



Perlego

Putting Affordability First: Improving the Student Course Materials Experience

PERLEGO WEBCAST

Putting Affordability First:

Improving the Student Course Materials Experience

Agenda

01. Dr. Mike Moore

02. Femi Kalejaiye

03. Fireside chat

04. Q&A

01.

Dr. Mike Moore

Affiliate Research Assistant Professor, University of New Hampshire

Studies Completed

Inclusive Access Studies Inclusive Access Course Materials: The Impact on Student Outcomes – March 2021

Inclusive Access Course Materials: An Analysis of Waukesha County Technical College's Inclusive Access Program – March 2022

Equitable Access Studies Equitable Access: A Participant v. Non-Participant Course Completion Analysis from 2-Year Institutions – July 2022

Equitable Access: A Course Completion Analysis from a 4-Year Institution – February 2023

What is Inclusive Access?

Course by Course Model

What is Equitable Access?

Whole Campus Model



**The thing that is rare is
*opportunity, not ability***

Lester Frank Ward, American Polymath



Theoretical Underpinning

Expectancy Theory (Vroom) & Self-Efficacy (Bandura)

Expectancy:

Effort (E) → Performance (P)

Study Metrics

SUCCESS RATE

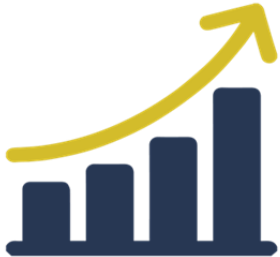
Alpha	Numeric
A	97.5
B	87.5
C	76.5
D	66.5
F	60.5
I/W	0

COURSE COMPLETION RATE

Alpha	Numeric
A	97.5
B	87.5
C	76.5
D	66.5
F	60.5
I/W	0

2Y IA – Pre/Post Analysis

Average Success Rate
Increase



+

N = 9,660

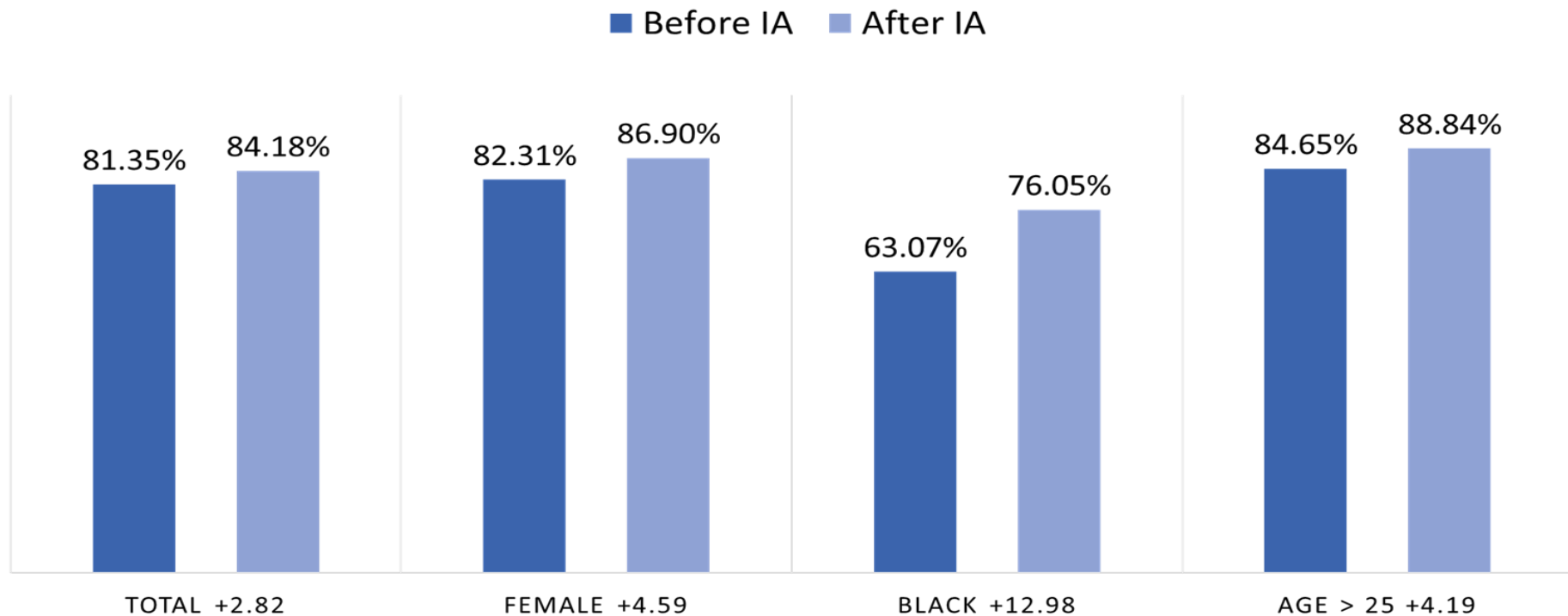


=

+3% Success Rate



2Y IA Impact – Success Rate



2Y EA Impact – PvNP Analysis

Difference in CCR -
PvNP



N = 23,425



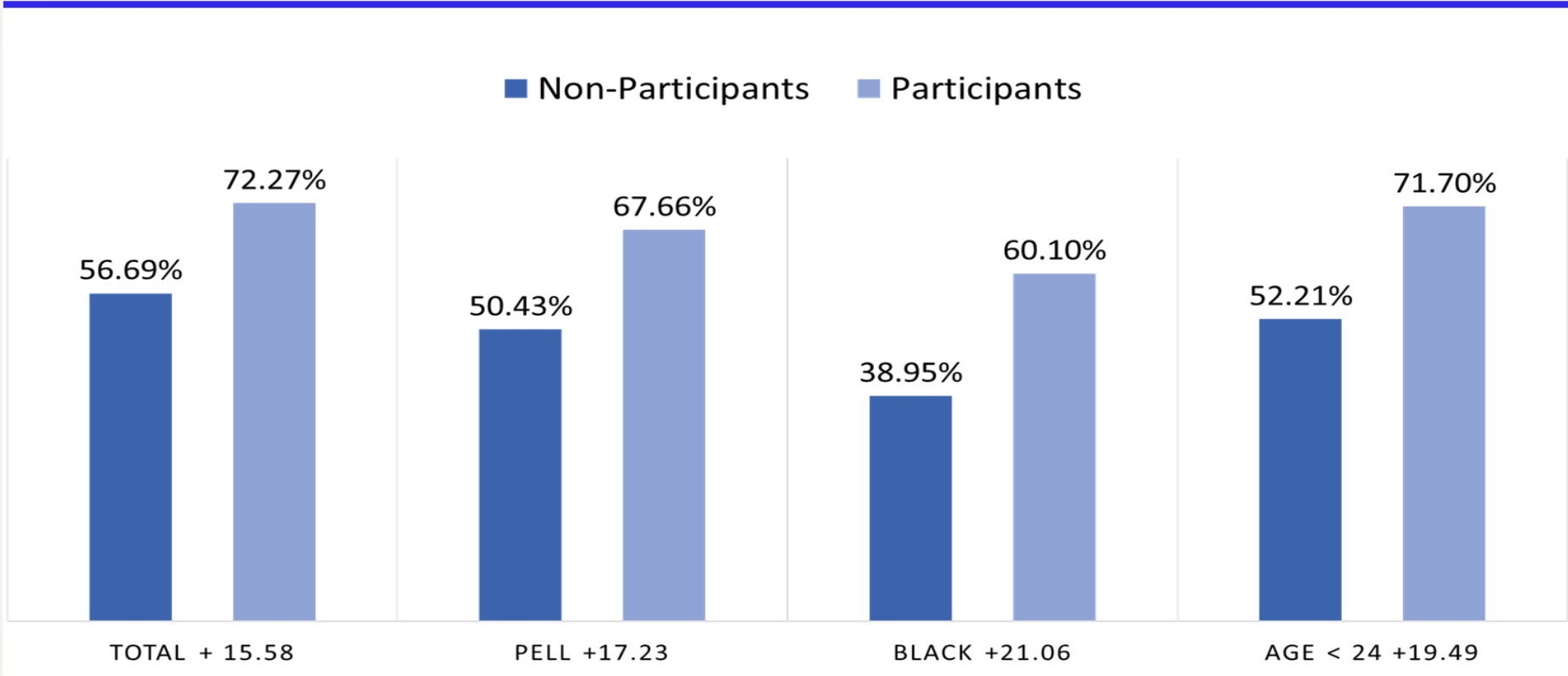
23% Opt-out rate



Participants
+15.58%



2Y EA Impact - Course Completion Rate



4Y EA Impact – Pre/Post Analysis

Difference in CCR -
Pre/Post



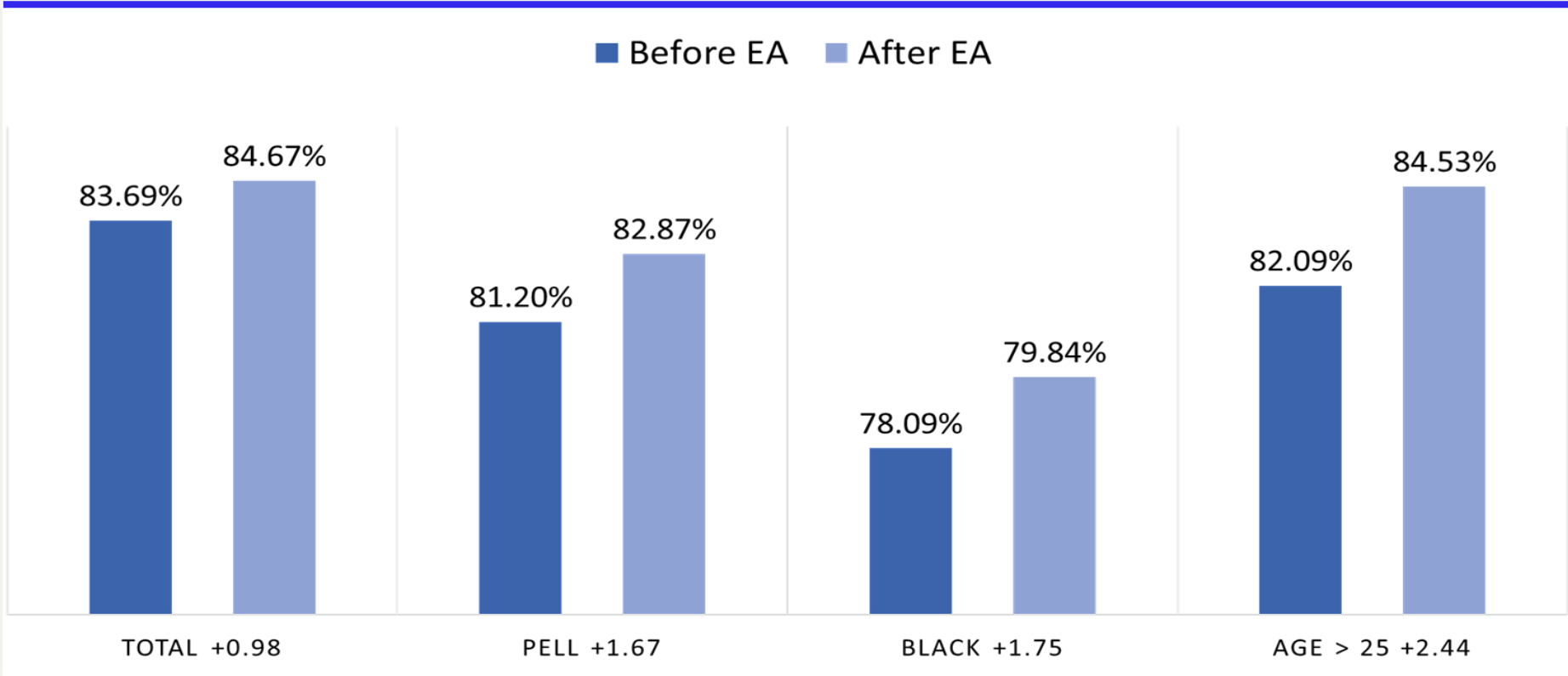
N = 48,967
Pre - 21,735
Post - 27,121



URM 2.5-40x
Greater benefit



4Y EA Impact - Course Completion Rate



Research: Practical Implications

Reduced Costs



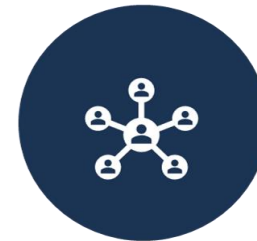
Increased Access



Increased Student Outcomes



Social Integration



**More
Information?**



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02.

Femi Kalejaiye

Partnerships Leader, Perlego

Perlego

Making education accessible for all



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Making learning accessible to all

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Our mission is to democratise access to educational material and make learning effortless and affordable to all.

Reading drives success, but only 25% complete their assigned reading



97%

Instructors believe reading is critical

97 percent, think it's "important" or "very important" that students come to class having completed their reading

(FSSE, 2018)

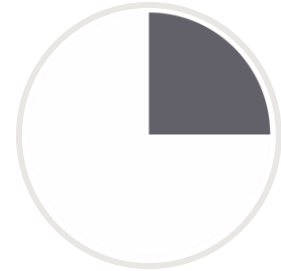


94.6%

Students are worried about impact on their grades

Over 94% of students are concerned that not having access to textbooks will directly affect their grades.

(FSSE, 2018)



25%

of students do their assigned reading

because of lack of access to content and engagement

(FSSE, 2018)

Zero-cost? OER has its own challenges

Inconsistent
quality



Limited subject
coverage



Inconsistent
formats and UX



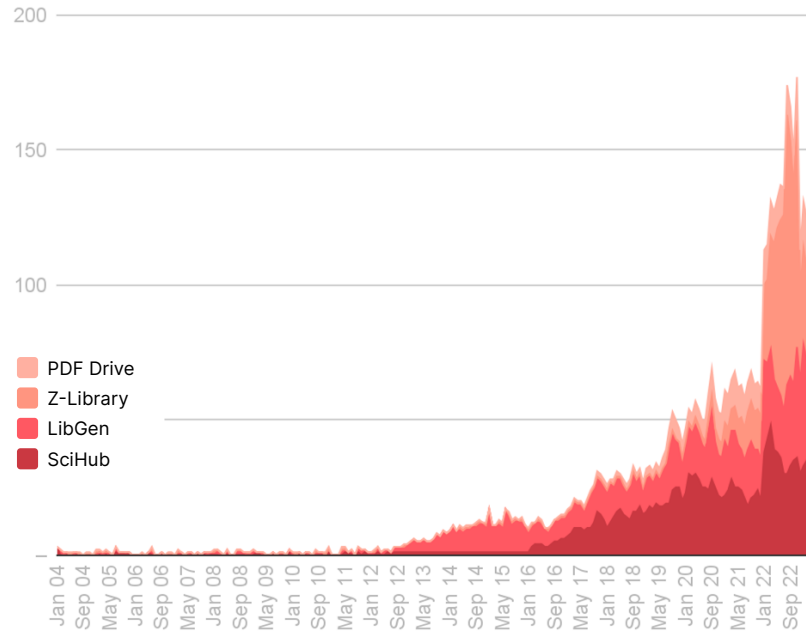
Patchy faculty
support



Demand for copyrighted is high. Access is the problem.

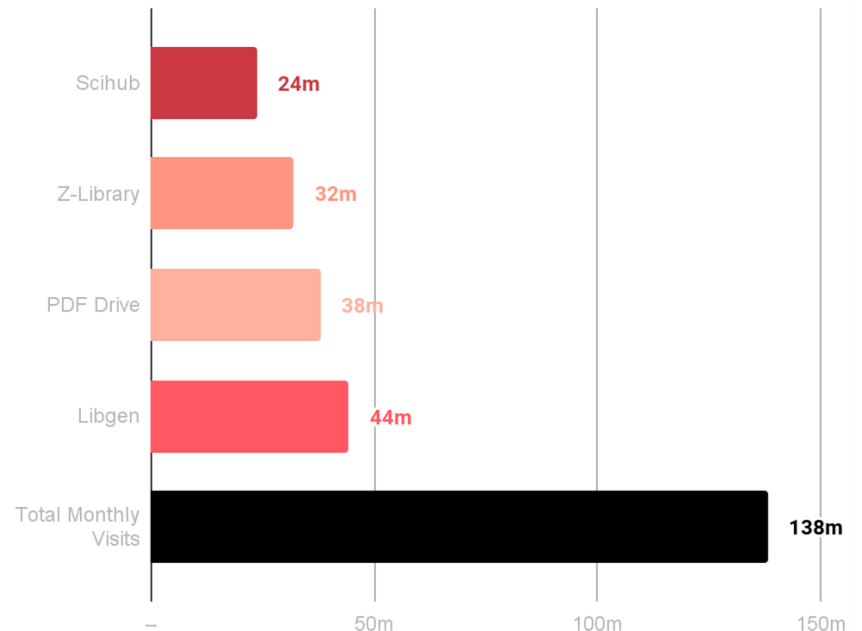
SEARCH DEMAND FOR 4 POPULAR TEXTBOOK PIRACY WEBSITES

Google Trends, Relative search demand, March 2023



UNIQUE MONTHLY VISITS

Similarweb, March 2023



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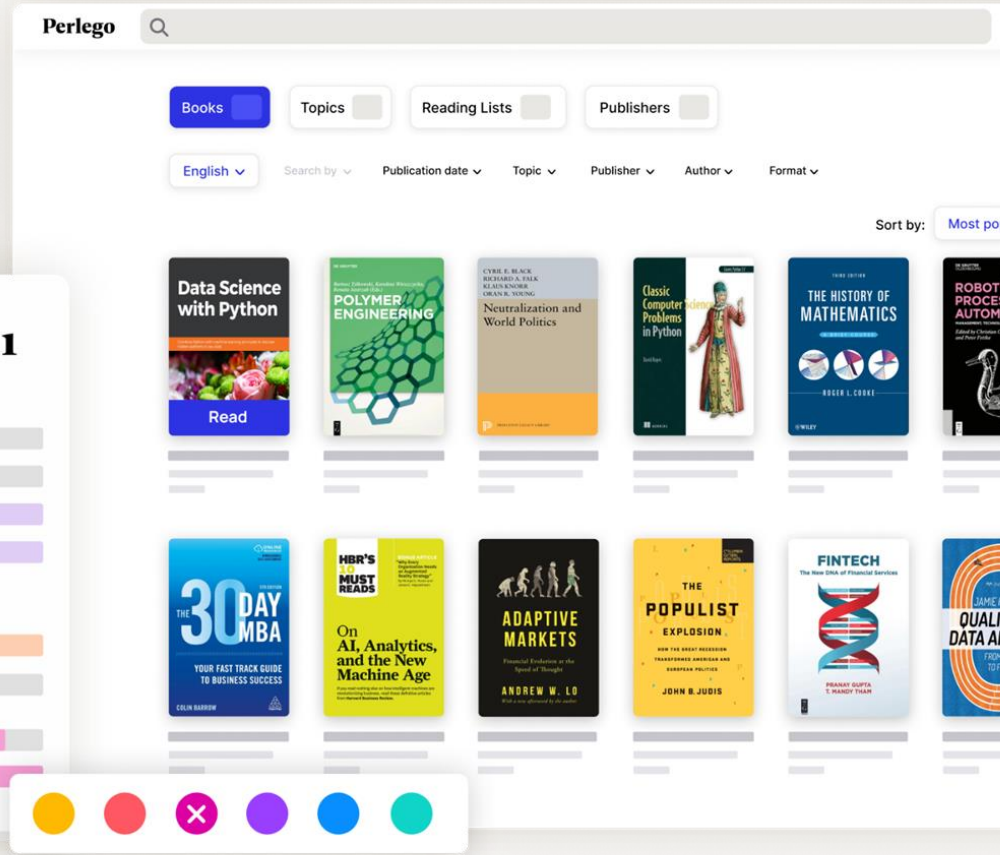
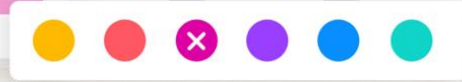
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Biology: Exploring Life
3

The diversity of life arises from differences in DNA sequences — in other words, from variations on the common theme of storing genetic information in DNA

Sep 05 2020

Archaea

Sep 05 2020

"descent with modification"

Sep 05 2020

Evolution, the Core Theme of Biology

1.5 The unity of life is based on DNA and a common genetic code

All cells have DNA, and the continuity of life depends on this universal genetic material. DNA is the chemical substance of genes, the units of inheritance that transmit information from parents to offspring. Genes, which are grouped into very long DNA molecules called chromosomes, also control all the activities of a cell.

How does the molecular structure of DNA account for its ability to encode and transmit information? Each DNA molecule is made up of two long chains, called strands, coiled together into a double helix. The strands are made up of four kinds of chemical building blocks, called nucleotides, with different colors and letter abbreviations of their names. The right side of the figure shows a short section of a DNA double helix.

Each time a cell divides, its DNA is first replicated, or copied—the double helix unzips and new complementary strands assemble along the separated strands. Thus, each new cell inherits a complete set of DNA, identical to that of the parent cell. You began as a single cell stocked with DNA inherited from your two parents. The replication of that DNA during each round of cell division transmitted copies of the DNA to what eventually became the trillions of cells of your body.

The way DNA encodes a cell's information is analogous to the way we arrange letters of the alphabet into precise sequences with specific meanings. The word *nut*, for example, conjures up an image of a rodent; *sir* and *art*, which contain the same letters, mean very different things. We can think of the four building blocks as the alphabet of inheritance. Specific sequential arrangements of these four chemical letters encode precise information in genes, which are typically hundreds or thousands of "letters" long.

The DNA of genes provides the blueprints for making proteins, and proteins serve as the tools that actually build and maintain the cell and carry out its activities. A bacterial gene may direct the cell to "Make a yellow pigment." A particular human gene may mean "Make the hormone insulin." All

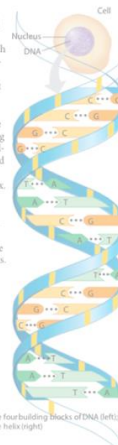


Figure 1.5 The four building blocks of DNA (left) part of a DNA double helix (right)

forms of life use essentially the same genetic code to translate the information stored in DNA into proteins. This makes it possible to engineer cells to produce proteins normally found only in some other organism. Thus, bacteria can be used to produce insulin for the treatment of diabetes by inserting a gene for human insulin into bacterial cells.

The diversity of life arises from differences in DNA sequences—in other words, from variations on the common theme of storing genetic information in DNA. Bacteria and humans are different because they have different genes. But both sets of instructions are written in the same language.

The entire "library" of genetic instructions that an organism inherits is called its genome. A typical human cell has two similar sets of chromosomes, and each set contains about 3 billion nucleotide pairs. In recent years, scientists have determined the entire sequence of nucleotides in the human genome, as well as the genomes of thousands of other species. More species continue to be added to the list of species whose genomes have been sequenced as the rate at which sequencing can be done has accelerated rapidly in recent years. To deal with the resulting deluge of data, scientists are applying a systems biology approach at the molecular level.

In an emerging field known as genomics, researchers now study whole sets of genes in a species and then compare genes across multiple species. The benefits from such an approach range from identifying genes that may be implicated in human cancers to revealing the evolutionary relationships among diverse organisms based on similarities in their genomes. Genomics affirms the unity of life based on the universal genetic material—DNA.

In the next module, we see how biologists attempt to organize the diversity of life.

1 What are the two main functions of DNA?
Types of DNA: prokaryotic, eukaryotic, mitochondrial, chloroplast. How is DNA stored? Chromosomes, plasmids, bacteriophages, viruses, and plasmids.

1.6 The diversity of life can be arranged into three domains

We can think of biology's enormous scope as having two dimensions. The "vertical" dimension, which we examined in Module 1.2, is the size scale that stretches from molecules to

the biosphere. But biology also has a "horizontal" dimension, spanning across the great diversity of organisms existing now and over the long history of life on Earth.

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03.

Fireside chat

04.

Q&A

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