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...

WHAT COURSE MATERIALS DO STUDENTS PREFER?

- 43% Prefer a combination of digital and print resources, but favor digital resources over print
- 29% Prefer all digital resources and avoid using print
- 22% Prefer a combination of digital and print resources, but favor print resources over digital
- 6% Prefer all print resources and avoid using digital

STUDENT DATA

- 30% Purchased the accompanying print companion
- 70% did not

RESOURCES IN THE PRINT COMPANION
Students referred to the most:
1. Key Terms and Formulas
2. Worked Examples
3. Introductions and Summaries

WHAT DO STUDENTS LIKE ABOUT CONNECT MASTER?

LEARNING TO USE AND NAVIGATE
Connect Master was:

- 45% Very Easy
- 42% Easy
- 11% Neutral
- 2% Complicated

TOP 3 WAYS CONNECT MASTER HELPED STUDENTS BE SUCCESSFUL

1. Adaptive modules tailored the content
2. Master covered the basics so class time was more useful
3. Students were forced to do the work outside of class so they were more prepared in class

Connect Master helps me understand the material better than a traditional textbook does.

Connect Master improves my studying efficiency.

My experience with Connect Master was ultimately positive.

Connect Master increased my learning.