

PEARSON



CASE STUDY

University of Windsor Windsor, Ontario CANADA

INSTRUCTOR Dr. Ken Cramer

COURSE Introduction to Psychology

TEXT Psychology: From Inquiry to Understanding by Scott O. Lilienfeld, Steven J Lynn, Laura L. Namy, Nancy J. Woolf, Kenneth Cramer and Rodney Schmaltz (2011), 1st Canadian edition with MyPsychLab

TERMS COVERED Fall 2007-Fall 2010

CONTRIBUTION OF MYPYCHLAB TO FINAL GRADE 10%

TYPES OF DATA REPORTED Improvement in final course grades

COURSE STRUCTURE Traditional

AT THE UNIVERSITY OF WINDSOR, the Introduction to Psychology course is a large one: 450 students each term. With so many students and so many essential concepts to cover, it is a difficult challenge to ensure that every student receives the instructional assistance needed to remain on track. A few years ago, keen to offer students a richer learning experience, Dr. Ken Cramer chose to adopt MyPsychLab after witnessing a demonstration.

“I took a chance on MyPsychLab based on what I saw,” Professor Cramer recalls, “and I’m glad that I did. I want every student in my course to engage with the material and to succeed academically. With 450 students per term, I welcome a resource like MyPsychLab that will augment my own instruction.”

Teaching with MyPsychLab

Professor Cramer says that students work in MyPsychLab about a week ahead of his lecture. “I want to encourage students to become familiar with that week’s topics before coming to class. MyPsychLab offers students an opportunity to engage with the material beyond simply a static reading of the chapter,” says Professor Cramer. Students are required to complete the MyPsychLab post-tests for each chapter,

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—Professor Ken Cramer

accounting for 10% of students’ final grade—but Cramer encourages students to use all of the features of MyPsychLab. “MyPsychLab gives students multiple ways to access the course material, and thus MyPsychLab respects and accommodates students’ diverse learning styles. The more exposure students have to concepts, the greater their chances are to truly master the material. In a very large lecture course where I can’t possibly interact with each individual student on a week-by-week basis, MyPsychLab provides a superb study partner for students.”

With MyPsychLab,
students performed
significantly better
on mid-term and final
exams, leading
to improved
final grades.

“MyPsychLab is a vital part of my course. I will continue to use MyPsychLab and will encourage my colleagues to adopt MyPsychLab as well.”

—Professor Ken Cramer, University of Windsor

Learning with MyPsychLab

Students have responded enthusiastically to MyPsychLab, reports Professor Cramer. “I believe that MyPsychLab helps to ameliorate the anonymity of a large lecture course,” he states. “Students using MyPsychLab feel more connected to the material and to the course—and therefore, they perform better and finish the course with the best possible results.”

“There is a very clear correlation between the time students spend engaging with MyPsychLab and students’ subsequent scores on mid-term and final exams.”

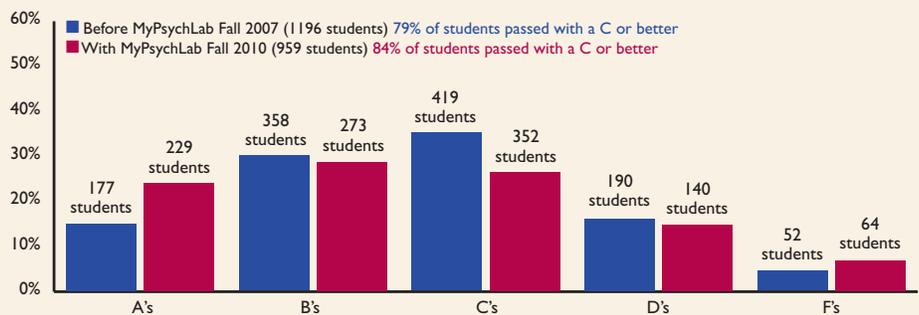
—Professor Ken Cramer

Professor Cramer points to another benefit of MyPsychLab. “As instructors, we are not just concerned with students’ success on one exam or even in one course; we are promoting the acquisition of individual responsibility. It is vital that students prepare prior to lecture and meet their assignment deadlines week by week. MyPsychLab helps to promote these life skills and to enhance students’ overall development at the university level.”

Results

“I have analyzed student performance results term by term since adopting MyPsychLab,” says Professor Cramer. “The evidence is clear: students who use MyPsychLab perform better in the course. There is a very clear correlation between the time students spend engaging with MyPsychLab and students’ subsequent scores on mid-term and final exams. These results are consistent over time and confirm my belief that MyPsychLab is a vital part of my course. I will continue to use MyPsychLab and will encourage my colleagues to adopt MyPsychLab as well.”

Comparison of student performance results with and without MyPsychLab



ANALYSIS

With MyPsychLab, students performed significantly better on mid-term and final exams, leading to improved final grades.

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