

Textbook Alternatives Project (TAP)

Frank Strona

Health Science & Recreation Department, College of Applied Sciences and Arts

HS 158: Health Communications & Technology

Explores the evolving use of Internet technology in health care, disease prevention, and health promotion. The health professional's role as developer and use of online health resources is examined. The Internet's future role in health is assessed.

Brief description of the course and its place in the curriculum

A core course in the Health Science undergraduate degree program, Health Science 158 has an average annual enrollment of 200 students. The course is designed to assist students in understanding how the emerging trends in social media and digital technology can be used within the public health arena. Students currently are required to use two books that together cost \$76.00.

Summary of course re-design activities

Despite the timeliness and relevance of this course's content, very few traditional textbooks adequately cover the use of Internet technology from a community health perspective. To work around this, Prof. Strona is using AcademicPub, a web-based content management system, to create a custom course reader that will incorporate only book chapters relevant to this course in addition to free online content.

The material used in the course reader will be assessed by students for its ability to meet course objectives as well as the learning outcomes for their assignments. This will be done using both qualitative and quantitative survey tools.

With this textbook alternative, it is estimated that students will collectively save around \$7,000.

