

New Research Shows PBS LearningMedia's Impact On Student Achievement

PBS' unique learning portal leverages public media content for significant gains with students

New York State Public Media Stations are pleased to share the results of an impact study released during the PBS Annual Meeting in late May in Austin, Texas. PBS LearningMedia New York offers more than 100,000 digital resources aligned to national and Common Core State Standards. New York State Public Media Stations, in collaboration with the New York State Education Department, provide the PBS LearningMedia New York service at no cost to districts and support curriculum integration through professional development sessions and regular education updates to teachers and parents. The new study revealed results that demonstrate the potential impact of these PBS educational resources on student achievement.



The PBS LearningMedia Impact Study, conducted by Education Development Center's [Center for Children and Technology](#), investigated the potential impact on student performance when the resources available through PBS LearningMedia were integrated into existing curriculum. A few examples of content produced by New York Public Media stations include original video series such as: *Good to Know*, from WSKG (Binghamton), addressing Common Core Mathematics for parents to better support young children's learning; *60 Second Science*, from WXXI (Rochester), exploring hands-on science explorations to do with young children to support their curiosity and discussion of scientific concepts. *The War of 1812*, from WNED (Buffalo), providing curricular support for social studies classroom instruction. *Shakespeare Uncovered*, from WNET/WLIW (New York/Long Island), exploring literacy topics with classroom support materials produced with Folger Shakespeare Library. *Regents Review 2.0*, from WCNY (Syracuse), provides an annual review of content covered during the school year.

The study was conducted during the 2014-2015 school year in middle-school classrooms over a 6-10 week period and included more than 2,200 students in collaboration with three school districts from New Jersey and California. The study focused on four core subject areas: English language arts, mathematics, science and social studies. Results of the study showed that the digital content from PBS LearningMedia positively impacted student content knowledge and critical thinking practices when integrated into existing curriculum.

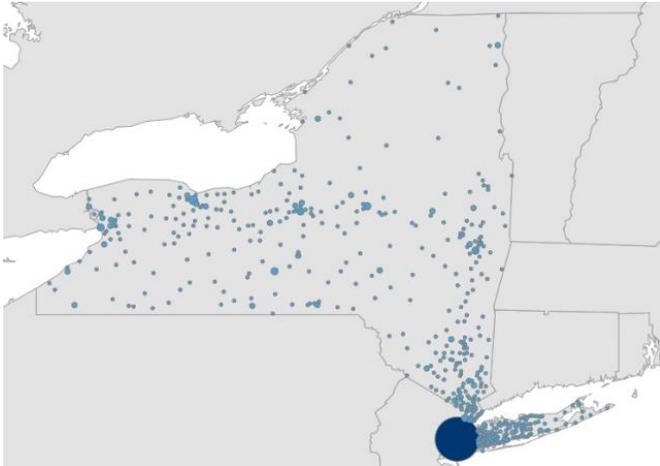
Key findings include:

- Across subject areas, student performance on content assessments showed significant improvement, increasing by eight percentage points;
- On average, students outperformed national assessment norms by 10 percentage points;
- Students also outperformed state assessment norms, by an average of 11 percentage points; and
- More than half (56 percent) of students also showed an increase in the frequency with which they engaged in critical thinking practices.

In addition, teachers who participated in the study overwhelmingly reported that PBS LearningMedia made positive contributions to their classroom practices, with many saying they are more likely to integrate digital media into their lessons.

"New York Public Media stations and PBS have a history of bringing new resources into PBS LearningMedia New York to help students get excited about their education," said Liz Hood, Director of Office of Educational Television & Public Broadcasting at the NYS Education Department. "PBS LearningMedia integrates technology, digital media and different learning style theories into what teachers are already doing, because not all students learn the same way. PBS LearningMedia New York provides teachers with the opportunity to reinforce their lessons by showing videos that explain the content in a couple different ways to help reach students who learn differently. New York Public Media Station content contribution tailors the service directly to New York State educational needs."

User Engagement (School Year 2014-2015):



PBS LearningMedia Registrants
 New York State: **62,263***
 United States: **1,500,000+**

***27% of New York State K-12 teachers are registered users of PBS LearningMedia**

PBS LearningMedia Website Metrics* (Compared to previous school year)

	United States		New York	
Unique Visitors	4,645,999	+10%	299,240	+19%
Total Visits	7,056,176	+26%	458,293	+20%
Pageviews	19,192,798	+22%	1,251,140	+18%
Return Visits	34.2%	-0.2%	34.7%	+0.7%
Average # of Pages / Visit	2.72	-0.11	2.73	-0.04
Average Visit Duration (mm:ss)	3:58	+0:40	4:00	+0:44

*PBS LearningMedia registration not required to view resources but provides additional management features

PBS LearningMedia Resource Distribution (100,000+ resources):

