neither Important or unimportant (3)	Important (4)	Very important (5)
The book fits my course objectives (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price is affordable for students (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

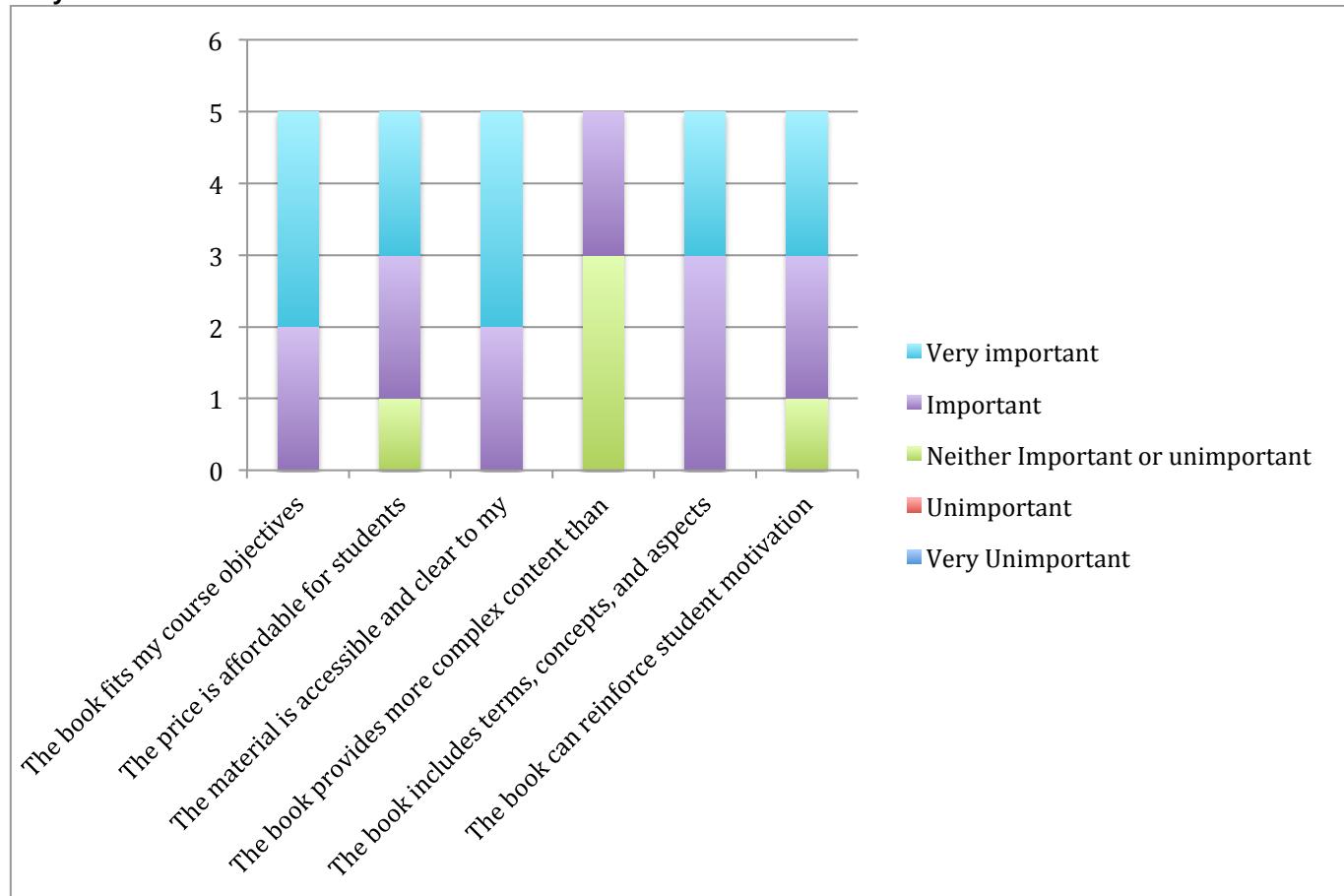
The material is accessible and clear to my students' level of understanding (3)	<input type="radio"/>				
The book provides more complex content than the lecture (4)	<input type="radio"/>				
The book includes terms, concepts, and aspects that student could apply in real world (5)	<input type="radio"/>				
The book can reinforce student motivation (6)	<input type="radio"/>				

Appendix B: Survey Questionnaire Key Charts and Graphs

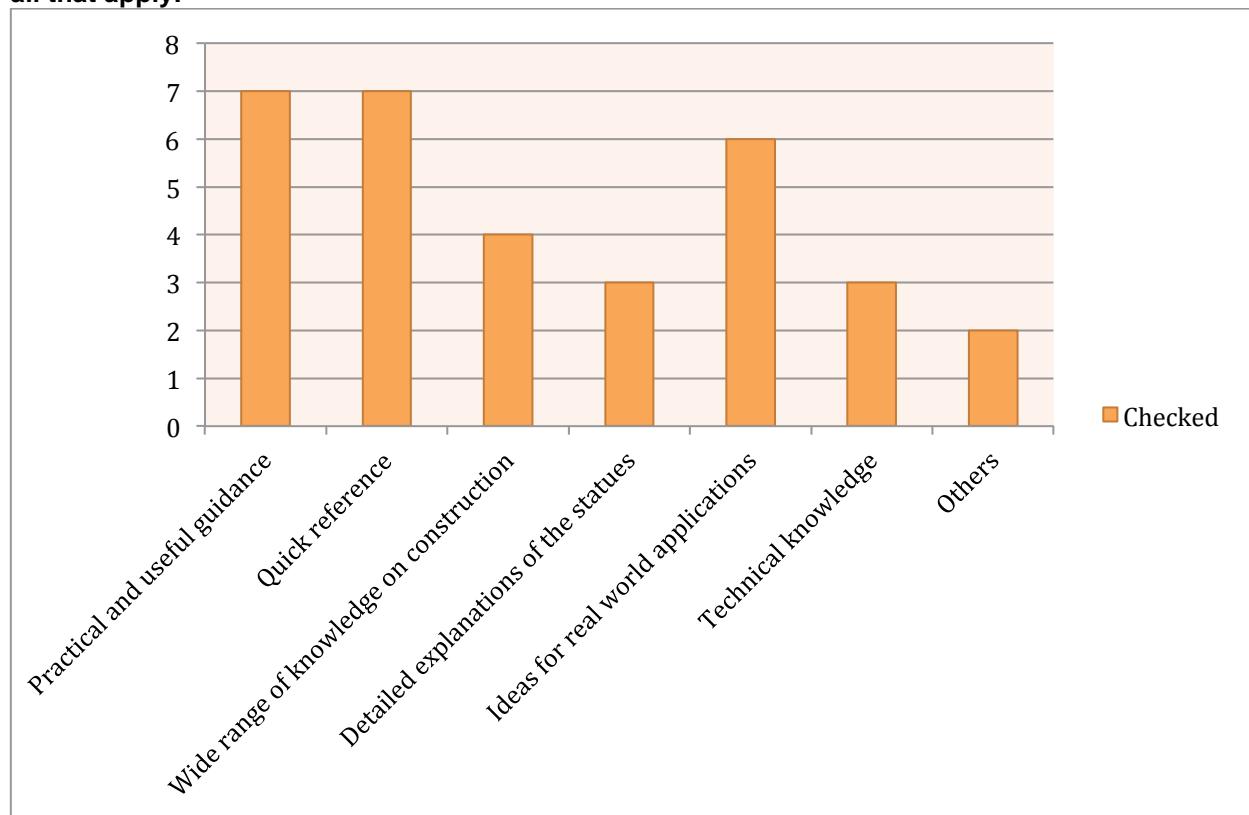
1. Use the scale to indicate how important these factors are for you when purchasing a reference book on construction law.



2. Please use the scale to indicate how important each factor is when choosing the primary textbook for your courses.



3. What specific benefits do you hope to gain from a construction law reference book? Please check all that apply.



Appendix C: Interview Questions

Interview Questions for the retired electrical contractor and the president

1. May I know your occupation?
2. Have you ever bought a reference book on construction law?
3. Where do you usually search for book information before making a purchase decision?
4. Could you briefly describe your last experience of buying a technical book?
5. What specific benefits do you hope to gain from a reference book on construction law? (e.g., practical and useful guidance; quick reference; wide range of knowledge...)
6. If you are going to buy a reference book on construction law, which version do you prefer? paperback or eBook?
7. Where do you usually buy books?
8. Have you ever attended any activities related to your work? (e.g., seminars or lectures; trade shows; construction expos; builder conferences...)
9. Would you be interested in attending a seminar on California construction law if it were offered?
10. What social media platforms do you usually use?

Interview Questions for the retired electrical contractor and the instructor

1. When you are choosing the primary textbook for your courses, what factor will you take into consideration?
2. Is price important in determining your decision?
3. Do you have a budget for this textbook?
4. Do you think how valuable a textbook is compared to other resources of learning?
5. Have you ever attended any activities related to your work? (e.g., seminars or lectures; trade shows; construction expos; builder conferences... what are those?)
6. Would you be interested in attending a seminar on California construction law if it were offered?
7. What social media platforms do you usually use?



Demographic Profile of Interviewees:

- One retired project manager from an electrical contractor company in California.
- One president of a Construction Management firm in California.
- One instructor teaching in UC Berkeley's Construction Management program.
- One instructor teaching in California State University, East Bay's Construction Management program.