Only a year and a half ago has MyMathLab been introduced to some mathematics classes at the Lebanese American University, particularly in freshman mathematics courses where the need for external help is mostly felt. Besides its educational benefits, one other consideration for adopting MyMathLab is the necessity to buy the course textbook in order to access the online course. This is in defiance to a persistent culture in Lebanon that promotes buying photocopied textbooks. Consequently, MyMathLab was used in Basic Mathematics Class, in Calculus 1, and in Calculus 2. Initially, students resisted the use of MyMathLab (and resisted buying the textbook); slowly however, more and more students bought the textbook and responded to the instructor’s requests to submit assignments and quizzes. In addition, MyMathLab was initially optional but in the semesters that followed it became mandatory. Instructors were more comfortable using it and the culture of MyMathLab was spreading among students. The purpose of this talk is to report on the results of our experiment. In particular, I shall report on the students’ performance and whether or not it has been influenced by the introduction of this interactive learning environment. (Received September 25, 2012)