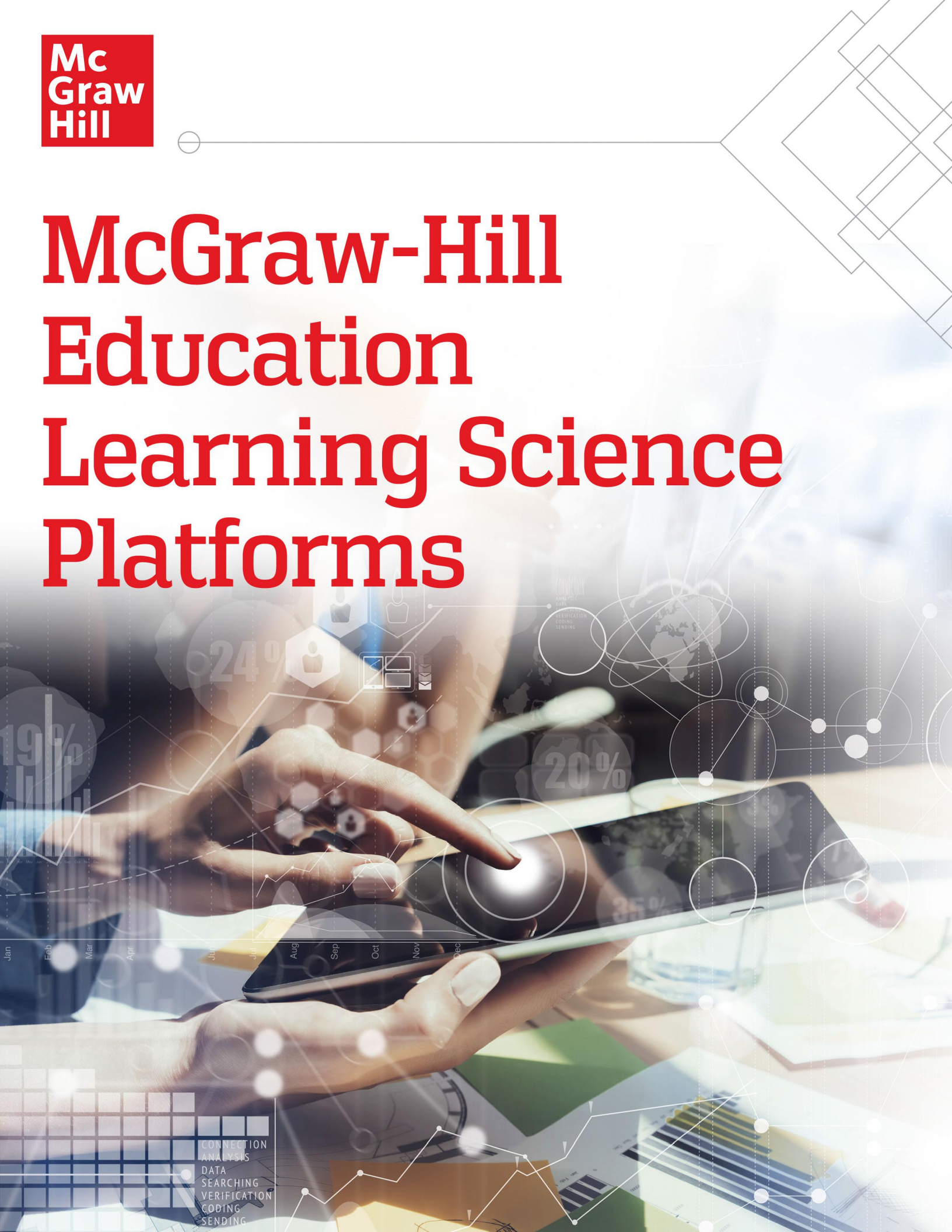# McGraw-Hill Education Learning Science Platforms

CONNECTION
ANALYSIS
DATA
SEARCHING
VERIFICATION
CODING
SENDING

# Unlock performance by driving learning mastery and measurable results through a powerful data layer.

What if you could give every learner their own personalized course, made specifically for their strengths, weaknesses, confidence level, and engagement patterns? What if it adapted in real-time to their activity, adjusting moment by moment to their performance and interest level?

What if you could easily measure learning, communicate its ROI, and align it with business goals and outcomes?
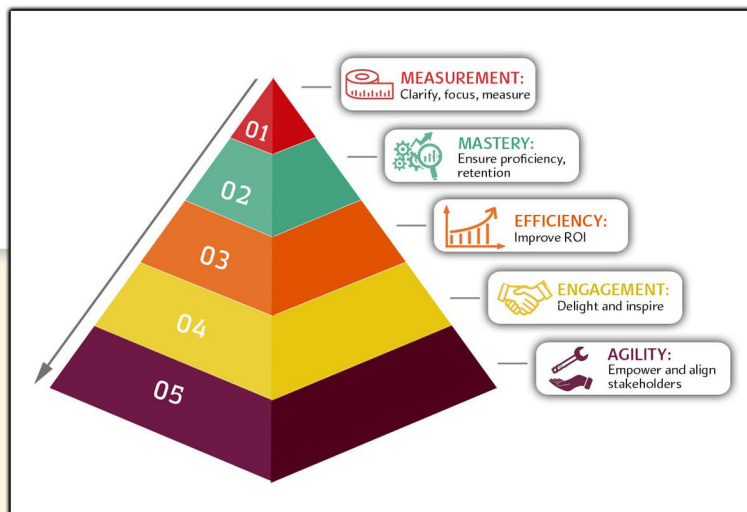
For the better part of a decade, McGraw-Hill Education has been building technology to realize this vision and unlock the full potential of every learner. The field of adaptive learning—which combines machine learning, cognitive science, predictive analytics, and educational theory—has allowed us to make this vision of scientifically driven, learner-centered education a reality.



MEASUREMENT: Clarify, focus, measure

MASTERY: Ensure proficiency, retention

EFFICIENCY: Improve ROI

ENGAGEMENT: Delight and inspire

AGILITY: Empower and align stakeholders

## It's now easier than it's ever been in history to create and deliver an adaptive course.

From accounting to leadership, public speaking to technical training, our adaptive courses harness the power of technology and the rigor of science to meet the requirements of every discipline. No matter the subject area, theories concerning focus, memory, metacognition, and engagement are embedded in the algorithms that power the personalized learning paths taken by every learner.

## You have the content. We have the platform. Let's change lives together.

Whatever the form of your content—PDF, rich media, powerpoint-—you can use our authoring platforms to transform it into a next generation adaptive course, where every swipe, click, moment of hesitation and surge of confidence from a learner informs what they see next.



Almost any content

Compliance · Leadership · Diversity · On Boarding · Certification · Tech Skills · Sales Training · Product Training · Accounting

## Deliver benefits to every stakeholder

Every course built on the platforms creates a data layer that powers not only personalized learning but also tailored instruction and agile authoring. Refined by millions of learners and thousands of authors, the platforms are highly scalable and backed by McGraw-Hill Education brand and service.



MHE Learning Science Platforms + Your Content = Data Layer
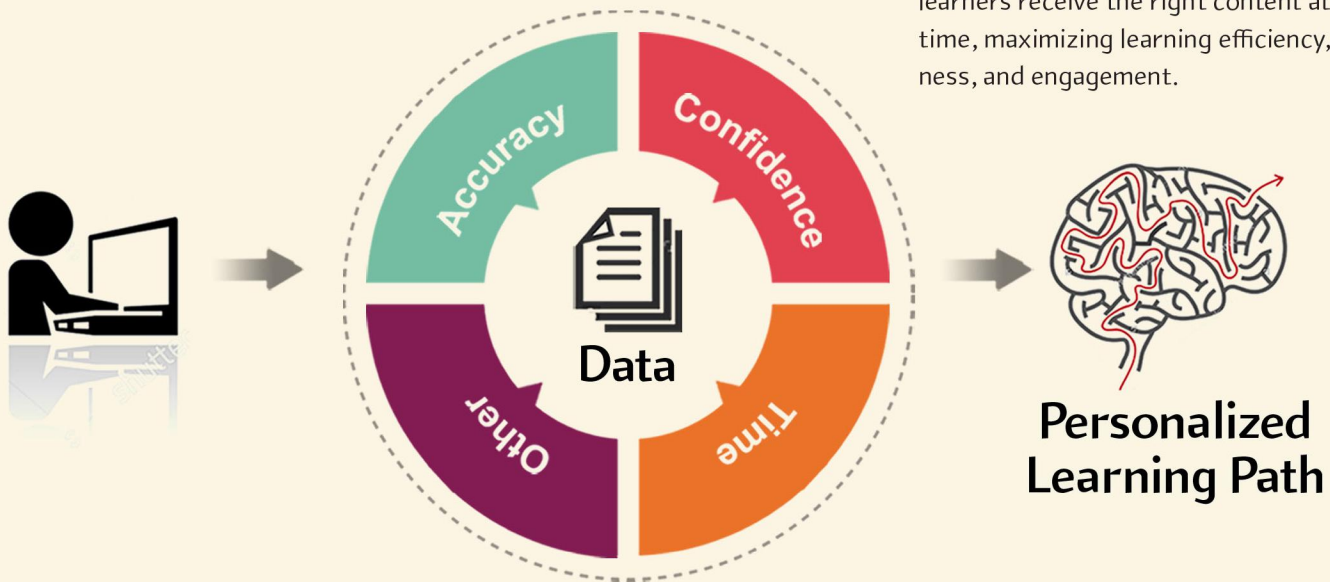
Agile Authoring

Personalized Learning

Tailored Instruction

# Engage learners with a personalized experience based on science

Provide learners with bite-sized personalized content and present it in an engaging, intuitive interface, accessible from multiple devices. Help them focus on challenging areas, fight memory decay, and move knowledge from short to long-term memory, all while remaining on track to meet goals.



**Metacognitive Theory***
*Flavell, J. H. "Metacognition and cognitive monitoring: A new area of cognitive-developmental inquiry." American Psychologist (1979) 34, 906 - 911. Print.

**The Theory of Deliberate Practice***
*Ericsson, K. Anders, Krampe, Ralf Th., Clemens Tesch-Romer. "The Role of Deliberate Practice in the Acquisition of Expert Performance." PsychologicalReview Vol. 100 No. 3 (1993) 363-406. Print.

**The Theory of Fun for Game Design***
*Koster, Raph. A Theory of Fun for Game Design. Scottsdale, AZ: Paraglyph Press, Inc., 2005. Print.

**Ebbinghaus Forgetting Curve***
*Ebbinghaus, Herman, Trans. Clara E. Bussenius and Henry A. Ruger Memory: A Contribution to Experimental Psychology. Eastford, CT: Martino Fine Books, 2-11. Print.
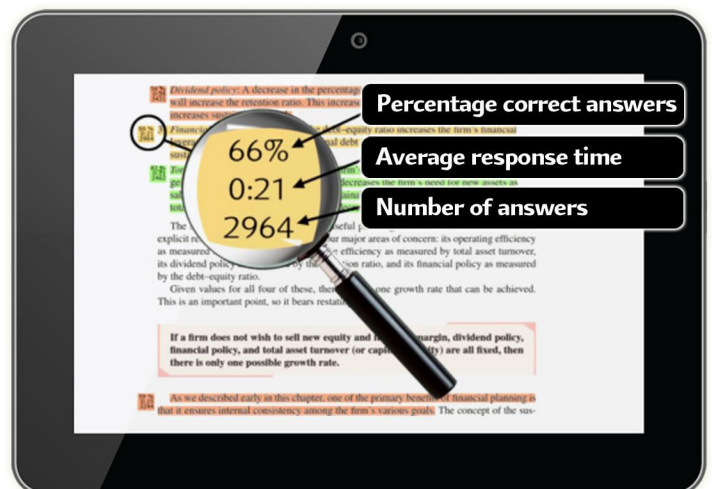
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With personalized learning paths based on accuracy, confidence, time, and other factors, learners receive the right content at the right time, maximizing learning efficiency, effectiveness, and engagement.



Accuracy · Confidence · Time · Other

**Data**

**Personalized Learning Path**

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# Power next generation learning through agile authoring

Transform your rich media or PDF content into adaptive experiences. Allow learner interaction with your content to generate a flexible, real-time data layer capturing learner accuracy, confidence, and engagement level.

- Engage in strategic data collection and build feedback loops to strengthen your product
- Reporting features help managers document outcomes and communicate results to stakeholders
- Support an evergreen content model with granular content effectiveness data



66%
0:21
2964

Percentage correct answers
Average response time
Number of answers

# Use data-driven insight to deliver better outcomes

Tailored instruction with our adaptive learning platforms leads to better learner preparedness, greater flexibility in training preparation, and demonstrably better outcomes.

- Adaptive product helps trainers accommodate a wide range of learning styles and proficiency levels
- Real-time analytics help trainers adjust instruction based on learner engagement and outcomes
- Analytics help flag struggling learners and provide at-a-glance grasp of cohort dynamics
- Reporting features help trainers document outcomes and communicate results to stakeholders

| Name | Correct & Aware | Correct & Unaware | Incorrect & Aware | Incorrect & Unaware |
|---|---|---|---|---|
| Jerry Wainwright | | | | |
| Melissa Foster | | | | |
| Tonya Hopkins | 37% | 0% | 5% | 58% |
| Sage Hegreness | 0% | 0% | 0% | 0% |
| Bill Mulford | 0% | 0% | 0% | 0% |
| Sam Schreiber | 75% | 0% | 11% | 25% |
| Mike Jones | 67% | 11% | 15% | 11% |
| Emily Lee | 0% | 0% | 0% | 0% |
| **Sage Donovan** | **67%** | **0%** | **0%** | **33%** |
| **Amy Rosenbaum** | **40%** | **11%** | **45%** | **22%** |
| Nate Sampson | 75% | 10% | 8% | 33% |
| Tom Liu | 28% | 15% | 10% | 13% |
| Kate Sampress | 50% | 20% | 25% | 57% |
| Amy Rosenbaum | 35% | 0% | 35% | 27% |
| Yi Tang | 50% | 13% | 55% | 52% |
| Natasha Ho | 58% | 15% | 45% | 45% |
| Ava Christensen | 50% | 10% | 12% | 13% |
| Christine Liu | 0% | 12% | 0% | 50% |
| Josh Robinson | 45% | 20% | 8% | 55% |

# Benefit from flexible, consultative support

The MHE Customer Success team offers varying levels of support to suit a range of customer needs.

Services span:
- Exploration & design
- Training
- Ongoing support
- Project management

*Select the level of support to meet your requirements*

## SUPPORT FEATURES

Low-Touch

Medium-Touch

High-Touch

MHE training enables your authors to build a new adaptive course

Jointly build a new adaptive course with MHE design team

MHE leads the building of your new adaptive course

McGraw Hill

## Want to experience Learning Science Platforms?
### Contact our reps today.