

Analytics

See the page on [Google Analytics](#) also.

Cost Savings

Estimating cost savings is a difficult task with open textbooks and other publications. Below is a snapshot of the algorithm we use to predict cost savings.

Chapter Cost

Cost per page (default = \$0.10) * Words in the chapter / Words per page (default = 500)

Chapter Savings

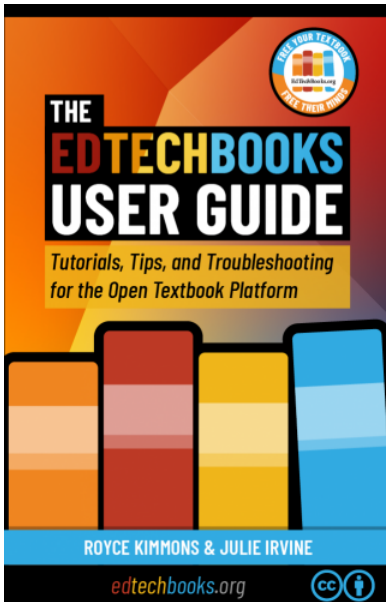
Chapter cost * (Predicted read count + (Untracked views * Reading likelihood) + PDF downloads)

Book Cost

$\Sigma(\text{Chapter cost})$

Book Savings

(Book cost * PDF downloads) + $\Sigma(\text{Chapter savings})$



Kimmons, R. & Irvine, J. (2019). *The EdTech Books User Guide*. BYU Open Textbook Network.
<https://open.byu.edu/userguide>