



Pearson



## MyLab and Mastering student experiences

### Student survey: What motivates students?

Respondents from UK and Middle Eastern  
Universities on various MyLab & Mastering  
resources

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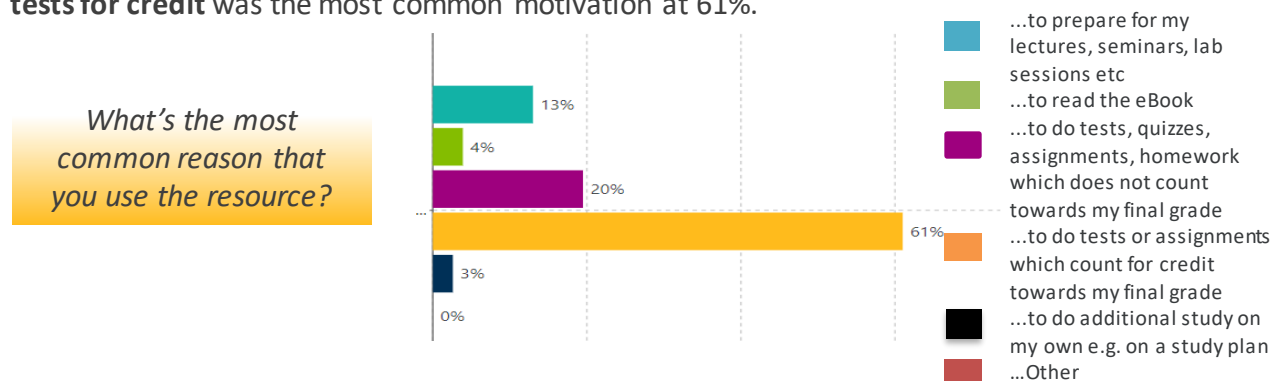


## Various universities, UK & Middle Eastern respondents

Identifying what attracts students to the resource is key for engaging students with their learning on a digital resource. The survey showed key motivators were:

### Tests/assignments

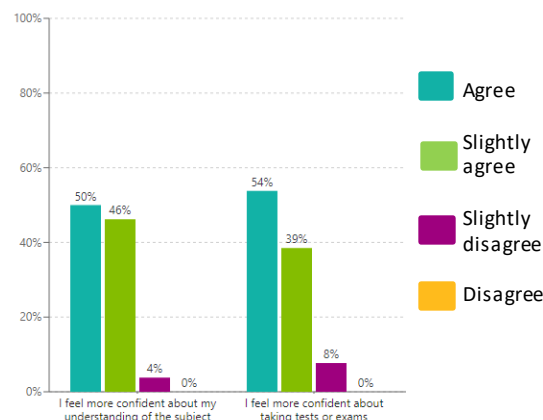
65% of respondents (n=97) used the resources for any test and 72% for credit but taking tests for credit was the most common motivation at 61%.



### Feeling confident

90% of students agreed using the resource made them feel **more confident** in their subject. 88% agreed it made them feel more confident about tests.

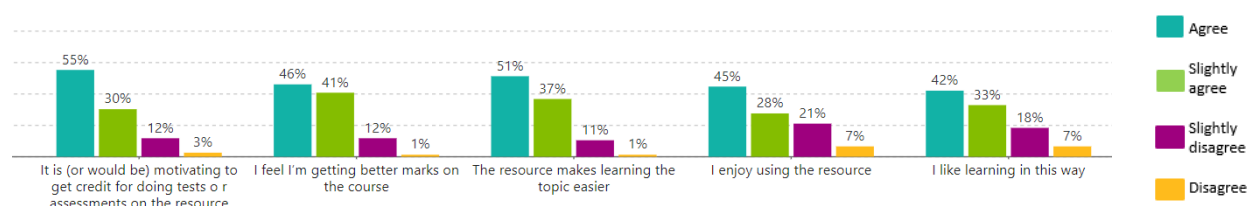
*As a direct result of using MyLab Accounting to what extent do you agree with the following statements?*



### Student feel that it's easier to learn and do better

88% agreed MLM made learning easier and 87% felt they were getting better scores as a direct result of using their Mastering or MyLab resource.

*As a direct result of using the resource, to what extent do you agree with the following statements?*



Preparation and self-study motivated 40% of students to use the resource themselves outside of assigned work.





## Brunel University, UK respondents

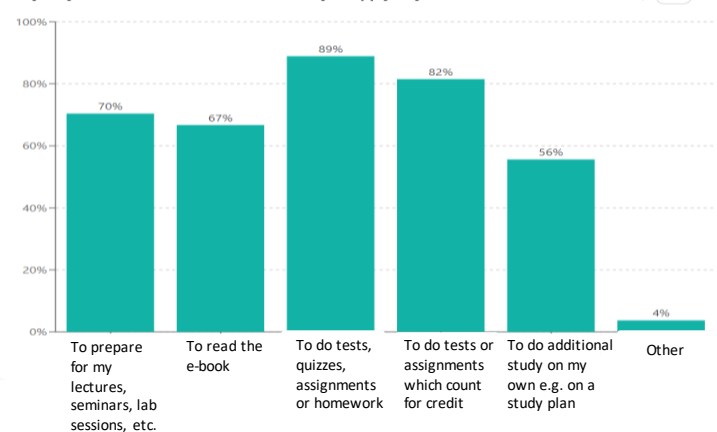
An in-depth survey at Brunel University revealed how similar motivators engaged their students to an even greater extent in this institutionally-funded use of MyLab Accounting. The resource was included throughout the module, both for summative and formative assessments.

### Tests/assignments

89% used MyLab for testing not for credit, 82% for testing which counted towards credit.

**100 %** agreed it was **motivating to get credit**. Even where the resource is included throughout as part of testing knowledge, 56% of students also used the resource for additional self-study - perhaps supporting high levels of confidence.

### Why did you use the resource?

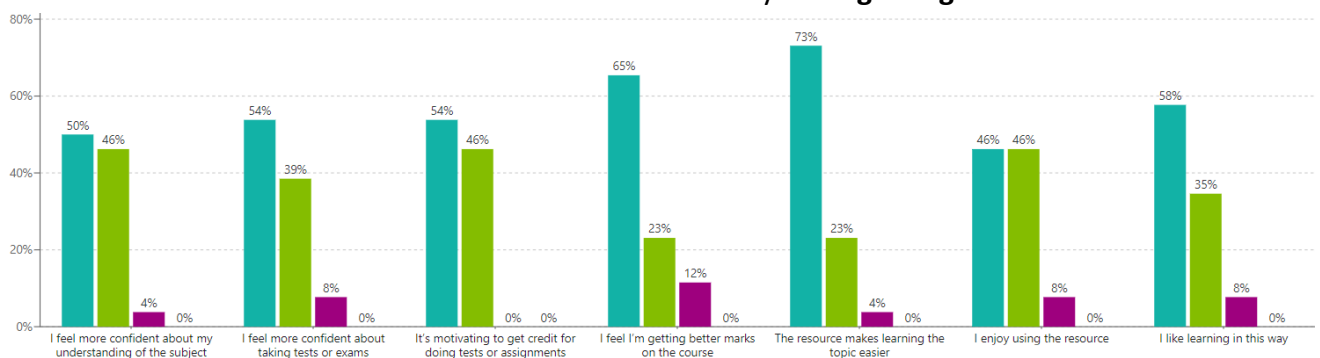


### Feeling confident

**96%** agreed they were **more confident** about the subject, 92% felt more confident about taking tests.

### Student feel that it's easier to learn and do better

**93%** agreed it's **motivating to see how you're doing immediately**, **96%** agreed MLM made **learning easier**, **92%** enjoyed it and **88%** agreed they were **getting better results**.



■ Agree    
 ■ Slightly agree    
 ■ Slightly disagree    
 ■ Disagree



## Brunel University, UK respondents

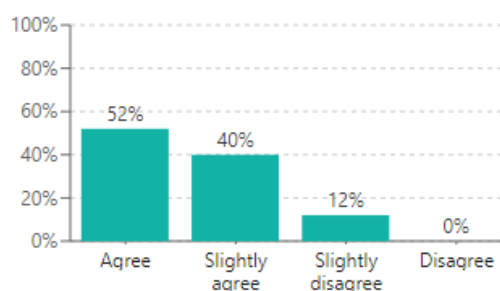
### Reading

**100% of students said having access to their own e-Textbook copy of the book means they read more for this module than they do for others.**

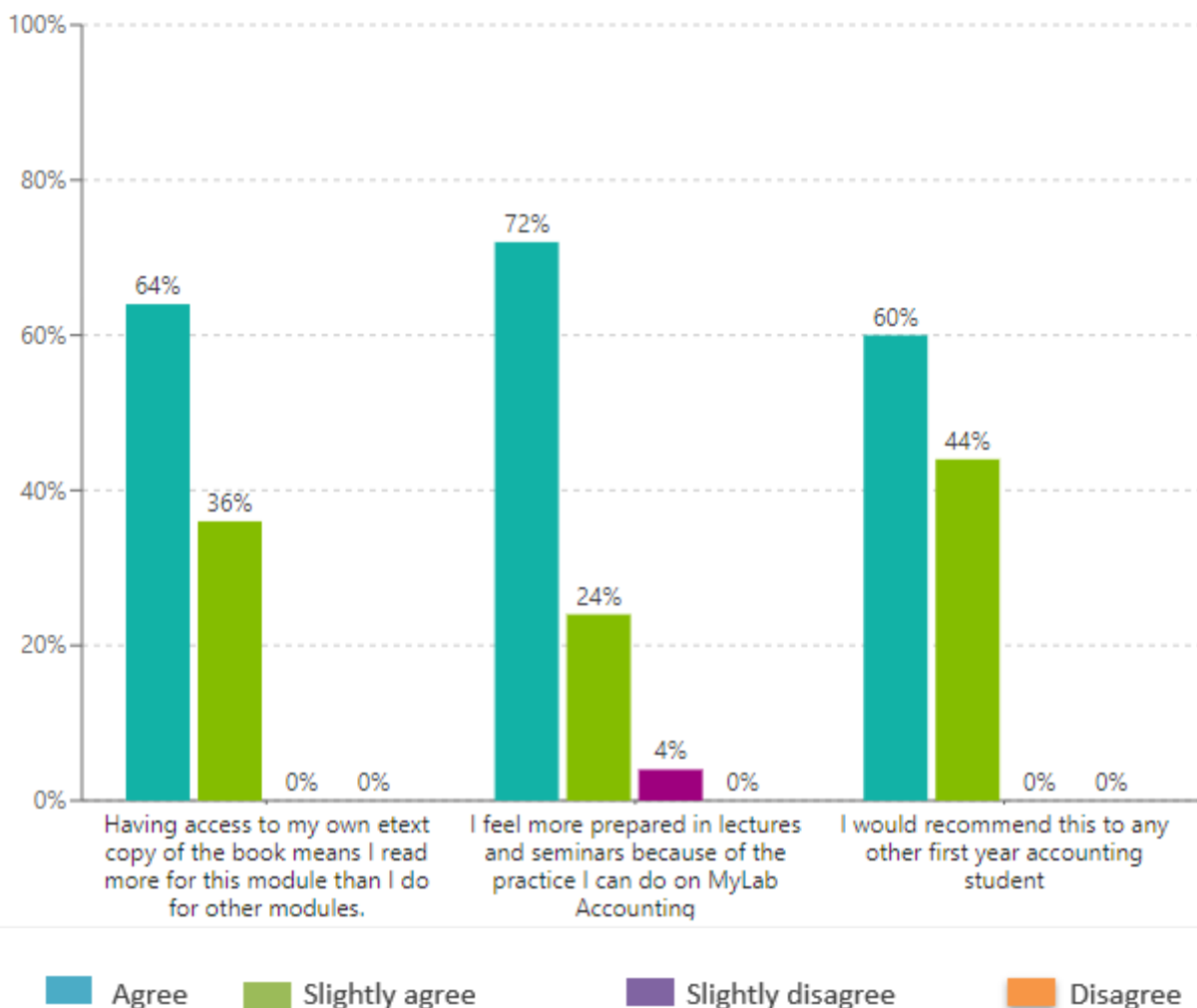
**Preparation, self-study** was higher at 70% and 56% (compared to 40% on average in all other respondents)

### Feeling of support

*I feel supported on this module because of the way my lecturer directs me to use MyLab*



**100% students said they would recommend MyLab Accounting to any other first year accounting student**



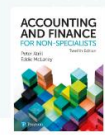
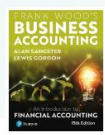

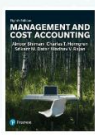
## Conclusion

**Credit** is a powerful way to motivate students where it is possible. It remains a key way to engage students as you would expect. However, when it is not possible there are other really important reasons for your students to use their resource. There are consistencies across regions which demonstrate the positive impact of engaging students. Increasing **confidence** in their knowledge, improved confidence to take tests or exams, making learning **enjoyable** and enabling additional **independent study** or **preparation** are all very attractive for students and key reasons to engage with their resource. Supporting mental health through increased confidence is perhaps understated when thinking about reasons to use digital courseware for students. To add to this, engaged students report more than confidence and enjoyment, they feel they are actually doing better 'as a direct result of using the resource.

In summary, students using a Mastering or MyLab resource reported:

- Increased feelings of **confidence** around learning and tests
- Increased **enjoyment** of learning
- Increased sense of **preparedness** for class and for tests
- Feeling that they were doing better and getting **better scores**
- **Reading more**

### Textbooks with MyLab Accounting

 <p>Accounting and Finance for Non-Specialists, 12th edition PETER ATRILL &amp; EDDIE MCCLANEY <a href="#">View details</a></p>	 <p>Frank Wood's Business Accounting, 15th edition ALAN SANGSTER &amp; LEWIS GORDON <a href="#">View details</a></p>	 <p>Financial Accounting and Reporting, 20th edition JAMIE ELLIOTT &amp; BARRY ELLIOTT <a href="#">View details</a></p>	 <p>Management and Cost Accounting, 8th edition ALNOOR BHIMANI <a href="#">View details</a></p>
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