Macmillan Education Partners with MobLab.com to bring Game-Based Learning to Economics Classrooms

MobLab.com provides students and faculty with experiential games allowing them to engage in strategic decision-making and ultimately improve understanding of economic principles.

New York, NY (PRWEB) March 09, 2015 -- Worth Publishers, an imprint of Macmillan Education, and MobLab.com, a leader in interactive games for the college classroom, today announced a strategic partnership to provide students and faculty with access to a library of hands-on experiments, enhancing the opportunity for active and experiential learning in the economics classroom. MobLab’s experiments actively involve students by having them produce their own data as they interact in simulated markets and interactive games. This interactivity uniquely engages students in the application of concepts they are learning as they explore the inner workings of markets firsthand.

MobLab’s interactive games enable students to explore supply and demand, market interventions, imperfect competition, and more on their computers, tablets, or phones. Economics faculty can customize each game to match the needs of their courses and receive real time results and data analytics that allow them to immediately show students how their choices relate to economic theory.

“With MobLab, it’s easy for instructors to bring a variety of different experiments into their classrooms and even large lecture halls, allowing students to learn, first-hand, important economic principles and concepts based on their own decisions in these simulated markets and interactive games.” said Walter Yuan, CEO of MobLab.com. “When you get students’ curiosity level up, learning becomes so much more intrinsically motivated and effortless.”

“The pairing of textbook content written by exceptional economists with the interactivity and student-centered learning found in MobLab’s online games and experiments provides instructors with the richest of tools to incorporate in their classrooms,” said Charles Linsmeier, VP, Editorial, Science and Social Sciences at Macmillan Education. “Few things incentivize engagement more than when students have the opportunity to utilize data they have created themselves.”

Currently in use at over 800 schools globally and nearly 300 schools in the U.S., MobLab offers students access to games for Principles of Economics, Intermediate Microeconomics, Managerial Economics, Behavioral Psychology, Game Theory, and many more. By combining MobLab access with their Worth Publishers textbook, students receive a significant savings over purchasing the tools individually. By providing faculty with full access to supporting materials, instructors can easily incorporate the experiments into their lesson plans.

About Macmillan Education, Higher Education Group:
With over 3,300 employees worldwide, Macmillan Education helps learners around the world achieve more. Throughout our extensive history, the Higher Education group has worked hard to partner with the best and brightest under one common publishing ideal.

Our Higher Education Group, including the imprints of Worth Publishers, WH Freeman, and Bedford/St. Martins, collaborates with the world’s best researchers, educators, and administrators to improve learning outcomes. Our publishing teams are immersed in the disciplines we represent. Our interdisciplinary technology
teams don’t believe in homogenous approaches to solving educational problems. We create learning tools that improve student engagement and outcomes, and ultimately cultivate better learners. We listen to instructors, students, and institutions better than anyone and, as a result, deliver pioneering tools and remarkable service every step of the way. Mastery breeds innovation.

Macmillan Education is the global education division of Macmillan Science and Education, under the Holtzbrinck Publishing Group.

To learn more, please visit: www.macmillanhighered.com or visit us on Facebook or Twitter.

About MobLab
MobLab is a venture-backed, edtech startup focused on bringing interactive games to economics, business management, and social science classes both in classrooms and online. The game templates include a whole slate of games (bargaining, public goods, asymmetric information, and various classic simple games), as well as markets and auctions. Students can play through browsers or on mobile devices (iPhone, Android, tablet, laptop, etc.). Instructors easily configure the games, monitor their progress, and instantly review the results with the class in real time, thus seamlessly integrating games with lectures.

Walter Yuan, CEO and co-founder of MobLab, managed the social science experimental laboratories at Caltech and UCLA for over a decade before founding MobLab in 2011 with Stephanie Wang, who is also a faculty member at University of Pittsburgh. Matthew Jackson, Stanford, is the Chief Scientific Advisor, and Professors Alvin Roth, John Ledyard and Thomas Palfrey are advisors on the team. MobLab is headquartered in Pasadena, CA. www.MobLab.com.
Contact Information
Kate Geraghty
Macmillan Education
http://www.macmillanhighered.com
+1 4126546004

Online Web 2.0 Version
You can read the online version of this press release here.