

Demand Grows for Pearson's Online Learning Programs

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Six Million and Counting: MyLabs, Mastering Registrations Up 40 Percent over Last Year.

Boston, MA (via PRWEB) February 2, 2010 -- Demand for Pearson's MyLabs and Mastering online learning programs continues to grow, with more than 6 million student registrations in 2009--a 40 percent increase over 2008. These online homework and tutorial programs have changed the way millions of students learn around the globe and have proven effective at helping colleges and universities improve student performance and lower costs.

Available in a range of subjects from developmental skills for math, reading and writing to English composition, the sciences, foreign languages, economics and IT training, Pearson's MyLabs and Mastering programs personalize learning for students, with tutorials that provide immediate feedback and targeted help where and when students need it the most. Students learn at their own pace, in their own style, while educators are able to monitor student progress and communicate with their students online to keep them engaged and accountable for their work.

During the Fall semester, over a half million students logged in daily--a 41 percent increase over 2008. Students submitted an astounding 148 million assignments during the year, a 92 percent increase over 2008. Pearson's core systems and technologies performed efficiently as registrations and usage volume soared.

Thousands of colleges and universities are using the MyLabs and Mastering systems to improve student performance. For example, students using MasteringPhysics make 15 percent fewer errors and solve problems 15 percent faster, while students using MasteringChemistry have increased their exam scores by 12 percent. A video preview of Mastering is available at http://www.youtube.com/watch?v=NiuLeIx_qBA.

And at the University of Alabama, using MyMathLab has helped improve student success (as measured by the percentage of students receiving a grade of C or better) between 20 and 30 percent, while retention rates are up at least 10 percent over the past five years. The university has achieved these results while producing a cost savings of 28% over traditional courses, according to Jamie Glass of Alabama's Mathematics Technology Learning Center.

The MyLabs have also helped institutions address students' lack of college readiness skills. For example, at Jackson State Community College in Tennessee, nearly 25 percent of incoming freshmen must take a developmental writing course. Using MyWritingLab, Jackson State CC has seen its students' scores improve by 20 percentage points.

"The improvement is consistent from section to section and term to term--so we know that MyWritingLab is effective and reliable," said Anna Harrington, Jackson State CC's Writing Lab Coordinator.

"Pearson's mission is to improve student performance and institutional effectiveness, and our MyLabs and Mastering programs have proven a resounding success at both. The record demand for these programs shows that our strategy of investing in technology-driven, data-rich learning solutions is paying off for students and institutions," said Jim Behnke, Chief Learning Officer at Pearson.

For more information and a complete list of the MyLabs and Mastering subjects available, visit <http://www.pearsonhighered.com/elearning/mylabs/index.html>.

About Pearson

Pearson has global-reach and market leading businesses in education, business information, and consumer publishing (NYSE: PSO).

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