

# Growth Opportunity #2

## 10 points

(Remember you may only complete one of the two growth opportunities offered this semester.)

As I mentioned in class, I am considering a new textbook for next semester. One option for the textbook is to use an e-book rather than a textbook like you have now. While this could save students \$40-\$50, I need your expert opinion on this matter. Saving money is great, but do you like the e-book features? This growth opportunity will offer you the chance to provide me with your expert opinion regarding the potential use of an e-book.

Page 2 provides you with step by step instructions on how to register for the book and access the book. After completing the process to register to use the book, review one of the following chapters:

- Part 1 – Chapter 3
- Part 2 – Chapter 5 or Chapter 6
- Part 3 – Chapter 9

As you are reading, compare to our current book. Give two specific examples of what you like or dislike about the information provided in the e-book versus your current textbook. Clearly explain why you like/dislike these specific examples.

Scan the table of contents. What catches your attention? What does this book discuss that our book does not? What does our book cover that this book does not?

What was it like reading the e-book? Did you like it? Would you prefer a book in your hands? Why? What about your friends, what do you think they would prefer? Why?

Next go to the multimedia library. Where it asks for chapter choose your chapter. Then leave it set a all topics and all media type. Specifically you need to complete one option under explore and one option under profile. Did you like these options? Did they help you relate to the material?

Finally, look at other items offered as part of the *my communication lab*. Which of these do you feel are effective? Which are not effective?

Issues you had with using the e-book?

At the end of your typed paper please state if you prefer current book, or if you prefer the new book but not e-book, or if you like the e-book. WHY? Finally, would something similar to the multimedia library be helpful?

**Due no later than noon on Monday, April 27<sup>th</sup>.**



## STUDENT REGISTRATION & LOGIN

### MyCommunicationLab CourseCompass

#### Before You Begin

To register for MyCommunicationLab CourseCompass you will need:

- A **"Course ID"** provided by your instructor: **bulger74895**
- Your school's zip code: **28403**
- A **MyCommunicationLab CourseCompass student access code**  
**BSCMCL-NOMAD-FUSSY-CURVY-GNASH-RAZES**
- A **valid email address – UNCW email address**

#### Registering for MyCommunicationLab CourseCompass

1. Enter [www.mycommunicationlab.com](http://www.mycommunicationlab.com) in your web browser.
2. Click the **Students** button under "Register or Buy Access."
3. Select **MyCommunicationLab CourseCompass**
4. Read the "Before you start" information and click the **"Next"** button.
5. Enter your **Course ID** exactly as provided by your instructor and click **"Find Course."** *Your course information should appear. If not, contact your instructor to verify the correct Course ID.*
6. Select **Access Code** and type your **Access Code** in the fields provided (one word per field) and click **Next.** (Note: *If you do not have an access code and want to purchase access to your course online, click Buy Now and follow those prompts to register and pay.*)
7. Read the License Agreement and Privacy Policy and click **"I Accept."**
8. On the Access Information Screen, you'll be asked whether you already have a Pearson Education Account. Click:
  - o **"YES"** if you have registered for other Pearson online products and already have a login name and password. Boxes will appear for you to enter your existing login information.
  - o **"NO"** if this is the first time you have registered for a Pearson online product. Boxes will appear for you to create your login name and password.
  - o **"NOT SURE"** if you want to check for a pre-existing account and receive an email with your login name and password.
9. Simply follow the registration screens and enter your information as prompted. You will enter your name, email address, school information, and provide a security question/answer to ensure the privacy of your account.

Once your registration is complete, you will see a **Confirmation** screen (this information will also be emailed to you). Simply print your confirmation and you are now ready to Log in and access your resources!

#### Logging in

1. Enter [www.mycommunicationlab.com](http://www.mycommunicationlab.com) in your web browser.
2. Click the **MyCommunicationLab CourseCompass** button under Log in.
3. Enter the **Login Name** and **Password** you created and click **"Log In."**
4. You will see your **Course** listed on the left; Click on this link and you are ready to access your resources!

**We wish you success in your course!**