

# Achieve

## READ & PRACTICE

Simple and Powerful Adaptive  
Quizzing and Reading



### Learning Research

Built on the foundation of 7  
learning science constructs

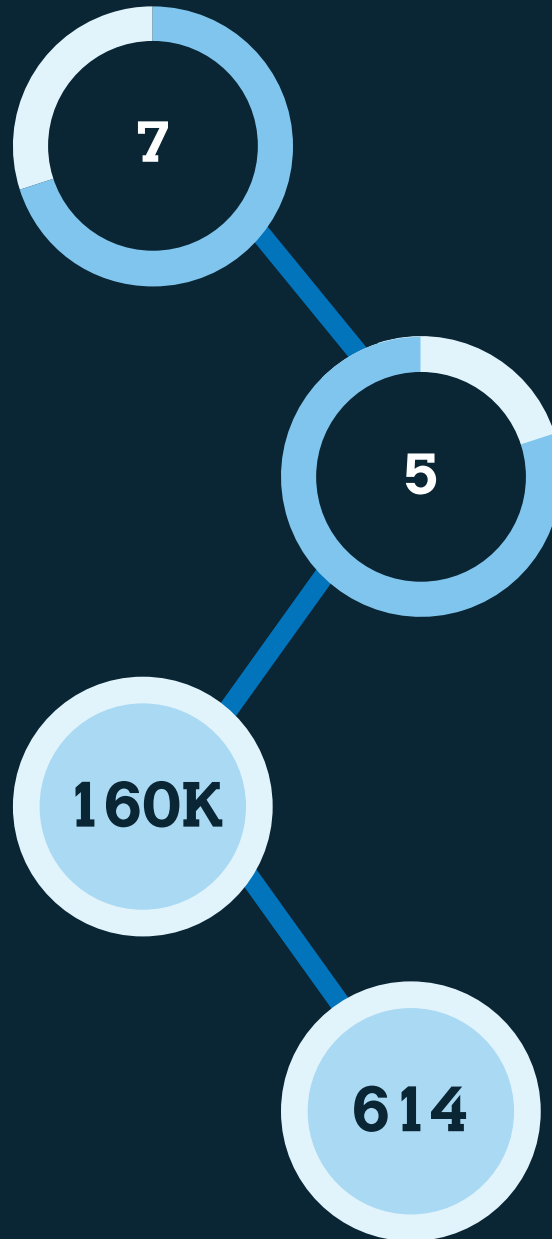
Adaptive quizzing is based on retrieval research, the progress bar on motivation and self-regulation research, and content on chunking and segmentation research. Formative assessments and hints are also provided.



### Data Driven Insights

Analytics insights used to select  
and improve content

Analytics used to improve content /  
Insights from 160,000 students in  
LearningCurve guided the design and  
development of Read and Practice and  
beta testers helped refine the design.



### Learning Design

Students and instructors co-  
designed the features & interface

15 students and 14 instructors worked  
with designers and developers at  
Macmillan Learning on five iterations  
of the interface and features.



### Product Impact

In-depth, local studies were used to  
drive further product optimization

Studies with pilot institutions combined  
614 student and instructor data points  
using surveys, interviews, classroom  
observations, and focus groups to  
understand use and results. Combined  
with product data, these drove further  
product refinements.

RESULTS WITH



# Achieve

## READ & PRACTICE

### Features & Benefits



**eBook**  
eBook presents text in manageable sections with multiple tools that support reading online, such as highlighting and note-taking options



**Adaptive quizzing**  
Game-like adaptive quizzes with the goal of “filling in the bar” provide formative assessment and retrieval practice



**Review**  
A study plan to review the section of the eBook where a student needs the most support is provided and students can retake the quiz



**Analytics**  
Visual metrics help learners know where to focus their learning and instructors can tailor their lectures or provide extra supports



### STUDENTS EARNED HIGHER GRADES

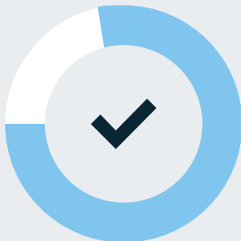
Instructors at 6 institutions and 227 students participated in a study of Read & Practice. Students who retook quizzes as practice earned higher grades, overall, compared with students who didn't — even when prior academic performance was accounted for

“ I re-took all the quizzes before our exam. I could tell that doing that really helped me do better so now I retake them before all the exams”  
**PSYCHOLOGY STUDENT**

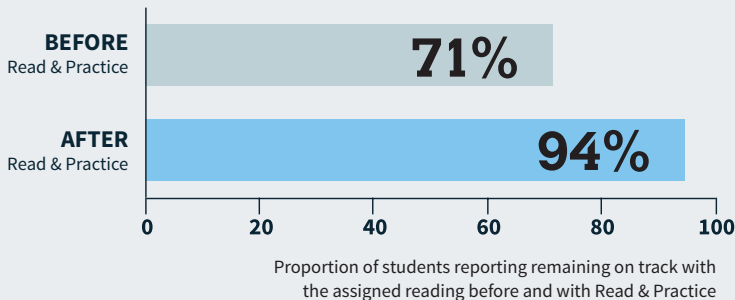


# 81%

of students said Read & Practice helped them better prepare for their assessments



### Student remain on track with the assigned reading



“ The biggest benefit for the instructor is the analytics. I have never had such insight into how individual students were progressing. Two students in particular I know I caught and helped before it was too late.”

**INSTRUCTOR, LARGE COMMUNITY COLLEGE**

### Instructors use analytics to tailor lesson plans and intervene when students are falling behind in the reading

