

STUDENT PULSE

2017

The digital revolution is already on campus. But can higher ed deliver on students' needs?

Today's students grew up with smartphones, interactivity and on-demand information. So, it's no surprise that they expect to be able to use digital devices in the classroom. As the 520 respondents to our Student Pulse survey told us, technology is an essential part of the way they learn. For administrations struggling to retain students and offer a better return on their educational investment, the path forward is clear: Make technology an integral part of the classroom and you'll make education more effective.

DIGITAL DEVICES DOMINATE

Students are already using mobile devices to enhance their classroom experience. Colleges and universities can capitalize on this opportunity to improve education

Three-quarters of students feel that digital devices help them learn more effectively

WE ASKED

Do you feel that using devices such as personal laptops or phones in the classroom has improved your ability to learn and retain information?



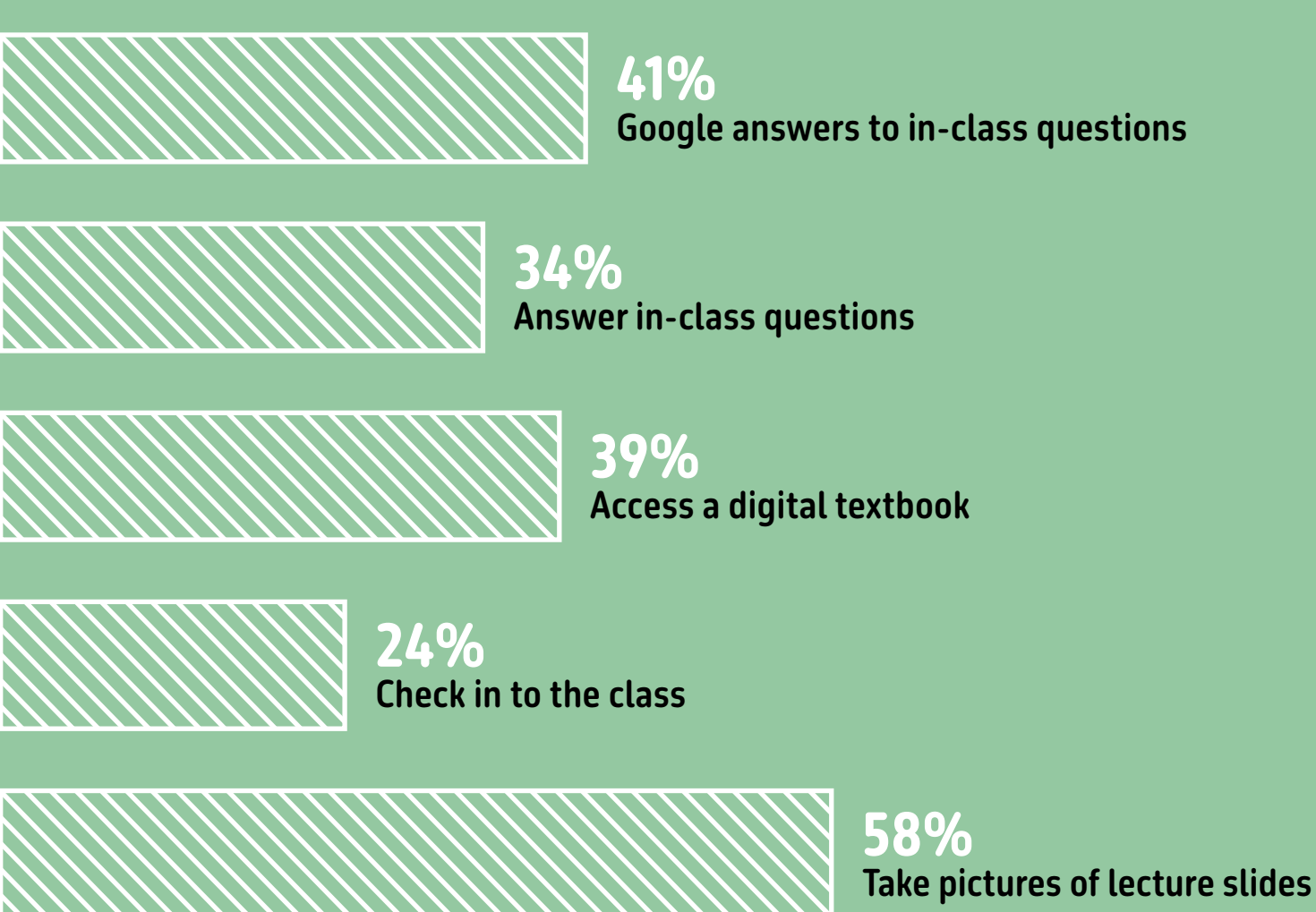
The total number of students who don't want to use their phone in class for academic purposes is tiny

6%

Smartphones have become intertwined with students' learning

WE ASKED

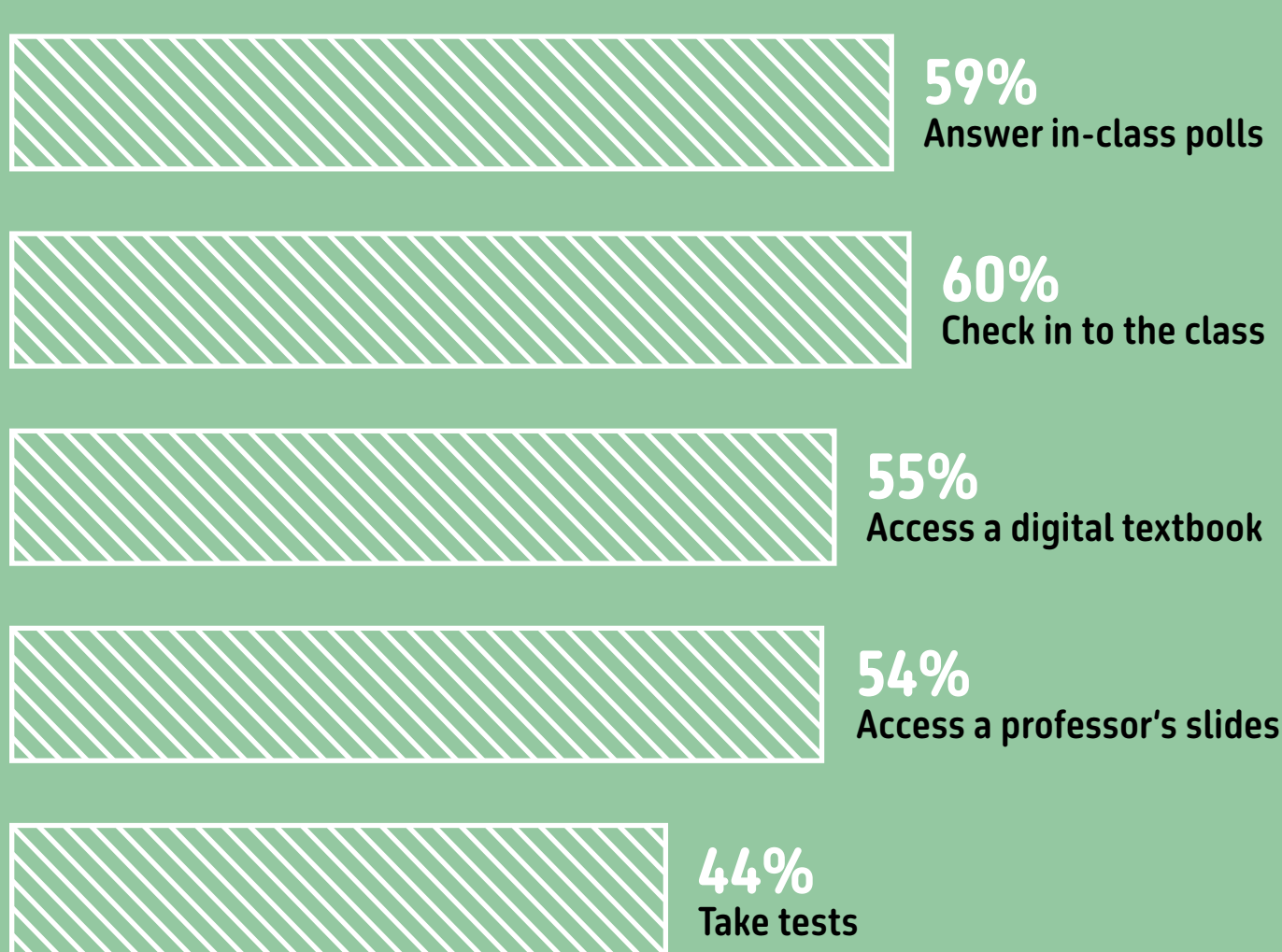
Which of the following have you used your phone for during class over the past year?



And students would be happy to use them even more in class

WE ASKED

Which of the following would you be willing to use your phone for during class?



Technology plays an important role in facilitating discussion outside of class

WE ASKED

Outside of class, how do you ask questions about course assignments?



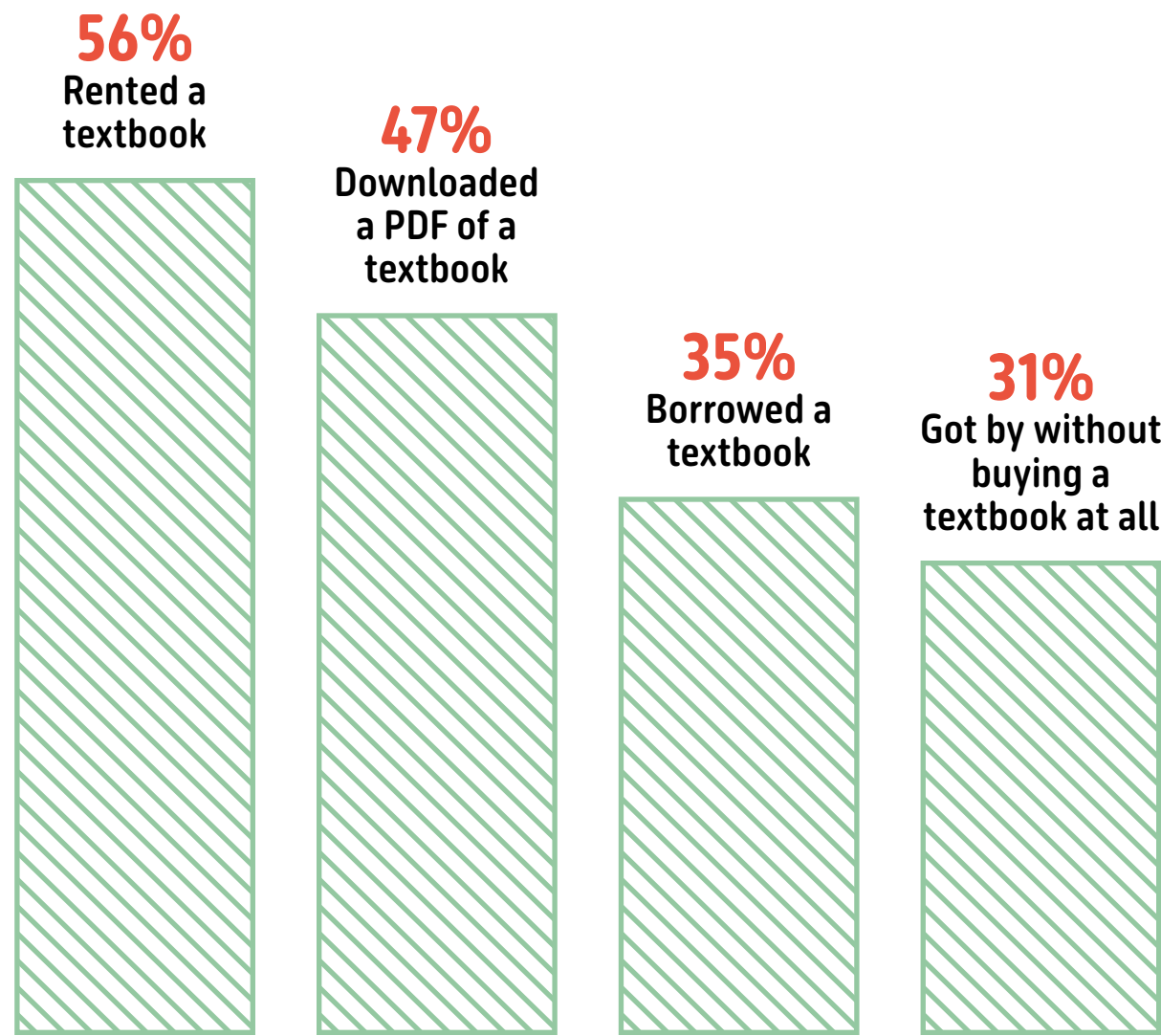
PRINT IS DEAD

Students want interactive, digital course materials. They'll even pay for them

The cost of print textbooks is causing students to find creative ways to get around buying them

WE ASKED

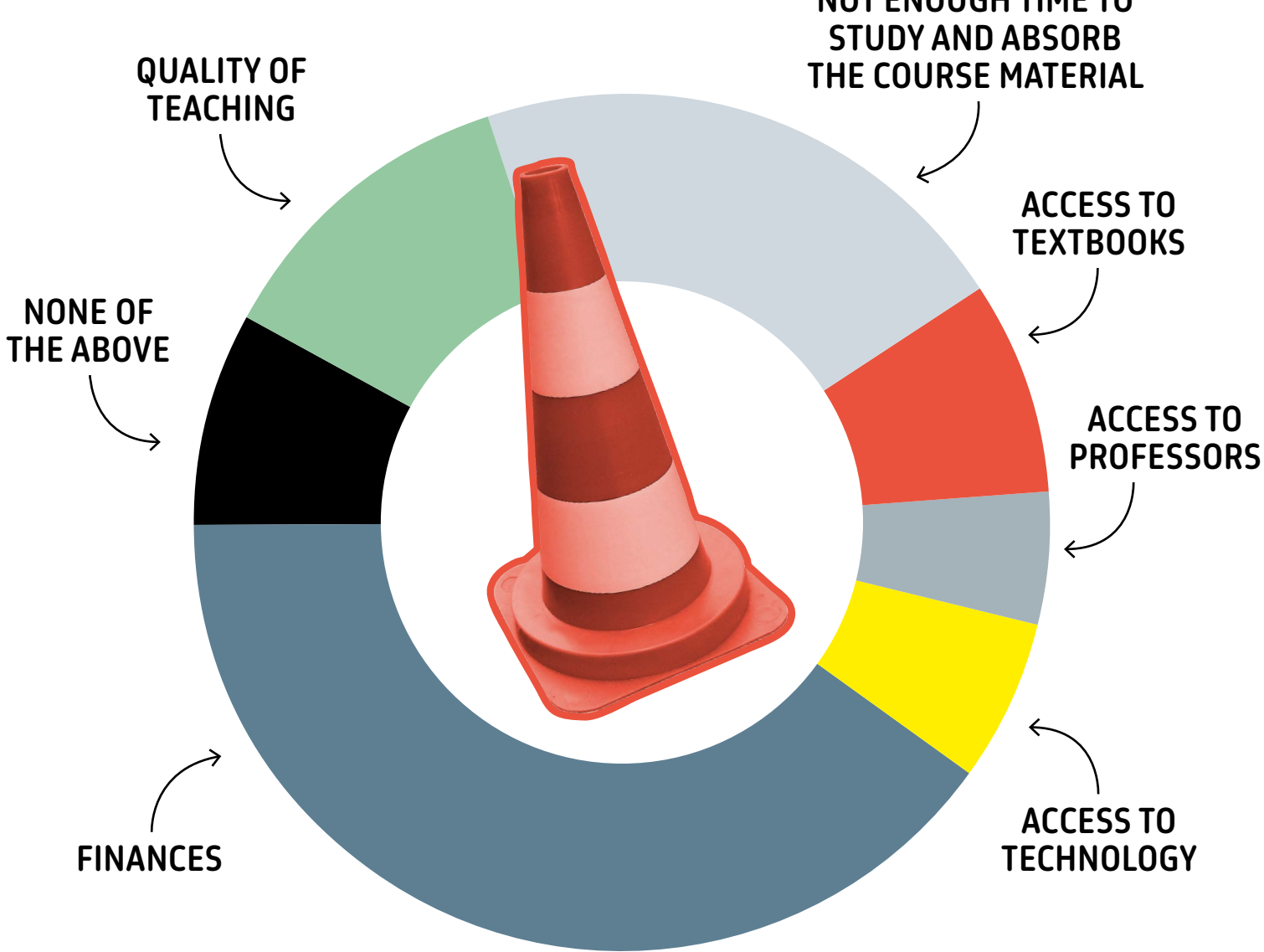
With regards to textbooks, which of the following have you done in the past year?



There's a reason for that. Money is students' biggest concern when it comes to doing well at school

WE ASKED

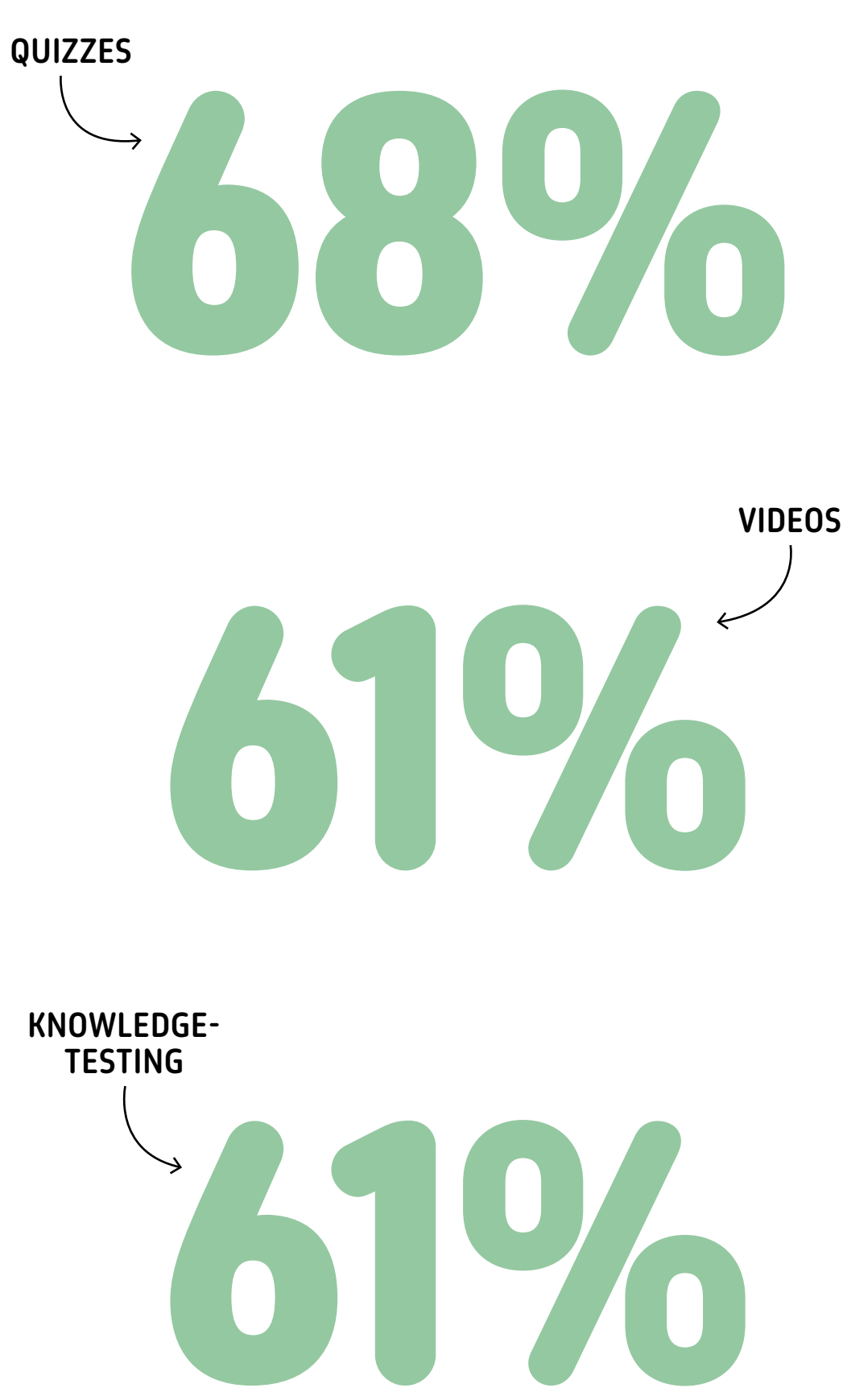
What presents the biggest obstacle to your college success?



Static texts just don't make the grade: Most students feel that quizzes, videos and knowledge testing should be embedded within course materials

WE ASKED

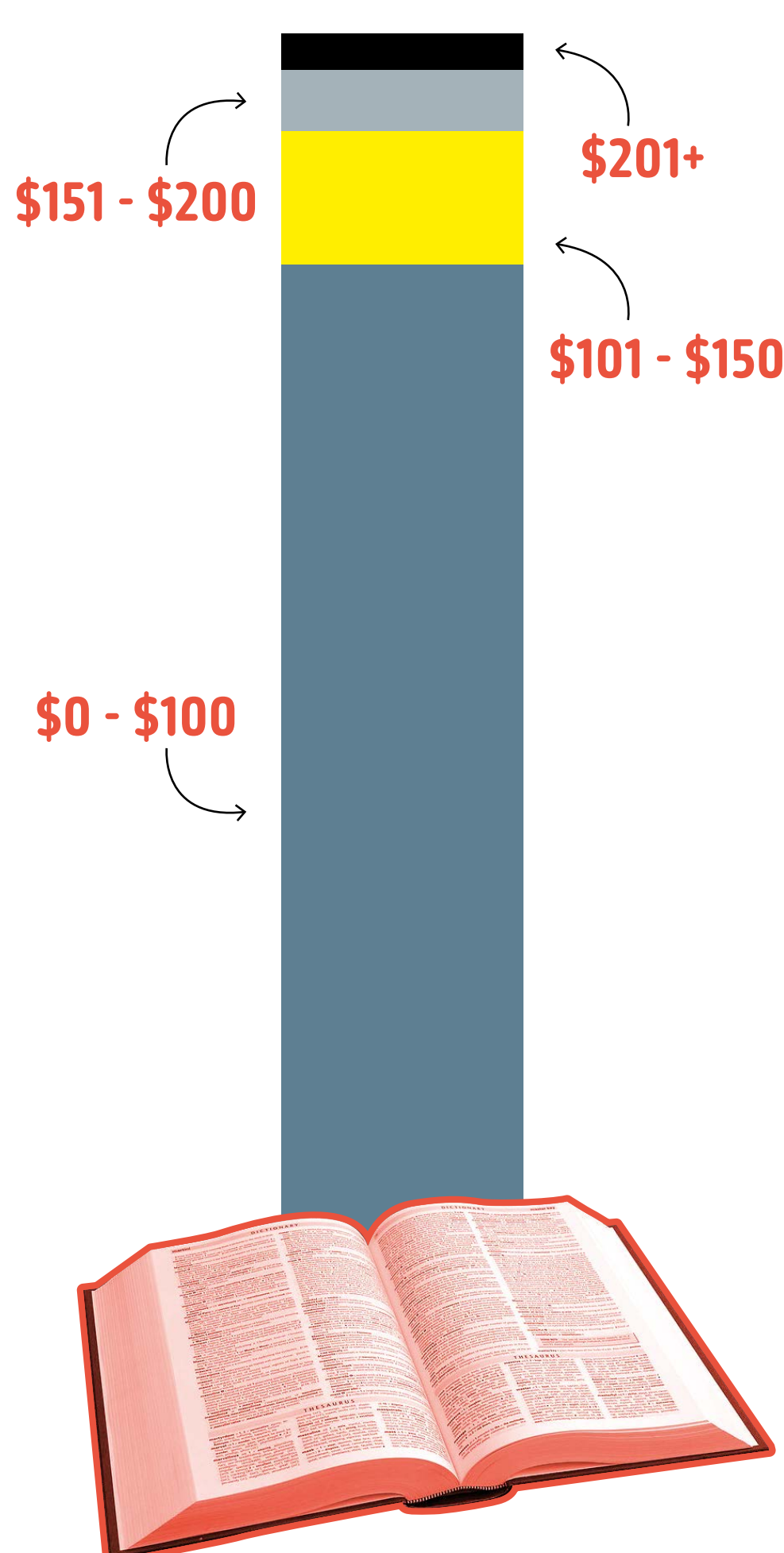
Which of the following features in a digital textbook do you think would most effectively help you learn?



The lower cost of digital, interactive, texts appeals to students, but they still don't expect them to be free

WE ASKED

What do you think is a reasonable cost for a digital textbook?



And twice as many students say they learn more effectively from an interactive text than a static PDF course pack

WE ASKED

Of the following, which textbook format do you learn best from or find most engaging?



So, how many students would prefer not to have interactive course materials at all?

3%

About the 2017 Student Pulse Survey

The Student Pulse Survey is sponsored by Top Hat. This survey was conducted by Survata, an independent research firm in San Francisco. Survata interviewed 520 college students (aged 18-24) between Nov. 2, 2017 and Nov. 3, 2017.

For media inquiries about the survey, please contact press@tophat.com.

TOP HAT

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