Engaged Reading Using the Flipboard App 
and Results From Student Focus Group Studies
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Description of the App
Flipboard is an online tool that allows users to create digital magazines by aggregating articles and news that can be shared with other users. Magazines and articles can be accessed using a smart phone, tablet, computer, or via Flipboard’s website. Students can subscribe to your magazine(s) and access your news articles, but also create their own magazines with content related to the class.

Research and Findings
We implemented Flipboard in 5 sections of Principles of Marketing and conducted 3 focus groups (n=28) by the end of the Spring ’14 semester. Our research findings suggest that Flipboard:
(a)Enhanced students’ learning experience by linking class topics to real world events and offering and appealing, fun, and practical digital news platform; 
(b) Promoted students’ curiosity and interest; 
(c) Increased students’ engagement with class material; and 
(d) Provided an extended learning experience helping students relate class material to other disciplines