



**Center for Open Educational Resources  
and Language Learning**

# **Creating, Licensing and Sharing Heritage Spanish OER**

Carl S. Blyth  
UT-Austin  
June 11, 2016



THE UNIVERSITY OF TEXAS AT AUSTIN





# Session Agenda

1. I will talk about *Openness* (OER, Open Licenses, and Sharing)
2. You will create a \*draft\* of an OER (Word file)
3. We will license your OER draft
4. We will upload our OER to the HS website
5. You will finish your OER this summer!





# Presentation

1. Introduction to COERLL
2. The Problem: The 'Closing' of Education
3. The Solution, pt 1: Open Education
4. The Solution, pt 2: Participatory Culture
5. The Results: OER/OEP





# Introduction to COERLL



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# About COERLL

- One of the 16 National Foreign Language Resource Centers, Title VI grant from US Department of Education (2010-2014, 2014-2018)
- Located at The University of Texas at Austin
- Focused on Open Educational Resources (OER) for Language Learning





# Mission

**LRCs' Mission:** to improve the nation's "foreign language capacity."

**COERLL's Mission:** to produce and disseminate **Open Educational Resources (OERs)** (e.g., online language courses, reference grammars, assessment tools, corpora, etc.).





# The Problem: The 'Closing' of Education



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# Open Access & the Graduate Experience

University of Texas Libraries  
April 8, 2015

Nick Shockey (@R2RC)

Scholarly Publishing & Academic Resources Coalition (SPARC)  
Director, Right to Research Coalition



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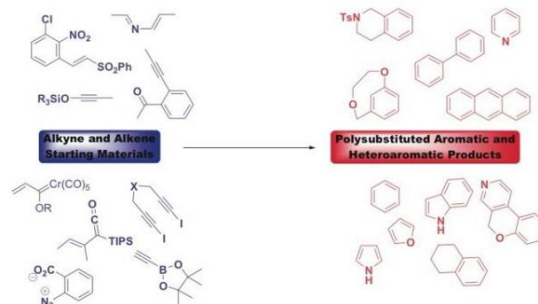
Vol. 64 • No. 5 • 28 January 2008 • ISSN 0040-4020

# Tetrahedron

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Cycloaddition and Benzannulation Approaches  
to Functionalised Aromatic Compounds



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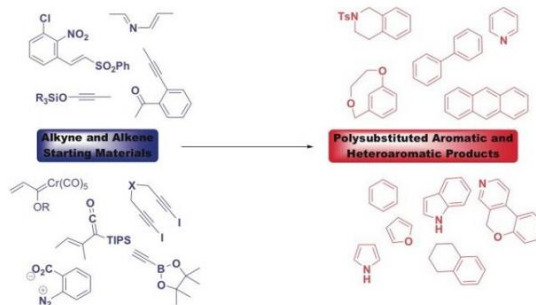
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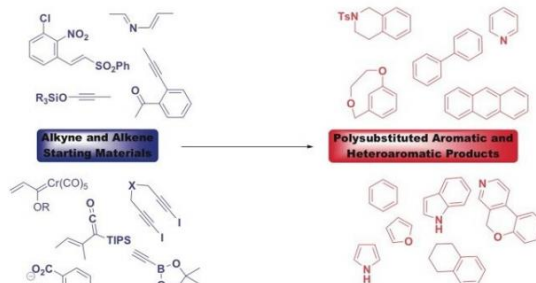
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Robert Darnton, "The Library: Three Jeremiads," New York Review of Books, December 23, 2010  
<http://www.nybooks.com/articles/archives/2010/dec/23/library-three-jeremiads>

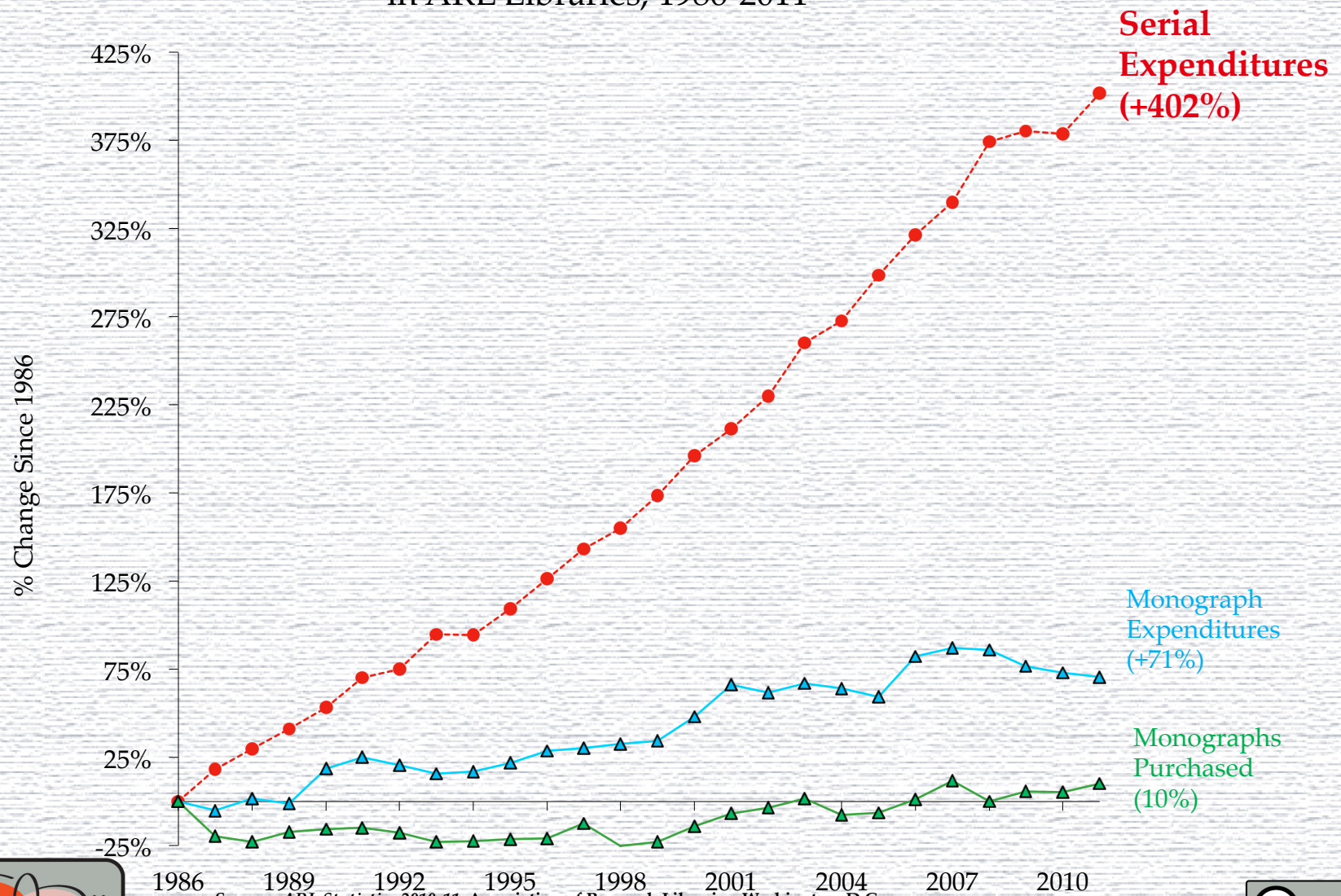


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Graph 2  
Monograph and Serial Costs  
in ARL Libraries, 1986-2011\*



Source: ARL Statistics 2010-11 Association of Research Libraries, Washington, D.C.

\*Includes electronic resources from 1999-2000 onward.



# The Economist

Publishing obscure academic journals is  
that rare thing in the media industry:  
**“a licence to print money.”**



Source: The Economist, “Open Sesame,” April 14, 2012. <http://www.economist.com/node/21552574>

[www.coer-ll.org](http://www.coer-ll.org)

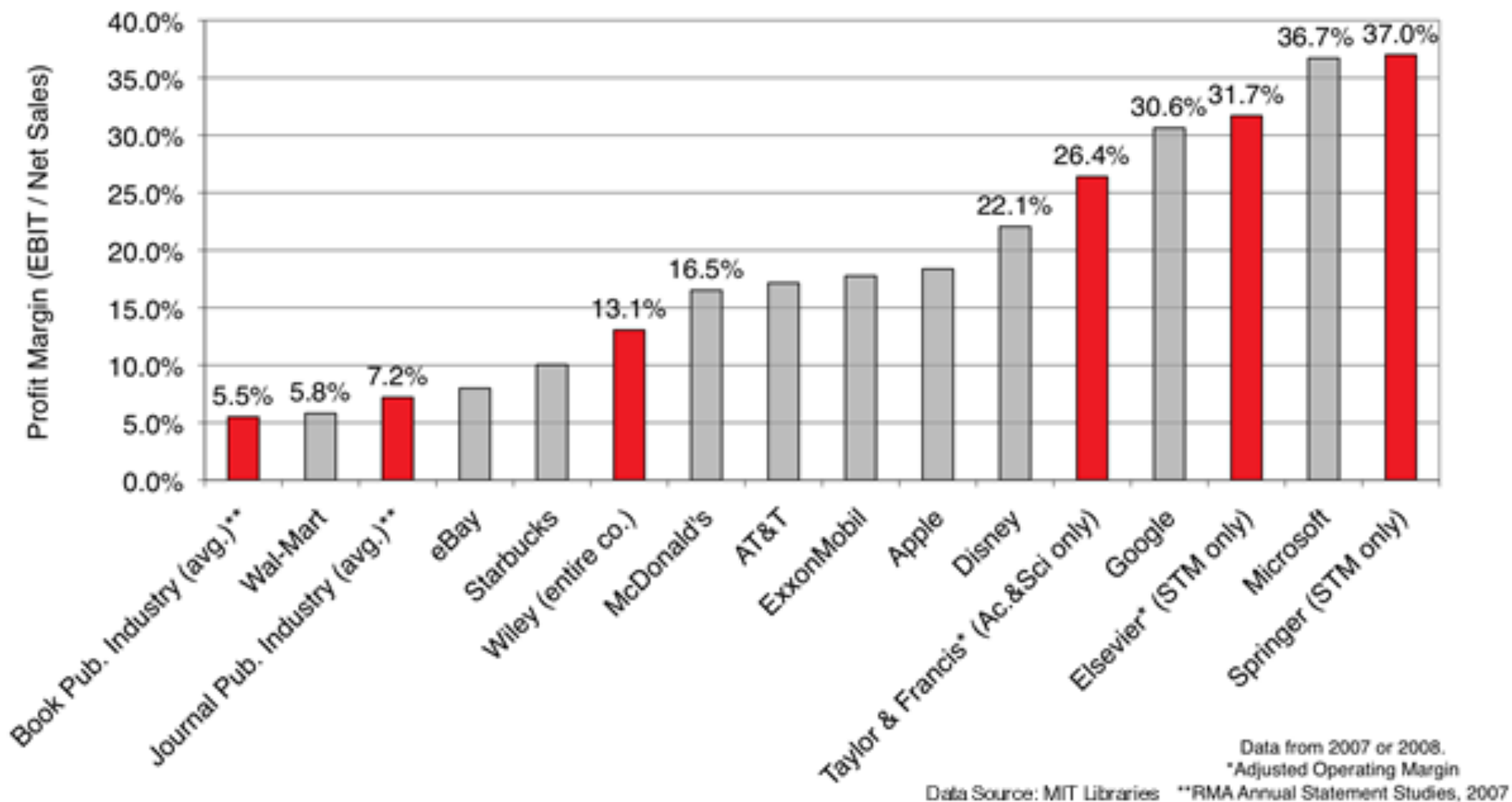
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# Publishing is big business...

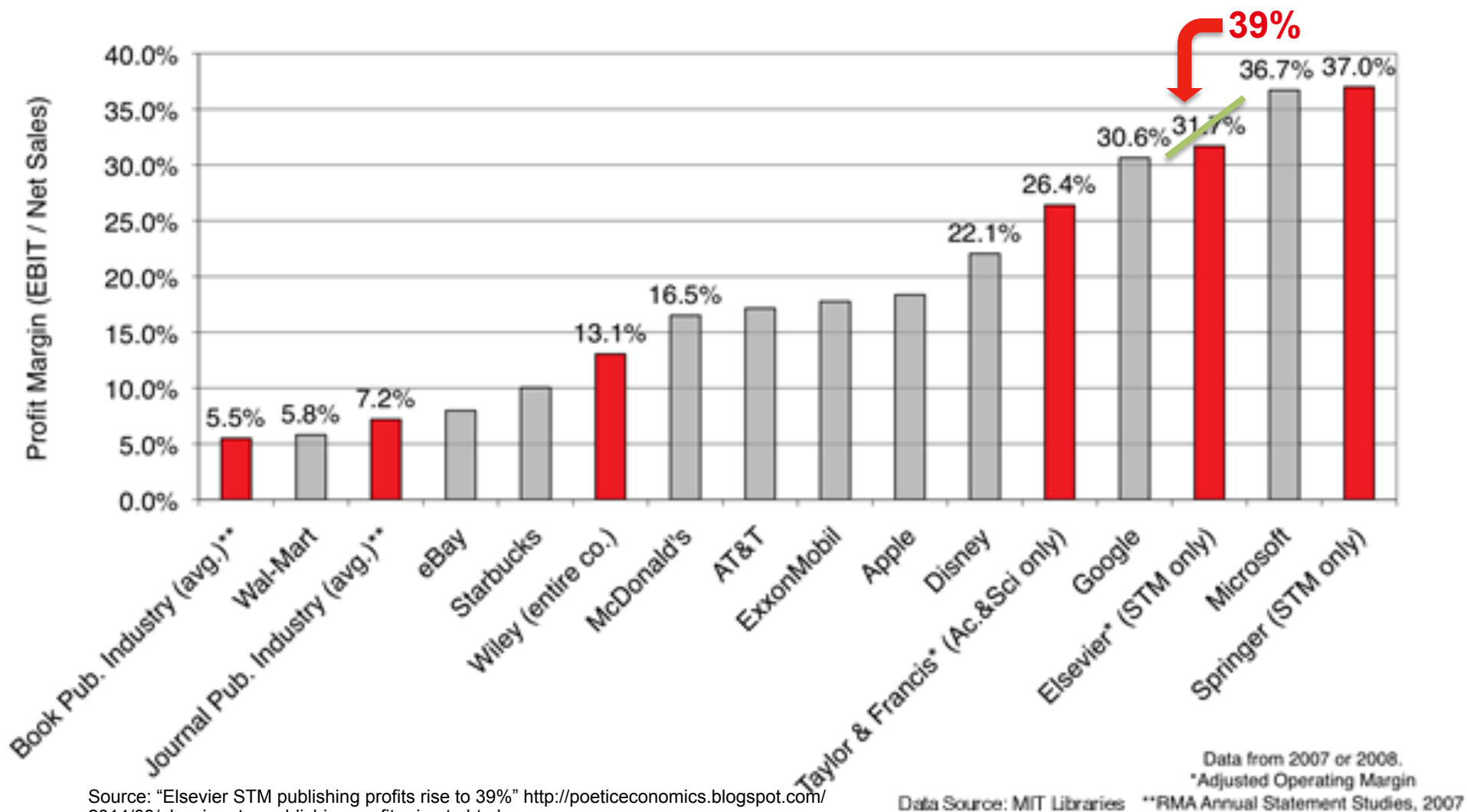
Profit Margins: Journal Publishers v. Other Companies





# Publishing is big business...

Profit Margins: Journal Publishers v. Other Companies



Source: "Elsevier STM publishing profits rise to 39%" <http://poeticeconomics.blogspot.com/2014/03/elsevier-stm-publishing-profits-rise-to.html>





80%  
of research is  
publicly  
funded

1

Source: "Academic Publishing: Survey of funders supports the benign Open Access outcome priced into shares, HSBC Global Research," February 11, 2013: <https://www.research.hsbc.com/midas/Res/RDV?ac=0208&key=RxArFbnG1P&n=360010.PDF>



[www.pearl.org](http://www.pearl.org)

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Does our publishing system

what we entrust to distribute  
the knowledge we work so hard  
to create

share our values?





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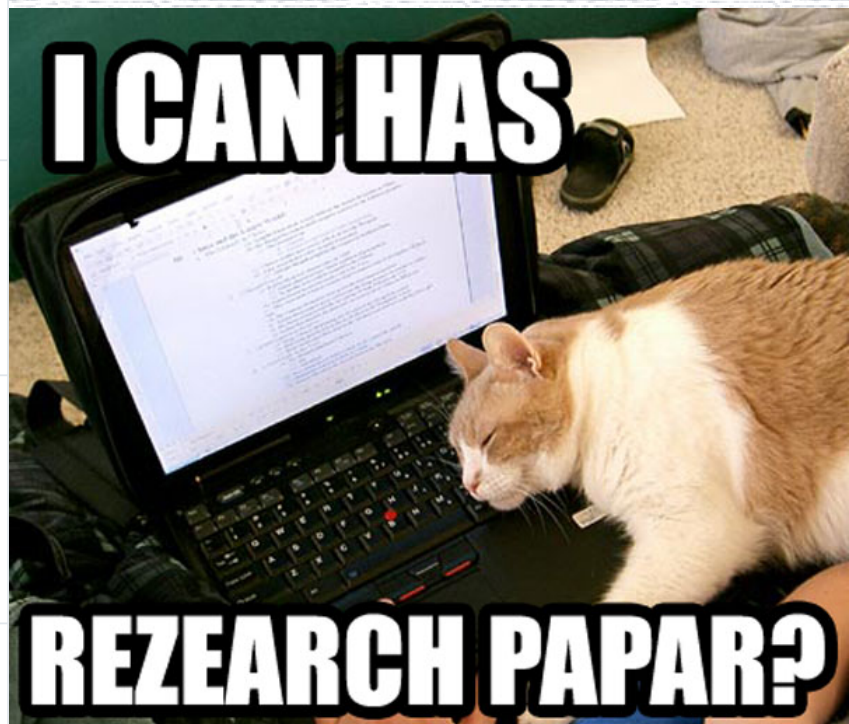
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new program for Mars exploration" [adsabs.harvard.edu/abs/2002AcAau...](https://adsabs.harvard.edu/abs/2002AcAau...)

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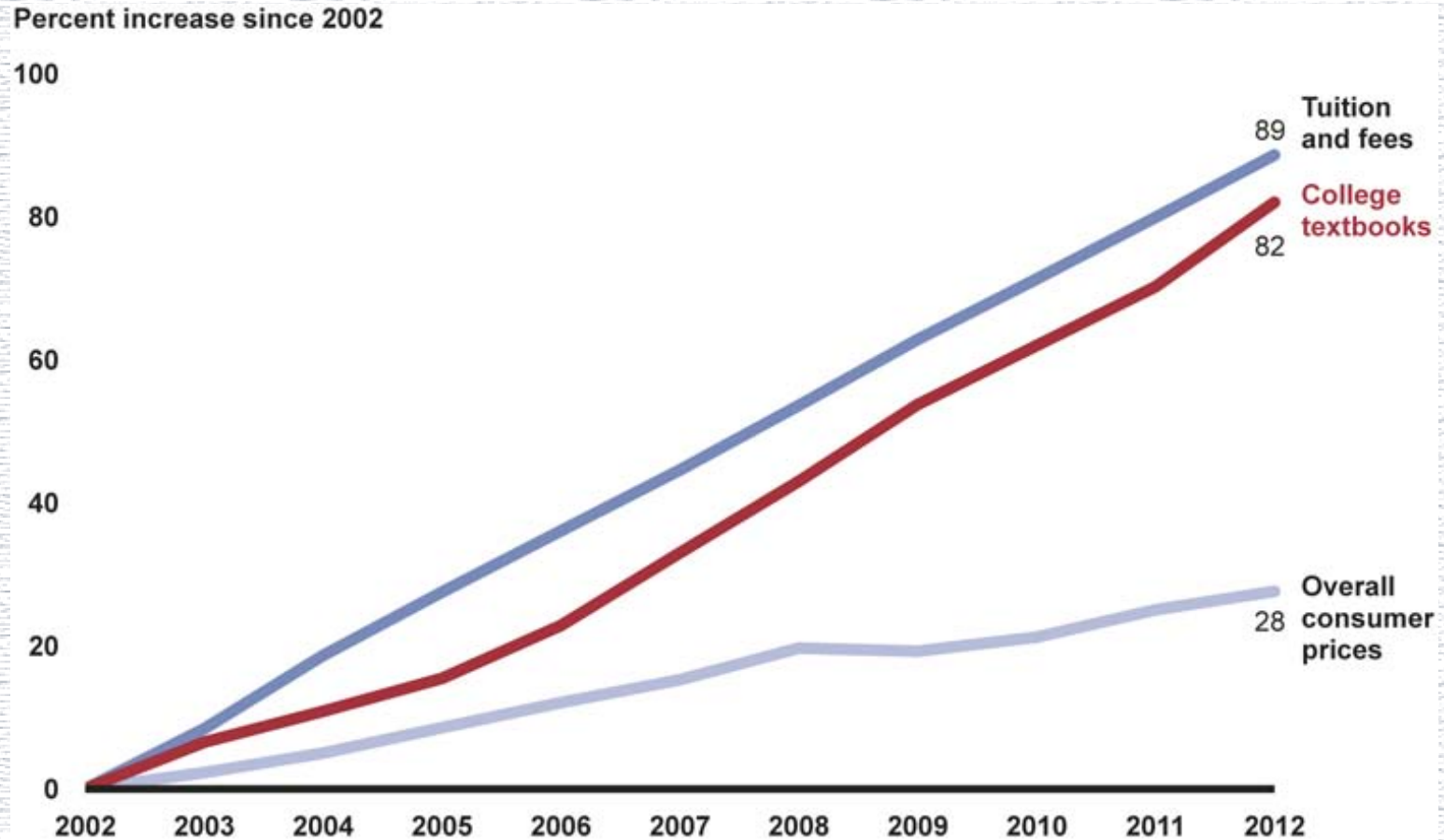
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**Figure 1: Estimated Increases in New College Textbook Prices, College Tuition and Fees, and Overall Consumer Price Inflation, 2002 to 2012**



Source: Bureau of Labor Statistics' Consumer Price Index data.



# 22 Things That Ruin Everyone's College Experience

## 1. Having to purchase textbooks.

moon.kxng • 6 months ago [+ Follow](#)

college books be like

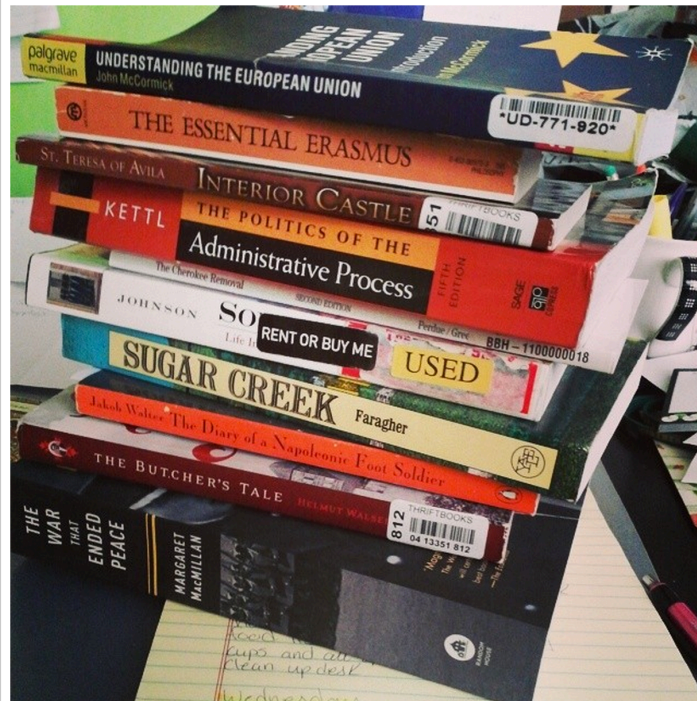
\$375.99 new

\$375.00 used

8/25/14, 12:25 PM

## 2. And then going the entire semester without even using ONE of the textbooks.

ingie\_hoskins • 7 months ago [+ Follow](#)



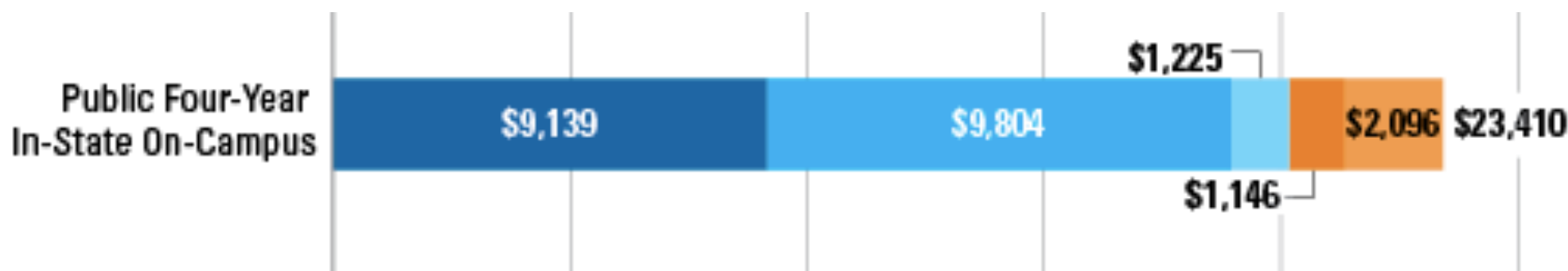
## 3. Trying to sell back your books only to be told there's a new edition and you can only get a dollar back.

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## Avg Estimated Undergraduate Budgets, 2014-15

■ Tuition and Fees ■ Room and Board ■ Books and Supplies ■ Transportation ■ Other Expenses

# Books & Supplies = \$1,225





# 2 in 3

Students say they decided against  
buying a textbook because the cost is  
too high



# 1 in 2

Students say they have at some point  
taken fewer courses due to the cost of  
textbooks



# <1 in 2

Students purchase a current  
edition of their textbook



Students **can't learn**  
from materials  
they **can't afford**



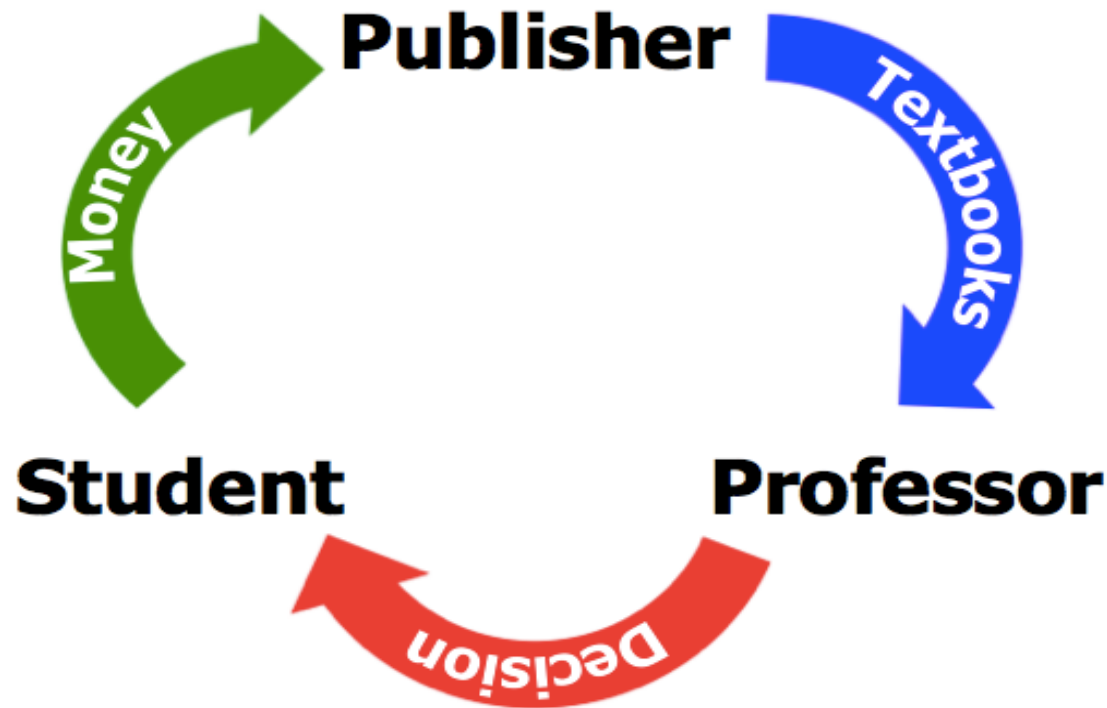
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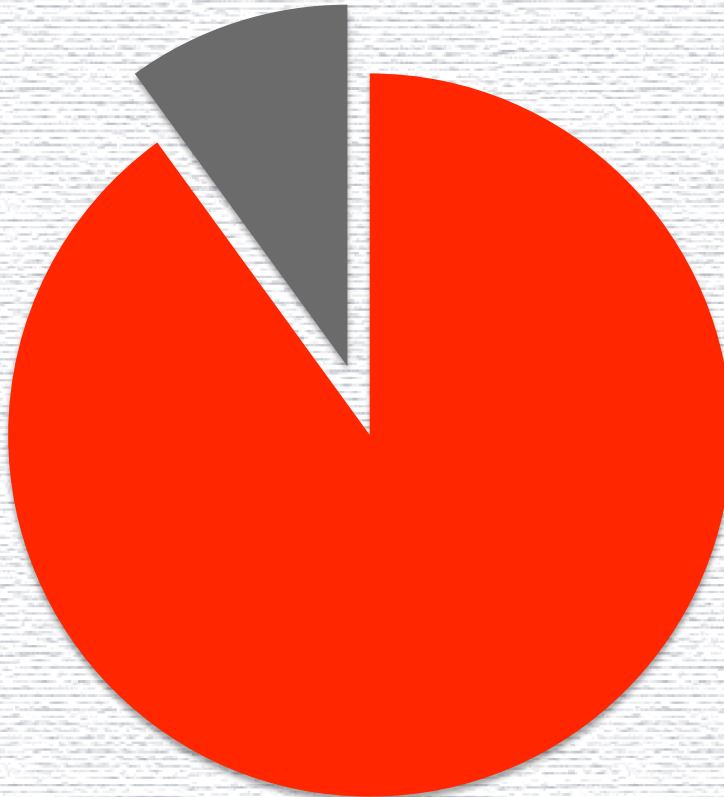




# Market Failure



# Market Failure

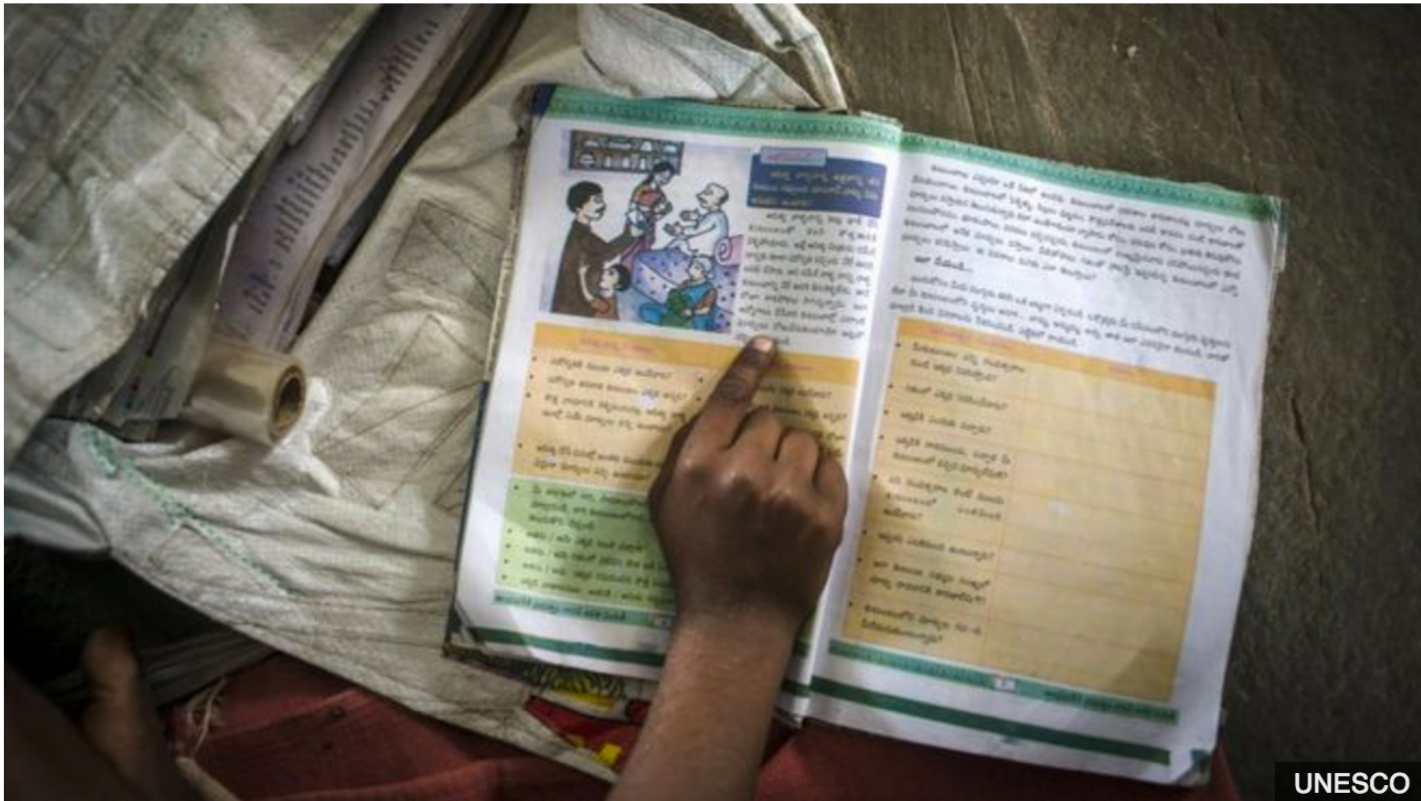


5 major  
publishers hold  
nearly 90% of  
the market



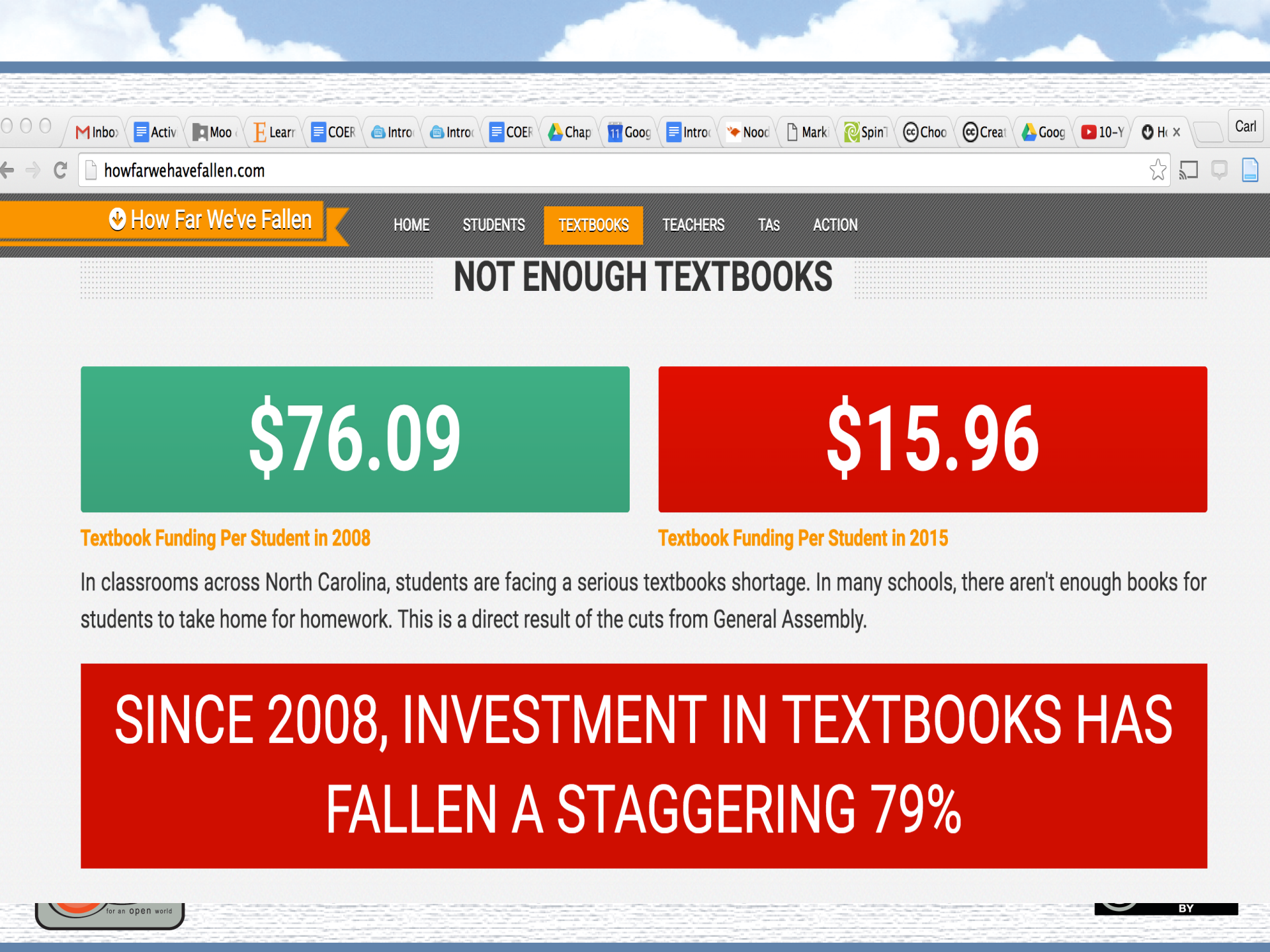
# Pupils in poor countries lack textbooks, says Unesco

🕒 19 January 2016 | Education & Family

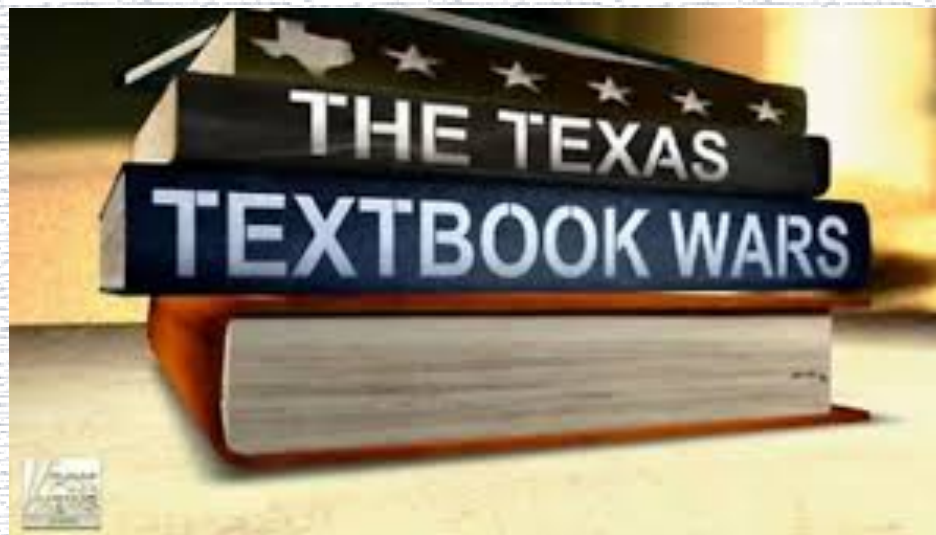


UNESCO

Unesco says there needs to be a better way of buying and distributing textbooks







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We can do better.



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Slide credit: Nicole Allen



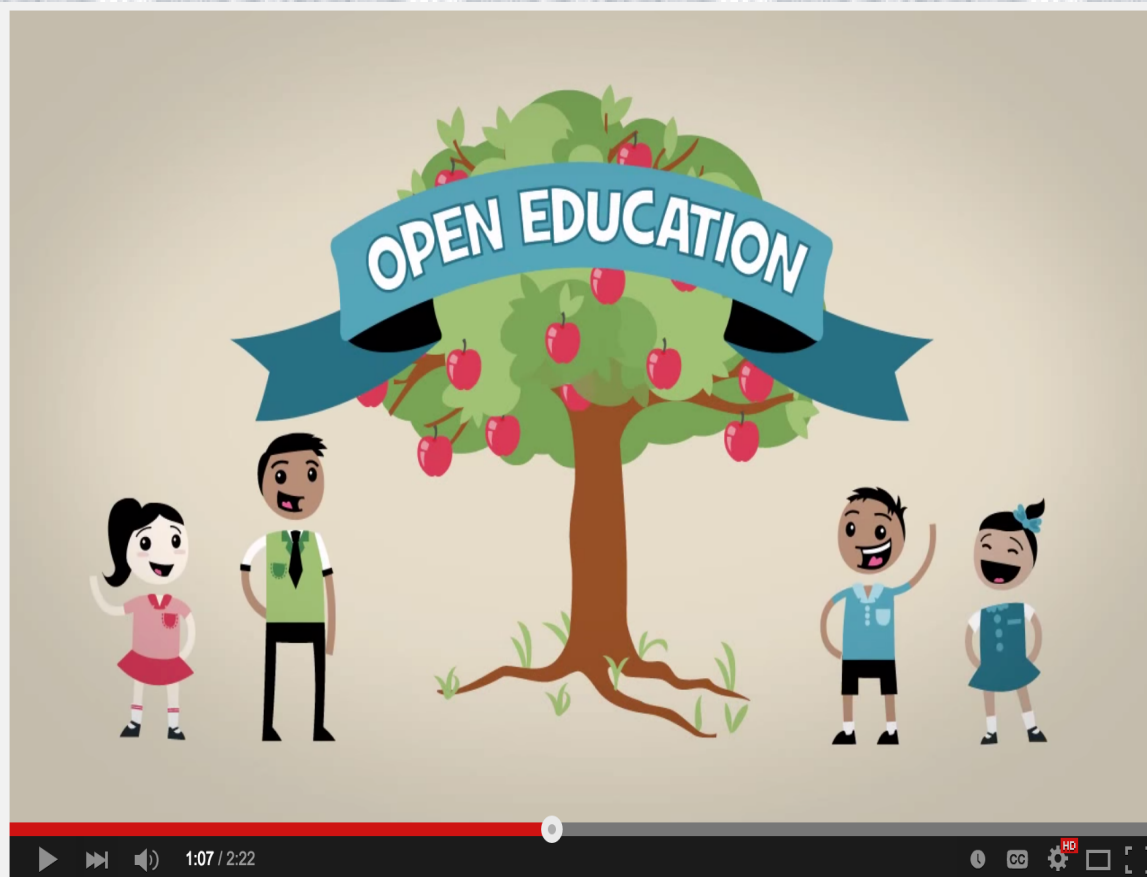


# The Solution, part 1: Open Education



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## Why Open Education Matters



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[Jen Wike Huger](#) (Red Hat)

WHAT IS OPEN SOURCE?

WHAT IS OPENSTACK?

CONFERENCES AND EVENTS

Open Source  
  
in Education

Which programming language is best for beginners?

☐ C/C++

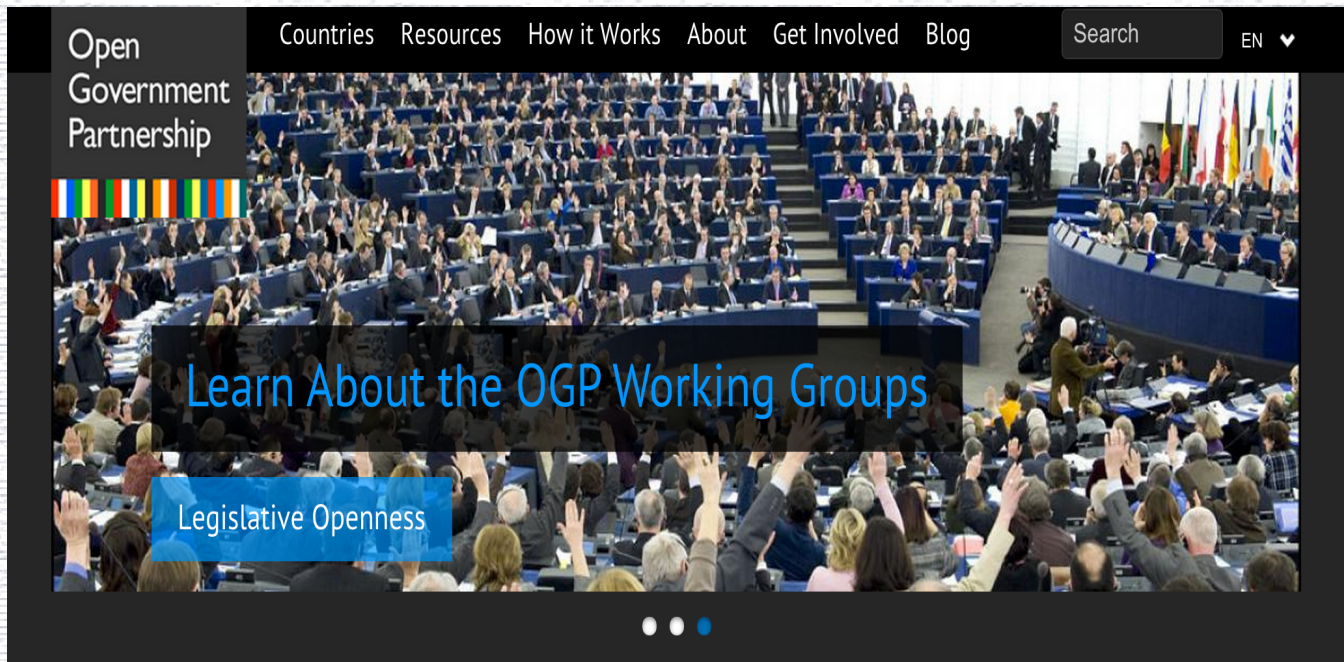
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## What is the Open Government Partnership?

OGP was launched in 2011 to provide an international platform for domestic reformers committed to making their governments more open, accountable, and responsive to citizens. Since then, OGP has grown from 8 countries to the 65 participating countries indicated on the map below. In all of these countries, government and civil society are working together to develop and implement ambitious open government reforms.





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# Open Education as a Movement

“The open education (OE) movement is based on a set of intuitions shared by a remarkably wide range of academics: that knowledge should be free and open to use and re-use; that collaboration should be easier, not harder; that people should receive credit and kudos for contributing to education and research; and that concepts and ideas are linked in unusual and surprising ways and not the simple linear forms that today’s textbooks present.”

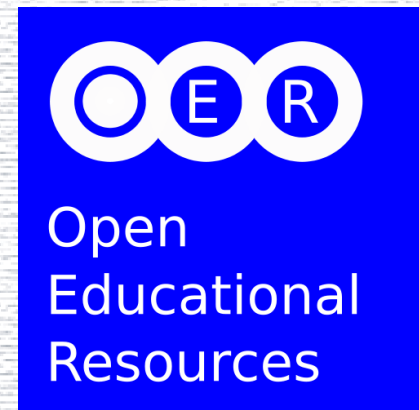
(Baraniuk 2007: 229)





# What We Mean by OER

The term OER refers to any educational material offered **freely for anyone to use**, typically involving some **permission to re-mix, improve, and redistribute**.





# What COERLL means by OPEN

1. Free Access (online, no passwords, no fees)
2. Enable the “5 R’s” (David Wiley)
  - **Retain**-no disappearing ink!
  - **Reuse** - copy verbatim
  - **Redistribute** - share with others
  - **Revise** - adapt and edit
  - **Remix** - combine with others





# “Gratis” vs. “Libre”



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# Open Licenses

Creative Commons  
“*some* rights reserved”



**Attribution**  
(Derivatives)  
(Commercial)  
(Share Alike)

# Degrees of Open: Intellectual Property

**CLOSED**

**OPEN**

**Traditional  
Materials**

All rights reserved



**OERs**

Some rights reserved





# Degrees of Open: Licenses

**Partially CLOSED**

**Totally OPEN**



# Degrees of Open: Classrooms

**CLOSED**

**OPEN**

## Traditional

- Enclosed physical space
- Enrolled students

## Online

- Virtual classroom
- Informal learners
- MOOCs=Internet public



# Degrees of Open: Research

**CLOSED**

**OPEN**

## Traditional research

- Methods/data known to few
- Traditional print journals
- *Modern Language Journal*
- Subscribed readers

## Open research

- Known to group
- Online journals
- *LL&T*
- Internet public



# OER Enablers

## Open Licenses

*Permission to  
share OERs*

## Technology

*Tools for  
creating &  
sharing OER*



## Open Standards

*How to design  
OERs for sharing*

## Communities of practice

*Sharing ideas &  
OERs w/ others*



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# COERLL's Open Design Strategies



- Modular content
- Embeddable Media (YouTube)
- Editable formats (Google Docs)
- Multiple formats (print-on-demand and mobile)



# The Solution, part 2: Participatory Culture

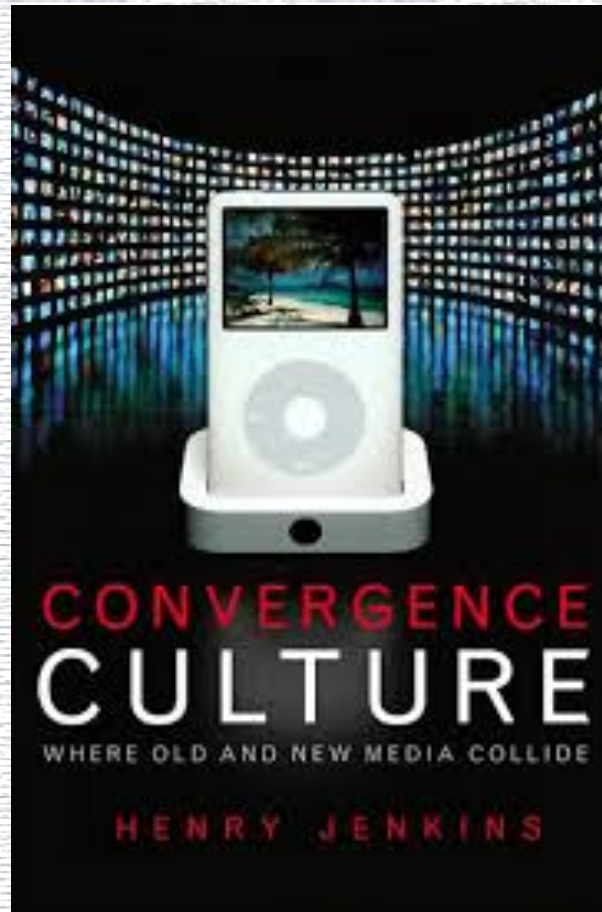


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# Henry Jenkins, 2006





An occasional paper on digital media and learning

# Confronting the Challenges of Participatory Culture: Media Education for the 21<sup>st</sup> Century



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# “Participatory Culture” defined

1. Relatively low barriers to artistic expression and civic engagement
2. Strong support for creating and sharing one’s creations with others
3. Informal mentorship whereby what is known by the most experienced is passed along to novices
4. Members believe that their contributions matter
5. Some degree of social connection with one another (at the least they care what other people think about what they have created).

(Jenkins et al 2006, p. 7)





# Forms of Participatory Culture

- **Affiliations—Affinity spaces**
- **Expressions –Mashups, Remixes, Blogs, Vlogs**
- **Collaborative Problem-solving, e.g., Uber**
- **Circulations—Ideas and social networks**





# Internet Memes!

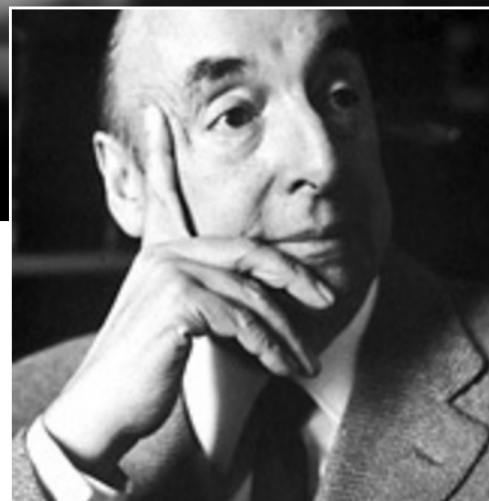


# ⚡ La Palabra

Pablo Neruda

## LA PALABRA LYRICS

Todo lo que usted quiera, sí señor, pero son las palabras las que cantan, las que suben y bajan... Me prosterno ante ellas... Las amo, las adhiero, las persigo, las muerdo, las derrito... Amo tanto las palabras... Las inesperadas... Las que glotonamente se esperan, se escuchan, hasta que de pronto caen... Vocablos amados... Brillan como piedras de colores, saltan como platinados peces, son espuma, hilo, metal, rocío... Persigo algunas palabras... Son tan hermosas que las quiero poner todas en mi poema... Las agarro al vuelo, cuando van zumbando, y las atrapo, las limpio, las pelo, me preparo frente al plato, las siento cristalinas, vibrantes, ebúrneas, vegetales, aceitosas, como frutas, como algas, como ágatas, como aceitunas... Y entonces las revuelvo, las agito, me las bebo, me



🕒 1 VIEWING

👤 1 CONTRIBUTOR  
🗣️ En Español, Lit

## ABOUT "LA PALABRA" [1 contributor](#)

Este texto forma parte de la publicación "Confieso que he vivido", obra póstuma en la cual el autor narra sus memorias alternando la prosa poética como en el presente caso, y la prosa literaria. Las líneas de toda la obra están cargadas de experiencia pero sobre todo de intimidad.



# The Results: OER/OEP



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# Heritage Spanish Materials

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Authentic Spanish videos for language learning



## About the Archive

The SpinTX video archive provides access to selected video clips and transcripts from the [Spanish in Texas Corpus](#), a collection of video interviews with bilingual Spanish speakers in Texas. [Learn more...](#)



## Join the community

[Create a free account](#) to start saving and tagging your favorite videos. More features and tools for educators are coming soon!

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# Creating Lessons to Bridge the Lang/Lit Divide





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00e-Table of Cont...



01a-What's-in-a-n...



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03-Envie-de-voya...



04-Respect-et-verité



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07-Fêtes-et-souve...



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&  
THE LITERARY  
IN THE EVERYDAY

*helping students  
to make meaning*

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Joanna Luks (Cornell)  
Chantelle Warner (U of Arizona)  
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**The TELL Collab**

Join us June 26-27, 2015 in Austin, TX for the TELL Collab! This two-day professional learning experience will bring together world language educators to explore, model, and share effective language learning practices identified by the TELL Framework. Learn more at [www.tellcollab.org](http://www.tellcollab.org).

[More...](#)

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**Upcoming Events**

[SOCALLT 2015](#)  
Apr. 24, 2015 to Apr. 25, 2015  
The University of Texas at Austin

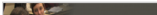
[New Literacies in the L2 Classroom:  
Developing Advanced Language Users  
through Digital Media](#)  
Jun. 01, 2015 to Jun. 05, 2015  
The University of Arizona

[The TELL Collab](#)  
Jun. 26, 2015 to Jun. 27, 2015  
Clickman Conference Center, The


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The Basics](#)



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# Q&A

- What is your personal experience as an HS instructor with the “closing of education”? Does your experience corroborate the claims made in this presentation?
- Have you heard of other efforts to tackle the “problem of pedagogical materials?”
- What is needed to create “an infrastructure for sharing” Heritage Spanish ideas and materials?



# Create/Edit Your Activity

- Create a draft of an activity, a word document
- Give your document a title: “SpinTX Por vs.para activity” or “Anchor activity” or “Comparing dialects activity”
- You may work individually or in small groups
- Time limit: One hour
- You may work anywhere, but please come back!

