Higher Education Students Achieve Significantly Improved Learning Outcomes Through Area9’s Adaptive Technology

One of Area9’s publishing partners conducted an analysis of their learner data from 20 higher education institutes that used Area9 adaptive technology between 2014 and 2015.

The study revealed a few key findings:

- **Improved learner engagement**: There was a nearly 20-point improvement in student retention, from 70.1% to 89.9%.

- **Bridged skill gaps**: Of all the engaged learners, regardless of their initial competency, each one ultimately achieved 100% competency in target learning skills.

- **Increased exam scores**: Learners’ exam scores saw a 10-point enhancement, boosting on average from 71% to 80.1%.

- **Increased overall grades**: The course pass rates increased from 72.5% to 85.2% (13-point increase) and top students who earned As and Bs increased from 50.3% to 65.3% (15-point increase).

- **Reduced administrative time for instructors**: On average, instructors were able to spend 90% more time on active learning experiences while reducing administrative workload.

“’The ability to tailor a student’s learning experience toward the things the student doesn’t know rather than what the student has already grasped is incredible, especially when there are huge numbers of students involved. This experience allows the course to be individualized for each student rather than offering a one-size-fits-all, ‘canned’ course experience.’”

Tiffiny Guidry, Professor of Sociology, University of Alabama

Adapted from: McGraw-Hill Education Study Shows Significant Improvement in Student Outcomes through Adaptive Technology