

BIGW + Canon

PRESENT

PRINT TO PREVENT POOR PERFORMANCE THIS STUDY PERIOD

PREPARE, PRINT AND PRACTICE: WHY THE PEN IS MIGHTIER THAN THE KEYBOARD FOR EXAM SUCCESS

Canon Australia polled more than 510 Australian students in high school and tertiary institutions (including university and TAFE) on their study habits and academic standing, finding that a whopping 93% of students studying for exams experience problems while studying online.

With the digital realm entrenched in our world and our ability to disconnect increasingly challenged, how can today's students, study for their examinations in the most effective way?

In partnership with Big W and informed by research findings, Canon Australia reveals why a printer, pen and paper are must have tools for good study habits away from digital distractions.



DEFEATING DIGITAL DISTRACTION

TO GET AHEAD THIS STUDY PERIOD AND MAXIMISE EFFECTIVE STUDY TIME, PROFESSOR GLENN FINGER, PROFESSOR OF EDUCATION AT GRIFFITH UNIVERSITY SHARES THE FOUR 'D'S OF DIGITAL DISTRACTION AND HOW STUDENTS CAN OVERCOME THEM FOR EFFECTIVE STUDY:

DETRIMENT

Technology leading to diminished forms of learning, and compromised learning practices and experiences.



23% Find it hard to remember what they learnt online unless they print it off

- Online studying can lead to superficial learning; that is, clicking through and viewing many screens of information for very short periods of time.
- Students can engage in effective offline study by printing out the online materials, resulting in enhanced engagement and deeper learning.

DIFFICULTIES

Ongoing difficulties and inconveniences encountered when using technology make it harder for students to study.

- Many learning resources such as online textbooks and handouts are not formatted for screens while others are not set up for easy revision (e.g. they require too much clicking to get to the right information.)
- Paper formats are more familiar to us, not only making it faster to read and scan printed material, but also allowing students to engage in more familiar annotation practices that aids memory retention.

DISRUPTION

Technology 'failing' to function through preventing students from studying.



93% Have some problems studying online

- Students should prepare well ahead, and print out copies of the materials to be studied.

DIVERSION

Technology as a distraction that diverts students' attention from study such as, emails, messages, social media, games and irrelevant websites.



52% Are tempted to check what their friends are doing on social media OR get bored with study and start checking other sites



47% Claim to get easily distracted by messages and emails coming in

- Students should conduct a purposeful search, rather than browse the Internet, to identify relevant material, then create printouts of that material for deep learning. They should also limit online communications which can present distractions while studying.

TOP TIPS FOR EFFECTIVE STUDY

BASED ON FEEDBACK FROM STUDENTS, CANON SHARES TOP TIPS ON PREPARING FOR THE EXAM PERIOD, SO STUDENTS CAN SIT FOR THEIR PAPERS WITH A CLEAR MIND AND CONFIDENCE:



Get your notes organised – print out the syllabus and past exams for your subject and go through your notes to identify that you've covered everything.



Go over the notes that you do have and apply the five second rule – look for five seconds, then cover them and see if you can remember the key points. Identify what you don't know very well and focus on this.



Print out your study notes and with a pen and paper write out the key points. This could be writing key words or phrases, creating mind maps or drawing.



Try and teach someone else what you've learned – reading out your notes to someone makes the key points familiar in your mind.

IDEAL STUDY BUDDY TOOLS

Despite technology being a pervasive enabler, there exists a need for parents and students to harness the right tools that pave a smarter route to success. In this case, putting pen to printed study materials is a tried and tested method to digest learnings and information, and the Canon PIXMA MG3660 and PIXMA MG5760 printer models are great tools for this.

PRINT MORE FOR LESS:



Don't pay for printing at the library or at university, as printing at home is cheaper than you think. Featuring **high yield XL ink tanks**, the Canon PIXMA MG5760 prints more for less, with print rates as low as 6.8 cents^{*1} for black and white or from 5.3 cents^{*2} for colour.

SNAP, COPY, SCAN SHARE:



No matter if you like to snap pictures of your study notes on your phone or like to scan in written notes for digital storage and easy sharing, the all-in-one PIXMA MG3660 and PIXMA MG5760 models make **scan, copy and sharing easy and quick at a touch of a button**.

PART OF THE FAMILY:



The Canon PIXMA MG3660 and PIXMA MG5760 models are **available in a range of colours** to match your personality and seamlessly fit into your home. The PIXMA MG5760 model also features a useful 2.5" LCD Screen and an array of creative printing software, perfect for any kind of revision and study assignment.

STAY CONNECTED:



Students often work on the go, and can take inspiration from anywhere. Via the **Canon Print PIXMA / SELPHY Apps** for both Android and Apple, Canon's PIXMA range enables you to print and scan no matter where you are and what device you are using across smartphone, tablet or a computer.

PRINT ANYTIME, ANYWHERE:



We know that many students use services like Google Docs, Dropbox and Microsoft One Drive to share, store and keep all their work safe. With **PIXMA Cloud Link**, you no longer need to download your notes from the cloud to print them off, as the PIXMA printer can link with your account. Even if you are not by the printer, you can print from your smartphone or tablet using PIXMA Cloud Link.

KEEPING UP WITH THE PACE:



No warm-up time, no worries. The PIXMA MG3660 and PIXMA MG5760 models also run at a **fast pace** so there is no waiting around when you need your notes the most.



Canon

BIGW



Available at **BIGW**

The Canon PIXMA MG5760 and Canon PIXMA MG3660 printers will help students take study sessions to the next level by using the right tools and technology needed to achieve exam-time success.



1.

PIXMA MG5760:

No matter if you're at the library, between classes or revising on the go, the all-in-one Canon PIXMA MG5760 flaunts an array of connectivity features like Mobile/Tablet printing, scanning, PIXMA Cloud Link and Wi-Fi to keep you connected and on the ball.



2.

PIXMA MG3660:

Supporting your study goals and creative habits with fast, reliable and high quality prints, copy and scans, the all-in-one Canon PIXMA MG3660 is packed with convenient creative and connective options to suit your study style and habits.

More information is available via www.canon.com.au/studytips or visit your local Big W store for more details.

*B&W price based on A4 standard print test using ISO/IEC 24734, Genuine Canon XL Inks at \$34.00 (Aug. 16) & estimated yield of 500 pages. ¹Colour price based on A4 standard print test using ISO/IEC 24734, Genuine Canon Magenta XL Inks at \$34.00 (Aug. 16) & estimated yield of 645 pages. ²Some printer functions may not work unless full set of Canon Genuine inks are used. Some functions require an internet connection or WIFI - USB cable not included. ³Poll conducted by Galaxy Research in September 2015, where 510 12-17 year old high school students, and 18-24 year old university/tafe/tertiary students, were surveyed on current student study methods and tools that helped them achieve exam success.

Canon