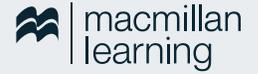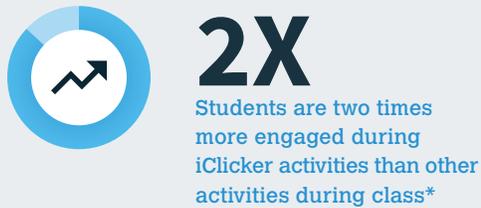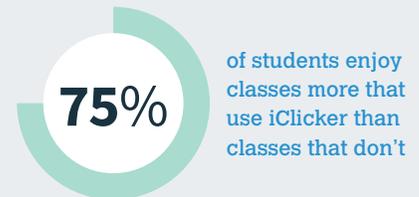EDUCATIONAL RESULTS WITH

iClicker

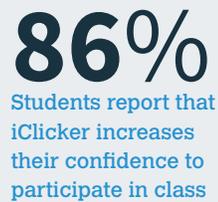**macmillan learning**

Active learning simplified

96%
Students report that iClicker is easy to use

2X
Students are two times more engaged during iClicker activities than other activities during class*

100% Instructors believe iClicker increases active learning in the classroom
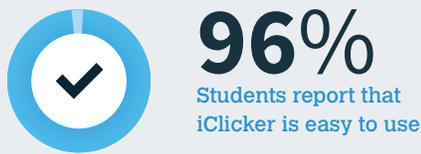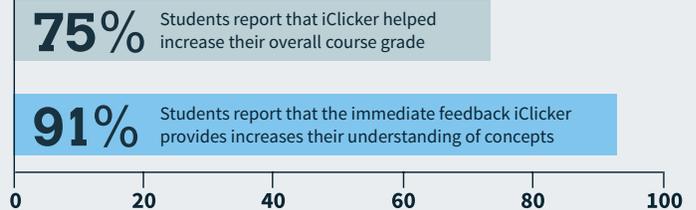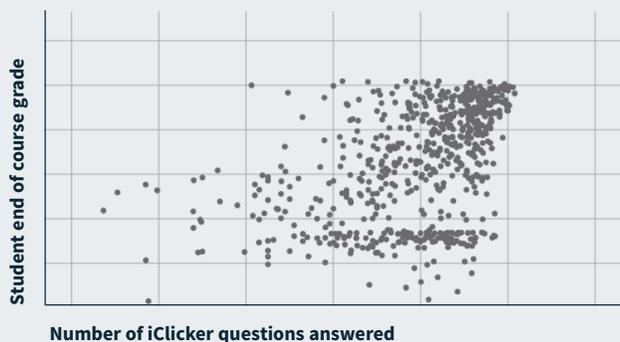
" THE BEST PART ABOUT ICLICKER FOR STUDENTS IS BEING ABLE TO ACTIVELY PARTICIPATE IN A CLASS THAT IS VERY LARGE"
INSTRUCTOR

" I like the anonymity of iClicker, there is no penalty for being wrong and I reason my best without pressure"
STUDENT

86%
Students report that iClicker increases their confidence to participate in class

75% of students enjoy classes more that use iClicker than classes that don't

Instructor use of iClicker and student participation in iClicker activities are positively related to academic performance

75% Students report that iClicker helped increase their overall course grade

91% Students report that the immediate feedback iClicker provides increases their understanding of concepts

0   20   40   60   80   100

Student end of course grade

Number of iClicker questions answered

" [iClicker] has allowed each student a voice in class, anonymously. No one falls asleep in my classes anymore because they are too busy thinking about concepts and working through problems."
INSTRUCTOR

* Based on an engagement observation protocol adapted from Lane & Harris, 2015

LEARNING SCIENCE DESIGN OF

iClicker

macmillan learning

Built on the science of active learning

Learning Research
Supported by education research

A synthesis of education research in four areas: effective active learning, formative assessment, immediate feedback, and interactive learning was used to guide feature development for iClicker.

4

5

Learning Design
Instructors and students co-designed new, novel features

Co-design with instructors from 5 colleges identified the opportunity for better tools to facilitate communication with their students. Further codesign led to a number of product innovations, including exit polls for critical feedback from students. Nine design iterations and subsequent testing led to exit polls and a notification center so students can track their feedback.

Data-driven Insights
Data-mining reveals behaviors and best practices

Analytics reveals preferences, behaviors, and best practices - detailed data-mining the behaviors of 800,000 students in 36,000 courses across 542 institutions revealed trends of usage that drive higher engagement and retention which are being used on-going to guide and refine product features.

800K

3,000

Product Impact
In-depth, local studies were used to drive further product optimization and support best practices

A mixed-method study involving detailed on-the-ground observations at a variety of colleges of more than 3,000 students revealed usage patters that led to higher student in-class engagement and better course outcomes.