

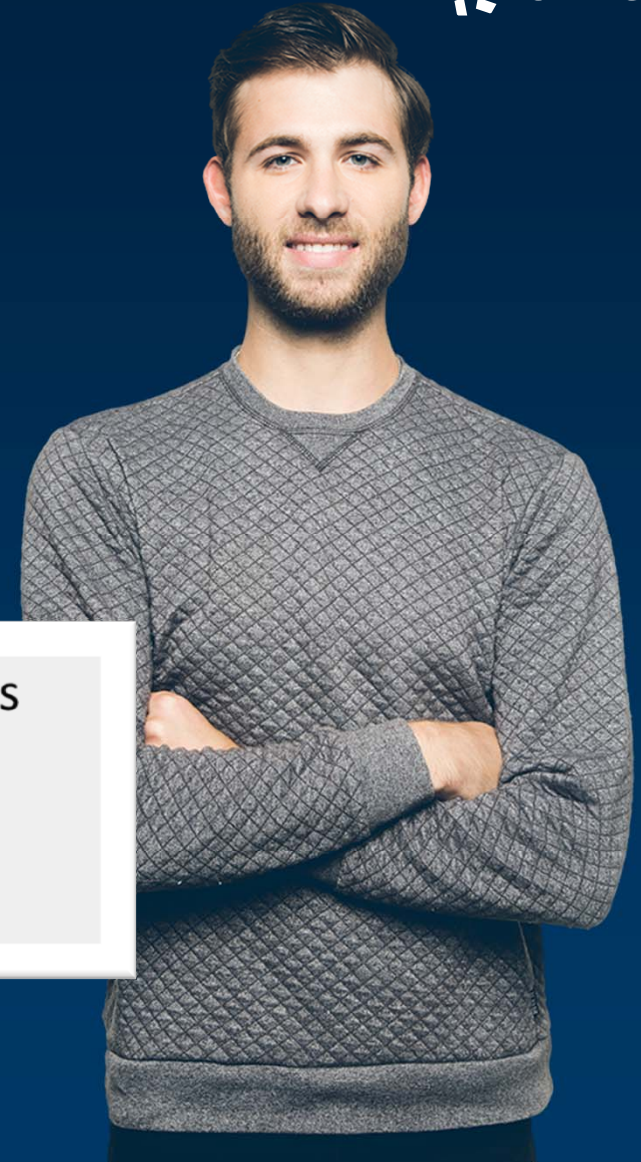
MINDTAP PRESENTATION

October 2016

センゲージラーニング株式会社
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Engaging
Content



MindTap is the digital learning solution that transforms
today's students into critical thinkers.

Learners to Thinkers







INSTRUCTORS TOLD US...








WEEK 9
Nov 2 - 8

SEP 14 Monday




Due Monday 0 of 2 completed

	Homework : Ch 1, Sec 3	required 	40 min	--/10
	Targeted Practice : 1.3 Algebraic Expressions	extra credit 	30 min	--/10

1.4 Rational Expressions continued

-  Lecture Slides : Rational Expressions
-  Video : Rational Expressions
-  Reading : Rational Expressions
-  Worksheet : Rational Expressions
-  Video : Rational Expressions

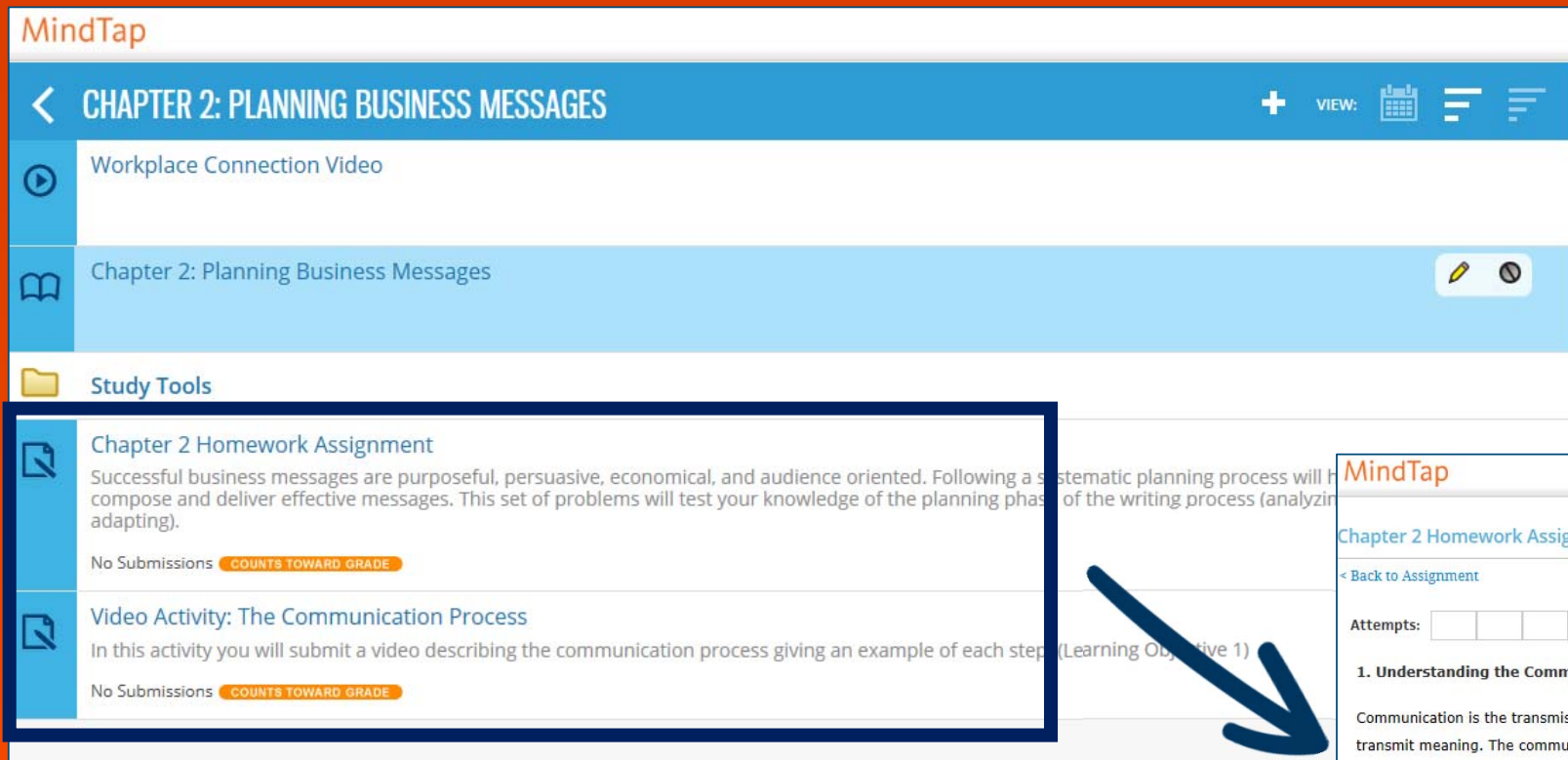
3.2 Polynomial and Rational Functions and Their Graphs

-  Lecture Slides : Chapter 3, Section 2
-  Video : Chapter 3, Section 2
-  Reading : Chapter 3, Section 2

“One-Size Fits All Doesn’t Work...”

Cutting Edge Content

Unique content in your MindTap course **helps turn memorizers into higher-level thinkers.**



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< CHAPTER 2: PLANNING BUSINESS MESSAGES

Workplace Connection Video

Chapter 2: Planning Business Messages

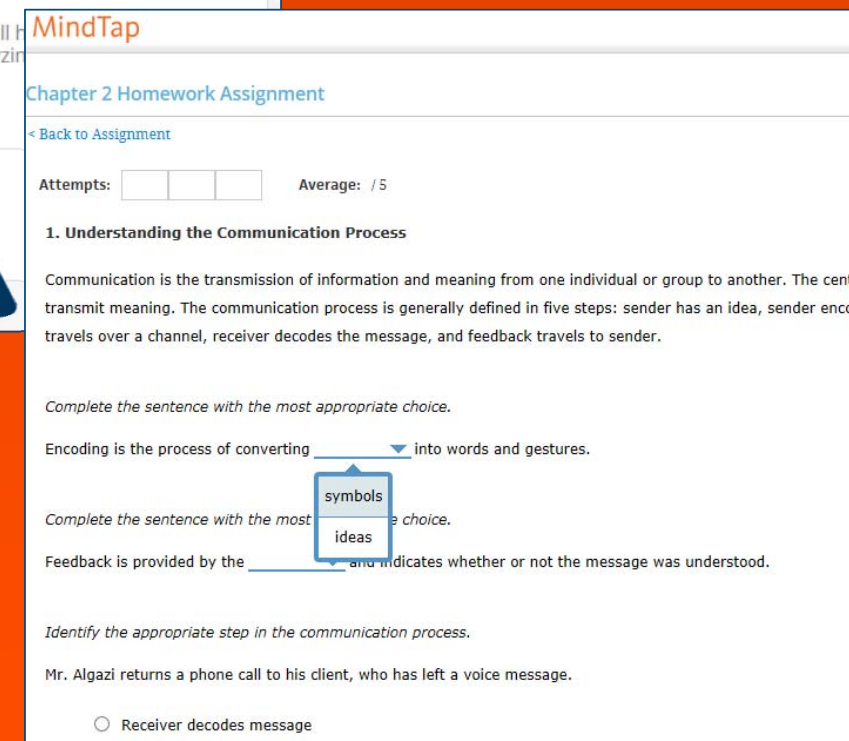
Study Tools

Chapter 2 Homework Assignment
 Successful business messages are purposeful, persuasive, economical, and audience oriented. Following a systematic planning process will help you compose and deliver effective messages. This set of problems will test your knowledge of the planning phase of the writing process (analyzing and adapting).

No Submissions COUNTS TOWARD GRADE

Video Activity: The Communication Process
 In this activity you will submit a video describing the communication process giving an example of each step (Learning Objective 1)

No Submissions COUNTS TOWARD GRADE



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Chapter 2 Homework Assignment

< Back to Assignment

Attempts: / 5 Average: / 5

1. Understanding the Communication Process

Communication is the transmission of information and meaning from one individual or group to another. The central goal of communication is to transmit meaning. The communication process is generally defined in five steps: sender has an idea, sender encodes the message, the message travels over a channel, receiver decodes the message, and feedback travels to sender.

Complete the sentence with the most appropriate choice.

Encoding is the process of converting _____ into words and gestures.

Complete the sentence with the most _____ choice.

Feedback is provided by the _____ and indicates whether or not the message was understood.

Identify the appropriate step in the communication process.











Mr. Algazi returns a phone call to his client, who has left a voice message.

☐ Receiver decodes message

Learning Path houses **course specific content** that drives basic understanding to higher level learning.

Add Activity

Activities List

	Flashcards App: Flashcards
	RSS Feed App: RSS Feed
	WebVideo Search App: WebVideo App
	CNow Homework Activity App: Cnow Homework App
	Aplia Assignment App: Aplia
	Web Link Activity App: Web Resources
	Writing Activity App: Writing
	YouSeeU App: YouSeeU
	Assessment App: Assessments
	Non MindTap Activity

Cancel

**“I need to be able to
make my course my
own...”**

The Power of Personalization
MindTap's Dashboards and Reader
help you **build your course to
maximize engagement.**

MindTap

< **CHAPTER 2: PLANNING BUSINESS MESSAGES** + VIEW: [Calendar] [List] [Menu]

Workplace Connection Video

Chapter 2: Planning Business Messages

Study Tools

Chapter 2 Homework Assignment
Successful business messages are purposeful, persuasive, economical, and audience oriented. Following a systematic planning process will help you compose and deliver effective messages. This set of problems will test your knowledge of the planning phase of the writing process (analyzing, adapting).

No Submissions **COUNTS TOWARD GRADE**

Video Activity: The Communication Process
In this activity you will submit a video describing the communication process giving an example of each step. (Learning Objective 1)

No Submissions **COUNTS TOWARD GRADE**



Class Average

Reading

Title
Chapter 2: Planning Business Messages

Description

Dates
Available
Due

Location
Order 1: before Study Tools (current position)
Add to Location Chapter 2: Planning Business Messages

Save **Cancel**

Make the Learning Path your own...

Add, Move, Retitle,
Hide, Delete, Change

Finding the RIGHT content takes A LOT of time....



Aplia Homework: Evaluating Sources

2. Choosing and Evaluating Sources

In addition to finding sources through your library databases and your online research, you must also evaluate sources and the information presented within them. You should consider the expertise of the author, the credibility of the publisher, and the validity of the information presented in the source.

Directions: Julia is researching the effects of stress on cancer. The following are sources that she has found. Write notes about each of the sources and answer the questions about them.

Notes on Source 1: The Forbes Magazine article "New Study Shows How Stress Feeds Cancer Cells" that appeared in 2013. The article summarizes a new study about the ways stress affects cancer treatment.

Think About Deviance and Crime

1. Deviance Engagement Activity

Choose the photograph that you feel best represents deviant behavior. You are about to see a series of photographs. For each photograph, you will be asked to select whether or not the behavior is deviant. Just use your best judgment. You will receive one point for each selection, regardless of the choice you select. Be sure to read the explanation to gain understanding of how your selections relate to deviance.



© DreamPictures/Getty Images

☐ Dressing up to support a sports team and cheering in the team's fan section

FLASHCARDS

Chapter 1 - What is Psychology?

1 of 54 | Hide Card | Flip Card

Debriefing

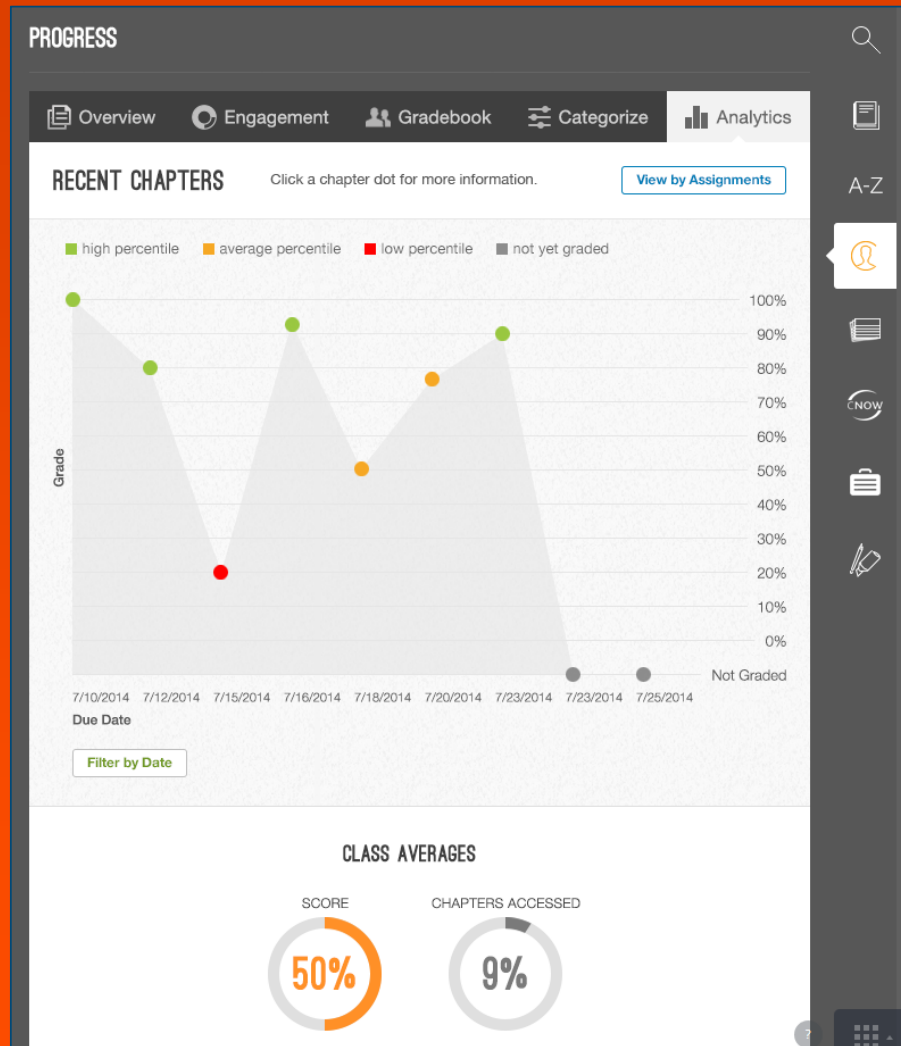
Next Card

Previous Card

Shuffle Deck

Create a Card

“I never know how my students are doing in my course.”



MindTap's Progress App
Enjoy the benefits of **real-time student analytics** for early intervention and grade improvement.

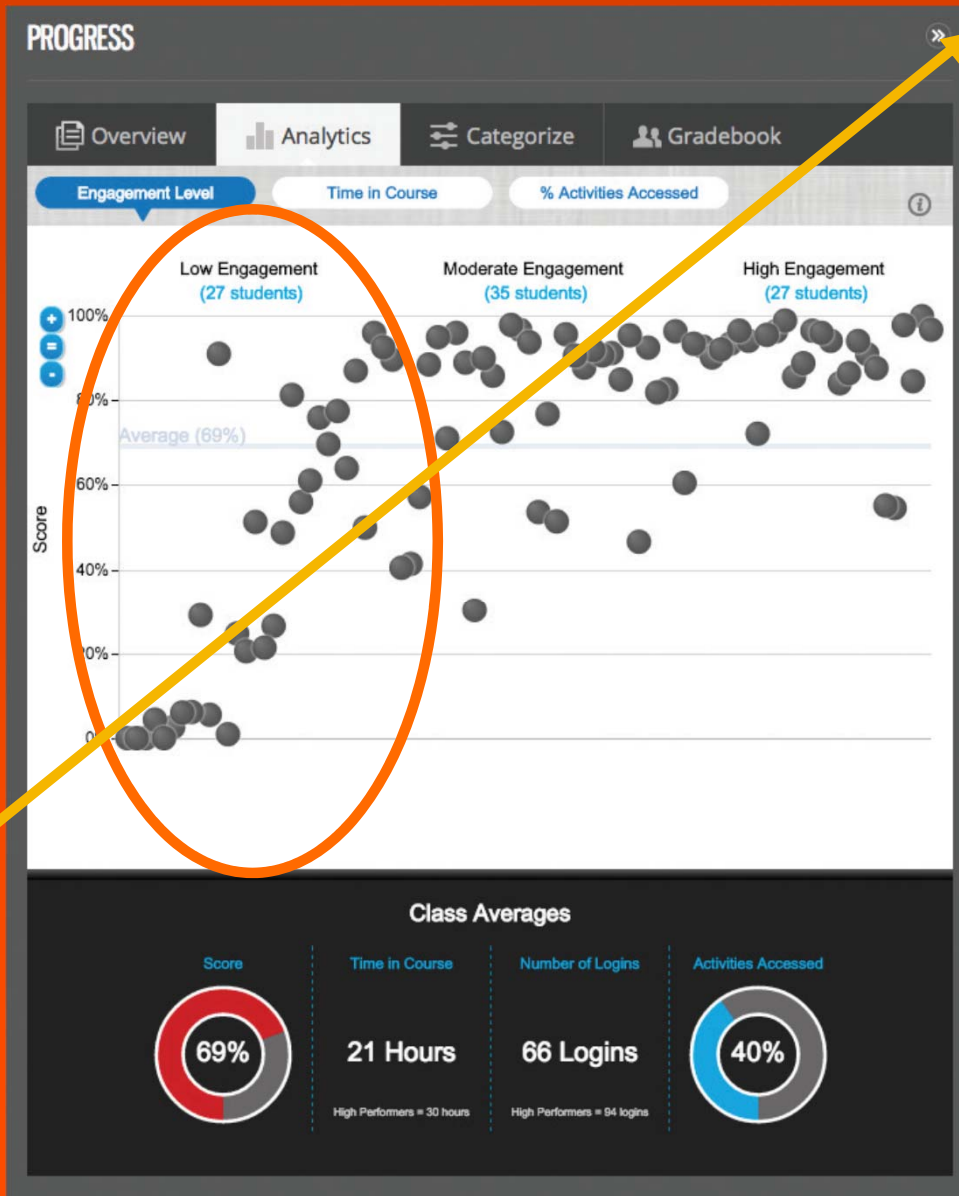


Quickly, accurately and visually track engagement and progress in the course

In a study of 2,500 U.S. History students, those using MindTap for U.S. History achieved a 13% increase

13% 

in final grade over students who didn't use MindTap.





STUDENTS TOLD US...



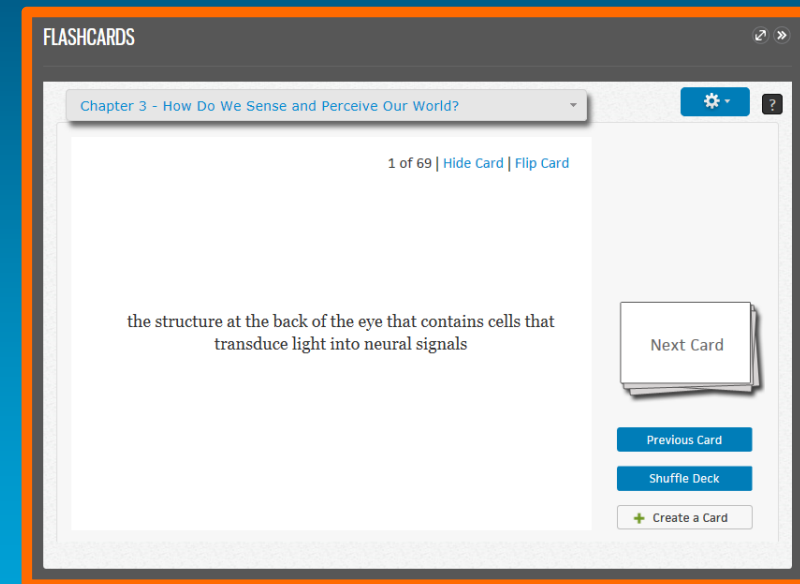
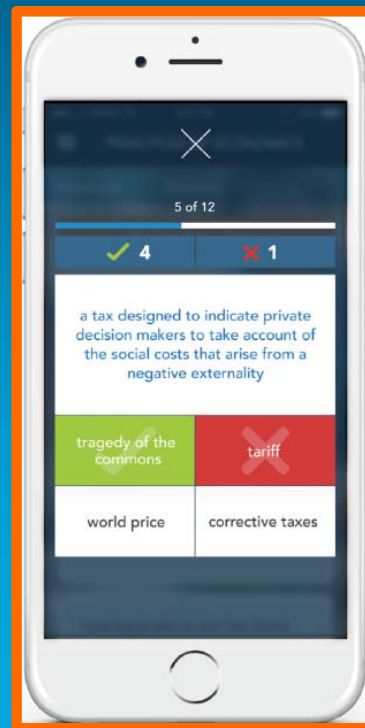
“I need tools that are going to help me get better grades.”



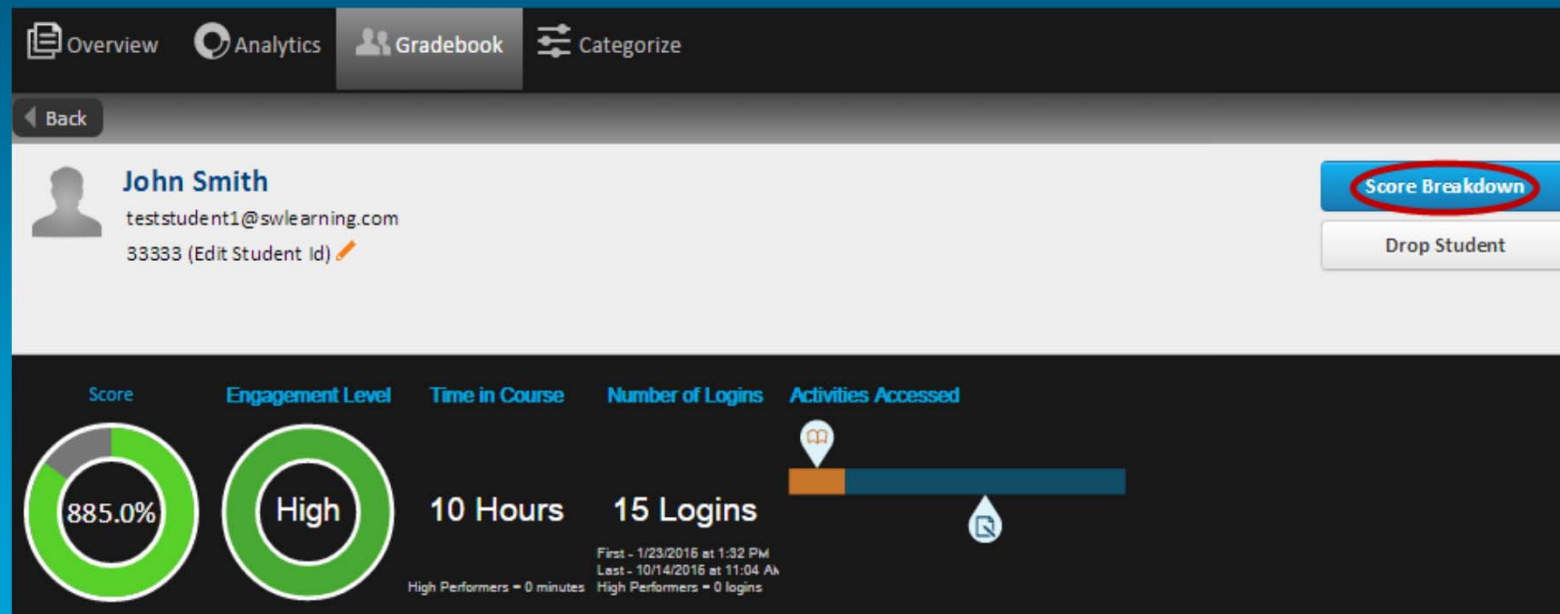
1. Multiple Choice Q1

When the government imposes a binding price floor, it causes

- ☐ the supply curve to shift to the left.
- ☐ the demand curve to shift to the right.
- ☐ a shortage of the good to develop.
- ☐ a surplus of the good to develop.



The Progress App helps students stay on track and motivated, **getting better grades** because of it.





“I need anytime/anywhere access...”



Chapter 3: How Do We Sense and Perceive Our World?
What is Psychology?

Chapter Contents

3-2a How Vision Works: Light Waves and Energy

When we see an object, what we really see are the light waves that are reflected off the surface of the object. Thus a blue shirt will appear blue because blue is the only color of light that is reflected by the shirt. The shirt absorbs all other colors of light.

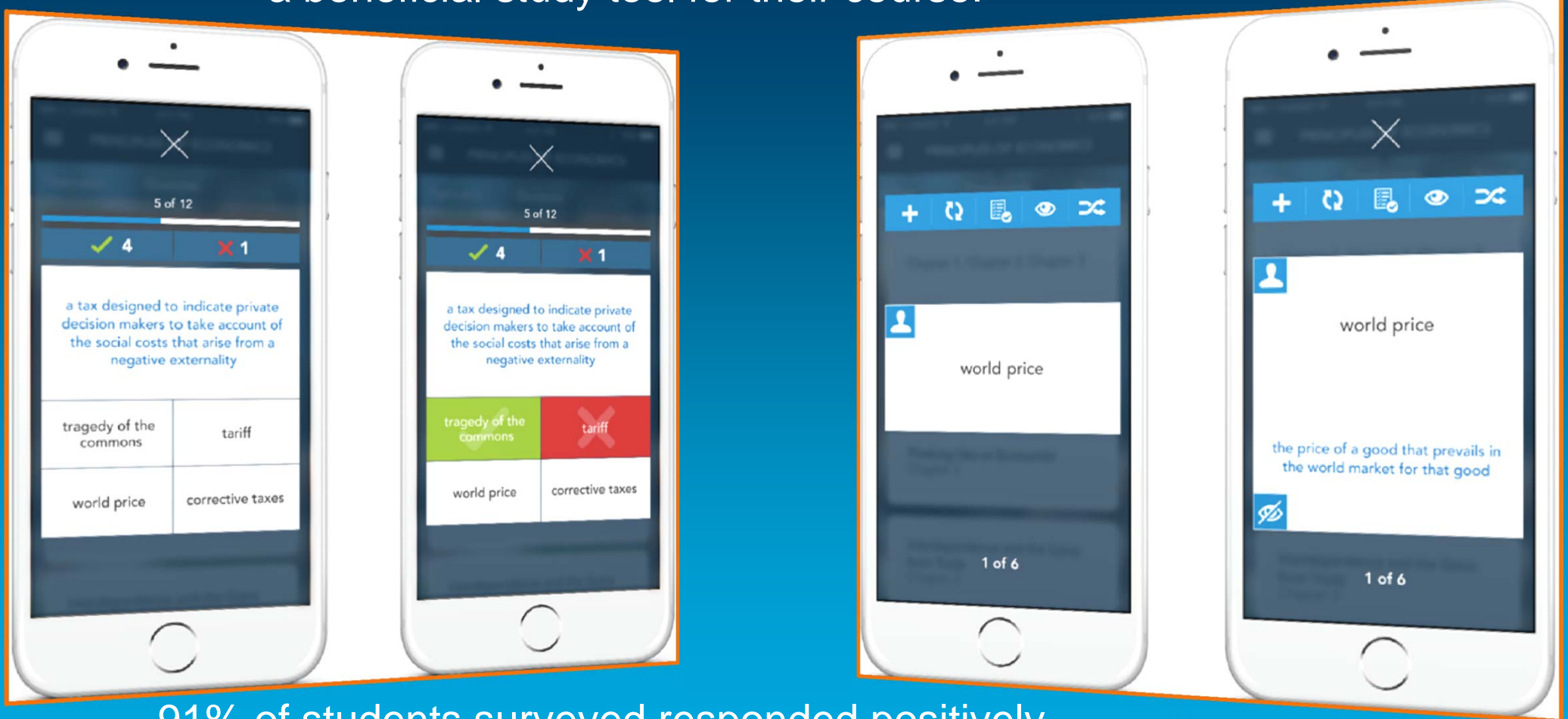
Measuring Light: Wavelength and Amplitude

Figure 3.2 depicts the *electromagnetic spectrum*, which includes visible light. Electromagnetic energies, including light, result from disturbances in the electrical and magnetic fields that exist in the universe. Like all electromagnetic energies, light waves are characterized by their **wavelength and amplitude**. The wavelength of light is the distance between the peaks of consecutive waves. The amplitude of the light wave is the height of each wave peak. Distances are typically measured in nanometers (nm).

Figure 3.2 The Visible Spectrum of Light

Notice the extremely narrow band of the electromagnetic spectrum that is visible to the human eye.

88% of students said **pre-populated flashcards** would be a beneficial study tool for their course.



91% of students surveyed responded positively to **practice quizzing**, making it the most valuable study tool.



“It’s got to be easy to use...”



MindTap Psychology

John Smith

< CHAPTER 1: WHAT IS PSYCHOLOGY?

VIEW: [Icons]

chapter 1: What is Psychology?

1 Activity COUNTS TOWARD GRADE

kirantestfolder123

time assignment 222
Timed Activity (1 min)
Due on Feb 12 at 2 PM EST | No Attempts Remaining | COUNTS TOWARD GRADE
0.0% This assignment is no longer available. The due date has passed.

Assign1
Due on Oct 14 at 3 PM EDT | No Attempts Remaining | COUNTS TOWARD GRADE
0.0% This assignment is no longer available. The due date has passed.

Chapter 1
Timed Activity (900 min)
Unlimited Attempts | COUNTS TOWARD GRADE
3.7%

RECENT ACTIVITY SCORES

Open Full Gradebook

This chart shows the average scores for activities that recently reached their due date. Hover over an activity dot for more information.

Activity	Score
Activity 1	100%
Activity 2	~70%
Activity 3	~60%
Activity 4	~50%
Activity 5	~30%
Activity 6	~10%
Activity 7	~10%
Activity 8	~10%
Activity 9	~5%
Activity 10	~5%
Activity 11	~5%

NOTIFICATIONS

View All Notifications

A-Z

Up Arrow

Google

Person

Clipboard

Wi-Fi

Signal

Test

Test

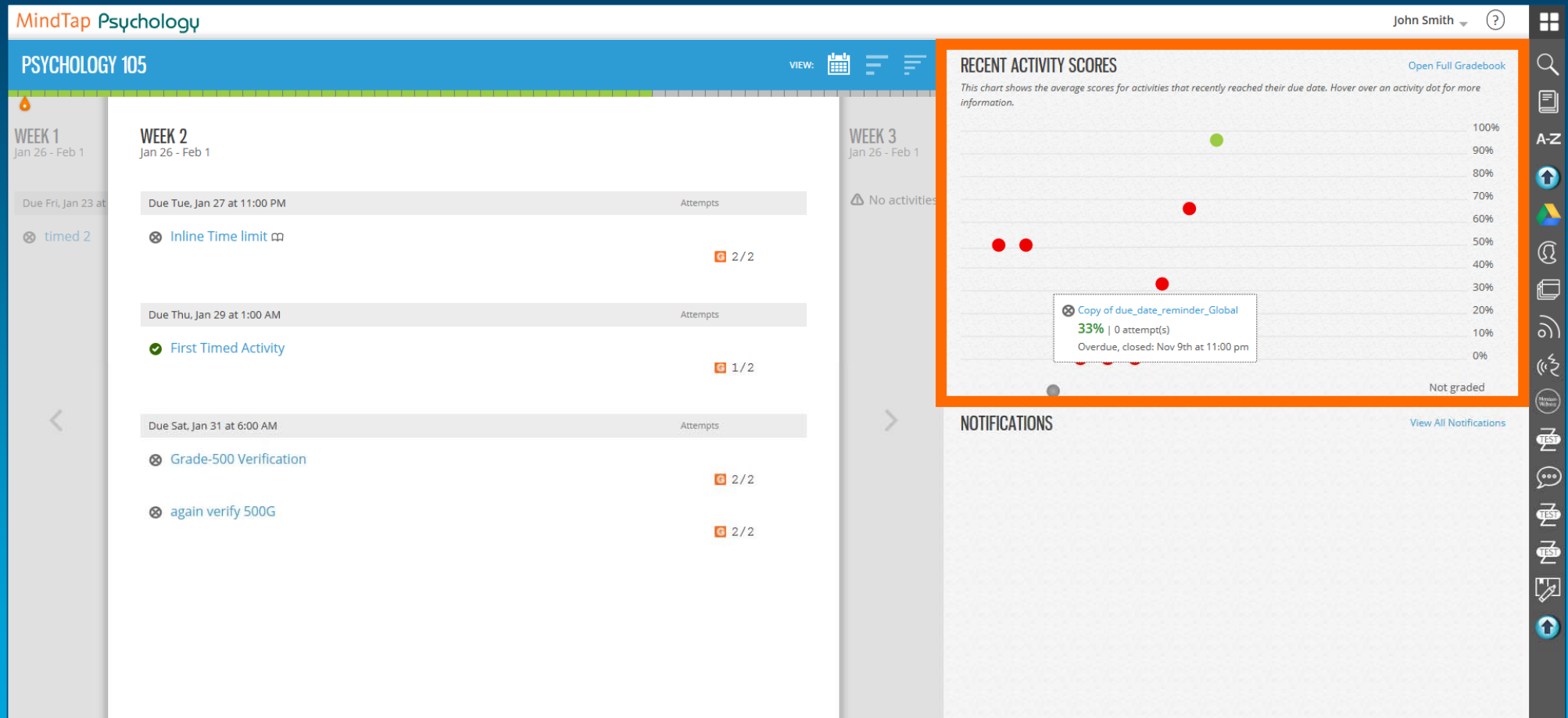
Test

Test

Test

Up Arrow

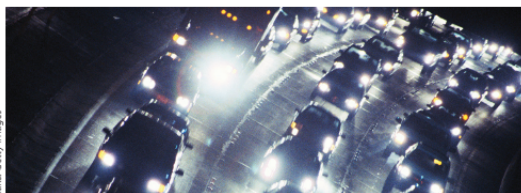
The dashboard is easy to use.



3-2d Adapting to Light and Darkness

Have you ever had to wait at the back of a dark theater for your eyes to adjust before you could find your seat? This type of adaptation is referred to as **dark adaptation**. It also takes our eyes a while to adapt to sudden increases in light brightness, or undergo **light adaptation**. Adaptation to both light and dark is important because the lighting conditions of our environment can vary widely. A sunny day is at least 10^9 times brighter than a moonless night (Rieke & Rudd, 2009).

Because cones require more light energy than rods, it can be difficult to discriminate among colors at night. Even though you can clearly make out the shapes of the oncoming cars, you may not be able to discern their color.



MindTap
eReader

GLOSSARY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Glossary Terms (62)

Absolute threshold

the minimum intensity of a stimulus at which participants can identify its presence 50% of the time

Accommodation

the process through which the lens is stretched or squeezed to focus light on the retina

Accommodation

the process by which a schema is changed, modified, or created anew in order to understand something new in the environment

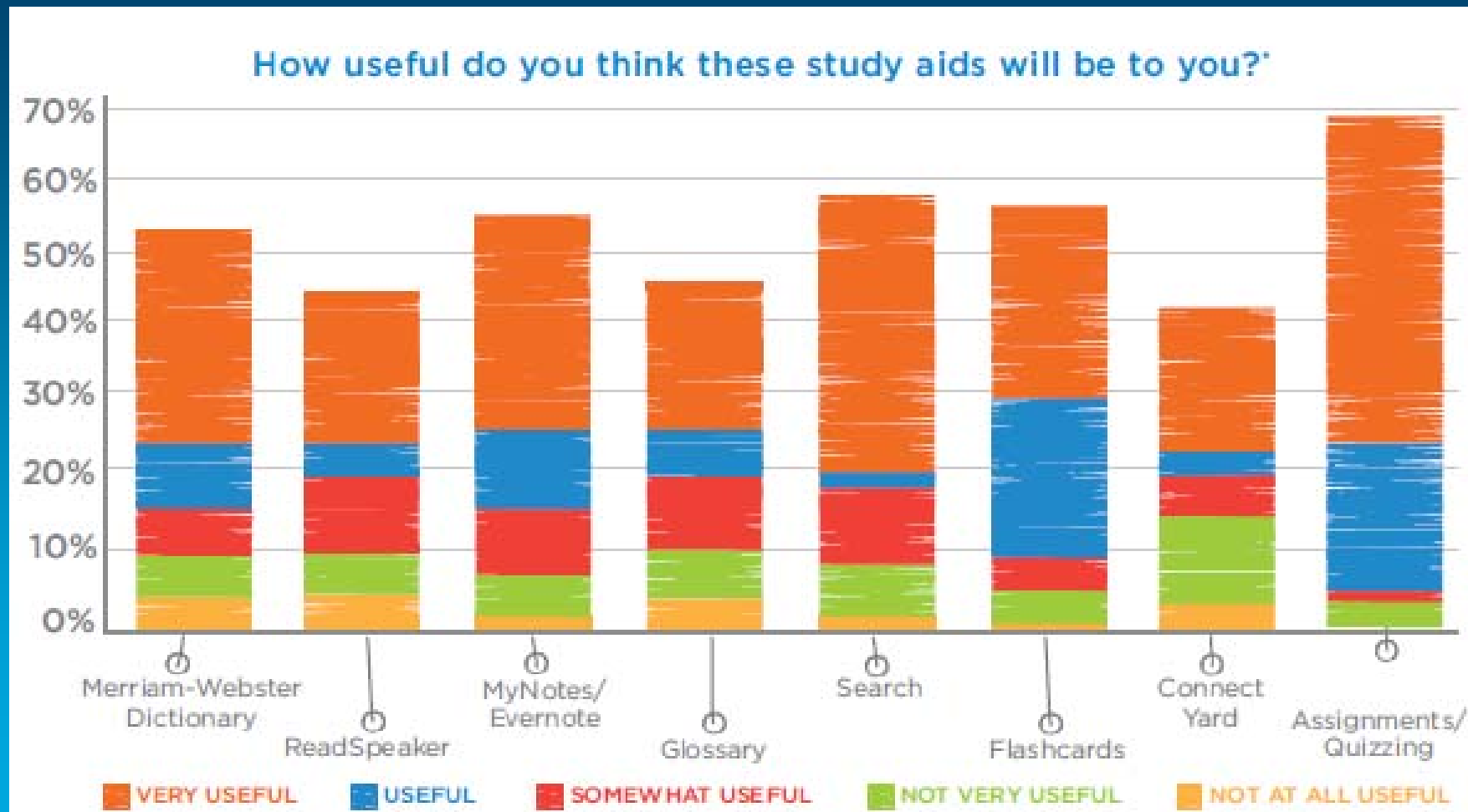
Acetylcholine (ACh)

neurotransmitter related to muscle movement and perhaps consciousness, learning, and memory

achievement

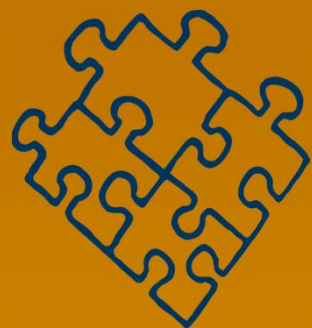
according to Marcia and Erikson, an identity state in which a commitment to personal values that have been adequately explored is attained

Students told us what study tools were most worthwhile.



LMS INTEGRATION





Blackboard



Blackboard learn⁺
ANGEL EDITION



日本での導入事例 1



法政大学経営学部



- 1年生必修ミクロ経済学
- クラスサイズ 500名
- 2名の担当講師で分担
- 授業は日本語、テキストは翻訳版
- 宿題にMindTapを利用
- SGU（スーパーグローバル大学）の予算でMindTapライセンスを購入



日本女子大学家政学部 家政経済学科

- 1年生 外書購読
- クラスサイズ 70名
- テキストは洋書、授業は日本語
- 宿題にMindTapを利用



TIONS & DISCUSSIONS

- 1) MindTap 各機能に関するフィードバック
- 2) 日本マーケットでの可能性
- 3) 大学教育現場は英語という壁を乗り越えられるのか？

