

BrainPOP improves literacy skills for all students across all subject areas.

New research shows that assigning BrainPOP and BrainPOP Jr. to students two or more times per month improves their literacy skills.

Key Findings ✓

Students who used BrainPOP at least twice per month showed a **17% increase** in learning gains in essential literacy skills.

Students who used BrainPOP Jr. at least twice per month showed a **23% increase** in learning gains in essential literacy skills.

Study Sample

n=450,934 students
90-day period from 02-01-2022 through 05-01-2022

Usage Requirements

- Students grouped by average engagement frequency with a skill
- Average engagement is estimated by how often they interact with that skill in a one-hour period
- Analysis split by product and focused on activities aligned to the literacy skill group

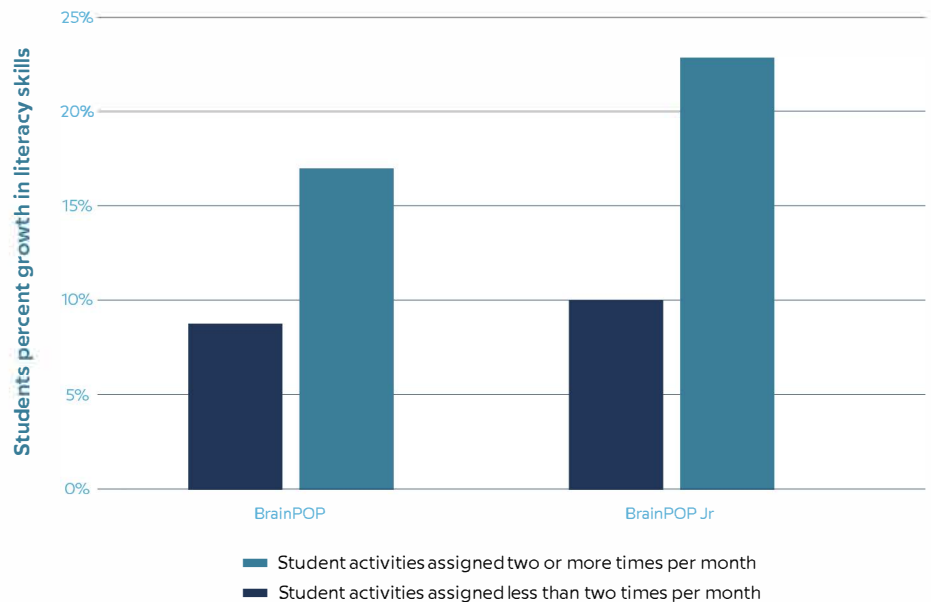
Methodology

- 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, t-test in initial proficiencies for group comparability

Summary

This study examines the effect of students' engagement with essential skills in literacy across all BrainPOP and BrainPOP Jr. topics. It is measured and validated by assessments organically embedded into the learning experience, allowing students to practice the skills modeled in the BrainPOP and BrainPOP Jr. topics while demonstrating their content understanding. The results of this study show that **continuous engagement with essential skills on BrainPOP and BrainPOP Jr. leads to a statistically significant increase in learning gains in literacy across subjects.**

Increased engagement with literacy skills across BrainPOP and BrainPOP Jr. leads to greater gains towards grade-level proficiency[†]



A Research-Based Approach Rooted in Learning Science

BrainPOP offers unique and equitable entry points for K-8th grade students to practice and apply complex, grade-level literacy skills while building critical content knowledge across the curriculum. **Our research-based[‡] learning design builds and measures transferable, high-impact literacy skills through rich, grade-level content.**

Essential literacy skills are the transferable and high-impact reading, writing, and language skills needed for students to drive proficiency and growth toward their grade and state-level standards. By assigning movies, Pause Points, embedded assessments, and other topic-based learning activities, teachers guide the intentional use of student activity on BrainPOP to build essential skills, develop content knowledge, and drive measurable learning gains.

[†] Efficacy Research Report: The Effects of BrainPOP and BrainPOP Jr. on Learning Outcomes in Literacy/ELA, Math and Science
<https://content.brainpop.com/rs/567-ANS-609/images/BrainPOP%20Efficacy%20Research%20Report%20Fall%202022.pdf>

[‡] How to Maximize a Knowledge-Building Approach to Literacy Skills with BrainPOP
<https://content.brainpop.com/rs/567-ANS-609/images/BP-Literacy-White-Paper-F.pdf>