

## Thomson Learning Reveals Pilot Results Proving the Value of Integrating Digital Content into the Classroom

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Study results show digital course content and tools improve comprehension, retention and boost interest

STAMFORD, Conn., Oct. 18 /PRNewswire-FirstCall/ -- Thomson Learning, a part of the Thomson Corporation (NYSE: TOC; Toronto), today announced conclusive results to a two-semester pilot at the University of Virginia (UVa) boasting direction-setting curriculum improvements through the use of technology. The introduction of new digitally rich instructional materials provided a proven net benefit both to students and to the instructors, paving the way for possible new and different learning environments for college students.

During the fall 2005 and spring 2006 semesters, UVa, Thomson Learning, Microsoft and HP worked together in a pilot to determine whether integrating digitally rich content and technology tools into the curriculum improved student learning. The pilot aimed to identify what works and to provide a template for further development. In addition, the pilot was designed to determine the overall feasibility of incorporating new digital rich technology and resources into the college classroom. The pilot, including more than 400 students and 5 professors, was a major success on all of these dimensions.

Pilot results were positive and showed improved comprehension, retention and boosted interest from students when digital course content and tools are used in cooperation with traditional textbooks. In the fall semester, 75% of students in the pilot biochemistry course showed an improved ability to understand and 73% improved ability to remember material when the technology resources were incorporated. There was a demonstrated increase in student interest in the biochemistry courses of 80% in the fall semester. In addition, the piloted content and technology tools accounted for 64% of these students having reported a positive impact on their grades in the fall (see "Note to Editor" for more information).

"As a teacher, I am always seeking ways to make course material come to life for my students. The rich digital content made available by Thomson Learning has great potential and shows strong results when integrated into the classroom," said Charles Grisham, professor of chemistry at the University of Virginia. "I used the materials extensively during my fall biochemistry course and, as a result, students showed vast improvements in their ability to understand and their ability to remember the course material."

In the spring Introduction to Statistics course participating in the pilot, more than half of the students used one or more of the Thomson online resources. Among the most used online resource were the online quizzes, online problems and online worksheets. 62% of these students demonstrated an improved ability to understand the material using these new resources, and 42% reported an improved ability to remember the material. Among the most impressive results was the impact on efficiency of learning, which yielded totals of 57% reported ability to learn more in less time.

As pilots proceed at UVa and elsewhere, Thomson Learning Labs, based in Stamford, CT, will work closely with academic institutions and business partners to build electronic products that combine high-value content and applications to make institutions more effective, instructors more productive and improve student learning. These collaborations will involve four-year colleges and universities, two-year community colleges, online distance-education programs and the for-profit post-secondary sector. A key objective will be to measure the educational impact of next-generation tools for teaching and learning.

Research was conducted by two independent research firms throughout both semesters in a series of faculty interviews, student online questionnaires, student focus groups, in-class observations, and student and faculty end-of- course evaluations.

### About The Thomson Corporation

The Thomson Corporation ([www.thomson.com](http://www.thomson.com)), with 2004 revenues from continuing operations of \$8.10 billion, is a global leader in providing integrated information solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson (NYSE: TOC; TSX: TOC) has approximately 40,000 employees and provides services in approximately 130 countries. Its learning businesses and brands serve the needs of individuals, learning institutions, corporations and government agencies with products and services for both traditional and distributed learning.

Research, commissioned by two firms: ReedHaldyMcIntosh Associates of Philadelphia handled the logistics of the research, the student questionnaires and the focus groups and the analysis; the National Center for Higher Education Management Systems (NCHEMS) of Boulder, CO, compared student outcomes.

SOURCE Thomson Corporation

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/NOTE TO EDITORS: Additional Pilot Highlights Include:

Biochemistry

\* Impact on student interest - 80% reported increased interest in fall, 61% in spring

\* Impact on student understanding - 82% reported increased understanding in fall, 64% in spring

\* Impact on grades - 64% reported positive impact on their grades in fall, 45% in spring

\* Impact on efficiency of learning - 72% reported ability to learn more in less time in fall, 66% in spring

Statistics

\* Impact on student interest - 44% reported increased interest in fall, 57% in spring

\* Impact on student understanding - 32% reported increased understanding in fall, 35% in spring

\* Impact on grades - 18% reported positive impact on their grades in fall, 38% in spring

\* Impact on efficiency of learning - 37% reported ability to learn more in less time in fall, 57% in spring/

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