

Consistent use of BrainPOP proven to accelerate literacy skill proficiency

Key Findings

Students who complete auto-graded activities at least three times a week showed a **28% increase in literacy skill proficiency** (vocabulary and comprehension) — compared to their peers who used it two times or less per week

Study Details

Sample size: 552,787 students (grades 3-8); **Time frame:** 90 days (01/2023 - 04/2023); **Usage Requirements:** (1)

Students are grouped according to the frequency and average engagement with a particular literacy skill (2) The average skill is estimated by how often a student interacted with that skill during one hour.

Methodology:

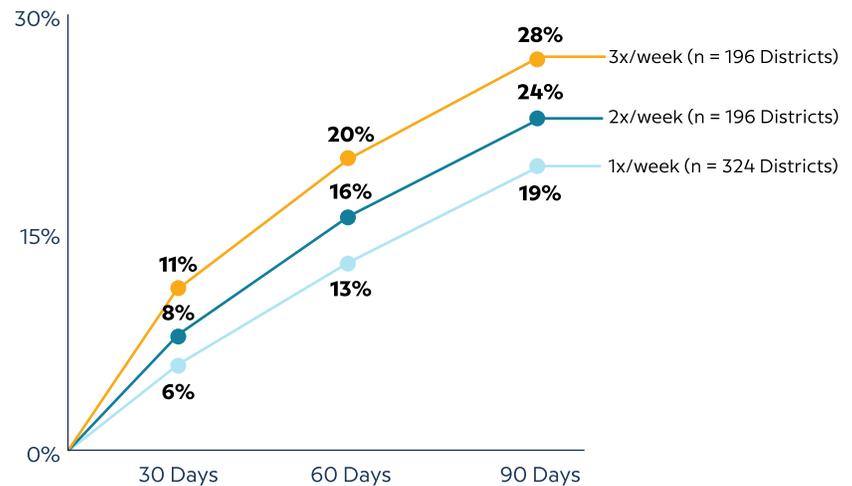
- Linear regression model
- Outcome variable is the percent change of skill proficiency averaged across student-skill pairings
- Learning gains of the treatment and control groups are compared: p-value from two-sided t-test for significance, t-statistic and Cohen's d for effect size, and t-test in initial proficiencies for group comparability.



See the full study



Comparison of Learning Gains Across Usage Cohorts



*Each usage cohort shown on this graph represents different districts with students who used BrainPOP between 1-3 times per week for 90 days

Executive Summary

This study examined students in 648 districts and their use of BrainPOP's auto-graded activities (Pause Points, Quizzes, and Challenges) across academic subjects in grades 3-8. Usage was at different intervals throughout the week.

Findings show that the more teachers assign auto-graded activities to students as a part of their weekly lessons, the more significant growth they see in students' vocabulary and comprehension skills.

ESSA-Backed, Integrated Literacy Approach

BrainPOP helps students at all reading levels to practice and apply literacy skills. It enhances their understanding of content knowledge across ELA, social studies, math, and science alongside the vocabulary and comprehension skills to help meet grade-level standards.

Students are building background on grade-level content across the curriculum while applying and practicing the vocabulary and comprehension skills they need to deepen their understanding of new concepts while meeting grade-level standards — including their ability to infer meaning, understand main ideas, analyze texts, evaluate sources, and synthesize information across...

LearnPlatform has validated the 2022 efficacy study to meet ESSA Tier 3 requirements. This ESSA validation substantiates BrainPOP's promise of impact with evidence of outcomes. It solidifies them as an evidence-based, trusted supplemental learning platform that helps all students become stronger readers and more confident learners.

See the full study: <https://brnpop.co/literacy-efficacy-study-2022>

BrainPOP