

Digital Learning Platforms: Reaching Millennials and the iGen

Raymond Papp
The University of Tampa

Reaching the Millennial and the iGen learner is challenging for Baby Boomer and Gen X educators who, for the most part, grew up without the use of technology and microcomputers. The Millennials, also known as Gen Y and born between 1980 and 1994, and the iGen, also known as Gen Z and born between 1995 to 2015, have largely grown up with technology since they were very young and have completely different learning styles.

To reach them, we (as educators) must adapt to their learning style; what worked for us does not work for them. They do not like to read textbooks and prefer videos, hand-on exercises and the ability to learn from doing. As kinesthetic learners, they benefit from learning platforms that utilize these learning styles. This presentation will explore the use of such digital learning platforms and compare and contrast two of the more well known platforms, Cengage's MindTap and Pearson's MyLab. These platforms can be used with many existing course textbooks or can be customized to use instructor's own content. The use of algorithmic and self-grading exercises allows students to practice problems many times until they master the concepts. They can also create self-study practice exams and watch videos which explain process steps in detail.

Results from use of these learning platforms in classes at a medium size private university will be presented along with student assurance of learning data. A discussion of future directions and additional possibilities will conclude the presentation.

Keywords: Digital learning platforms, millennials, iGen, MindTap, MyLab