



INCREASING ENGAGEMENT AT NORTH-WEST UNIVERSITY WITH MINDTAP



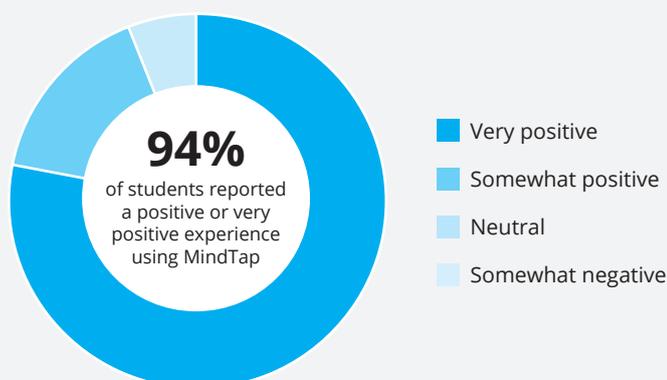
STUDENT OUTCOMES



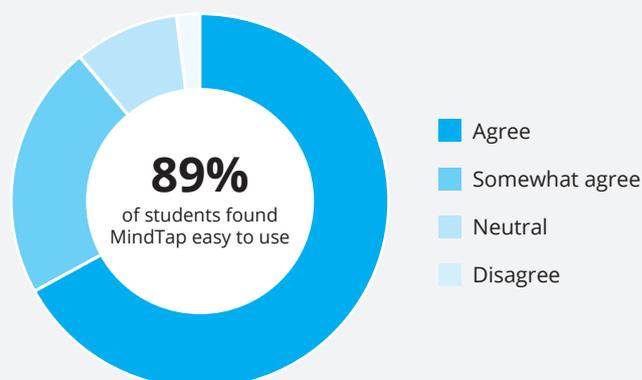
Large cohorts of students studying Introductory Psychology at North-West University used MindTap for *Psychology: Themes and Variations* by Wayne Weiten. Students across three campuses were provided with access to essential chapter readings and encouraged to participate in activities and test questions throughout the course. This report focuses on the experiences of 400 students at Mafikeng campus who were asked about the impact of MindTap digital resources on their learning. Here's what 107 students had to say when they responded to a survey to collect their feedback and experiences:

KEY FINDINGS

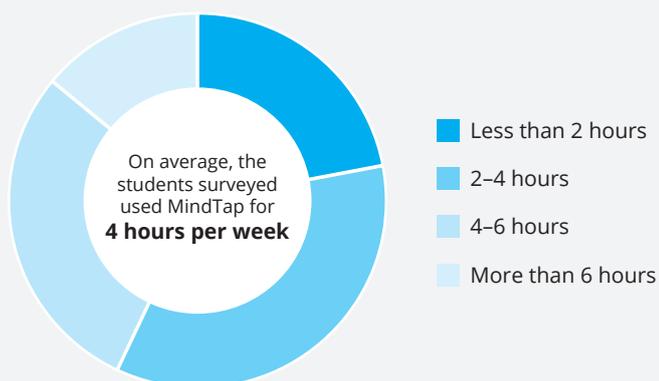
How was your overall experience of using MindTap?



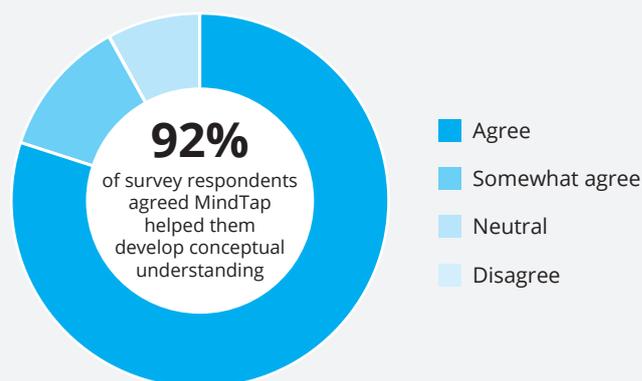
Was MindTap easy to use?



Each week, how long did you use MindTap for Weiten's *Psychology: Themes and Variations*?



Has MindTap helped you understand new concepts?

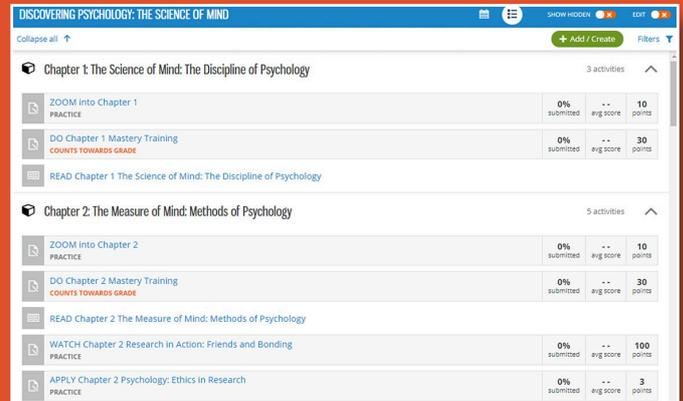


WHAT IS MINDTAP FOR PSYCHOLOGY?

MindTap is a fully customisable online teaching and assessment tool. It provides course content and study materials that improve engagement and student grades. It enables instructors to easily create and schedule assignments, view progress and support students as they self-study.

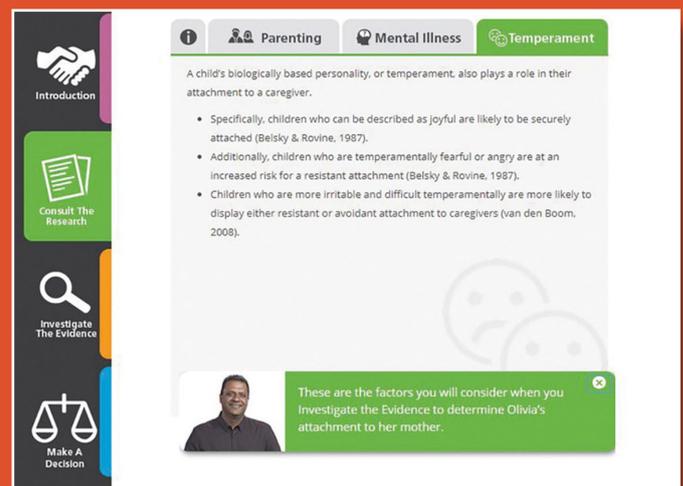
MindTap is available alongside our market-leading textbooks in Introductory Psychology, Developmental Psychology, Biological Psychology, Cognitive Psychology, Social Psychology and more. Unique interactive features provide students with an opportunity to experience classic experiments for themselves, put theories to the test, connect with real-life examples and participate in case-based simulations.

To find out more, visit cengage.co.uk/mindtap



The screenshot shows the MindTap interface for the course 'DISCOVERING PSYCHOLOGY: THE SCIENCE OF MIND'. It displays a list of activities for two chapters:

Activity	Submitted	Avg Score	Points
Chapter 1: The Science of Mind: The Discipline of Psychology (3 activities)			
ZOOM into Chapter 1 PRACTICE	0%	--	10
DO Chapter 1 Mastery Training COUNTS TOWARDS GRADE	0%	--	30
Chapter 2: The Measure of Mind: Methods of Psychology (5 activities)			
ZOOM into Chapter 2 PRACTICE	0%	--	10
DO Chapter 2 Mastery Training COUNTS TOWARDS GRADE	0%	--	30
WATCH Chapter 2 Research in Action: Friends and Bonding PRACTICE	0%	--	100
APPLY Chapter 2 Psychology: Ethics in Research PRACTICE	0%	--	3



The screenshot shows a lesson titled 'Temperament' under the 'Mental Illness' category. The content includes:

- A child's biologically based personality, or temperament, also plays a role in their attachment to a caregiver.
- Specifically, children who can be described as joyful are likely to be securely attached (Belsky & Rovine, 1987).
- Additionally, children who are temperamentally fearful or angry are at an increased risk for a resistant attachment (Belsky & Rovine, 1987).
- Children who are more irritable and difficult temperamentally are more likely to display either resistant or avoidant attachment to caregivers (van den Boom, 2008).

A video player shows a man speaking, with a caption: "These are the factors you will consider when you Investigate the Evidence to determine Olivia's attachment to her mother."

What did students like most about MindTap for Weiten's textbook *Psychology*?

"You can do everything on mobile! I get to test myself by taking the quizzes in the app... It is very convenient"

"It shows everything like it is in the textbook"

"It really helps in the preparation of exams. I'm able to do practice quizzes and other activities which are of great help when exams approach"

"It makes things easier to understand"

"The read-speaker is excellent"

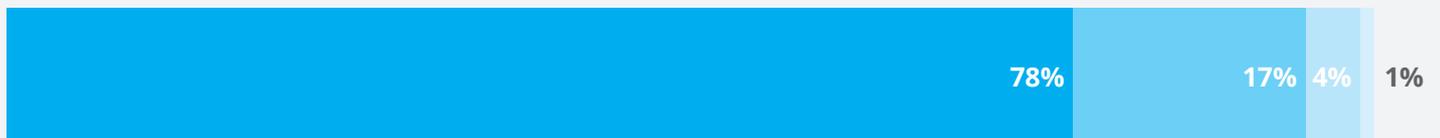
"What I like the most is that if you don't understand something, MindTap allows multiple attempts until you reach a higher percentage and higher level of understanding"

BUILDING INTEREST AND CONFIDENCE

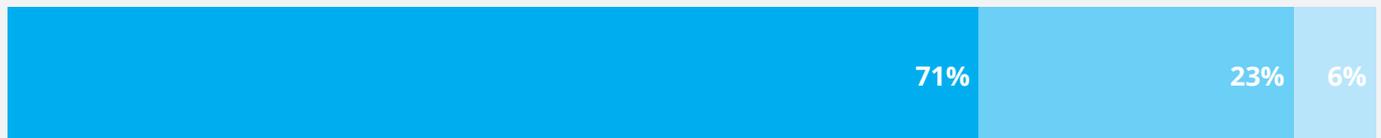
How do you feel MindTap for Introductory Psychology has impacted you in the following areas?

■ Positively impacted a lot ■ Positively impacted ■ Neutral ■ Negatively impacted

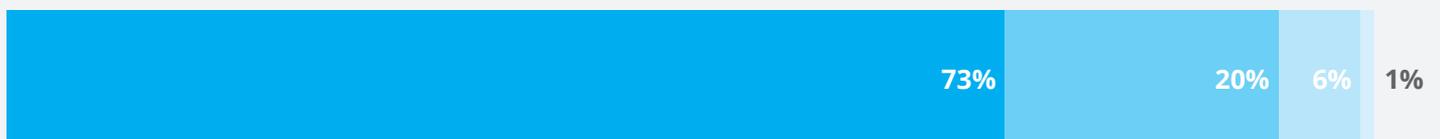
Level of interest in the course subject



Level of confidence in the course subject



Preparedness for assessments/exams



Overall grade achieved in the course



INCREASING ENGAGEMENT WITH DIGITAL RESOURCES

We asked the students to rate how much MindTap had helped them with their self-study and motivation to learn. 80% reported that MindTap had helped them better understand new concepts and found the course content and activities highly relevant. In particular, students indicated they were more able to learn at their own pace and stay on track with the course. Being able to closely monitor their own progress in the Gradebook and Mastery Training activities helped aid motivation to improve personal performance.

95% of students said they would recommend using MindTap to a fellow student.

Students ranked the pre-chapter and end-of-chapter quiz questions as the most helpful asset because they could test their understanding and prepare for exams. Students also consistently praised the convenience of the mobile app and audio book feature. Other highly rated features include:



Video questions



Concept Review Charts



Mastery Training



CONCLUSION

The Psychology Department at North-West University used MindTap for Weiten's *Psychology: Themes and Variations* to help a large cohort of psychology students with their self-study and comprehension of key introductory concepts.

The positive survey responses, both quantitative and qualitative, demonstrated that students were highly satisfied with the convenience of mobile digital resources and interactive self-test activities to help prepare for exams. Students appreciated being able to access the full textbook and practice activities on their mobile phone enabling them to study anytime and in any location, along with the read-aloud feature. The pre-chapter and end-of-chapter quizzes were ranked as the most helpful self-study tool for students to test conceptual understanding.

Overall, students' responses indicated that the use of MindTap's eBook and interactive activities had positively impacted their learning experience and over 90% of survey respondents agreed the digital resources had enhanced their level of interest and confidence in psychology.

"[MindTap] provides examples and cues, it improved my understanding of concepts and used different ways to illustrate meanings"

Student, North-West University

"It made learning easier and made me improve my momentum to improve my grades"

Student, North-West University

"It helped me a lot and improved my marks!"

Student, North-West University

If you'd like to find out more about how MindTap can support you and your students, please contact your local Cengage representative through **[cengage.co.uk/contact-us](https://www.cengage.co.uk/contact-us)** or email us at **emea.edureply@cengage.com**