Research

**Survey: Parents on Board with Adaptive Digital Learning**

- By Leila Meyer
- 08/31/15

The vast majority of parents welcome adaptive digital learning as part of their children's classroom learning experience, according to a survey from McGraw-Hill Education.

The company commissioned TNS, a global research firm, to survey more than 2,500 adults in the United States between August 13 and 16, 2015. The survey asked people about their opinions and perceptions of educational technology, particularly personalized and adaptive learning technology.

McGraw-Hill Education describes adaptive learning technology as that which "actively tailors learning to the individual and acts as a tutor for the student."

"Parents are tuned into the transformations taking place in the classroom and understand the benefits of personalized, digital learning for their children," said Peter Cohen, group president of United States education for McGraw-Hill Education, in a prepared statement.

Key findings from the survey include:

- 91 percent of parents of K-12 students surveyed said they welcome the introduction of a more personalized digital experience as an alternative to traditional textbooks;
- 87 percent of K-12 parents who responded said they think classroom lessons should be personalized to meet each individual student's needs;
- 85 percent of college parents surveyed said they think classroom lessons should be personalized;
- 73 percent of K-12 parents interviewed told researchers they think today's classrooms should focus on adaptive learning rather than "old school" textbooks;
- 78 percent of college parents who responded said they support adaptive learning over "old school" textbooks; and
- 88 percent of Americans surveyed said they expect all K-12 classrooms to be "plugged-in" by
McGraw-Hill Education develops and sells a variety of digital adaptive learning products for K-12 and higher education.

About the Author
Leila Meyer is a technology writer based in British Columbia. She can be reached at leilameyer@gmail.com.

Content - editorial@thejournal.com | Website - dnagel@1105media.com
Subscriptions - THEJournal@1105service.com | Contact the webmaster: [+] Site Feedback
[+]