

# Keeping It Real Pays

Want students to love to love than hate to love math related stuff? Then keeping it real really pays. Although further tests are required to be definitive on the impact on grades, real world examples clearly improves attitudes towards quantitative learning.

## What was done?

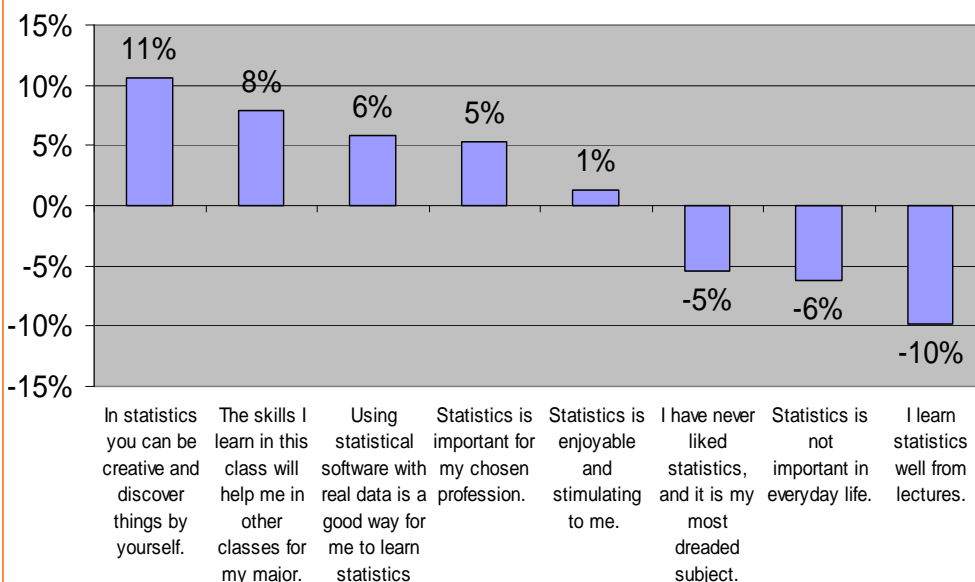
Test class was allowed to work on real-life, marketing research done by real companies on 3 products, while control class worked on cases from the text

## Which Class? IBM 408-Marketing Research

Students' attitude (using self-reported 1-5 Likert Scale items) was measured at the first day and last day of the classes (for both sections). Results show inconclusive effect on grades. However, attitudes improved (more enthusiastic) for the control group.



Percent Gain in Selected Attitude Items (post over pre)



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