



Nathan Interview – The Marketing Map: Student Experience

Transcript

00:00:00:20 - 00:00:06:92

Narrator: The Marketing Map: Student Experience. Introduction.

00:00:07:08 - 00:00:16:84

Nathan: I am Nathan Wilson, a second year Bachelor's of Tourism Management student here at Thompson Rivers University, and I'm majoring in Entrepreneurship and minoring in Human Resources.

00:00:16:84 - 00:00:21:78

Narrator: How did you first hear about open educational resources in your course?

00:00:21:78 - 00:00:33:28

Nathan: I heard about OER in my course from Lian, who wrote a textbook for them, and she essentially just said, this is the materials that we're going to be using for our program for that class.

00:00:33:28 - 00:00:37:99

Narrator: How easy or difficult was it for you to access the OER material?

00:00:37:99 - 00:00:49:20

Nathan: It was fairly accessible. We had a link through our Moodle, and then later she also provided a PDF that was downloadable so we can access it offline. So generally, it was fairly accessible.

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Narrator: Was the OER material more interactive or engaging than a traditional textbook?

00:00:54:50 - 00:01:10:08

Nathan: Interactive for the textbook were multiple choice questions, long answer questions, and then definitions and match, which really helps connect the learning to the course content that you just reviewed in the summary section of the textbook.

00:01:10:08 - 00:01:14:46

Narrator: How did the OER affect the cost of your learning materials?

00:01:14:46 - 00:01:24:08

Nathan: It didn't really have a negative impact because the cost of the textbook was free, so that was pretty great. I didn't have to spend any extra money to pay for the textbook.

00:01:24:08 - 00:01:30:30

Narrator: How did the OER material compare to traditional textbooks or paid resources you've used before?

00:01:30:46 - 00:02:08:58

Nathan: It was very clear and organized throughout the textbook, and it followed the same pattern, which was really nice, and the same diagram. So it really helped kind of keep everything clear and concise in that sense. The benefit of having OER is you usually have more of a direct line to the professor, and you can ask any questions you'd like about the textbook. And a good example of how it compares is for this course that I took. We use this one textbook. They go over it in depth in every chapter because they wrote it, compared to other classes where they had to use three different textbooks for the entirety of the course just so they could pull from relevant material.

00:02:08:58 - 00:02:14:03

Narrator: Did the OER help you understand the subject matter better than a traditional textbook?

00:02:14:03 - 00:03:13:19

Nathan: It made me less stressed and more in control in my learning, especially with the textbook that I used because once again, it was accessible anywhere. You can access it offline. And the nice thing about that textbook was the interactive materials, which really, really helped connect the learning, like I said before. So it was just overall, less stressful to navigate that textbook. And not only that, is I have a direct line to the person who wrote that textbook because she was the one that taught the class. So that would just make it really easy to navigate the textbook or answer my questions. That was the nice part about the textbook. I can literally ask her anything about the textbook because she wrote it, and it was just, like, a nice little thing in the back of my head, if I don't know what they're talking about in the textbook, I can just go to Lian where I've had other professors who are like, I don't know. Or I have my HR class. We use like three different textbooks throughout the course because it's just like they're pulling relative content from other textbooks to fit into this one course.

00:03:13:19 - 00:03:16:29

Narrator: Thank you for the interview, Nathan.