

Textbook Costs and Opportunity Lost:

What price-driven decisions are costing students



Research has shown a positive correlation between access to course materials and completion rates and grades.¹⁻⁵ And yet, one survey of more than 22,000 college students found, as many as

64% of students opt out of buying required course materials for the first day of class.

As the survey uncovered, the decisions students make in light of the price of textbooks may cost them opportunity in the long run.⁶



Improving access, affordability, and achievement with Inclusive Access

Shifting to digital delivery of course materials can help students avoid these opportunity costs by providing digital, day-one access to required course materials to every student at a more affordable price.

Learn more at [pearson.com/inclusive-access](https://www.pearson.com/inclusive-access).

¹ Feldstein, A., Martin, M., Hudson, A., Warren, K., Hilton III, J., & Wiley, D. (2012). Open textbooks and increased student access and outcomes. *European Journal of Open, Distance and E-Learning*.

² Fischer, Lane, et al. "A multi-institutional study of the impact of open textbook adoption on the learning outcomes of post-secondary students." *Journal of Computing in Higher Education* 27.3 (2015): 159-172.

³ Hilton III, J. L., & Laman, C. (2012). One college's use of an open psychology textbook. *Open Learning: The Journal of Open, Distance and e-Learning*, 27(3), 265-272.

⁴ Paulsen, M. B., & St John, E. P. (2002). Social class and college costs: Examining the financial nexus between college choice and persistence. *The Journal of Higher Education*, 73(2), 189-236.

⁵ Pawlyshyn, N., Braddlee, D., Casper, L., & Miller, H. (2013). *Adopting OER: A case study of cross-institutional collaboration and innovation*.

⁶ Florida Virtual Campus. (2012). *2012 Florida Student Textbook Survey*. Tallahassee, FL.