

Success Stories

Profiles of Pearson Technology Users

Course Info

I use MasteringBiology with *Campbell Biology* for two courses: BIO 107 Cell Biology and BIO 108 Diversity of Organism. They are traditional courses with lectures and labs. BIO 107/108 are required credits for science students and the course is made up mainly of science students, although we do get some arts students and some education students.

Assessment

We have one midterm and one final exam and I introduce another component: a MasteringBiology assignment worth 5% of their final grade.

Implementation

There are many reasons I decided to incorporate MasteringBiology into my courses. When our Pearson rep demonstrated it to our faculty, I saw an opportunity for our students to have access to more information than just the textbook, especially since they are always asking for more sample questions. MasteringBiology has thousands of questions and they're interactive. That is the key to why it is so different from the study guide.

Students now are using many more aspects of multimedia, so I recognized MasteringBiology as another opportunity to deliver the course content that way to students. I implemented two sections of MasteringBiology right away in my courses and I was quickly getting overwhelmingly positive reviews from my students.

I use MasteringBiology in my course in a few ways. During lectures I mention it and say which animations are available for students to review. I also use it in class to demonstrate the site itself and, early in the term, I show students how to use it so they will be familiar with it when I ask them to complete a review assignment worth 5%. I also encourage the students to use it as a study aid throughout the year.

Benefits

MasteringBiology is a great source of information for the students. It allows them to spend more time with the content and come up with their own questions. I get overwhelmingly positive comments and feedback from the students saying how much it helps them in studying for the final. It helps to increase their confidence and understanding.

Conclusion

My advice to instructors who are considering using MasteringBiology is to think of the benefit to your students who are looking for multimedia and the ability to interact with the content. I will definitely continue to use MasteringBiology. I look forward to seeing how Pearson continues to build and improve the site. The flexibility and ease of use improved each year that I've used it.

“MasteringBiology is really easy to incorporate and the multimedia aspects, in particular the BioFlix, really bring a beauty to the biology.”

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For more information, please contact your Pearson Rep at www.pearsoncanada.ca/highered Photo Credit: Mark Degner