



INQUIZITIVE

[INQUIZITIVE.WWNORTON.COM](https://www.wwnorton.com/inquizitive)

InQuizitive is a formative, adaptive learning tool that employs game-like principles to engage students and improve understanding of important course-specific learning objectives. Students receive personalized quiz questions on the topics they need the most help with in a low-stakes assessment environment. When instructors assign InQuizitive as a percentage of the overall grade, students come better prepared to lectures and exams.

Play with a purpose

Gaming elements within InQuizitive engage students and motivate them to keep working. Students wager points on every question based on their confidence level, gain additional points for hot streaks and bonus questions, and can consistently improve their grade by continuing to work in InQuizitive.

Based on Research

InQuizitive offers functionality based on proven cognitive psychological principles:

- Drawing on research about engagement, InQuizitive's question-selection algorithm pushes users just enough, challenging them without overwhelming them.
- When students have the option to give up on a question, they lose motivation. By always leading students towards the correct answer, InQuizitive turns every question—even ones where students originally failed—into a positive and motivating learning experience.
- Decades of cognitive psychological research have repeatedly shown that generating the answer to a question yourself, as is required in InQuizitive, leads to much better retention and a richer learning experience than simply recognizing the answer in simplistic, multiple-choice question formats.

Within-subjects efficacy studies show that InQuizitive boosts overall performance by a full letter grade or more.

- The average InQuizitive effect was 8.4 points ($N = 190, p < .001$, 95% confidence interval 5.4, 11.9) on a scale from 0 to 100. This is an improvement of nearly an entire letter grade.
- The average InQuizitive effect was even higher, 13.1 points ($N = 72, p < .001$, 95% confidence interval 8, 18.2), for the classes where InQuizitive was assigned as a percentage of the overall course grade.
- The InQuizitive effect tended to be stronger for students who scored lower on the quiz or test taken prior to completing InQuizitive assignments. This finding indicates that InQuizitive provides more help for underperforming and at-risk students.

InQuizitive at-a-glance



NUMBER OF STUDENTS:
600,000



NUMBER OF QUESTIONS ANSWERED:
135 million



NUMBER OF INSTITUTIONS:
1,000



WCAG 2.0
AA Compliant



Integrates with Blackboard,
Canvas, Moodle, and D2L via
non-customized LTI 1.1



PRICE:
\$20 Standalone