



The Pearson+ advantage*

Spotlight on: Pearson+

Pearson conducted 10 interviews with learners in fall 2021 to better understand their experience with Pearson+. Through this work, learners share that Pearson+ is offering a convenient, flexible, and cost-effective option for accessing Pearson eTexts which include a variety of features that support learning.

A plan to fit your budget

After researching several options for eText rental, Alejandra Kacapyr, junior at Fayetteville State University, found that Pearson+ was the right fit for her. On top of it being the most budget friendly; she appreciated the monthly subscription model.

“(Pearson+) was the best option. I was able to rent monthly, and it was also the lowest price... I love that I can get it as an eText and it just makes it a lot easier. It cuts away shipping, so I don't have to wait for the book to get here, especially when renting it.”

Acquiring course materials can be expensive and many students find it beneficial to spend time researching a variety of options. Emma Uren, senior at Northern Michigan University, found Pearson+ to be ideal for her and often recommends it to others.

“With Pearson+ I had to pay out of pocket, but in my opinion that was worth it because it was about a third of the price... I am a tutor at my school, and I have been telling all the students to take a look at Pearson+ subscription and go ahead and get it for the year because I found even just getting the subscription was cheaper than buying the textbook. I tell them to get it because they will be saving money in the long term.”

One initial concern Emma had when subscribing to Pearson+ was the potential difficulty in canceling her account as she will be graduating this upcoming semester. This worry was alleviated as soon as she registered her account.

“The fact that from the start it automatically let me enter the date I wanted to cancel the subscription was really reassuring, and that was one of the reasons why I decided to go ahead and keep the account.”

Another highlight of Pearson+ is the ability to rent one or multiple textbooks with flexible plans that correspond with average school semesters, with Victoria Heuing, freshman at Edison State Community College explaining, “The Amazon books didn’t always have options to rent monthly, and when they did, it was either too many months or too little.”

Tools and features that aid in comprehension

Several learners explained how Pearson’s eText features aid in comprehension and retention. When losing concentration, Sean Rosenberg, graduate student at West Chester University, feels the search bar allows him to quickly reacquaint himself with concepts.

“I love the search bar. Just being able to search is so useful because sometimes you read and you kind of zone out and don’t really register what you read. You wonder what the terms meant, so all you have to do is hit the search bar and it’ll show you. I think it just helps with comprehension being able to pull stuff up quickly and not lose your place.”

The interactivity of the eTexts also increases comprehension for Lauryn Morton, junior at Baylor College. Instead of simply reading, being able to engage with features gives her another way of learning concepts that resonates with her studying style.

“Another feature I have really been enjoying is that a lot of the eTexts will have very interactive features like graphs and diagrams that help break down concepts that can be a little more confusing to understand when it’s written down. Once you put it in a diagram it clicks a bit more, so I have really been enjoying that.”

Many learners believe the audio feature is one of the most positive aspects of Pearson’s eTexts. In particular, Jelecia Milton, junior at Santa Fe College, feels that having the material read to her helps her better retain information.

Victoria agrees, saying she finds listening to the text helps her have a deeper understanding of what terms mean and she tends to retain the information better that way, especially when she takes notes while listening.

Facilitating a positive learning experience

As a learner of any academic year, striving to be successful can be stressful. Jelecia appreciates the ability for constant practice using her Pearson eTexts, while Sean finds it easier to access notes and search for key terms, all of which help ease their worries about performance. Victoria also finds the eTexts easy to use, especially when compared to a physical textbook.

“It helps ease stress and worry about class assignments and tests because when I had the physical textbook I would have to use the glossary for page numbers to get to a specific term. With the

eTexts I can use the search bar and just hit enter to get to the key term in a second. That way I don't have to search for like five minutes."

The layout of the text encourages Emma to study as she finds it's not as intimidating as reading a traditional physical textbook. She explains, "I do think the text is broken down very well. The chapter is broken down into sections and then each section is broken down into topics. I find that very motivating because it's not at all overwhelming."

Many learners felt the study tools helped them prepare for classes, assignments, and tests. Lauryn especially appreciates the flashcards and feel they are an essential part of exam preparation.

"I really, really enjoy the flashcards and they've definitely been something that has been really helpful when highlighting concepts, especially when reviewing before tests. I can click through and familiarize myself with everything and make sure I am clear on all my topics."

Victoria utilizes the notebook feature frequently and references her notes prior to assessments as her professors consistently pull that content into their quizzes. She also finds the text itself engaging. She often finishes a chapter early and moves right into another one, giving her a head start for classes and assignments.

As someone that doesn't normally take in-depth notes, Sean explains that the highlighting tool allows him the ability to go back for review in a seamless manner, especially when compared to traditional textbooks

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where you spend a lot of time flipping through pages and getting lost.

Convenient and easy to use

When accessing reading materials for courses, ease of navigation is essential. If it is not intuitive or is difficult to follow, learners find themselves less inclined to read and study. When compared to a physical textbook, Sean finds Pearson's eTexts superior.

"With physical textbooks I can never find my place, but with Pearson you can bookmark things, highlight things, go to a specific note tab and that makes it very easy to navigate."

During the pandemic, for some learners it was a difficult transition to online courses. It can be hard to quickly learn online tools and eTexts, so having a resource that is user friendly and easy to navigate is a relief.

"There are so many things with online school that can be difficult to navigate. I remember when I first started using Zoom it was kind of difficult because things were hidden. Nothing is hidden here (with Pearson). It is all right on the interface and that's what I think is very helpful... Everything is right there for me."

– Alondra Msallem, sophomore at Massachusetts College of Pharmacy and Health Sciences.

In addition to being easy to use and navigate, Pearson eTexts are extremely convenient and mobile. Learners can access their text on any device and study

wherever they are. Jelecía takes advantage of the app and utilizes it often.

“Everything is in an app nowadays, so it is extremely convenient... The mobility means I don’t have to pull out my laptop when I’m supposed to be reading the textbook, I have the convenience of reading it wherever because it’s right at my fingertips on my phone.”

According to Emma, when comparing the Pearson+ subscription model to others, Pearson+ makes accessing multiple text selections simple. “I have never had a challenge finding my textbook. Sometimes there are issues with other platforms, like Cengage, where it would just store all your textbooks, even those I only searched for, in alphabetical order. Pearson+ is easier because as soon as I log in my textbook is right there, I hit read and am back to where I left off.”

Superior way of supporting learning

Throughout one’s higher ed career, learners are often exposed to a variety of publishers and course materials. One of those options often used are OER resources. Sean sees the benefit of Pearson’s eTexts over OER, especially when it comes to readability.

“(OER) are free for a reason...what I like about Pearson texts is there’s not too much information. They are not super dense, they are pretty easy to read through, and straight forward. Whereas sometimes you get these academic articles, and you can read the three pages seven times and still not know what they’re talking about.”

Alejandra also sees the benefits of Pearson over OER resources commenting, “Compared to (OER), Pearson definitely has more parts, more examples, and there are exercises. The free scholarly articles are just information versus the eTexts where you can interact with figures and tables.”

With exposure to a variety of course materials, Lauryn finds Pearson more reliable and easier to use. She notes how Cengage is more difficult to use on any consistent basis and the convenience is sorely lacking which often interrupts studying.

“I feel like Pearson does a better job of having everything in one place, but also helping me keep track of where I was, which has been nice...Pearson has been very reliable for me. There is a lot of time Cengage will log me out and just stop working. It will just shut down completely. Pearson is very good about not having those issues... The convenience of it is just beautiful.”

Sometimes finding a selection of upper-level online textbooks can be difficult. Emma came across this problem when searching for a Marketing Research eText for her 400-level course. She researched options and found Pearson+ offered it without having to go the extra step of requesting a course ID from her professor to access the text.

“I think Pearson has more variety and options for higher level classes. That was one of the issues I was running into with Cengage, just having that availability... Another nice thing about Pearson+ is that

with this subscription I immediately have access to my textbooks. With Cengage, even though you have a subscription, you had to prove you were in a particular class and needed that textbook. So then, you would have to go to your professor and ask them to create a course ID. That made for a lot of back and forth. With Pearson+ I can pay for the subscription and just have my textbook... Often with Cengage it would add three weeks into the process and that is a big difference."

Highly recommended

100% of learners stated they would recommend Pearson+ to other learners in similar situations, and often wished they knew about it sooner. Reasons range from cost-effectiveness to convenience to user friendliness. Some learners explained how they have already been recommending it because they have been pleased with their experience and want other learners to get the benefits as well. Sean is one of those learners:

"I told all my classmates that they should look into (Pearson+). I have been recommending it to people. I've been telling them about it because most people go to Amazon or other used textbook sites, and I just don't think the price is there for them. Now that the subscription model is here, there's just no comparison."



"This is not my first time using eTexts, this is just the best experience I've had thus far." - Jelecia

Learn more about Pearson+ & Efficacy at Pearson

Learn more about how Pearson+ could benefit your course by visiting:

<https://www.pearson.com/en-us/pearsonplus.html>