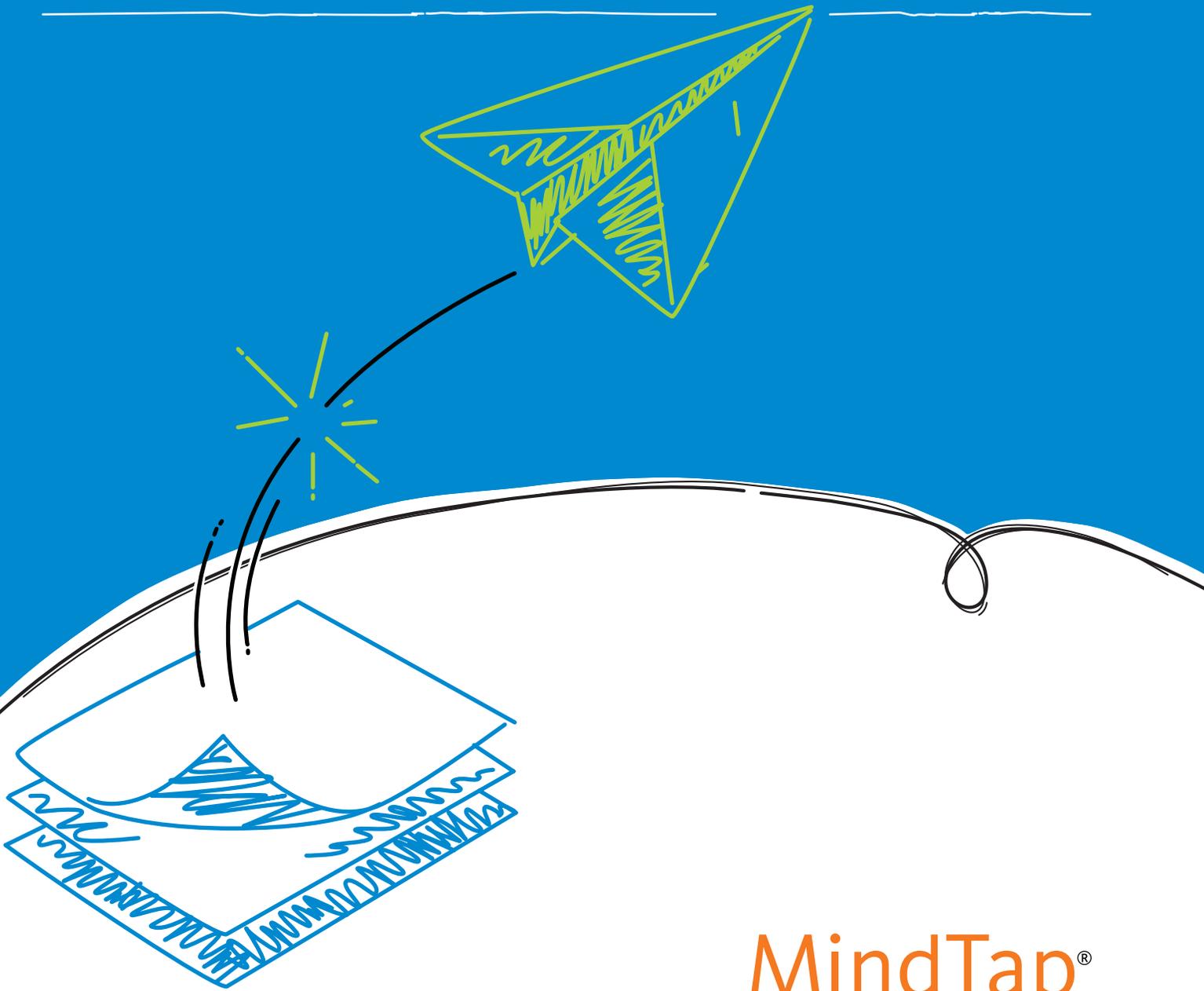


---

---

White Paper

---

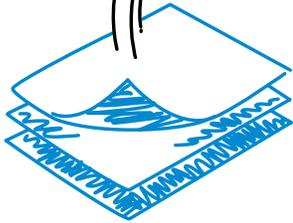


MindTap®

Better Engagement, Better Outcomes —  
MindTap® Proves Its Impact in the  
Humanities and Social Sciences

White Paper:

## Better Engagement, Better Outcomes — MindTap® Proves Its Impact in the Humanities and Social Sciences



# MindTap®

## About MindTap

MindTap is an online, personalized learning experience built on Cengage Learning's content that combines student learning tools—readings, multimedia, activities, and assessments—into a Learning Path that guides students through their course. Instructors can personalize the experience by customizing Cengage Learning content and learning tools, including adding their own content via apps that integrate into the MindTap framework with Learning Management Systems.

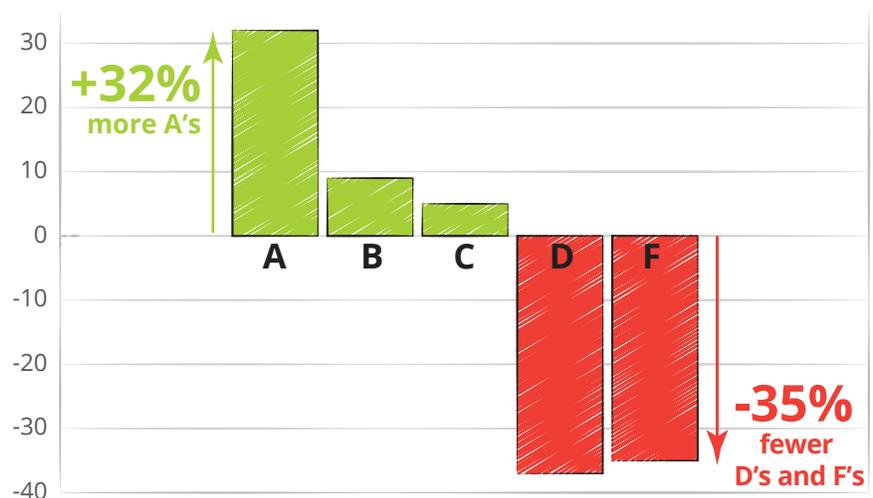
In college classrooms across the country, instructors are witnessing the effectiveness of MindTap® in improving academic outcomes and engagement in today's courses, as well as its ability to transform today's students into critical thinkers. Research conducted by Cengage Learning — including in-depth conversations with instructors who use MindTap — verifies the digital solution's positive impact. The data from these instructors' courses demonstrates multiple successes: strong student engagement with assignments, greater mastery of course content, higher test scores, and overall improved student performance and success rates.

Students recognize MindTap's advantages, too. They're telling their instructors that MindTap truly helps them review, understand, and master the course content — and that they enjoy engaging with the content, homework, and learning activities.

## Proven Results

Results from numerous studies show that students who use MindTap earn higher grades than those who do not.

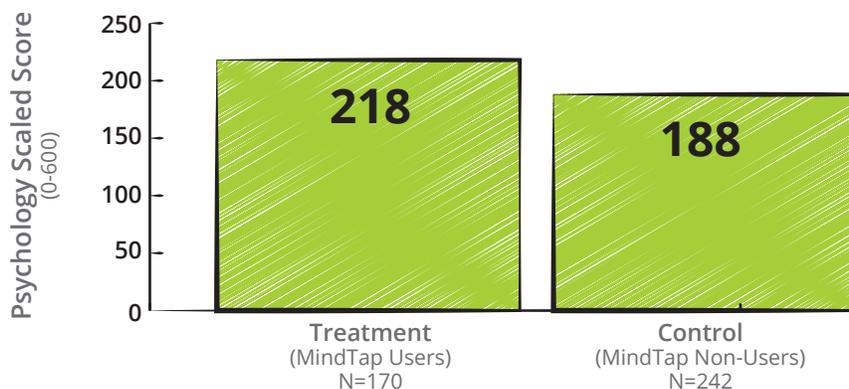
Percent of Letter Grades Increase Using MindTap U.S. History



- In a study of 2,500 U.S. History students, MindTap users' final grades were 13% higher than the grades of students who didn't use MindTap. They also received 32% more A's.
- In a study of 14 Introductory Psychology courses across 13 institutions, students using MindTap performed 33% better on a post-test exam than those who did not use MindTap.
- After assigning MindTap as 15% of the course grade, Psychology instructor Starlett Sinclair from South University in Georgia saw a correlation between students who used MindTap and their performance. Students with medium or high engagement with MindTap received significantly higher final course grades than students with low engagement.

### MindTap Users Score Higher on Psychology Post-Tests

The results show an effect size of .33 (Cohen's D), indicating that students in the treatment group using MindTap performed about one-third of a standard deviation (33%) better than students in the control group not using MindTap.



### Increased Student Engagement

Instructors cite “engaging and motivating students” as one of their biggest challenges, and constantly strive to capture students’ attention. Instructors also know that using multimedia tools in the classroom and demonstrating different ways to learn a concept increase engagement significantly. Completely digital and highly interactive, MindTap can help instructors engage with their students by offering integrated media assets.

When students are engaged, they’re more likely to get valuable practice in building critical thinking skills. Such was Michelle McCargish’s experience teaching U.S. History with MindTap at Western New Mexico University. “I saw much better results with the students being able to draft essays that incorporate evidence from the course material,” she says.



*Students' learning improved dramatically, and their grades improved by a full letter — from a C- to a B- average. I've never seen anything like this.*

**Carey Roberts**

Arkansas Tech University

*MindTap not only helped improve engagement, it improved overall student success.*

**Starlett Sinclair**

South University



*MindTap is the first digital product that seems to be making a difference in student learning... For the first time in my career students came into my office and thanked me for choosing a product. They were far more engaged with the text and the course material.*

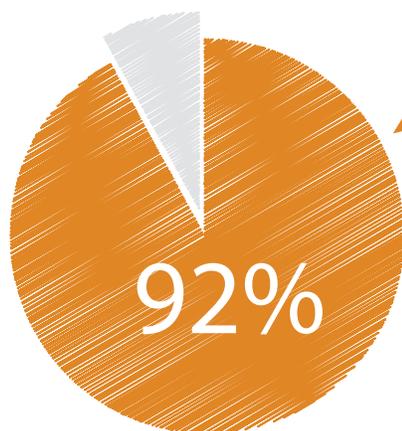
**Carey Roberts**

Arkansas Tech University

*With MindTap, it's so simple to find out which students are struggling in class. You pull up the analytics window and the students who are outliers are clearly identified in the lower left-hand quadrant.*

**Greg Dixon**

University of West Georgia



■ **92% of Criminal Justice students** in one course rated MindTap excellent or good.

Among Criminal Justice students at Texas Christian University who completed a course survey, 92% rated MindTap as excellent or good. In a national, semester-long study, eight instructors and 284 students reported on their experience using MindTap in their Criminal Justice courses. More than two-thirds of the students felt that MindTap helped their learning and course performance in a number of ways:

- "MindTap provided a new way to learn the material."
- "MindTap extended the learning process beyond the classroom."
- "MindTap helped me better understand the course material."



■ **More than two-thirds** of students in 8 Criminal Justice courses said MindTap helped their learning and course performance.

Beatrice Bachleda, a deaf student at The Ohio State University, needed a different way to learn. She couldn't keep up with her psychology studies because videos on which the course was based didn't include closed captioning. Beatrice used MindTap to complete her homework, relying on

the supplemental and reference materials she was unable to access in the captionless videos. “It’s fast, easy, and very accessible. It definitely kept me on top of my work,” she says.

## Time-Saving Instructor Tools

MindTap analytics provide a visual dashboard that allows instructors to track student performance on learning objectives, grades, progress, and engagement data in real time. For instance, instructors seek to help struggling students but can’t always identify them. MindTap makes it quick and easy. Greg Dixon of the University of West Georgia uses the engagement tracker in MindTap to see which students in his American Government classes are behind on their assignments. “We’re looking at ways to identify at-risk students much earlier in the course. It is much more effective to intervene with a student early on than to wait until the first midterm, which is when we traditionally identify at-risk students,” he says.

## The Power of Digital Assignments

The benefits of digital assignments go far beyond saving instructors prep time. In a study of College Success, English, History, and Western Civilization courses, instructors who assigned more content in MindTap confirmed higher levels of student engagement. Casey Cobb, who teaches History at Roane State Community College, noticed this correlation immediately. She and other instructors found that digital course assignments with grades attached to them increase student focus, engagement, and understanding. According to University of Maine American Government instructor Rich Powell, students also recognize that they learn better, and their performance increases when they work consistently each week in MindTap.

## MindTap Makes a Difference

MindTap’s assignable multimedia activities engage students, thereby improving outcomes. Time-saving analytics allow instructors to easily track performance, identify at-risk students, and remediate, which also leads to better outcomes. The common thread among these and other proven benefits? MindTap has a positive impact on teaching, learning, and student success — from day one.



*Students are held accountable for working a considerable amount of time each week....They must engage with the material that is assigned in MindTap.*

**Casey Cobb**

Roane State Community  
College

*Over time, I've replaced a good chunk of the grade that was in class exams and put more weight on the week-to-week quizzes. I like the ability to move away from having such a significant weight in the class on high stakes testing. It allows students to learn more consistently throughout the semester.*

**Rich Powell**

University of Maine

## AVAILABLE RESOURCES ACROSS HUMANITIES AND SOCIAL SCIENCES

Visit the Engaging Minds Blog to download: [blog.cengage.com](http://blog.cengage.com)

### Multiple/All Disciplines

**WHITE PAPER: First-time MindTap Users Share Best Practices** (*Instructors reported that MindTap made their lives easier by allowing them to grade homework more quickly and better prepare for class. However, it's important to note that these time-saving benefits don't come at the expense of outcomes. Instructors report that they are better able to meet their course objectives — while working more efficiently.*)

**WHITE PAPER: With Digital Learning Solutions, Assignments Matter** (*Instructors have found that digital course assignments with grades attached to them increase student focus, engagement and understanding.*)

**WHITE PAPER: Engaging Students with MindTap Leads to Success: A Study of MindTap in Post-secondary College Success, Criminal Justice, Medical Terminology, and Psychology Courses** (*About two-thirds (63%) of all students felt that MindTap made the courses much more or somewhat more interesting, and about two-thirds (66%) found that it made the course much more or somewhat more engaging.*)

### American Government

**WHITE PAPER: An Ounce of Prevention: Assessment and Engagement Data and Early Identification of At-Risk Students** (*MindTap's assessment tools and analytics successfully predicted the likelihood of poor course performance at the University of West Georgia.*)

**WHITE PAPER: MindTap for Intro to American Government** (*University of Maine instructor applauds MindTap's time-saving integration with Blackboard, interactive content that engages students in applying concepts, and consistent learning spurred by weekly graded quizzes.*)

**SUCCESS STORY: Analytics in MindTap for American Government Help Lead to Earlier Student Intervention** (*Greg Dixon, University of West Georgia*)

### College Success

**SUCCESS STORY: College Success Students Prepare for Class and Improve Grades with MindTap** (*San Jacinto College instructor explains why "better time management" – for her and her students – is the key reason why she recommends MindTap.*)

### Communication

**SUCCESS STORY: Use of MindTap Leads to Increased Reading and Comprehension in Melody Lehn's Communication Course** (*Melody Lehn, University of South Carolina*)

### Criminal Justice

**WHITE PAPER: Assessing Student Engagement and Instructor Support in Criminal Justice** (*"Ability to customize content" was selected by 73% of instructors interviewed at ACJS; 47% chose "reduces course prep time" when asked what would make them likely to adopt an online product. Nearly all cited engagement as their biggest challenge.*)

**CASE STUDY: Students at Texas Christian University Give MindTap High Marks in Introductory Criminal Justice** *(More than two-thirds of the students in the study felt that MindTap helped their learning and course performance.)*

**STUDENT SUCCESS STORY: Freshman Challenged with Responsibilities and Financial Pressure of Paying for College** *(Hannah Wallace, Texas Christian University)*

**STUDENT SUCCESS STORY: Future Attorney Credits MindTap for Time Management Skills and Better Grade in Criminal Justice** *(Carly Stacey, Texas Christian University)*

**STUDENT SUCCESS STORY: Student Athlete Challenged With Managing Time and Commitments In and Out of the Classroom** *(Bailey Sullivan, Texas Christian University)*

**STUDENT SUCCESS STORY: Time-Strapped Student Looks to Balance Academic Responsibilities with Extracurriculars** *(Rachel Bull, Texas Christian University)*

## History

**WHITE PAPER: Rich Digital Primary Source Sets and Intuitive Courseware Increase Student Engagement and Outcomes in U.S. History** *(In a study of 800 students, those using MindTap received 32% more A's and 35% fewer D's and F's; 60% said MindTap improved their grade in the class and three-quarters said it provided a new way to learn.)*

**CASE STUDY: Critical Thinking Skills and Student Success Rates Increase in History Courses with MindTap at Texas Southern University** *(The number of A's earned almost doubled when MindTap was introduced. At the same time, the number of F's went down by 43%.)*

**CASE STUDY: MindTap for U.S. History Increases Student Engagement at Oakland University** *(82% of students agreed or strongly agreed that "using MindTap helped me better understand the course material.")*

**SUCCESS STORY: MindTap for History Increases Critical Thinking and Improves Outcomes at Oklahoma State University** *(Michelle McCargish, Western New Mexico University)*

**SUCCESS STORY: Students Improve Their Mindset and Grades with MindTap** *(Carey Roberts, Arkansas Tech University)*

## Psychology

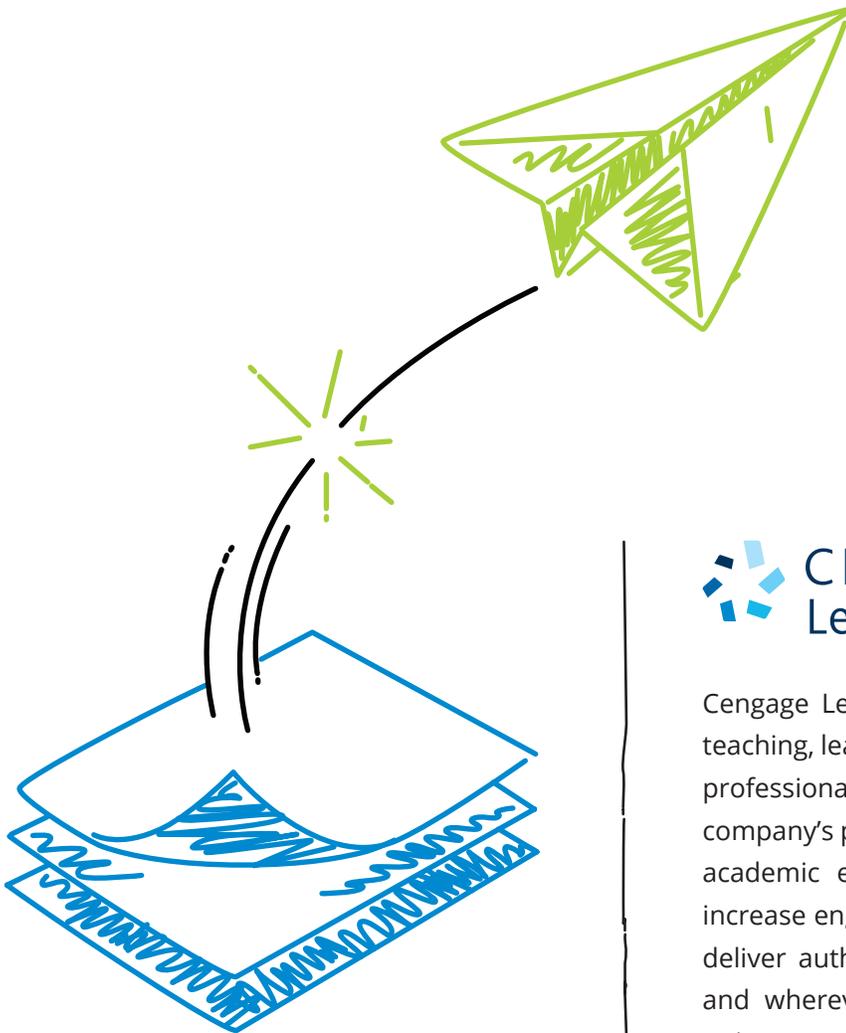
**WHITE PAPER: Student Learning Improves Significantly with MindTap** *(Students using MindTap performed 33% better than students not using MindTap.)*

**STUDENT SUCCESS STORY: MindTap Gives Returning Student the Tools to Succeed in Psychology** *(Kim Feager, St. Charles Community College)*

**STUDENT SUCCESS STORY: MindTap Helps College Student Overcome Accessibility Issues** *(Beatrice Bachleda, The Ohio State University)*

## Statistics for the Behavioral Sciences

**CASE STUDY: Statistical Content Becomes More Accessible and Student Achievement Gets a Boost with MindTap** *(Data analysis shows that students who complete MindTap assignments successfully are more likely to pass the course.)*



Source Code: M16017498



Cengage Learning is a leading provider of innovative teaching, learning, and research solutions for academic, professional, and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. [www.cengage.com](http://www.cengage.com)

Copyright ©2016 Cengage Learning. All Rights Reserved.