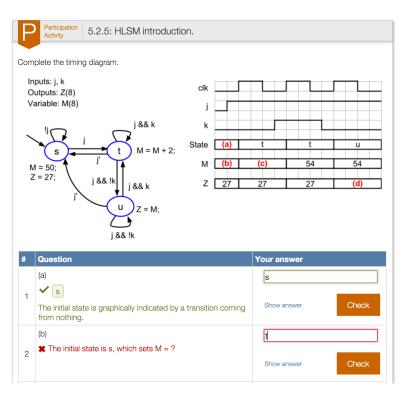
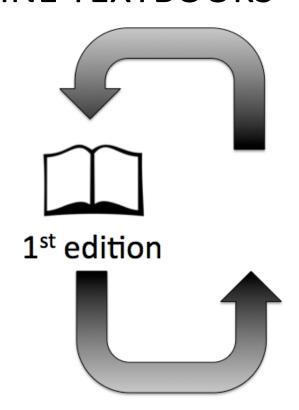
A CONTINUAL IMPROVEMENT PARADIGM FOR MODERN ONLINE TEXTBOOKS





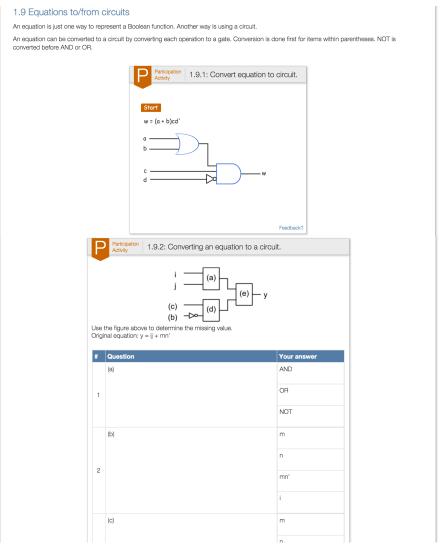
Frank Vahid^{1,3}, Daniel de Haas³, Sarah Strawn³, Alex Edgcomb^{1,3}, Susan Lysecky³, Roman Lysecky^{2,3},

¹Dept. of Computer Science and Engineering, University of California, Riverside (USA)

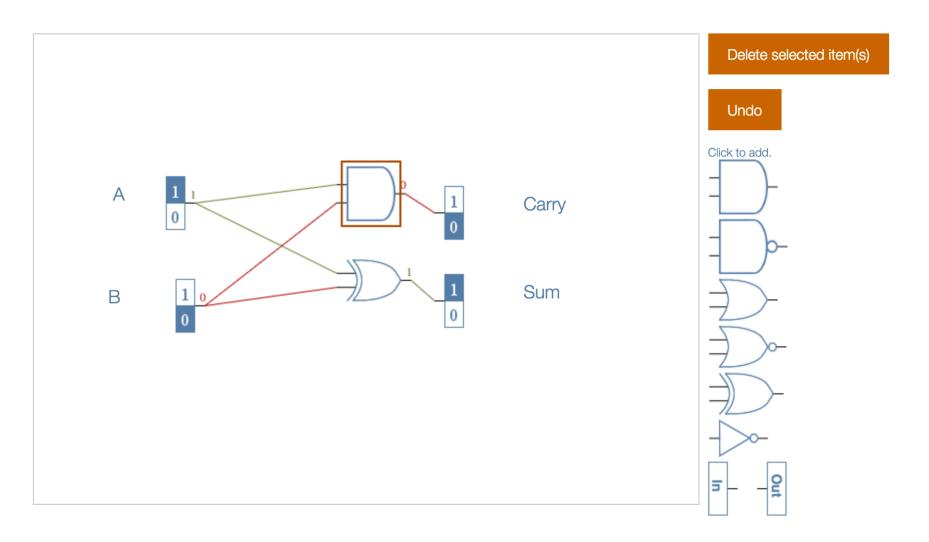
²Dept. of Electrical and Computer Engineering, Univ. of Arizona

³zyBooks, Los Gatos, California

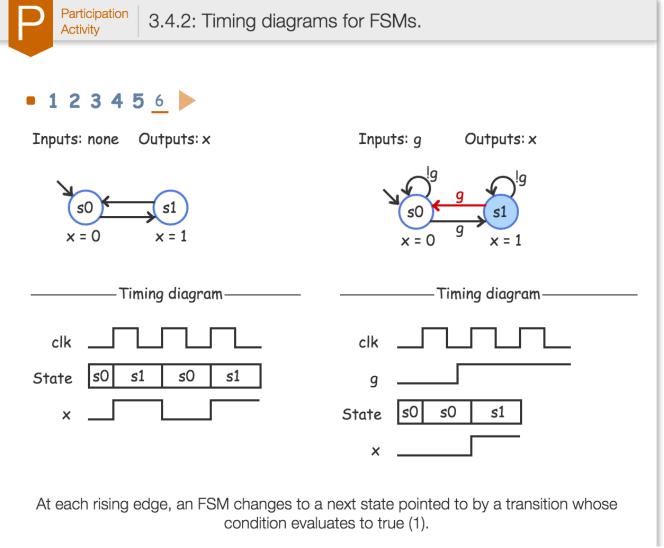
Interactive textbook – Less text



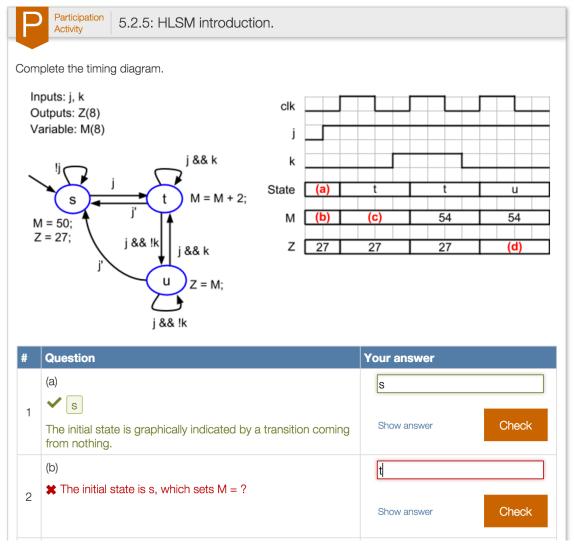
Interactive textbook – Simulators



Interactive textbook – Animations



Interactive textbook – Learning questions

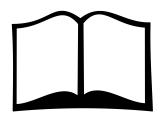


Editions paradigm

Authors



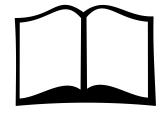




1st edition, 2010



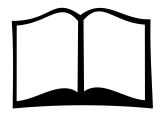




2nd edition, 2012

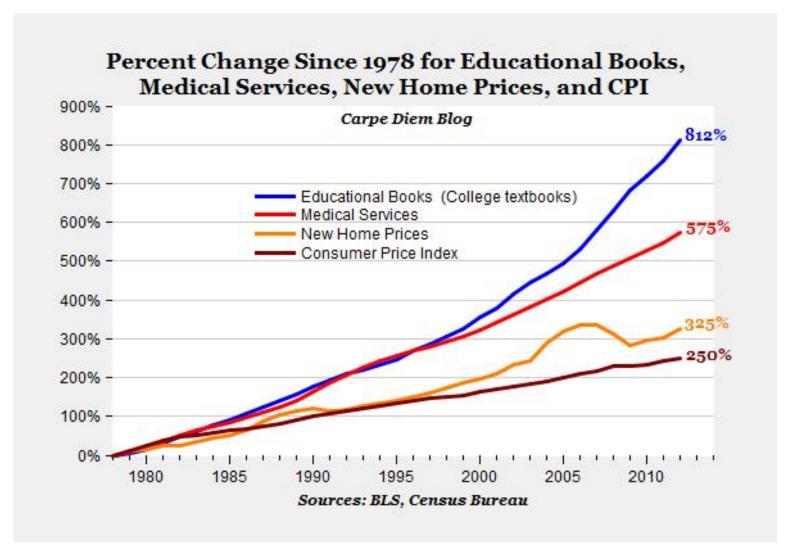






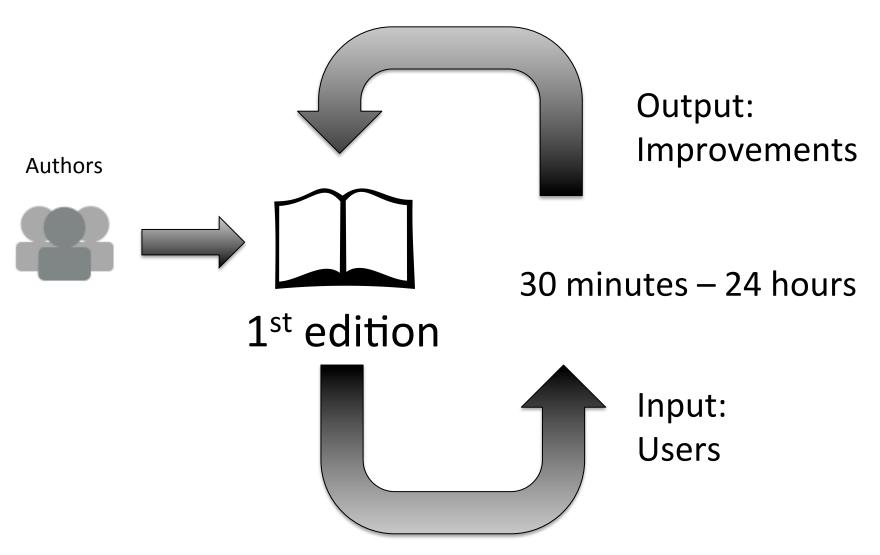
3rd edition, 2015

Editions paradigm

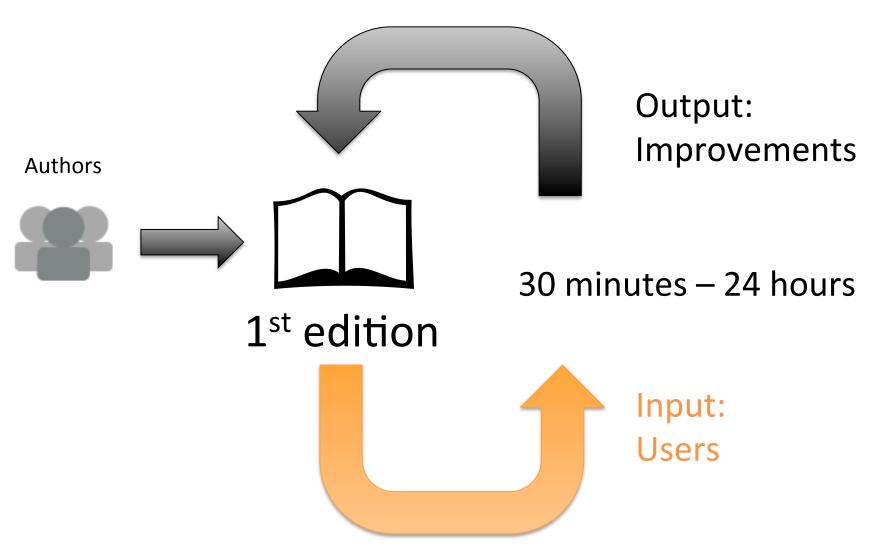


The web enables a break from tradition...

Continual improvement paradigm

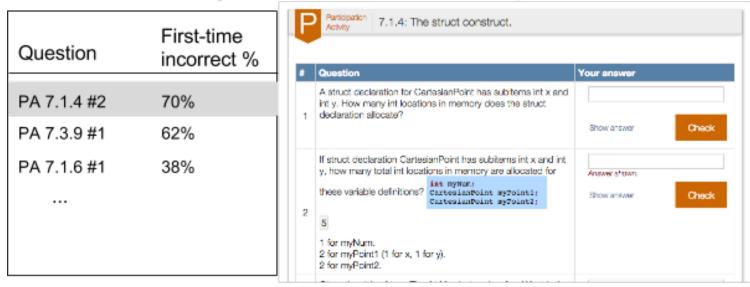


Continual improvement paradigm - Input



Input source: First-time incorrect data

Figure 2: First-time incorrect data example.



PA 7.1.4 #2			
Incorrect answers	Frequency		
4	42%		
2	30%		
0	18%		
1	10%		

Input source: First-time incorrect data

A wrong answer indicates:

- Need better content
- Unclear question
- "Trick" question

Input source: Earnestness

Students can show the answer to get points

NOT(a) AND NOT(b)

** a'b'

Each NOT becomes ', then abut.

NOT(ab)

** The ' goes to the right of the (...).

** NOT(a OR b)

NOT(a OR b)

Answer shown.

(a OR b) becomes (a + b). Then the NOT becomes ' on the

right.

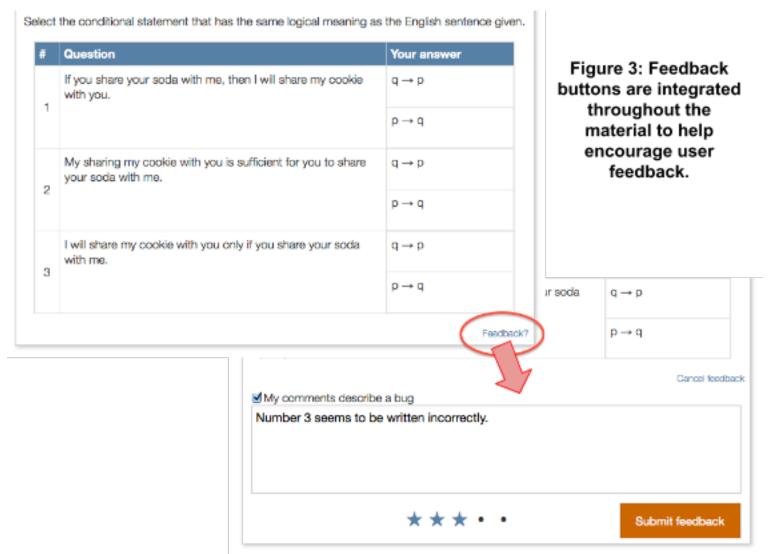
Figure 1: zyBooks' learning questions: Short answer samples.

Earnestness analysis indicates if a question is too hard or confusing

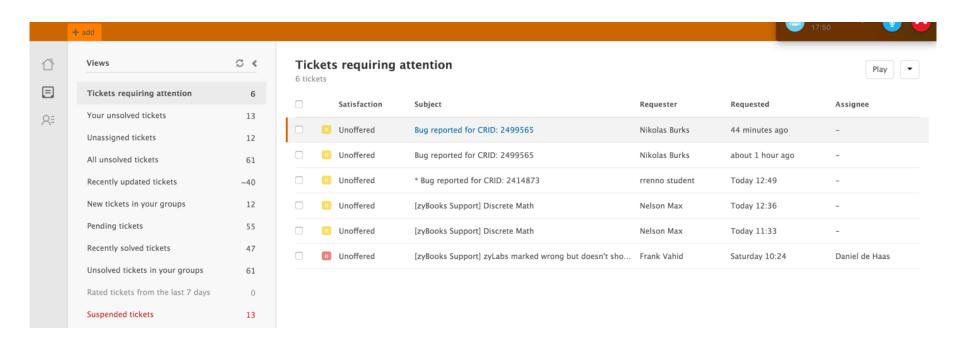
Check

Show answer

Input source: User feedback



Input source: User feedback



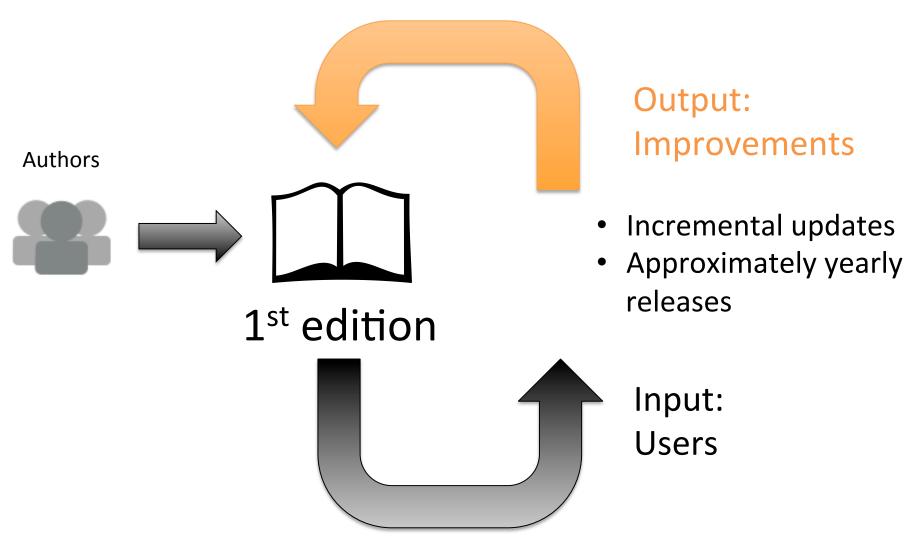
Input source: User feedback

Table 1: Feedback amounts received from instructors and students (normalized per every 100 instructors and every 10,000 students). The semester had many hundreds of instructors and tens of thousands of students.

Spring 2015 semester	Instructors (per 100 instructors)	Students (per 10,000 students)
Number that reported feedback	4.3*	952*
Avg. number of feedback items for persons that submitted at least once	4.4	2.0
Feedback marked as "bugs"	7	631
Feedback (non-bug)	12	1,295

^{*} Actual number of feedback items is roughly 20-30% higher since the reported numbers are only via the feedback button, but we also get feedback via email.

Continual improvement paradigm - Output



Conclusion

What we've done parallels the software industry

- The web enables a new era of publishing
- Unmaintained free content degrades
- No need for artificial editions
- The web enables diverse and frequent feedback
- We aggressively solicit and capture feedback and have processes to act on that feedback quickly

We are grateful for support of this research by the NSF and Google.

Questions?