

Regular use of BrainPOP leads to significant growth in students' literacy skill proficiency

KEY FINDING

↑ 17% growth

Completing two or more BrainPOP auto-graded assessments per month led to a **17% increase in literacy skill proficiency** across ELA, science, social studies, and math.

STUDY DETAILS

Sample Size

429,479 students (Grades 3-8)

Time Frame

90 days (2/2022 - 5/2022)

Usage Requirements

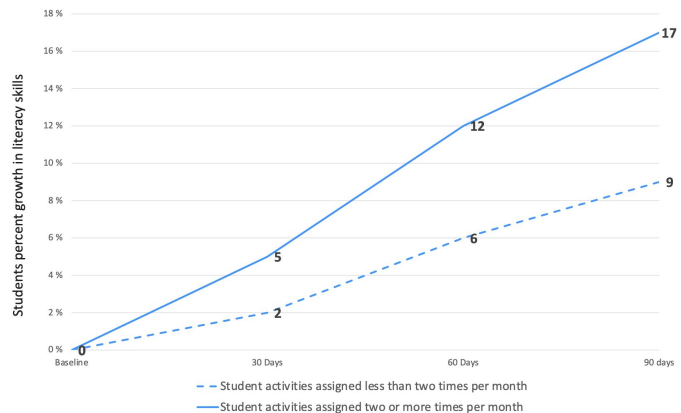
- Students were grouped according to the frequency and average engagement with a particular literacy skill.
- The average skill was estimated by how often a student interacted with that skill during one hour.

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.

EXECUTIVE SUMMARY

This study examined how students' use of BrainPOP (3-8)'s auto-graded formative assessments (Pause Points, Quizzes, and Challenges) contributed to measurable learning gains. The study concluded that students who complete more auto-graded assessments in BrainPOP (3-8) show more significant literacy skill gains.

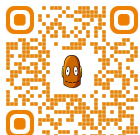


ESSA-BACKED, INTERDISCIPLINARY APPROACH

BrainPOP makes it easy, engaging, and effective for students of all reading levels to practice and apply complex, grade-level literacy skills, deepening comprehension alongside content knowledge and domain-specific vocabulary across ELA, social studies, math, and science.

Students who learn with BrainPOP confidently navigate new or complex concepts because they can extract key details, understand the main idea, interpret unfamiliar words, bring in prior knowledge, articulate their thoughts, and evaluate their sources. Whether you're interpreting data in math class or analyzing historical text in social studies, literacy skills are there — and so is BrainPOP.

Animated, standards-aligned movies bring new concepts to life so that every student, regardless of their reading level, has an equal opportunity to build knowledge and vocabulary across subjects. Formative auto-graded assessments are embedded for real-time practice and application the context of their learning, and provide teachers with a feedback loop of data to make instructional decisions, predict progress toward proficiency, and keep the whole class in the groove of learning.



← **SCAN TO READ
THE FULL STUDY**

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.