Features

Learning Catalytics

A “bring your own device” student engagement, assessment, and classroom intelligence system

This video, featuring co-founders Eric Mazur and Brian Lukoff of Harvard University, explains how Learning Catalytics helps instructors analyze students’ critical-thinking skills during lecture.

Enhanced eText

Engagement in lecture is essential to student success, and continuing that engagement outside of class is just as critical. MyEconLab with Enhanced eText keeps students engaged in learning on their own time, while helping them achieve greater conceptual understanding of course material.

The Enhanced eText’s animations bring learning to life, and its interactive tutorials and exercises allow students to apply the very concepts they’re
reading about. The results of all exercises feed into the MyEconLab Study Plan, powered by Knewton, which provides an exceptional adaptive learning experience for each individual student.

Combining resources that illuminate content with accessible self-assessment, MyEconLab with Enhanced eText provides students with a complete digital learning experience – all in one place.

Adaptive Learning

Introduced to Study Plan and Dynamic Study Modules

MyEconLab now makes studying more effective and more efficient for every student with the new Adaptive Learning Study Plan and Dynamic Study Modules. Both tools adapt as a student uses them, tailoring the learning experience to the individual student’s needs.

Learn more about the Adaptive Learning Study Plan

Learn more about Dynamic Study Modules

Econ Experiments
New and Improved Experiments in MyEconLab

The Experiments program in MyEconLab now offers more powerful grading options than ever before. Professors can now choose to grade students on participation, results (in terms of relative gains), or both. Student grades are seamlessly added to the MyEconLab grade book without any instructor involvement. In addition, the experiment assignment creation process has been streamlined so that instructors can add experiments to any assessment assignment.

Learn more

Real-Time Data Analysis Exercises

Multimedia assets assist students’ learning

Easy to assign and automatically graded, Real-Time Data Analysis exercises use up-to-the-minute, real-time macroeconomic data. These exercises communicate directly with the Federal Reserve Bank of St. Louis’s FRED site, so every time FRED posts new data, students see new data. As a result, Real-Time Data Analysis
exercises offer a no-fuss solution for instructors who want to make the most recent data a central part of their macro course.

Real-Time Data Analysis exercises are available in the latest Principles of Economics (all versions), Intermediate Macroeconomics, and Money & Banking courses. Just look for the Real-Time Data Analysis icon!

Question Help

Multimedia assets assist students’ learning

MyEconLab's homework and practice questions are correlated to the textbook, they regenerate algorithmically to give students unlimited opportunity for practice and mastery, and they offer helpful feedback when students enter incorrect answers. Questions include guided solutions and other multimedia Question Help assets for extra help at point-of-use.

MyEconLab Goes Mobile

Select MyEconLab courses will be available on your mobile devices in 2014. Students and instructors will be able to access multimedia resources and complete assessments right at
their fingertips, on any mobile device. Tap/click the image to preview our new mobile player.

**Highlights of Pearson's MyLab Mobile Player:**

- Works on mobile devices and tablets, as well as laptop and desktop computers
- Fresh and intuitive design
- Compatible with browser-based magnification settings

MyLab: Anytime, any device!

Learning Management System (LMS) Integration

**Seamless access to MyLab & Mastering**

Having all your course materials and communications in one place makes life a lot less complicated for you and your students. That’s why we’ve made it easier to link from within your LMS to MyLab & Mastering and provide solutions, regardless of your LMS platform.

With seamless, single sign-on your students will gain access to the personalized learning resources that make studying more efficient and more effective. Instructors will be able to access MyLab & Mastering assignments, rosters and resources, and synchronize grades from...
Additional Features

A powerful homework and test manager

A powerful homework and test manager lets you create, import, and manage online homework assignments, quizzes, and tests that are automatically graded. You can choose from a wide range of assignment options, including time limits, proctoring, and maximum number of attempts allowed. The bottom line: MyLab means less time grading and more time teaching.

Comprehensive online course content

Filled with a wealth of content that is tightly integrated with your textbook, MyLab lets you easily add, remove, or modify existing instructional material. You can also add your own course materials to suit the needs of your students or department. In short, MyLab lets you teach exactly as you’d like.

Robust gradebook tracking

The online gradebook automatically tracks your students' results on tests, homework, and practice exercises and gives you control over managing results and calculating grades. The gradebook provides a number of flexible grading options, including exporting grades to a spreadsheet program such as Microsoft Excel. And, it lets you measure and document your students' learning outcomes.

Easily scalable and shareable content

MyLab enables you to manage multiple class sections, and lets other instructors copy your settings so a standardized syllabus can be maintained across your department. Should you want to use the same MyLab course next semester, with the same customized settings, you can copy your existing course exactly—and even share it with other faculty members.