

"Students using Wiley Visualizing show much greater increases in knowledge and skills, and have higher retention rates through the course, than their counterparts that used competing textbooks."

—**SEG Research**, an independent research firm

IMPROVING STUDENT LEARNING WITH GRAPHICALLY-ENHANCED EDUCATIONAL PROGRAMS:

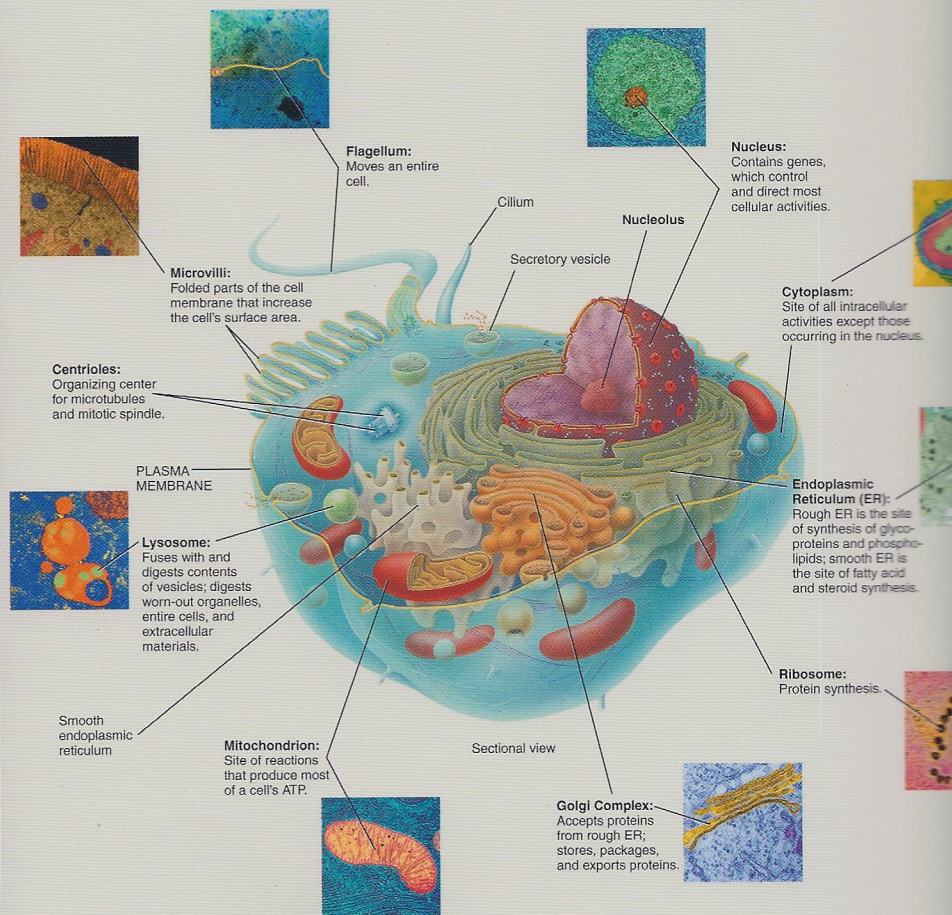
SEG Research recently conducted a national, multi-site study of students enrolled in introductory-level college courses. The study evaluated the effectiveness of *Wiley Visualizing*, an educational program designed to better engage students, increase retention, and improve student learning by use of a pedagogy in which meaningful visuals and multimedia are integrated with the text, such as the *Biological InSight for The Animal Cell* from Chapter Four.

The findings, rare for this kind of education research, indicate that students using *Wiley Visualizing*, including both print and online resources, made significantly greater gains in content area knowledge and skills and had higher retention over the course of the semester when compared to students in classes using competing text-books and accompanying multimedia (SEG Research, 2010)*.

LEARNING THROUGH VISUALIZING

Text, diagrams, and micrographs that are coordinated to present a concept, as in this *Biological InSight* from Chapter 4 Cells, engage students, helping them learn concepts and retain information. Students can then reinforce their knowledge by answering Concept Check questions and working through interactive labeling activities.

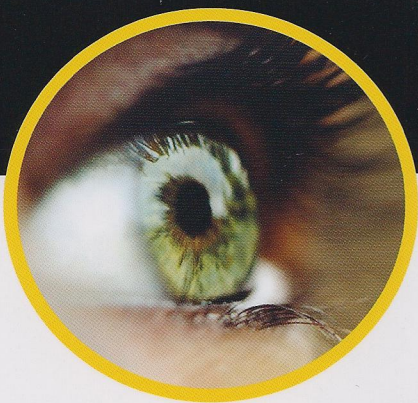
Biological InSight The animal cell



WILEY VISUALIZING™



NATIONAL GEOGRAPHIC



*For more information on the Wiley Visualizing Efficacy Study, as well as the research-based visual pedagogy, please visit www.wiley.com/college/visualizing

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