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LEARNING SCIENCE & INSIGHTS

Improving student success with empathy, science, and data

As the Learning Insights company, we are passionate and scientific about helping students, instructors, and institutions to achieve their full potential. We use a unique combination of user-centered design, research from the learning sciences, and empirical insights from extensive data mining and Impact Research.

Co-design with students, instructors, and institutions

We co-design solutions with students, instructors, and other faculty. We begin with empathy research to deeply understand their needs, contexts, goals, and challenges. From there, we collaborate on ideation – brainstorming ideas and solutions to help them to solve their biggest problems and achieve their ambitions in the most practical and efficient ways.
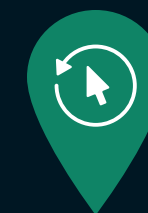
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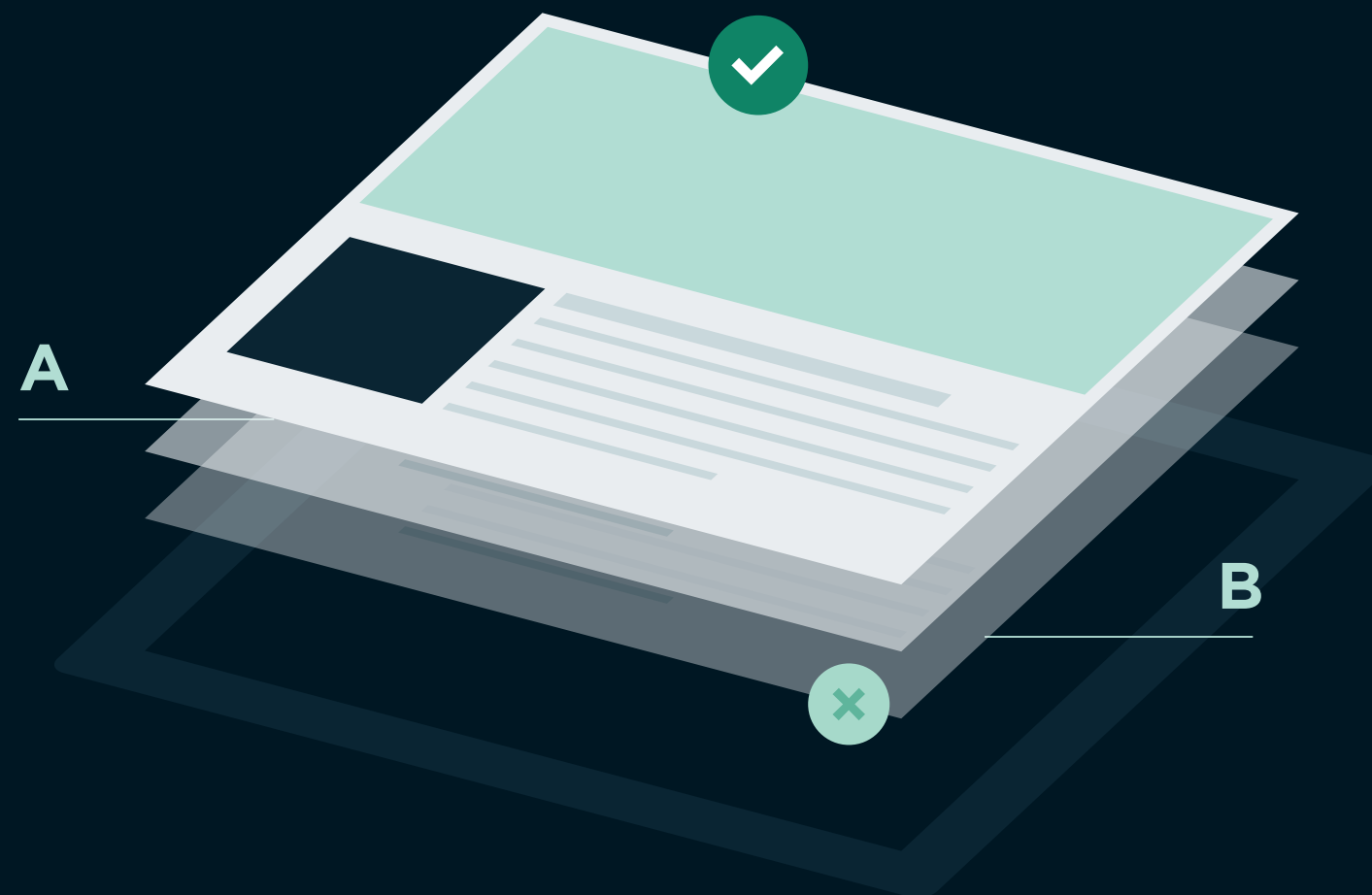
Learning Research and data-driven insights

Next, we critically assess and synthesize research in the learning sciences to guide the solution design. These "design principles" focus on motivation, cognition, and pedagogy. We enrich this with empirical insights from novel and extensive data mining and research collaborations with instructors and institutions. This research often reveals nuanced differences in student behaviors and needs.

Learning Design and iterative refinement

Through the Learning Design process, we apply Learning Research to product design through a series of prototypes which are tested with students, instructors, and other faculty. This iterative refinement results in solutions that are research-based and user-centered so they are impactful, intuitive, and highly usable.

A

B

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Impact Research and optimization

In beta, we begin conducting Impact Research. Through carefully designed studies, we explore variations in how students, instructors, and institutions use a product and any differences in outcomes they achieve as a result. This is used to further refine the product design and guide support and training to help students and instructors to achieve their best outcomes.

Better outcomes and best teaching practice

This unique combination of user-centered design, rigorous research from the learning sciences, iterative refinement, and empirical insights from novel and powerful data mining and Impact Research results in solutions that are empathetic, deeply intuitive, highly impactful, and drive the very best outcomes.

40%

68%

85%

For more details, results, and regular news, please visit us at **www.macmillanlearning.com/ catalog/page/learningscience**

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