

13.4.2025

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Title

Peer Assisted Learning : Strategies to Increase Student Attendance and Student Success in Accounting / Mauricio Marrone and Lilia Draganov

Publication year

2017

Source/Footnote

In: Success in higher education : transitions to, within and from university / Leigh N. Wood ; Yvonne A. Breyer (eds.). - Singapore : Springer, 2017. - S. 149 - 165

Inventory number

48466

Keywords

Studiendauer, Studienerfolg : allgemein ; Studentenschaft : Studienverhalten

Abstract

It is well known that extracurricular peer-learning programs such as Peer Assisted Learning (PAL) have an impact on student retention, success, and overall student satisfaction. However, for PAL to work as intended, higher participation rates are needed as student attendance remains one of the challenges faced by program administrators. In our study, we analysed the reasons why students attend PAL, and which strategies can be followed to increase students' interest in the program. This chapter outlines how targeted messages can encourage different cohorts to attend PAL, and assists PAL administrators with how to conduct their recruitment campaigns to be consistent with their universities' needs. (HRK / Abstract übernommen)

Signature

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