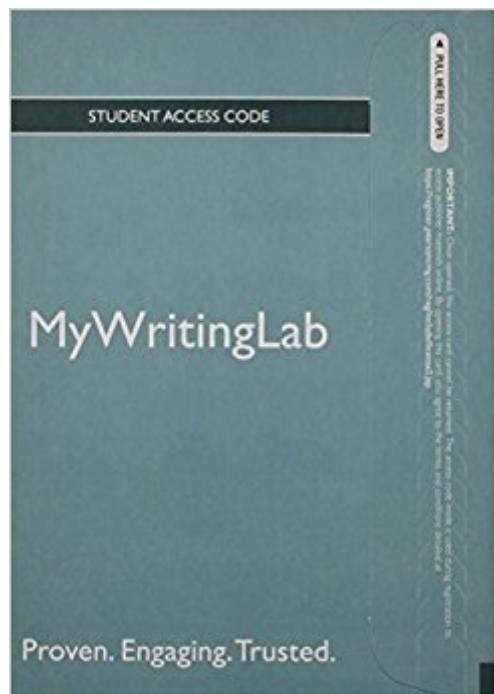


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# NEW MyWritingLab Generic Without Pearson EText -- Standalone Access Card



## Synopsis

ALERT:Â Before you purchase, check with your instructor or review your course syllabus to ensure that youÂ select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition,Â you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Â Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Â Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Â Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. Â -- Developing writers come to courses with an array of strengths, weaknesses, and learning styles.Â With Pearsonâ ™s MyWritingLab, now powered by the premier adaptive learning platform, you can provide students with a truly personalized learning experience that individualizes the content.Â MyWritingLabâ ™s adaptive learning identifies studentsâ ™ individual strengths, weaknesses, and unique learning styles and continuously recommends the next-best topic on which the student should work.Â

## Book Information

### Misc. Supplies

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## Customer Reviews

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What are instructors and students are saying about MyWritingLab "...I find that MyWritingLab adheres to the three modes of learning - Seeing, hearing, and doing. If a student misses something while working in MyWritingLab, that student must have been asleep with his or her eyes open! So far I think you have a fool proof instruction in MyWritingLab." Anna Maria Cancelli, Coastal Carolina Community College "I (do think) this progression of exercises will help my developmental writing students because first, they are given questions to answer and the skills they have learned in class come into play. They will see what they need to work on before the next class. Then, unlike most textbooks, MyWritingLab allows them to use the skill and apply it to a passage of text right away. Last, the writing exercises will, again, reinforce the original skill." Marci MacGregor, Broward Community College "I always used a pencil/paper diagnostic test for pre and post testing. I think today's students would much rather use a computer generated tool, and I would love to have the tests graded instead of grading them myself. I would use the data at the end of the semester to better plan what to really target as problem areas for my students to better address their needs." Teresa Fugate, Lindsey Wilson College "I will use MyWritingLab in my courses because it is an excellent reinforcement tool that my student could use to improve their test scores." Pauline Whaley, Arkansas Northeastern College "I definitely love the progression of the exercises. I simply love that the variety just exists, for I never believed in rote learning in of itself but adhered to its being partnered with some sort of application in a • context | I was even more elated to see that students will always be presented with the opportunity to apply those concepts and skills to their own composing process "in a manner that made submission and evaluation neatly packaged and, as a result, manageable." Cybele Beckham, Texas Southern University Students at Pima CC in Arizona who class tested mywritinglab in fall 2006 and spring 2007 said this about MyWritingLab "I like mywritinglab because it gave helpful resources. And I also like how you could do Recall and . . . then go and do Apply. It showed me where I was strong . . . and what I need to work on. And I liked that it gave me areas to work on and it showed me examples. I have learned a lot from this program. It is

very easy to use for college students.â • Â â œWhat comes up to mind when I hear My Writing Lab?Â Studying, reviewing, learningÂ and more learning.Â My writing lab helped me in many aspects of writing.Â One way that was helpful was the Apply section of my writing lab.Â In Apply, I was put on the line toÂ test my skills and find out where my strengths and weaknesses were, which by the way helped me become a better person academically and made me feel better about myself because I knew that my writing would be clear and mistake free to the reader.â • Â â œI am a freshman at Pima Community College.Â I started using my writing lab a couple weeks into the semester.Â My writing lab taught me things on writing, which I had no clue about.Â It helped me with run-ons and comma splices.Â It helped me understand what those were, and how I could prevent them from being in my paper.Â I thought the Recalls helped me the best.Â It showed the right and the wrong answer, so when you missed it, it would show you the right answer.â • Â Â â œI liked my writing lab because itâ ™s new and not boring like the teacher just handing out assignments.â • Â â œWhen I did MyWritingLab I always think this is a test so I . . . watch carefully when I do every single one of the questions so I wonâ ™t miss one.â • Â â œI liked that they were helpful by explaining what things were in the Watch section.â • Â â œIt helped me work on some of the grammar things that I didnâ ™t know.Â It gave me some exercises that were helpful and if I wouldnâ ™t get a good grade on it, it would let me try again.â • Â â œIt taught me many new things about grammar.Â I learned in easy and fun ways how to fix grammar problems in my and othersâ ™ writings.â • Â â œI gained so much information about how much I did not know, but thought I did.Â Scores donâ ™t lie.â • Â MORE STUDENT FEEDBACKÂ The first few weeks of my English class, my grades were at approximately seventy-eight percent. Then I was introduced to MyWritingLab, and I couldn't believe the increase in my test scores. My test scores had jumped from that low score of seventy-eight all the way up to one hundred percent (and every now and then a ninety-nine). This program had done so much for me that I had began telling my family and friends and even other instructors about it.Â Â Â Exetta Windfield, student, College of Sequoias I feel great about the progress Iâ ™ve made in this course. Iâ ™m not making a lot of the mistakes that I used to make. The course has made me more confident in my writing. Â Yul Dorn, Jr. Texas Southern University Â œI could learn at my own pace, jumping ahead of the class or spend more time on my weak areas without holding up the class.â • Â Clint Kropp, Portland Community College Â œI like to work on the â ^applyâ ™ exercises. They help me look for mistakes in my own papers.â • Â Irene Vu, CSU, Dominguez Hills Â œSince English is my second language, I needed to put in extra effort to write better essays. MyWritingLab ... definitely helped my writing.â • Â Jung-ah Lee, West Valley College

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