

Digital guide: Higher engagement in higher ed

Digital learning isn't just the latest trend, it has the potential to transform the classroom. In fact, 71% of students agree that technology increases engagement in learning.¹ So charge up those devices and discover how to increase student engagement and create meaningful educational experiences.

“ We need technology in every classroom and in every student and teacher's hand, because it is the pen and paper of our time, and it is the lens through which we experience much of our world. ”

— David Warlick, Author, *The Days & Nights of a Quiet Revolution: Challenging the What, How and Why of Education in the Digital Age*



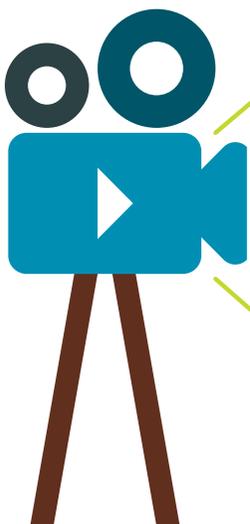
Digital must-haves to increase student engagement

Use edtech to ramp up student engagement and watch as students take ownership of their learning inside and outside the classroom.



Video is king

Video-based content is a key resource for learning and keeping students engaged. Verbal combined with visual mental models help students build deeper connections among concepts.



500M views of learning-related content on YouTube every day²

Students learn more deeply from: Pictures & spoken words > Pictures & printed words > Words alone³

85% of educators believe video can increase student achievement⁴



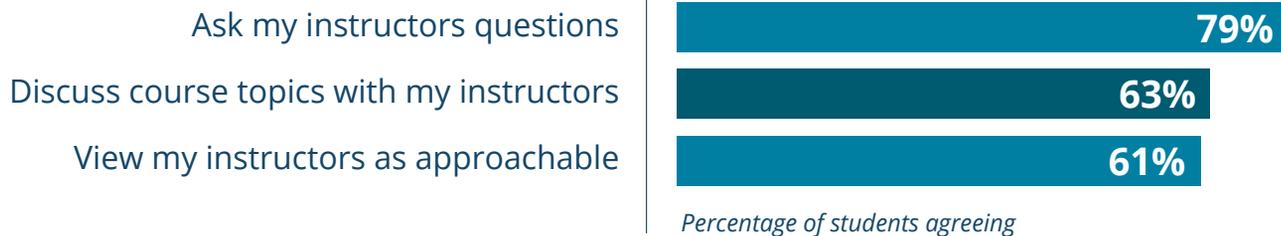
One-stop tool for sharing media, connect with learners by embedding your favorite YouTube clips or uploading original videos



Did someone say online office hours?

The interactions between students and educators play a major role in student learning. Open the doors to student-instructor communication on a variety of levels with tech.

Technology helped me⁵



Student-instructor communication strategies to try



Forums — answer the same question once for all students to see, great way to share knowledge

Chat and email — immediate response and intervention from instructors is shown to increase students' motivation and cognitive mastery of material⁶

Online office hours — allow for flexibility and overcoming scheduling conflicts



Make it interactive

Active learning means that students are participating (rather than sitting and listening), leading to meaningful learning experiences.



Learning Catalytics —

poll students and show them how their opinions vary from the instructor and other students in real time



create engaging quizzes on this trivia platform



app for simplifying group work and building student teams



Gamify it

Games are great for student engagement — students are motivated when they have the chance to win, receive awards, and gain recognition.



Almost **80%** of learners say that they would be more productive if their university, institution, or work was more game-like⁷



create your own smartphone, laptop, or tablet games



Games provide⁸:

- Path to develop domain-specific knowledge
- Understanding of how students approach and solve problems
- Estimate of student progress



Create a community

Active learning in groups, peer relationships, and social skills are key components to engagement and motivation.⁹ Students want to connect - and when they do - student engagement increases.

Help students connect with:

- Social media — 88% of adults aged 18–29 use social media¹⁰ and 40% of faculty use it for teaching purposes¹¹
- Twitter — create a unique hashtag so students can post questions and feedback
- Online study groups and projects — students motivate each other helping increase academic performance and engagement¹²
- Online discussions — opportunity for peer reviews, thoughtful reflection, and sharing point of views





Digital badges for the win

Badges are a simple, but effective way to give students credit for learning. When you award students for their progress and hard work they're more motivated and engaged.

1 in 5

institutions offer digital badges¹³

41 M

adults hold some form of non-degree credentials¹⁴



Badges allow students to:

- Showcase skills to unlock employment and education opportunities
- Celebrate their wins and stay involved because they feel validated
- Organize all of their experiences

Enhance student engagement and learning opportunities with narratives, videos, quizzes, and study tools in one immersive experience with Revel.



Learn more at [pearson.com/revel](https://www.pearson.com/revel)

SOURCES

1. "2016 Student and Technology Research Study Infographic," eLearning, December 15, 2016.
2. "Views of Learning-Related Content on YouTube Daily," Think with Google, 2017.
3. Victor, Stephen. "3 Cognitive Theories For Transforming Learning," eLearning Industry, March 21, 2018.
4. Cortez, Meghan B. "3 Key Takeaways from the State of Video in Education Report," EdTech, November, 14, 2017.
5. "ECAR Study of Undergraduate Students and Information Technology, 2016," Educause, 2016.
6. Lauricella, S. and Kay, Robin. "Exploring the use of text and instant messaging in higher education classrooms," Research in Learning Technology, 21 (2013).
7. Zambito, Victoria. "9 Simple Steps To Increase eLearning Engagement," eLearning Industry, February 11, 2018.
8. Dicerbo, Kristen. "Taking Serious Games Seriously in Education," Educause review, July 19, 2015.
9. Stephens, Tammy L. "Encouraging Positive Student Engagement and Motivation: Tips for Teachers," Pearson, August 21, 2015.
10. Chen, Jenn. "10 Textbook Strategies for Social Media in Higher Education," sproutsocial, 2018.
11. Rogers, Megan. "Wired for Teaching," Inside Higher Ed, October 21, 2013.
12. Mening, Robert. "4 Effective Ways To Enhance Engagement In Your Online Learning Program," eLearning Industry, August 31, 2017.
13. Fong, Jim, Janzow, Peter, and Peck, Kyles. "Demographic Shifts in Educational Demand and the Rise of Alternative Credentials," UPCEA and Pearson, June 2016.
14. Brothers, Patrick. "The rise of alternative credentials," Navitas Ventures Blog, March 25, 2017.