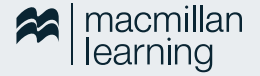
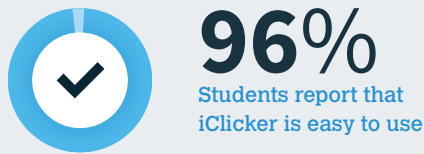


EDUCATIONAL RESULTS WITH



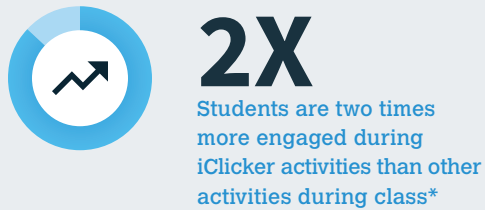
# iClicker

Active learning simplified



# 100%

Instructors believe iClicker increases active learning in the classroom



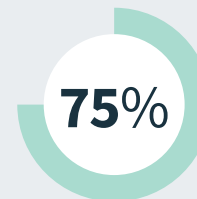
“ THE BEST PART ABOUT ICLICKER FOR STUDENTS IS BEING ABLE TO ACTIVELY PARTICIPATE IN A CLASS THAT IS VERY LARGE ”

INSTRUCTOR

“ I like the anonymity of iClicker, there is no penalty for being wrong and I reason my best without pressure ”  
STUDENT

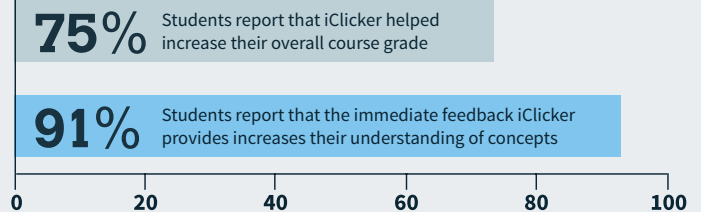
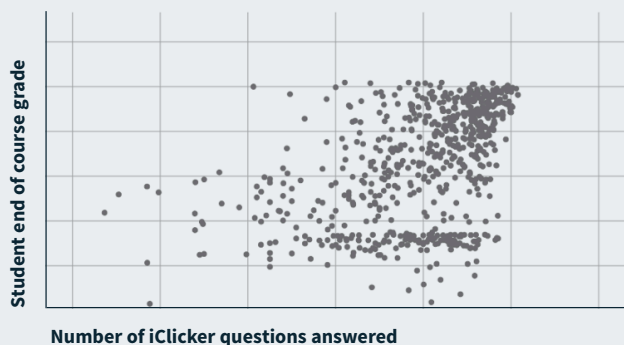


**86%**  
Students report that iClicker increases their confidence to participate in class



of students enjoy classes more that use iClicker than classes that don't

Instructor use of iClicker and student participation in iClicker activities are positively related to academic performance



“ [iClicker] has allowed each student a voice in class, anonymously. No one falls asleep in my classes anymore because they are too busy thinking about concepts and working through problems.”

INSTRUCTOR



LEARNING SCIENCE DESIGN OF



# iClicker

Built on the science of active learning



## Learning Research

Supported by education research

A synthesis of education research in four areas was used to guide feature development for iClicker: effective active learning, formative assessment, immediate feedback, and interactive learning.

4

5



## Learning Design

Instructors and students co-designed new, novel features

Co-design with instructors from 5 colleges identified the opportunity for better tools to facilitate communication with their students. Further codesign led to a number of product innovations, including exit polls for critical feedback from students. Nine design iterations and subsequent testing led to exit polls and a notification center so students can track their feedback.



## Data-driven Insights

Data-mining reveals behaviors and best practices

Analytics reveals preferences, behaviors, and best practices - detailed data-mining the behaviors of 800,000 students in 36,000 courses across 542 institutions revealed trends of usage that drive higher engagement and retention which are being used on-going to guide and refine product features.

800K

3,000



## Product Impact

In-depth, local studies were used to drive further product optimization and support best practices

A mixed-method study involving detailed on-the-ground observations at a variety of colleges of more than 3,000 students revealed usage patterns that led to higher student in-class engagement and better course outcomes.