



# Spotlight on: The Pearson Advantage

Pearson's Efficacy and Learning team reviewed six of the top OER competitors and evaluated Pearson's strengths against each of these offerings. Through this work we found that Pearson excels with supporting instructors and helping students achieve personalized outcomes.

## Low Cost, High Quality, Trusted Results

Pearson's solutions are low-cost, and we are committed to measuring our impact on the outcomes that matter most to learners and educators. Efficacy is central to Pearson's design and evaluation process. In 2018, Pearson was the first education company to publish third-party audited and independently reviewed reports in an effort to establish transparency and ensure confidence that is unmatched in commercial education. We continue to publish research that investigates our impact on outcomes.

This is opposed to no-cost solutions that do not have comparable efficacy research on impact and engagement. Pearson's commitment to efficacy is a key differentiator against OER resources.

## Instructor Flexibility

Pearson content is designed for impact and offers customization opportunities. Instructors can:

- Exclude assessment items or add their own items
- Alter the number of attempts that students are allowed
- Weigh grades according to their needs
- Include adaptive features and exclude chapters as required.

This high degree of flexibility supports instructor's needs while not compromising on quality. Instructors can make adjustments with full confidence that all content is curated, evidence-based, and comprehensive.

## Personalized support for all learners

Pearson offers embedded practice and personalized support to all levels of learners. Pearson has multiple offerings that have more robust adaptivity, especially for Math and Biology, with features like Dynamic Study Modules and Adaptive Follow-Ups. Pearson's Adaptive Pathways are videos that target specific misconceptions in select Revel titles for learners that need it and skip it for those that don't.

In addition, Pearson provides low stakes, embedded, non-graded assignments to help students gain personalized practice. This is not something OER resources can do.

Free, all-in-one solutions lack the degree of adaptivity and personalization Pearson products offer. This means a Pearson product is more likely to meet the diverse needs of a large class in a more supportive, personalized way.

## Learner Support and Next Generation Solutions

Pearson regularly creates new features that support student learning. Key features that support deeper understanding, retention and personalization include:

- Learning Catalytics
- Pearson Prep
- Adaptive Pathways
- Dynamic Study Modules
- Study Plan
- Personalized Homework
- Skill Builder

For non-majors Biology, there are recently released Interactive Labs offered as a no-cost add-on. These are highly engaging labs that help learners experience the process of science and see its relevance in their lives.

Revel includes features competitors don't have such as shared writing, journaling prompts, and video quizzes – all shown to deepen learning and improve learning gains.

Further, Pearson offers relevant, engaging content that often incorporates current events that help learners see the application in their day-to-day lives.