

ENGAGE TO ACHIEVE MORE

# iClicker & Achieve: Active Learning in the Economics Classroom

Achieve & iClicker together are an exceptionally effective and convenient pairing for making an economics classroom more interactive.

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# Introduction

Resources for the economics classroom are not in short supply, however, having to switch between multiple programs within a single class period can quickly become problematic. You waste time shifting around, you have to worry about new sets of operational issues with each program, and not everything is user-friendly.

Finding an application that caters to all students, with options for both in-person and virtual learners can save you from having to do all the heavy lifting that teaching has traditionally entailed.

You'll find a perfect pairing with Macmillan Learning Achieve and iClicker.

Achieve is a comprehensive course management system that's accessible to students before, during, and after class. iClicker is a market-leading student engagement system. iClicker is available within Achieve. This offers you an assortment of dynamic learning opportunities for your students while encouraging active learning and active participation.

Using Achieve and iClicker together can transform your classroom, removing the one-way conversation that often happens during lecture. Students no longer have to sit, listen, and take notes only. You can reinforce concepts in a more engaging way.

Interacting with your students using both Achieve and iClicker presents everyone with a better experience in the classroom. Students are given more options when it comes to learning, and you're able to create customized content in an efficient and time-saving way.



# The integration of iClicker into Achieve

Achieve is a great way to simply and easily design your own course and deliver it to students in a hassle-free way. It's not a textbook replacement or a set of lecture slides, but rather an all-encompassing solution, complete with out-of-the-box-ready formative and summative assessments and a dynamic eBook.

Within Achieve, you're able to manage your course, assign homework, and assign pre-class work. You're able to help students prepare for class, reflect on what happened during class, and even keep them engaged during actual class time.

Achieve offers a flexible and customizable, pre-built template for each title and product within the program. Most Achieve courses integrate with iClicker, which then makes your classes more responsive and interactive. With iClicker, you're able to ask students questions in real time. This can easily boost the energy in the classroom and make a tough topic feel more playful and accessible.

iClicker works with whatever presentation tool you're already using in addition to the items in Achieve. Within Achieve, you'll find iClicker activities and question decks. That means you're not creating anything from scratch, and the integration is already seamless. And, not only can you use iClicker with Achieve, but once you create an iClicker Class, you've got additional capabilities to make things easier. These include:

- Taking attendance with the "Join Class" button
- Setting up ice-breaker questions so students can get to know each other (and you can see who would work best with each other in group assignments)
- Boosting engagement with polling questions
- Providing opportunities for whole-class participation
- Offering tighter feedback loops where students are more concerned about getting the right answer to a question rather than overall grades
- Creating automatic review resources based on the questions you ask, with iClicker, in class

## How to activate iClicker with your Achieve course

- Write student questions within your preferred presentation tool.
- Create an iClicker course in Achieve via the Grade Book.
- Review how to use the iClicker Cloud via the Demos and Training section of iClicker.com. You can even schedule a time to meet with someone for a live demo.



# What iClicker does for your classroom

At the very heart of iClicker's functionality is active learning. It's designed to get students involved in the lesson they're learning by instigating a two-way conversation. Not only that, but feedback is immediate. You're able to adjust your teaching style based on the results of the conversation, gaining unique insight into what students are learning.

You can achieve this by using iClicker to ask entrance questions such as:

- What do you remember most from our last class?
- What part of the homework gave you the most trouble?
- Based on responses, you can then pivot your lesson plan for the day to address common issues.

For example, if you taught two different concepts last class, but every student only remembers one, maybe you need to do a quick review. If everyone struggled with the same problem on the homework, maybe you need to walk through how to solve it before diving into the new lesson

iClicker is also a great tool for:

- Think-pair-share activities. You put up a question all students answer. Then, before sharing the answer, you ask students to talk to each other about why they picked their response. Asking the same question a second time will show whether students shifted their answer choice. This is a dynamic way to engage students and get them talking with each other.
- Virtual hand-raising. This is a great alternative to having a chat that gets out of control if you're teaching virtually or in a hybrid format. It brings a little order back into the course and is a more official way for students to communicate with you.
- Confidence Checks. Using the anonymity feature in iClicker, you're able to have students answer a question without having to feel like they're going to get singled out. This is perfect for the question, Do you understand everything we just covered? No student wants to say 'no' to this question. What if they're the only one? Having to raise your hand in front of everyone to respond is embarrassing, but iClicker makes it anonymous and easy.



# What is Achieve?

Achieve is Macmillan Learning's premium courseware that helps instructors deliver and create content. Achieve allows you to track students' progress, and performance. It can be integrated with your learning management system (LMS).

## Achieve + iClicker

You can access all of the iClicker resources directly within the Achieve platform by reviewing instructor resources. And because iClicker works with the tools you use, anything in Achieve can become an iClicker question.

Group Work and Class Response, Remote Learning Activity

### Instructor Activity Guide: Virtual Goods, Scarcity, and Supply and Demand

**Best For**  
Any Class Size; Remote Instruction

**Class Time**  
55 minutes

**Implementation Effort**  
Moderate

**Bloom's Taxonomy**  
Analyze

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#### Activity Summary


In this activity students work in groups to come up with the idea for an online video game. Students are then encouraged to find ways to monetize the game, including virtual goods.

The exercise is designed to encourage students to explore the idea of how supply and demand function in a market for virtual goods. Additionally, they will consider what role, if any, scarcity plays in this market.

**For video conferencing lectures (synchronous learning):**

Post the required material or send directly to students prior to the lecture. If you have the ability, you can split the students into groups to collaborate. If you do not have the ability to do group work, ask students to prepare their answers before the lecture and call on students to discuss their answers either out loud or via chat.


#### Resources for this Activity

 Clicker Questions for Virtual Goods, Scarcity, and Supply and Demand

[Download](#)

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#### Recommended Tools

 iClicker Cloud



# Using Achieve and iClicker to support economics students

One of the most persistent challenges for instructors is keeping students learning beyond the classroom. With iClicker and Achieve, you can create a seamless experience for students by assigning homework and following up on their understanding in class, all in one classroom. After assigning your students homework in Achieve, you'll have the option to check their knowledge using Bridge Questions in iClicker the next time you're in class together. Here is one example of an activity in Achieve that can be easily used in class.

## **Decision Point Activities in *Principles of Economics***

The decision point activities in Achieve for *Principles of Economics* by Betsey Stevenson and Justin Wolfers are helpful tools for teaching willingness to pay and cost-benefit analysis. These activities invite students to explore their own decision-making processes. For example, in one decision point activity, we ask students to choose a product they frequently purchase and ask them if they would purchase it at different prices, encouraging them to think through how much they value the product. This can be a fun activity to do with your students, in class, using iClicker. It'll give students an opportunity to see how their decision-making is similar or different to their peers.

## PRINCIPLES of ECONOMICS

Betsey Stevenson & Justin Wolfers





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The tools you choose for your economics courses can change the way your students learn and relate to the material. iClicker and Achieve can help you create memorable and positive learning experiences before, during, and after class.

**[Contact your local Macmillan Learning representative](#)**