

How to Engage Today's Students with Digital Learning

The Student Engagement Cheat Sheet



Digital can be a distraction for students.

Students reported that they use digital devices for unrelated activities during class...¹

12%

of the time in their favorite course



25%

of the the time in their least-favorite course

What if you could turn digital distraction into digital advantage?

When instructors add digital tools...

And students are eager for digital learning, too



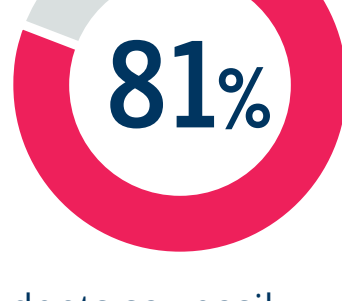
Content mastery can happen

2x as fast²



Pass rates for at-risk students can increase by

1/3³



of students say easily accessible digital course materials would positively impact their grades.⁴

What engages your students' brains? Digital has it covered

Give students tools to track their progress



Course dashboard with all activities, dates and grades at a glance



Learning path with assignments listed in sequence with completion indicators



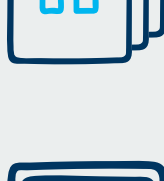
Notifications and reminders from instructors



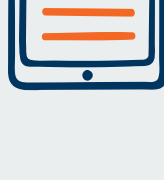
More consistent:

College students are more consistent with homework and exams when using a digital learning platform.⁵

Foster deeper involvement with interactive activities



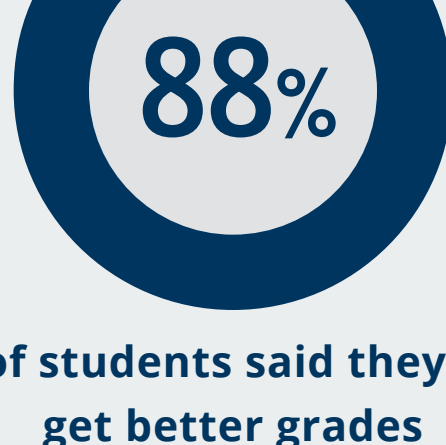
Flashcards ready made for studying on the go



Ebooks with note-taking and highlighting features

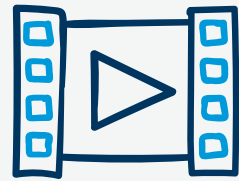


Gamified quizzes to practice key concepts before class



of students said they'd get better grades with interactive content vs. print.⁶

Engage students through all their senses



Embedded videos



Interactive maps



Textbooks read aloud



Podcasts

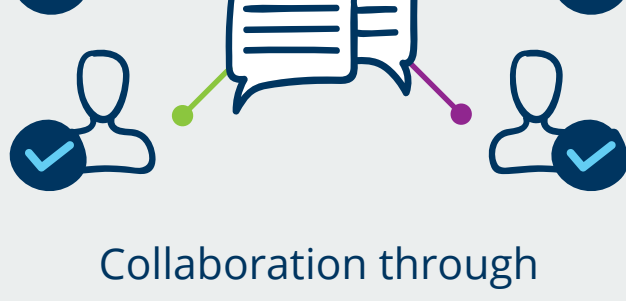
Gen Z spends

3.4 hours per day, on average, watching videos.

Millennials watch for 2.5 hours.⁷



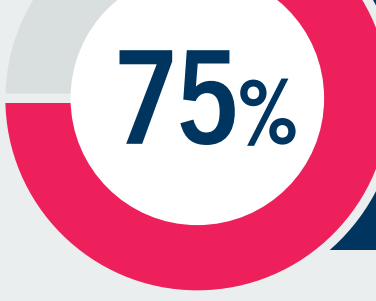
Encourage collaboration and offer personalized help



Collaboration through discussion panels and digital group assignments



Individualized help from instructor's ability to track performance



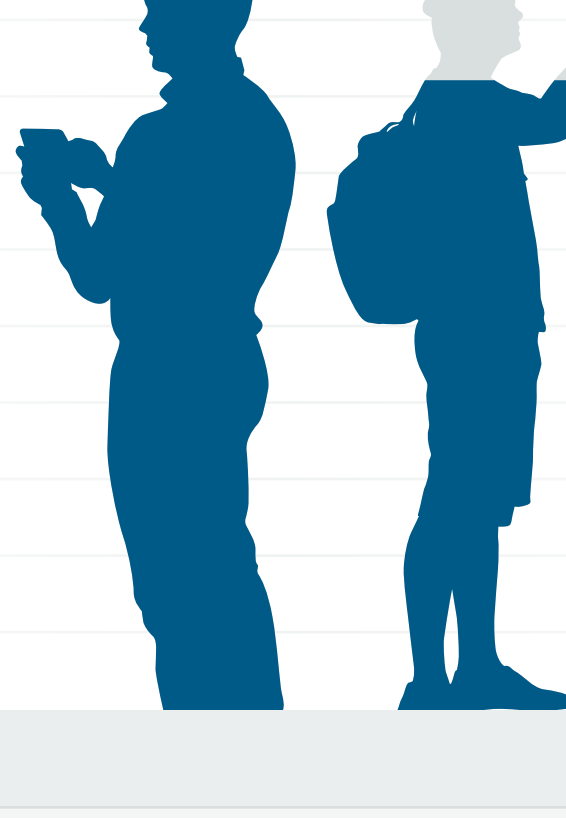
of students agree technology helps them get feedback from instructors in a timely manner.⁸

Digital learning engages brains on the go.

Deliver education where students are anyway

94%

of smartphone owners carry their phone with them frequently



82%

say they never or rarely turn their phones off⁹

Results: This is your students' brains on digital learning.

71%

increased confidence

31%

increased homework completion



17%

reduction in drops, fails and withdrawals

14%

higher grades¹⁰

Take your students from digitally distracted to **digitally engaged with Cengage's digital tools.**



¹ Abraham E. Flanigan, *Digital Distraction Across Courses: Self-Regulation of Digital Device Use in Favorite Versus Least Favorite Course*, cited in The Chronicle of Higher Education, "Digital Distraction Is a Problem Far Beyond the Classroom. But Professors Can Still Help," April 7, 2019

² Bill and Melinda Gates Foundation, "Student Success: Digital Learning," retrieved July 22, 2019

³ Ibid.

⁴ Cengage, *Today's Learner: Student Views 2018*

⁵ Cengage, *21st-Century Skills and Education: How to Get Students Job Ready*

⁶ VitalSource, "Study confirms costs lead students to forgo required learning materials; grades suffer as a result," September 19, 2017

⁷ Wibbitz, *How to Reach Audiences With Social Video: From Millennials to Generation Z*, August 2018

⁸ Educause, *ECAR Study of Undergraduate Students and Technology*, 2017

⁹ Pew Research, *Americans' Views on Mobile Etiquette*, 2015

¹⁰ Cengage, *THE MINDTAP EFFECT: Reporting on the Impact of Inspired Teaching and Confident Learning*