



Pearson

Pearson eText and MyLab Education

Convenience and support for
education professors and their
students

Key Findings

Dr. Peggy Goodson Rochelle has used Pearson eText and MyLab Education for years in courses to prepare future educators. She emphasizes the following benefits of these products:

- **They are vetted, saving her the time investment of checking that the reading she assigns is accurate.**
- **Pearson offers strong product support, allowing her to get assistance from knowledgeable staff when she needs it.**
- **They offer many conveniences to students, including:**
 - **Access to the text from the very start of the course;**
 - **Use of the products on their preferred devices; and**
 - **The opportunity to take practice quizzes.**

Peggy views Pearson eText and MyLab as “absolutely” helping her achieve her course goals. In particular, the embedded videos featuring real teachers and real students in real classrooms illustrate concepts in ways that help ensure students are ready to handle the challenges of teaching successfully.

About Pearson eText and MyLab Education

Pearson eText and MyLab Education offer access to course readings from multiple devices. The embedded videos of teachers in the classroom with actual students provide real-world demonstrations of the text’s concepts. Students have multiple options for reinforcing their understanding of the material, including practice quizzes. Instructors can make use of an array of assignments—quizzes, multiple-choice questions, short answer questions, writing assignments, and others—to assess student learning.

Summary

For her education courses, Dr. Peggy Goodson Rochelle uses a hybrid learning model with a mix of real-time instruction and online work. She teaches at Tusculum University, a private school located in Greenville, Tennessee, and the state’s oldest university. Peggy teaches many courses in any given academic year that use Pearson eText or MyLab Education to support student learning. As an instructor, she values Pearson eText and MyLab because they are vetted, and because of the quality and ease of Pearson’s product support. She also reports that they are helpful to students due to the convenience of accessing them across devices as soon as courses start without seeking out and purchasing the text on their own. More importantly, she views the products as contributing to student learning, crediting them for helping her achieve her aims for the course and for improving student test performance through accountability to complete the course reading.

“What I like about Pearson is it’s vetted...And I want a product that’s vetted.”

— Dr. Peggy Goodman Rochelle

Description of the Courses

Dr. Peggy Goodson Rochelle is an Associate Professor of Education at Tusculum University, a private school in rural Tennessee. In her role, she typically teaches five courses per semester that attract a mix of students, with some undergraduates preparing to be teachers upon earning their bachelor’s degrees and some graduate students who had

previously focused on a field outside of education and have returned to school to become teachers. Regardless of where they are in their education, many are first-generation college students and qualify for financial aid. Her courses use a hybrid model, with students attending class in person or meeting synchronously via video conference three to four times per semester, with the remainder of the course requirements being completed entirely online. Her courses are accelerated and generally last seven weeks. Her stated goals for students enrolled in the program are straight forward: “They need to be able to teach in America’s classrooms on day one. They need to be successful educators ready to tackle the challenges of any type of learning.”

The majority of her courses in a given year use Pearson’s MyLab Education with additional courses using Pearson eText. Peggy makes use of video case studies (or video vignettes, as she referred to them) available as embedded components within these Pearson products. The video case studies feature actual classrooms with students and their teachers, providing examples of the concepts covered in the reading. She has been using more enhanced features available from Pearson since around the 2016-2017 school year and gauges that she became really involved in using these features around the 2017-2018 school year. She reported that a majority of courses in Tusculum’s education program use a Pearson product. The program additionally includes licensure and special education courses.

Product Implementation

Reasons for Using the Products

Peggy’s courses use Pearson eText or MyLab Education for three main reasons: they’re vetted, Pearson staff provide quality support, and the cost can be covered by financial aid. Regarding her need for a vetted product, Peggy explained, “A lot of folks come to us from other universities that have had open-source products. Those open-source products aren’t vetted, and they have misinformation. I refuse to use any products that aren’t vetted.”

On the topic of the support she receives from Pearson staff, Peggy said, “I can tell you who my Pearson team is...and if I have a problem, I have no hesitancy at all in getting in touch with my Pearson people because they know the product.” Peggy continued by sharing Pearson employees’ names and the type of help they had provided her.

Thanks to the option of direct integration and partner integration with the product, Peggy can use a course fee that will cover the cost of the Pearson product. Unlike a textbook that students have to purchase, the course fee that includes MyLab Education can be paid for through financial aid. As she put it, this setup means that her “students have access to everything day one.”

Integration is an important aspect of how Peggy uses Pearson eText and MyLab for her courses, even beyond financial aid implications. She has used direct integration since 2018, which allows her to incorporate Pearson eText and MyLab into her courses. This fall, she is switching to partner integration because it will offer consistency across the university while still allowing her to add deep links for her courses. Relatedly, she uses Pearson’s MyLab within her learning management system. Even when she adds student work that she created into her learning management system, students experience it all as a single system.

“What I like are the options with direct integration and partner integration because this means it’s integrated into a course, which means...my students have access to everything day one.”

— Dr. Peggy Goodman Rochelle

Student Assignments

Pertaining to the specifics of what students do with the products, Peggy uses all different types of assignments across her courses. However, within any individual course, she may use some types of assignments and not others. Video case studies in the products, which she reported that students like, fulfill several purposes—making up some of the work for assigned chapters, as part of occasional in-person or virtual class meetings, and sometimes as the basis for a forum discussion. Her students also regularly complete the self-check quizzes, multiple-choice questions, and short answer questions. Peggy once had her students inform her of which short answer questions were the most relevant to their work so she could assign only those questions going forward. Assignments within the products that students submit generally contribute 20% to 40% toward their final grade in the course. Other assignments that are not part of MyLab include having her students evaluate teaching videos and giving feedback on samples of elementary and secondary student work.

Peggy makes use of specific settings on assignments to help her meet her aims as an instructor. She allows students to engage with practice quizzes and other parts of Pearson MyLab that do not count towards their grade as many times as they like. She makes some tests and quizzes untimed in the product if she wants to encourage students to read or reread the text. As a general rule, however, she enables time settings so that assignments become inaccessible after a particular date to enforce deadlines. After the set date has passed, students can only access the assignment by communicating with her about the missed assignment. Additionally, she often takes advantage of the product's feature that randomizes the order of questions on quizzes.

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Instructor Experience and Perception

When summing up her overall experience as an instructor using MyLab, Peggy again offered praise to Pearson's product support. She described direct integration as “seamless” until this spring when she encountered link breakage. The Pearson team was able to figure out and resolve the source of the problem. “I know how to get in touch, get help, and get assistance. The assistance piece is huge, huge, huge for a professor.”

On the topic of student reactions, she shared her view that students appreciate Pearson text. “They like having options,” she stated, referring to the options to use Pearson text on a phone, computer, or tablet and the ability to take practice quizzes and other ways to study before completing graded assignments. She added that students seem to appreciate not having to go to a physical or online store to purchase a book. Thanks to integration with the product, they are saved that step and do not have to wonder whether they are getting the correct title.

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— Dr. Peggy Goodman Rochelle

Conclusion

Peggy repeatedly mentioned Pearson customer support and the fact that the products are vetted as benefits to her as an instructor, but she also reported benefits to student learning. In response to questions about her perception of how Pearson texts support student progress, Peggy replied that the texts “absolutely” helped her achieve course goals. She further added, “When I have a MyLab integrated into my courses, my students tend to do better on tests because it gives some accountability toward reading.” She shared that she will continue using Pearson eText and MyLab in future courses.

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