



Pearson

Reading Reimagined: Studierende mit Pearson Revel zum Lesen motivieren



Agenda

- 1 | Was ist Revel?
- 2 | Einblicke in die Lernplattform
- 3 | Fragen, Antworten & Diskussion

Haben Sie das auch schon mal gedacht?

„Studierende lesen ja nichts mehr“

„Meine Studierenden nutzen das Material gar nicht“

„Ich bin gar nicht sicher, wo meine Studierenden gerade Schwierigkeiten haben“

„Die Studierenden haben keine Lust auf trockene Theorie ohne Anwendungsbezug“



Haben Ihre Studierenden das auch schon mal gedacht?

„Ich habe keine Lust auf Lesen“

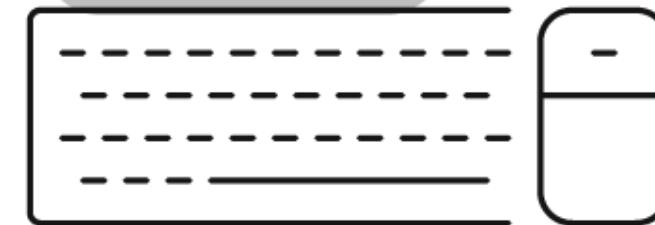
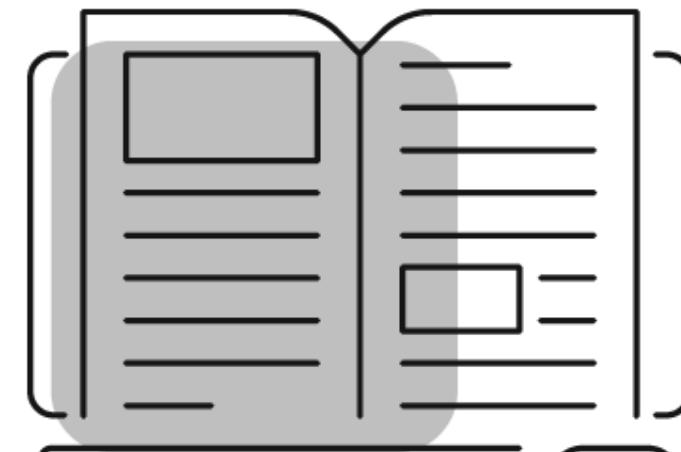
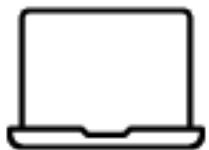
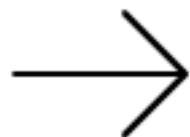
„Immer diese Materialflut ...“

„Ich verstehe dieses Thema einfach nicht“

„Ich erkenne den Sinn hinter dem Material gar nicht“



Revel ...



Revel ...

... liefert eine ansprechende Mischung aus Medien, Assessments, Aktivitäten und mehr

... bestärkt Studierende im aktiven Verstehen und Anwenden theoretischer Inhalte

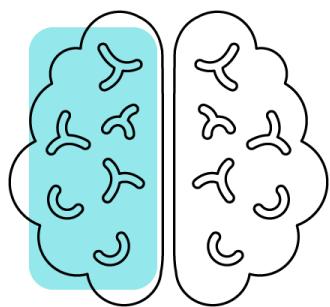
... fördert Konzeptverständnis und kritisches Denken

... gibt umfangreiche Einblicke in die Leistungen der Studierenden

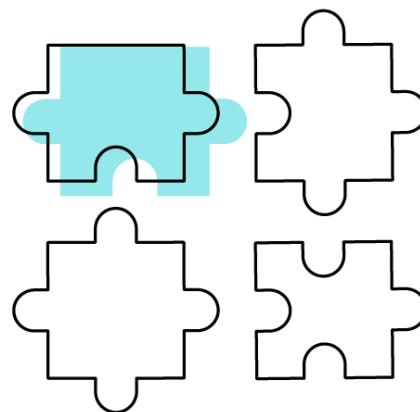
... ist mehr als die digitale Version des Lehrbuchs

Prinzipien der Lerngestaltung

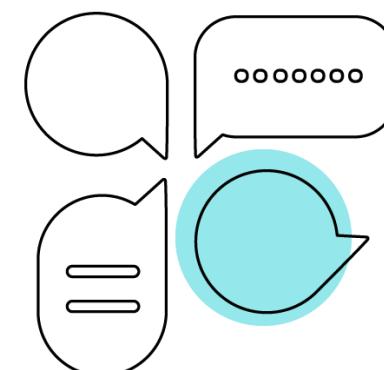
Reduzierung
lernirrelevanter
kognitiver Belastung



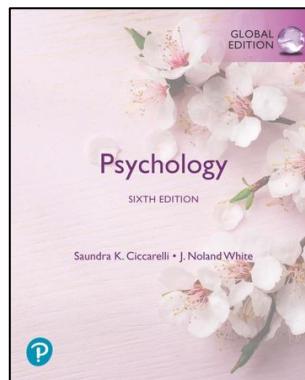
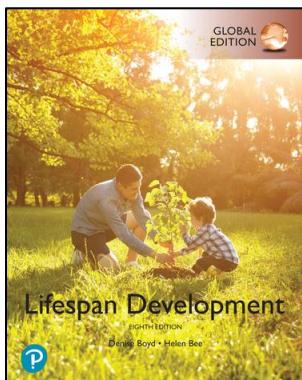
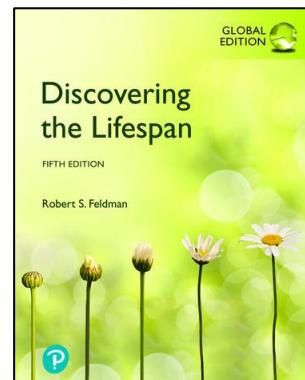
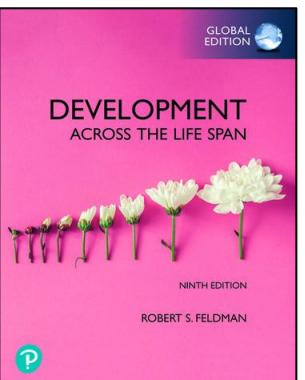
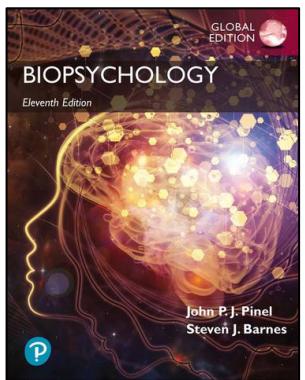
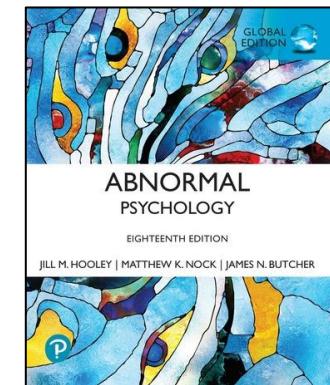
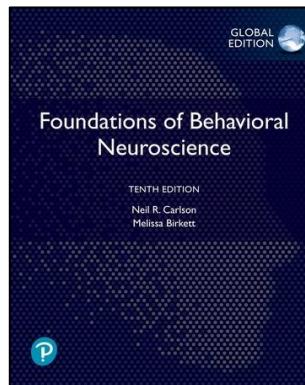
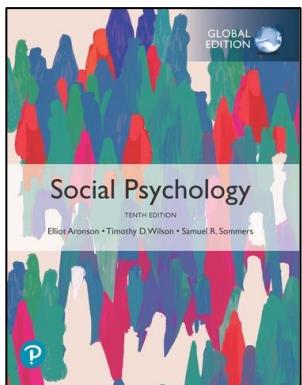
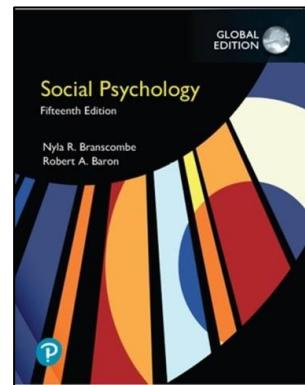
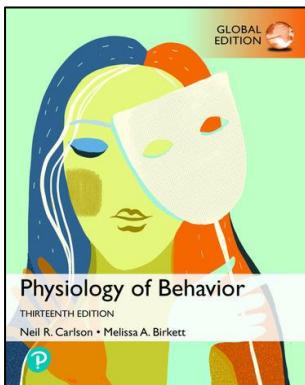
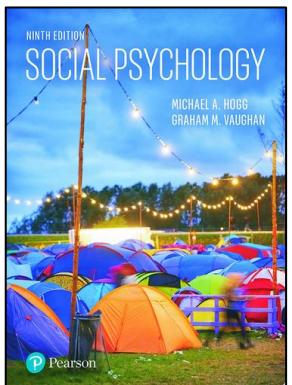
Förderung von aktivem
und konstruktivem
Lernen



Sofortige
Bereitstellung von
Feedback



Revel Portfolio für Psychologie



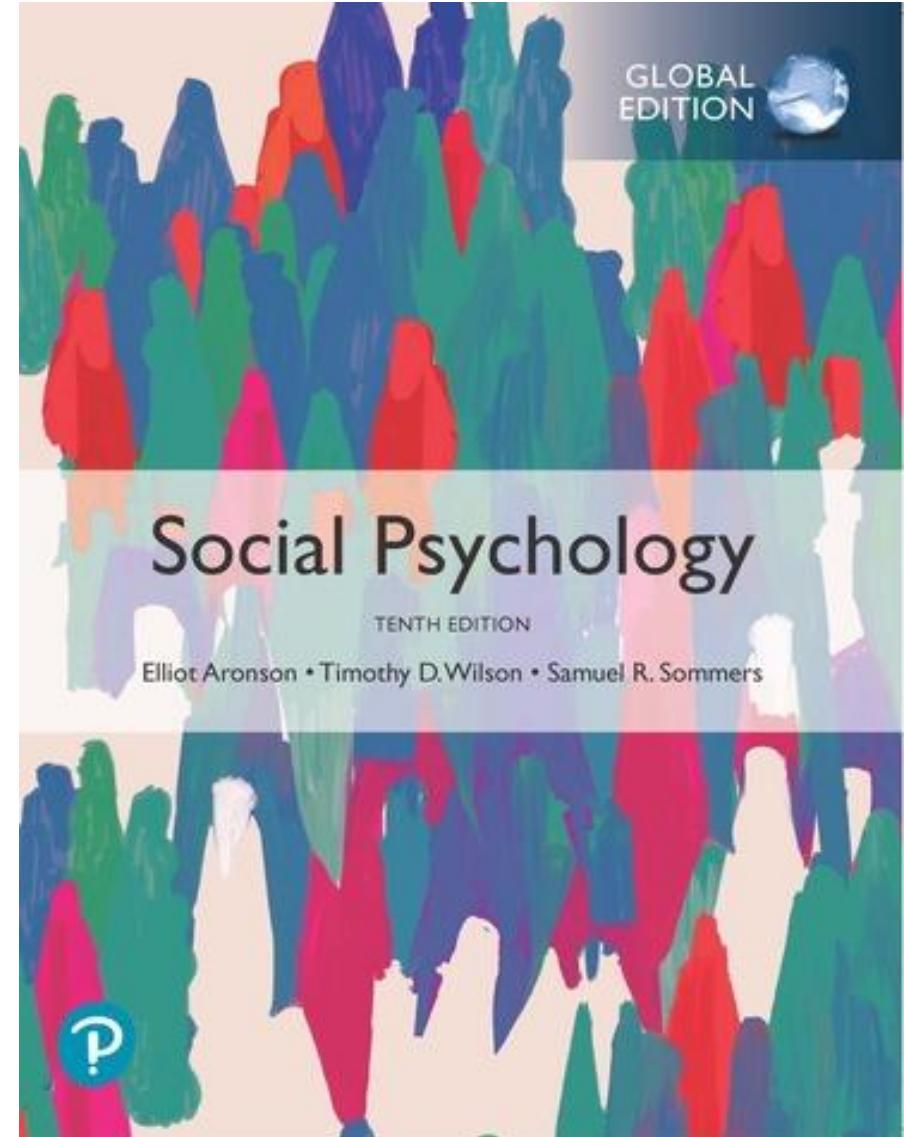
Weitere Lehrbücher mit Pearson Revel in unserem Onlineshop entdecken

Das Lehrbuch

Social Psychology, 10th Edition, Global Edition

von Elliot Aronson, Timothy D. Wilson, Samuel R. Sommers

Social Psychology führt in die Schlüsselkonzepte des Fachgebiets mit Hilfe eines anerkannten Erzählansatzes ein, der die Forschung für die Studierenden relevant macht. Die Autoren Elliot Aronson, Tim Wilson und Sam Sommers stützen sich auf ihre umfangreiche Erfahrung als Forscher und Dozenten und präsentieren die klassischen Studien, die das Fachgebiet geprägt haben, neben der Spitzenforschung, die die Zukunft der Sozialpsychologie darstellt. Zusätzlich zu den aktualisierten Forschungsreferenzen bietet die 10. Auflage neue, auf die Studierenden ausgerichtete Funktionen, die den Studierenden helfen zu verstehen, wie das, was sie studieren, auf ihr eigenes Leben anwendbar ist.



Einblicke in Revel

mit Social Psychology, Global Edition

Dashboard

Übersichtliches Dashboard für schnelle Einsicht in die Leistungen und Aktivitäten Ihrer Studierenden sowie aktuelle Assignments

The dashboard is divided into several sections:

- Assignment status:** Shows 4 published and 0 unpublished assignments. A "Publish all" button is available.
- Overall class performance:** States "No assignments are past the due date".
 - AVERAGE SCORE:** - pts
 - Score distribution:**

Score Range	Count
90 - 100%	0
80 - 89%	1
70 - 79%	0
60 - 69%	0
0 - 59%	0
No grade	1
- Recent student activity:** Based on 1 assignment from Jul 11. Shows 0% struggling students and 50% low activity (1/2 students).
- Course setup:** Shows 2 enrolled total students, with class starting in - days and the first assignment in - days. Buttons for "Review settings" and "Class performance >" are available.

Grades

Leistungsübersicht mit detaillierten Einsichtsmöglichkeiten in die Fortschritte der Studierenden sowie Informationen über Aktivität und

The screenshot shows a learning management system interface with a sidebar on the left and a main content area on the right.

Left Sidebar (JUL 23):

- Chapter 9: International strategy**
 - 1 low activity
 - 1 challenging item
- Quiz 9.1 Internationalisation drivers** Quiz
 - 2 low activity
- 9.2 Geographic sources of advantage** Reading
- Illustration 9.2 question 2** Journal
- Illustration 9.2 question 1** Journal
- Quiz 9.2 Geographic sources of advantage** Quiz
 - 1 low activity
 - challenging
- 9.3 International strategies** Reading
- Thinking Differently chapter 9** Shared writing

Main Content Area:

Name ↑	Score ↓	Work complete ↓	Time on task ↓
GS German Student <small>Last active 8 minutes ago</small>	83%	56% of assigned	1 h 11 min
SS Student Student <small>Last active 1 minute ago</small>	11% of assigned	16 min	

Activity details for the two students:

Activity	Completion	Time	Score
GS (German Student)	50% of assigned 1/2 students	n/a	
SS (Student Student)	50% of assigned 1/2 students	n/a	
GS (German Student)	50% of assigned 1/2 students	1 min	
SS (Student Student)	0% of assigned 0/2 students		

Assignments

Vorgefertigte oder eigene Assignments erstellen und mit Medien anreichern.

The image shows a digital interface for managing assignments. On the left, a list of assignments is displayed with their due dates, titles, and submission status. On the right, a sidebar shows upcoming assignments with their due dates, titles, and descriptions.

Assignment	Due Date	Description
Chapter 1: Introducing strategy	JUL 11	100% of class submitted 1 challenging item
Chapter 3: Industry and sector analysis	JUL 16	33% of class submitted 2 low activity students
Chapter 9: International strategy	JUL 23	50% of class submitted 1 low activity student 1 challenging item
Chapter 12: Evaluating strategies	JUL 30	50% of class submitted 1 low activity student

Due next

Assignment	Due Date	Description
2: Methodology: How Social Psychologists Do Research	MAY 15	12 items Worth 125 pts

Upcoming

Assignment	Due Date	Description
3: Social Cognition: How We Think About the Social World	MAY 19	3 of 12 complete Worth 133 pts
4: Social Perception: How We Come to Understand Other People	MAY 23	12 items Worth 130 pts

Videos und interaktive Inhalte

Video
Three tips about scenario analysis

Three tips about scenario analysis

Richard Whittington

Pearson 0:02/4:39

Transcript

. Alongside the **IPO** market,

IPO
refers to initial public offering – launch of a company on the stock market

Figure 5.4: Ownership, Management and Purpose

Management
Professional

Profit-Focus Exclusive
Personal

Mixed

Many entrepreneurial businesses

because or in
describes the
profit as an e

ns vary in the
the typical b
ide, for instan

Simulationen

Mini-Sim: Creating Customer Value

Creating Customer Value

MY PROGRESS - 6%

Your Job

Your boss explains what she needs you to do:

"Your job is to evaluate the market for fitness technology to uncover opportunities for our new products. Your focus should be on making recommendations where customer value can be created and firm goals achieved."

"The fitness technology industry is full of well-established competitors. Powerfully Fit needs to break through the clutter to grab the consumer's attention. Keys to our successful product launch and profitability are creating customer value and developing loyal customers."

*Click **Next** to continue.*

Marketing Plan

MY PROGRESS - 7%

Planning Moment: Threats vs. Opportunities

Marketing research team has presented you with the research on the external environment. Your first task is to group the findings of the research into threats and opportunities for the marketing plan.

Read and drag each of the following phrases to either "Threats" or "Opportunities," and then click **Submit**.

Threats

Opportunities

Treads' competitors are using a multi-channel distribution strategy.

Millennials do the majority of shopping using online or mobile channels.

Treads' manufacturing facility is located southwest

Quizzes und Concept Checks

Quizzes zur Überprüfung des Wissens und Festigung des Gelernten. Sofortiges Feedback auf die Antworten.

The image shows a learning platform interface with two main sections: a quiz and a concept check.

Quiz Section:

- Header:** QUIZ, Concept Check 1.2: The New Marketing Realities
- Text:** Beneficiaries may not even know in what stake and have little power to influence
- Score:** -- of 0 points
- Text:** Illustration 5.1 and the government
- Text:** There is a minimum of 120 characters required to resubmit, your response can be viewed
- Text:** Adapt the corporate governance chain diagram in Illustration 5.1. What were the weaknesses
- Text:** Write your response here...
- Buttons:** Save draft, Submit

Concept Check Section:

- Header:** Not started
- Score:** 0 of 3 points
- Text:** EOM Q8.3.1
- Text:** 2 tries left
- Text:** Social norms are defined as
- List:**
 - A. Implicit or explicit rules of acceptable behaviors, values, and beliefs.
 - B. Rules about other people's behavior, values, and beliefs.
 - C. Information about how other people behave in certain social settings.
 - D. Explicit rules about how we should behave in given social contexts.
- Text:** That's incorrect.
- Text:** Consider This: This is not an accurate definition of social norms. LO 8.3: Explain how normative social influence motivates people to conform.
- Buttons:** Submit

Notebook

Notizen direkt mit Ihren Studierenden teilen, um wichtige Konzepte hervorzuheben. Übersichtliche Darstellung für einfache Navigation und Unterscheidung zwischen eigenen und geteilten Notizen.

8: Conformity and Obedience: Influencing Behavior

[The Consequences of Resisting Normative S... !\[\]\(a3dcc95fae0e59b7ee0d40f89b34cdef_img.jpg\)](#)

Unveiling Normative Social Influence by Breaking the Rules

You can also try this activity!

[8.3: Normative Social Influence: The Need to... !\[\]\(16aeb3237f754b7599789ef654002ff2_img.jpg\)](#)

We conform to the group's social norms—implicit (and sometimes explicit) rules for acceptable behaviors, values, and beliefs

We will talk about this next time, please read this chapter until then.

Social Groups

[Social Groups](#)

[Summary and Key Terms: Group Processes: In...](#)

[The Composition and Functions of Groups](#)

[The Zimbardo Prison Study](#)

Remember!

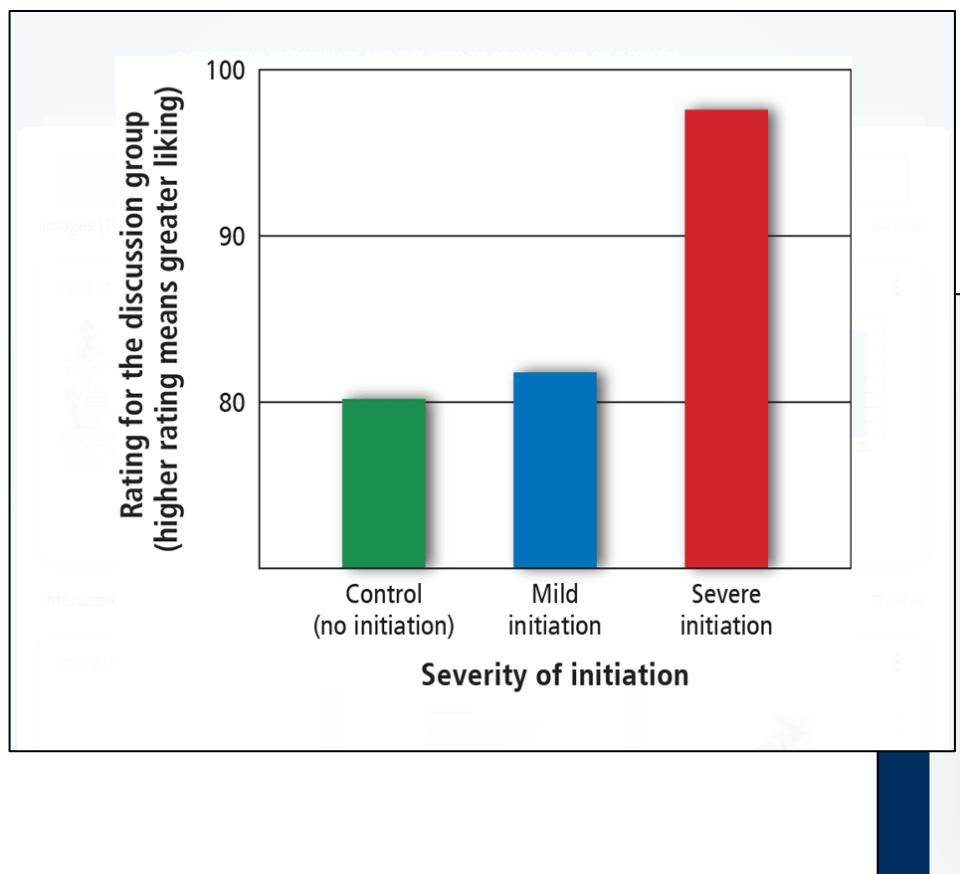
Social Psychology in Action 2: Social Psychology and Health

[Social Psychology in Action 2: Social Psychology ...](#)

Reread before exam

Study

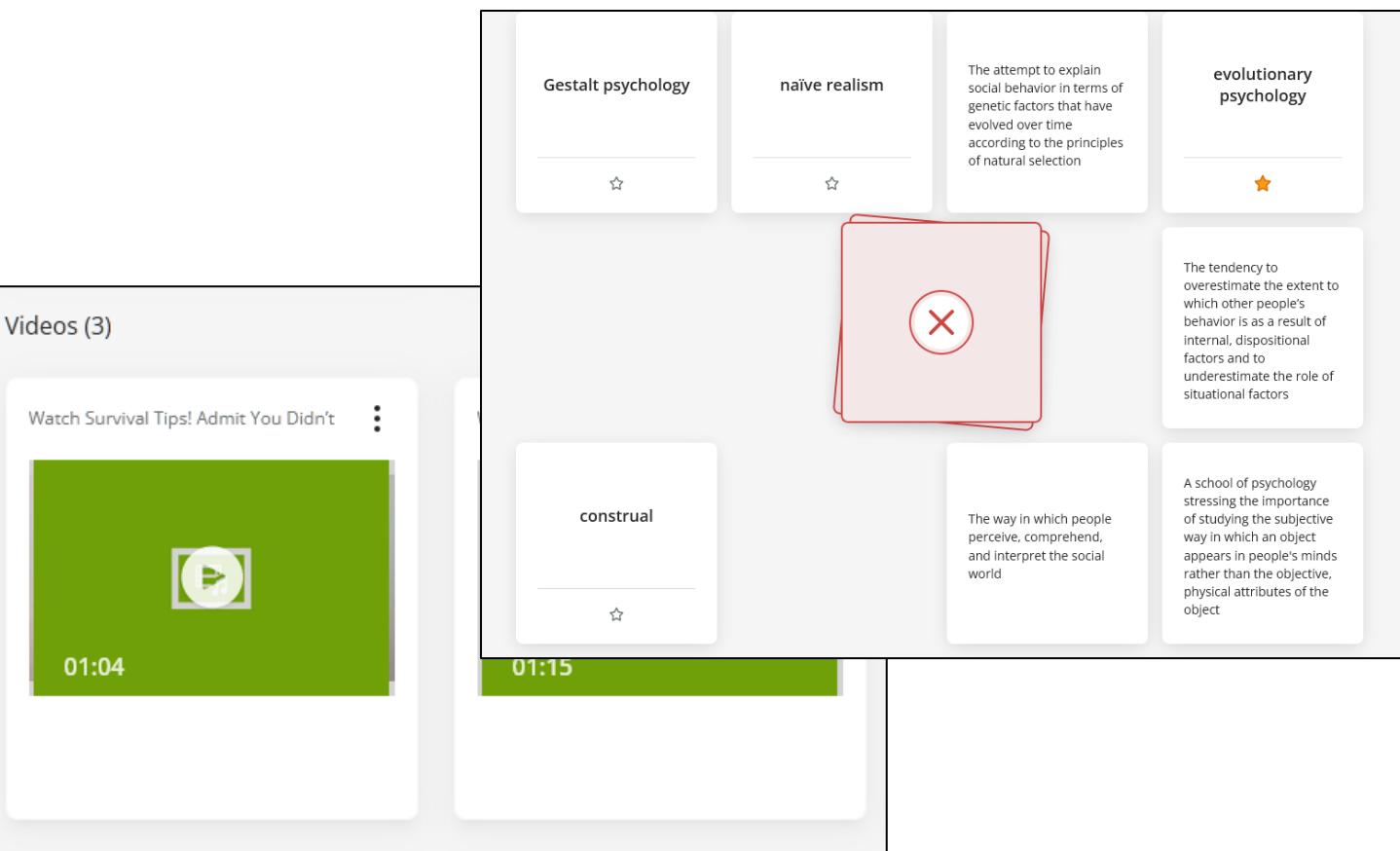
Eigenständiger Lernmodus für Ihre Studierenden mit Zugriff auf Lernkarten, Videos, interaktive Medien und vieles mehr



Rating for the discussion group (higher rating means greater liking)

Severity of initiation	Rating
Control (no initiation)	80
Mild initiation	82
Severe initiation	97

Severity of initiation



Videos (3)

Watch Survival Tips! Admit You Didn't

01:04

Gestalt psychology

naïve realism

The attempt to explain social behavior in terms of genetic factors that have evolved over time according to the principles of natural selection

evolutionary psychology

evolutionary psychology

construal

The way in which people perceive, comprehend, and interpret the social world

The tendency to overestimate the extent to which other people's behavior is as a result of internal, dispositional factors and to underestimate the role of situational factors

A school of psychology stressing the importance of studying the subjective way in which an object appears in people's minds rather than the objective, physical attributes of the object

Pearson Revel Case Study

The academic lead and teaching team found that Revel brought many benefits to their 'Introduction to Business and Management' module. They felt it **added value and saved instructors time**, seemingly increasing engagement with reading and student satisfaction through features such as highlighting. The digital experience compared positively to traditional textbooks and the service Pearson provided contributed to the overall feeling that Revel provided value for money for both instructors and students.

[Die Studie zum Nachlesen](#)

LMS Integration

Blackboard

moodle

brightspaceTM
by D2L

canvas
BY INSTRUCTURE

Einfacher Zugriff ab dem ersten Tag

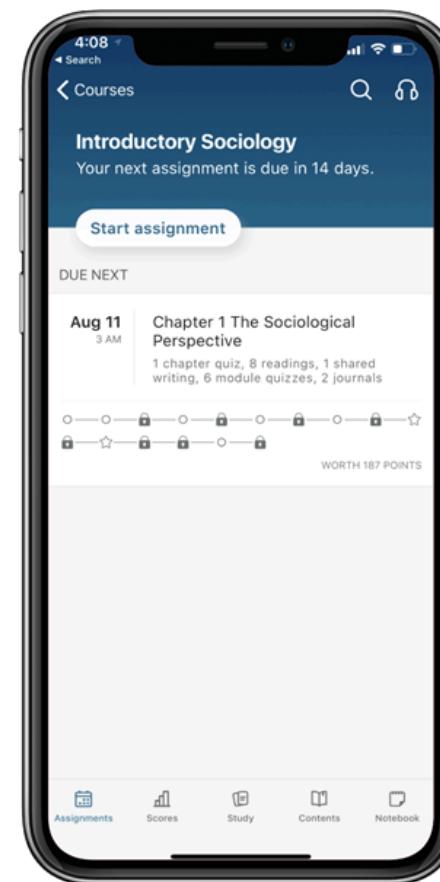
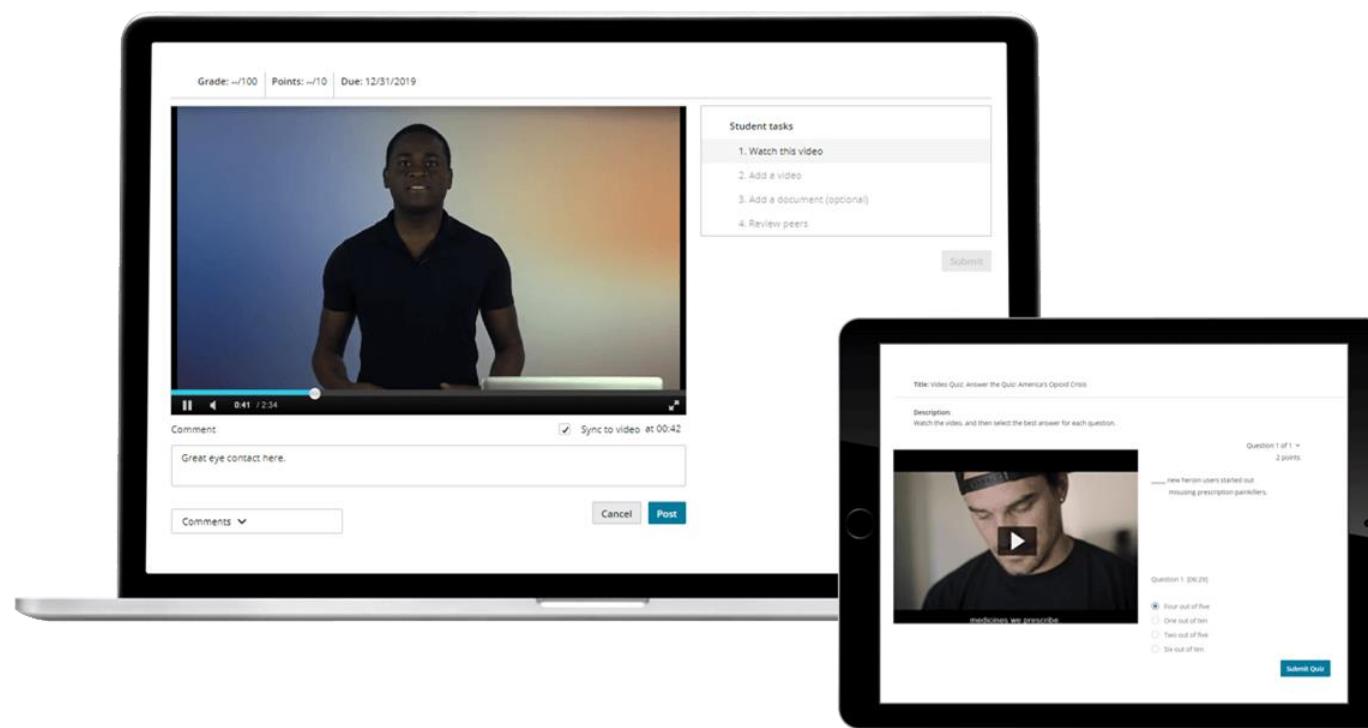
Eine LMS-Integration bietet Institutionen, Lehrkräften und Studierenden einen einfachen Zugriff auf ihre Revel-Kurse über Blackboard LearnTM, CanvasTM, Brightspace by D2L und Moodle.

Mit einer einzigen Anmeldung können Studierende bereits am ersten Tag auf die interaktiven Inhalte in Revel zugreifen. Mit den flexiblen Funktionen zur Synchronisierung von Noten auf Abruf können Lehrkräfte genau steuern, welche Noten in ihr LMS-Gradebook übertragen werden sollen.

[Mehr über LMS Integrationen erfahren](#)

Jederzeit, überall, online & offline

Über den Browser oder die App



Nächste Schritte

Zugriff zu Revel erhalten

Um Zugang zu Revel zu bekommen, wenden Sie sich an [Ihren persönlichen Ansprechpartner](#).

Gerne unterstützen wir Sie bei der Erstellung eines Kurses und beim Einsatz der Lernplattform in Ihrer Lehrveranstaltung.

Das Handout zu diesem Webinar erhalten Sie im Anschluss per E-Mail.



Pearson

Haben Sie
Fragen?





Pearson