## MULTIMEDIA UNIVERSITY                 Melaka, Malaysia

Product Name   MyEconLab

Course Name   Principles of Microeconomics

Credit Hours   Four

**Key Results**     Students overwhelmingly agree that their experience using MyEconLab is above average. In addition, the majority of students agree or strongly agree that MyEconLab helps them to be more prepared, hepls them learn course content, and has an easy-to-use interface.

## Text

*Principles of Microeconomics,* Case and Fair

## Implementation

Principles of Microeconomics is offered to students enrolled in the Foundation in Management track, the majority of whom have not had previous economics classes. MyEconLab was introduced to make the teaching and learning more interesting to these students. It also enables students to revise at their convenience what they learn during lectures.

At the end of each topic, the course coordinator uses the university's online learning system to remind students to use MyEconLab for revisions and self assessments. To further motivate students, they are given three quizzes—two using MyEconLab. Students also complete an assignment using MyEconLab. Students are given one attempt and one week to complete each quiz and each assignment.

### Assessments

20 percent     Midterm test

15 percent     Quizzes (two of three taken in MyEconLab)

15 percent     MyEconLab assignment

## Results and Data

Ninety-seven percent of students surveyed rated their experience with MyEconLab as above average. Each item in table 1 was rated on a five-point Likert scale in which 1=strongly disagree and 5=strongly agree. The means and percentages of descriptive statistics were used to analyze the data and determine the level of student perception for each item.

More than 50 percent of the respondents agree or strongly agree with the following statements: MyEconLab helped me to be more prepared before attending the lectures, MyEconLab helped me learn my course's content, and MyEconLab interface was easy to understand. 48.5 percent of respondents agreed or strongly agreed that MyEconLab helped them achieve a higher grade in the course.

Compared to low achievers, average achievers are more likely to think that MyEconLab helps them to be better prepared and that the MyEconLab interface is easy to understand (table 2).

| | 5 | 4 | 3 | 2 | 1 | u |
|---|---|---|---|---|---|---|
| MyEconLab helped me come to class better prepared | 13.1% | 41.4% | 40.4% | 4.0% | 1.0% | 3.62 |
| MyEconLab helped me learn my course's content | 23.2% | 43.4% | 28.3% | 4.0% | 1.0% | 3.84 |
| MyEconLab helped me achieve a higher grade in my course than I would have gotten without it | 16.2% | 32.3% | 44.4% | 5.1% | 2.0% | 3.56 |
| MyEconLab interface was easy to understand | 11.1% | 40.4% | 37.4% | 8.1% | 3.0% | 3.48 |

Table 1. Student Survey Responses

| Dependent Variable | (I) Achievement | (J) Achievement | (I-J) Mean Difference | Sig. |
|---|---|---|---|---|
| MyEconLab helped me come to class better prepared. | High achievers | Average achievers | -.312 | .141 |
| | | Low achievers | .859 | .156 |
| | Average achievers | High achievers | .312 | .141 |
| | | Low achievers | 1.171 | .037 |
| | Low achievers | High achievers | -.859 | .156 |
| | | Average achievers | -1.171 | .037 |
| MyEconLab helped me learn the course content. | High achievers | Average achievers | -.281 | .267 |
| | | Low achievers | .412 | .697 |
| | Average achievers | High achievers | .281 | .267 |
| | | Low achievers | .694 | .374 |
| | Low achievers | High achievers | -.412 | .697 |
| | | Average achievers | -.694 | .374 |
| MyEconLab helped me achieve a higher grade in my course than I would have gotten without it. | High achievers | Average achievers | -.194 | .549 |
| | | Low achievers | .842 | .247 |
| | Average achievers | High achievers | .194 | .549 |
| | | Low achievers | 1.036 | .130 |
| | Low achievers | High achievers | -.842 | .247 |
| | | Average achievers | -1.036 | .130 |
| The MyEconLab interface was easy to understand. | High achievers | Average achievers | -.296 | .250 |
| | | Low achievers | 1.073 | .104 |
| | Average achievers | High achievers | .296 | .250 |
| | | Low achievers | 1.369 | .030 |
| | Low achievers | High achievers | -1.073 | .104 |
| | | Average achievers | -1.369 | .030 |

Table 2. Student Survey Responses by Achievement Level

## Conclusion

Generation Y understands e-learning technology and shows a keen interest in e-learning. This study shows that students' overall experience with MyEconLab is above average. We will continue to use MyEconLab to complement our teaching. MyEconLab's immediate feedback motivates students to do revisions on their own, and its Study Plan enables them to monitor their progress. Finally, the online grading system in MyEconLab helps instructors save time.

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