2011 LOSCO BAKER

Jational Journal EXCLUSIVE: CURRENT ARTICLES, CURRENT ISSUES

What issues affect 18 to 25-year-olds?

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THE IMPACT of the mid-term elections

WHY YOU VOTE POLITICAL VIEWS OF 18 TO 25-YEAR-OLDS

	State of the later	
We should do whatever it takes to protect the environment	77%	
Voting gives people like me some say about how government runs things	72%	
Illegal immigrants should have the chance to stay	70%	
I disapprove of the Iraq war policy	69%	
The U.S. relies too much on the military to defeat terrorism	67%	
Homosexuality is a way of life that should be accepted by society	58%	A MILLION
Government is not usually inefficient and wasteful	64%	10.5
Voting can bring about social change	56%	
I feel guilty for not voting	50%	6 3 3 3 1 S
I am registered to vote	49%	
It's my duty as a citizen to always vote GIFT	42% OF THE ASIA	
	NOT FOR DE	CATE DAY

SOURCE: Pew Research Centers How Young People View Their Lives, Funder, and ORtiRE-SALE Portrait of Generation Next," January 9, 2007

QUÀ TẶNG CỦA QUỸ CHÂU Á KHÔNG ĐƯỢC BÁN LẠI

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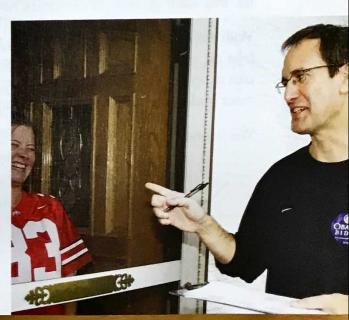
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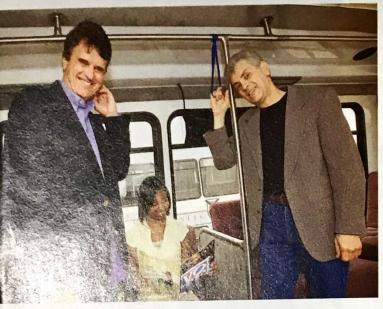




What's Inside AM GOV? . . . YOU ARE

YOU STARTED AM GOV. You convinced us that there had to be a better way to get across the fundamental concepts of American democracy and what it means to be an American citizen.

Students showed us they wanted more portable texts with innovative visual appeal, interactive pedagogy, an integrated approach, and relevant content designed according to the way they learn. Instructors told us they wanted a way to engage their students without compromising on high quality content.



Ralph Baker and Joseph Losco, Ball State University

WE LISTENED

We also did our homework. McGraw-Hill conducted in-depth ethnographic research of student learning to explore what makes their reading and learning experience more engaging, memorable, effective, lasting, and enjoyable. We then interviewed instructors to identify their biggest challenges and how a completely different kind of text could serve as a solution to those challenges.

AM GOV is new, but our approach is simple. Our approach in AM GOV marries our commitment to scholarly content with the value that currency, presentation, and reasonable price have for students. We update AM GOV every

year to keep the course vital and relevant. We gave AM GOV this visually rich design because our research taught us that, in our visual culture, it makes student learning excel and American government memorable.

Our goal in AM GOV is to engage students in the story of people's relationship to government and how an active and informed citizenry is essential in making democracy meaningful. We want students to recognize how their choices about government affect their lives.

With the election of a new president, we have an opportunity for American government to take on new meaning for a new generation. More current, more portable, more captivating, plus a rigorous and innovative research foundation adds up to: more learning. When you meet students where they are, you can take them where you want them to be.

We listened . . . to you. We learned . . . from you. We created . . . for you.

Joseph Inco

Rolph Boker

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to bring you exclusive commentary on events from the past year



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