**ECONOMICS EVOLVED**

*Connect Master* is a revolutionary, digital-first approach to the principles of economics course. Launched in 2015, over 100 instructors and nearly 40,000 students have experienced the product to date. Here’s what they had to say...

**WHO ADOPTS CONNECT MASTER?**

**INSTITUTION PROFILE**
- 62% 2-YEAR SCHOOL
- 38% 4-YEAR SCHOOL

**INSTRUCTOR PROFILE**
- 45% Teaching 16+ years
- 22% Teaching 6–10 years
- 21% Teaching 11–15 years
- 12% Teaching 5 years or less

**HOW WOULD YOU BEST DESCRIBE YOUR APPROACH TO TEACHING?**
- 31% Traditional but likes to tweak
- 29% Frequently changes course materials
- 14% First mover who likes to experiment
- 12% Decided to flip course

**WHY IS CONNECT MASTER ADOPTED?**

**TOP 3 FEATURES RATED AS “PRIMARY” OR “IMPORTANT” REASONS FOR ADOPTION:**
1. Videos and interactive learning resources instead of narrative
2. “Concept-based” approach
3. Adaptive functionality

**MOST USED RESOURCES IN THE ACCOMPANYING INSTRUCTOR’S GUIDE:**
- Classroom Worksheets
- Course Activities
- Video Overviews and Additional Examples

**43%** of instructors took advantage of the flexibility of *Connect Master*, customizing 5 or more modules at the learning-objective level.