



College Students' Engagement and Learning Improves with Cengage Learning's MindTap

Boston, MA, July 22, 2014 — College students who used Cengage Learning's MindTap personal learning experience earned better test scores than students who did not use the platform, according to a study conducted by independent research groups MarketingWorks and SEG Measurement, commissioned by the company. The study also found that nearly two-thirds of students felt MindTap helped them achieve higher levels of learning, such as how to apply what is learned to real-world situations – a key workplace skill valued by employers.

"To build a product like MindTap that truly engages students and helps them learn, we're digging deep into the 'learnflow' – or workflow of students – to understand what they want, what they need and what does and doesn't work," said Jim Donohue, chief product officer, Cengage Learning. "Studies like this show we're on the right track."

According to the study, post-test scores – an end of semester test to measure knowledge and skills – were higher, about 29% better for students in classes using MindTap than students not using the platform. This level of growth is consistent with a student moving from the 50th to the 61st percentile, or up 11% in class ranking. Instructors also said they thought MindTap was improving students' performance and was helping students understand course concepts and achieve higher levels of learning. In addition, instructors said that the teaching of higher order thinking skills was very or extremely important to them and that MindTap was helpful in that regard. The full results of the study are available online [here](#).

MindTap is an online, highly personalized learning experience built upon Cengage Learning content. By combining readings, multimedia, activities, and assessments into a singular learning path, MindTap engages and guides students through their course. Instructors personalize the Learning Path by customizing Cengage Learning resources and adding their own content via apps that integrate into the MindTap framework seamlessly with Learning Management Systems. For more information about MindTap, please visit <http://www.cengage.com/mindtap>.

About Cengage Learning

Cengage Learning is a leading educational content, technology, and services company for the higher education and K-12, professional and library markets worldwide. The company provides superior content, personalized services and course-driven digital solutions that accelerate student engagement and transform the learning experience. Cengage Learning is headquartered in Boston, MA with operations in more than 20 countries around the world. For more, visit: www.cengage.com.

###