

# Why do students prefer digital content?

**81 %**

say digital content helps them to get **better qualifications**.



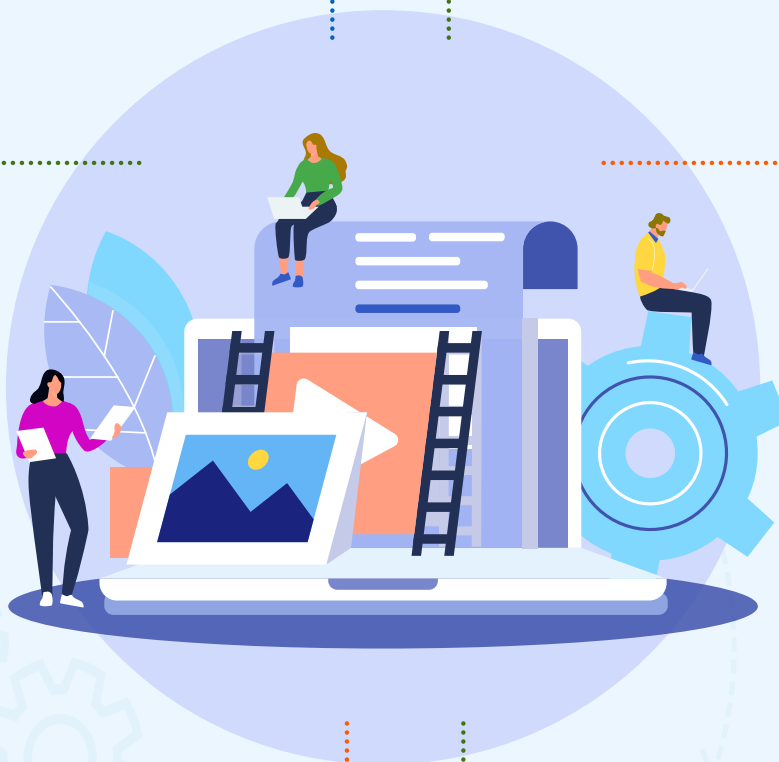
**87 %**

say that digital content will **drive knowledge**.



**71 %**

consider that digital content is **more attractive** than analogue.



**97 %**

believe that adapted learning based on digital content is **useful for retaining information**.

**78 %**

say that digital content **helps them to improve their computer, mathematical and other technical skills**.



**79 %**

prefer **online questionnaires and digital text books** for learning.



Source: McGraw Hill Education. The study reveals the digital preferences of 3,000 university students.