

EMBARGOED DRAFT until Noon March 27, 2020

EdTech Insights - Weekly Analysis

Released March 27, 2020 for week of 3/13-3/20/2020

United States EdTech Insights - Mid-March 2020 Trends

Beginning in mid-march, COVID-19 initiated widespread school closures, transitions to remote work, learning and initial shelter-in-place orders.

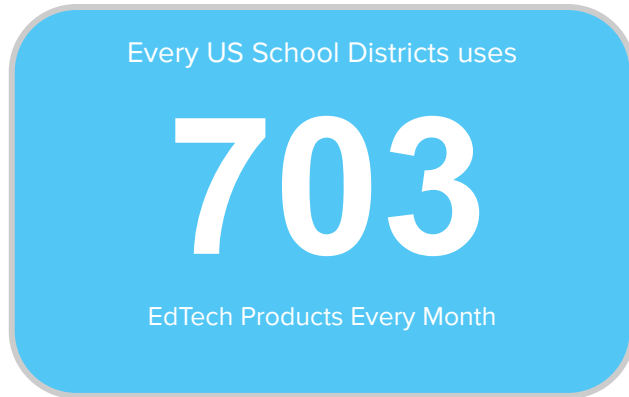
The analysis herein reviews the period of March 4, 2020 to March 20, 2020.

According to EdWeek*, as of March 19, 2020, 39 states closed all schools during the period, 3 more were due to close all schools. One (1) of those 39 states, KS, closed for the remainder of the school year.

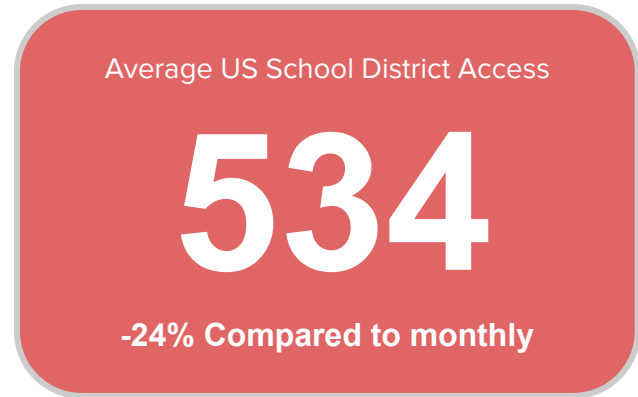
Closures affected at least 43.9 million school students (of 50.3 million total US school students).

During the same period, the Dow Jones Industrial lost **-7,192 pts (-26.5%)**.

EdTech Tools Used Every Month During 2018-2019 School Year (on average)



EdTech Tools Used During March 15-20, 2020



Based on analysis by LearnPlatform of 100+ districts (>1,000 students each) of actual teacher & student web traffic across 7,000+ edtech tools during the '18- '19 school year using LearnPlatform.

Based on analysis by LearnPlatform of 2million actual teacher & student users' web traffic across 7,000+ edtech tools during March 15-20, 2020 using LearnPlatform.

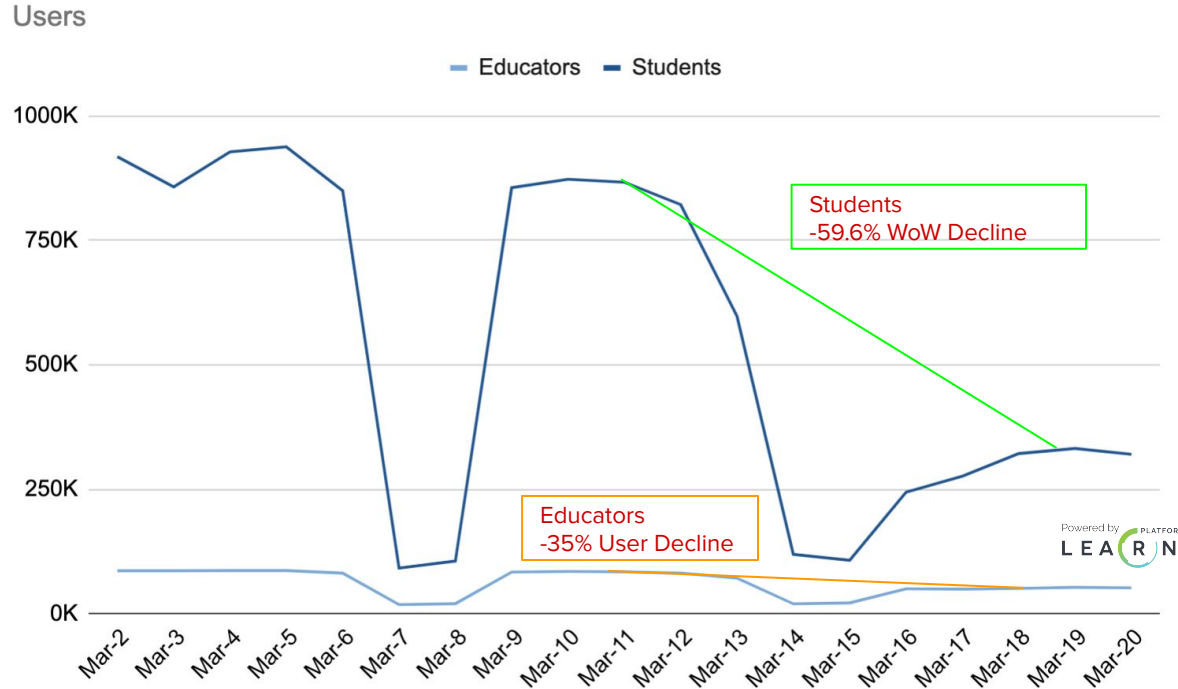
Overall EdTech Users Accessing EdTech Down Week over Week

Of the sample, significant changes in week over week (WoW) overall edtech usage.

65% of Educators continued to access technology, or **35% fewer educators than the week before** accessed edtech tools.

Students saw a precipitous decline, with **only 40% of students accessing edtech** compared to the week prior. The **majority of the decline is attributed to school closures** and overall work-from-home scenarios for parents.

(Source: LearnPlatform, user access)



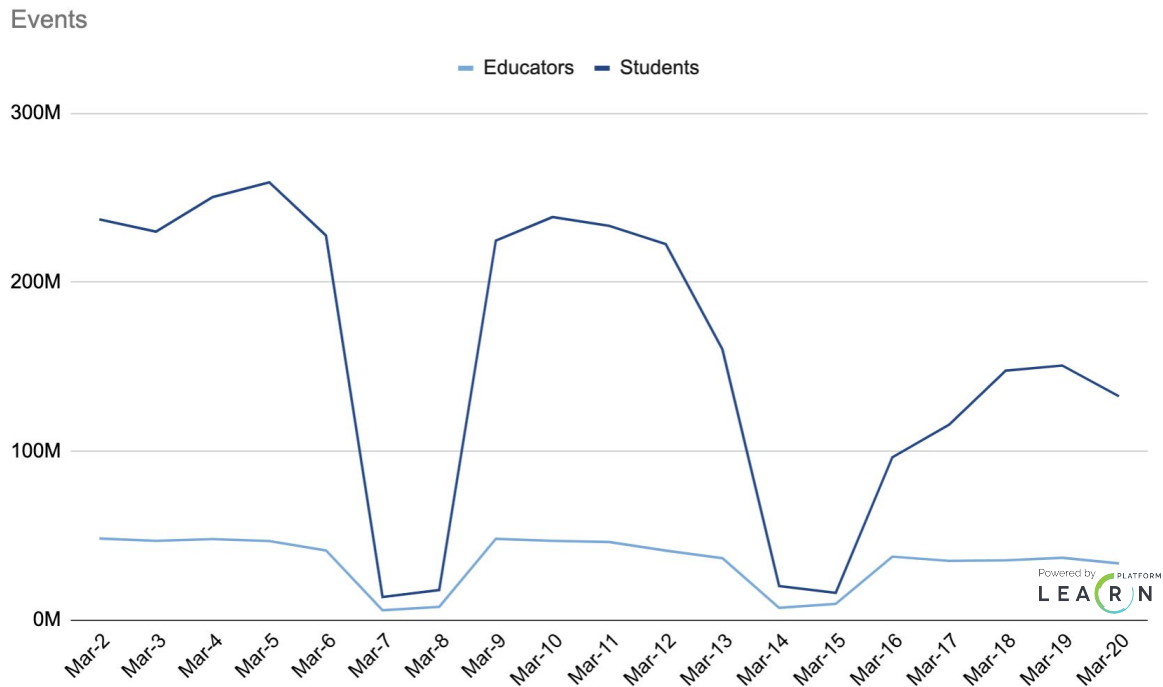
Fewer Users, More Usage

Those who were accessing edtech, were accessing it more.

Overall educator edtech use dropped 10%. While 35% fewer educators accessed edtech, edtech usage was 89.6% of the previous week.

Students who used edtech during the week activated 40% more events than the same number the previous week. While only 40% of students accessed edtech tools, they activated 67.8% of the events.

(Source: LearnPlatform, edtech events)



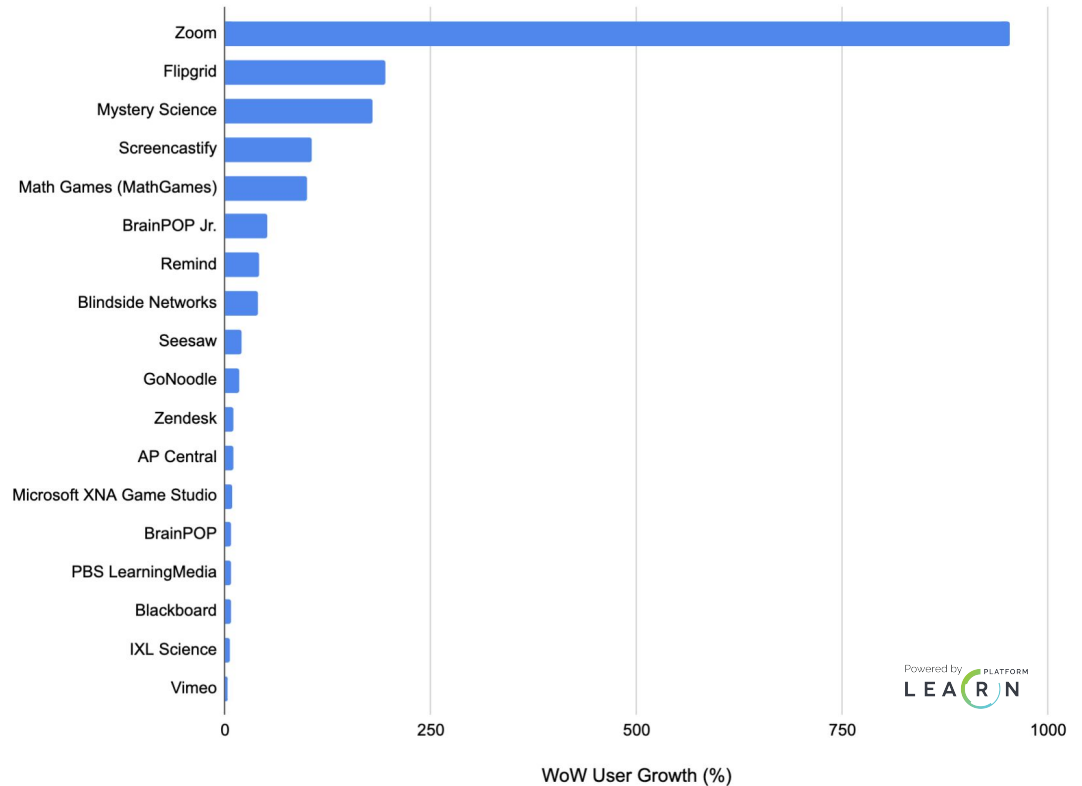
18 Products Gained Users On Average Daily Users

With significant declines of usage, it's no surprise that WoW user growth appeared down for the majority of the 500 most popular products.

Notably, there were 18 of 8,000+ edtech tools tracked that gained during the week from 3/12 to 3/19.

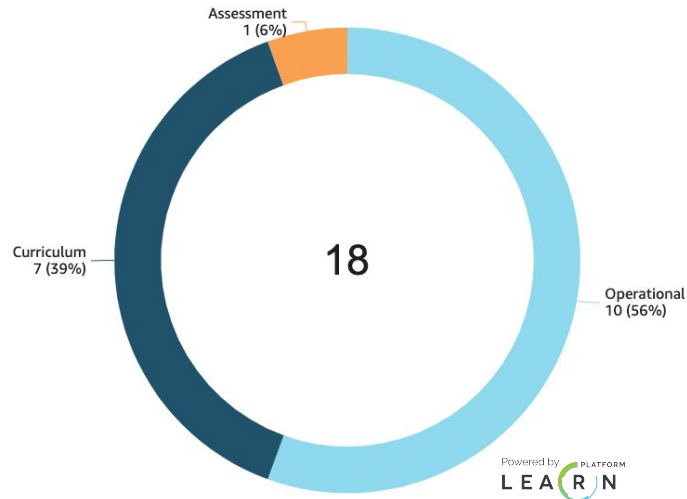
Again, the trend is attributed to massive school closures and transitions.

(Source: LearnPlatform, avg daily users)



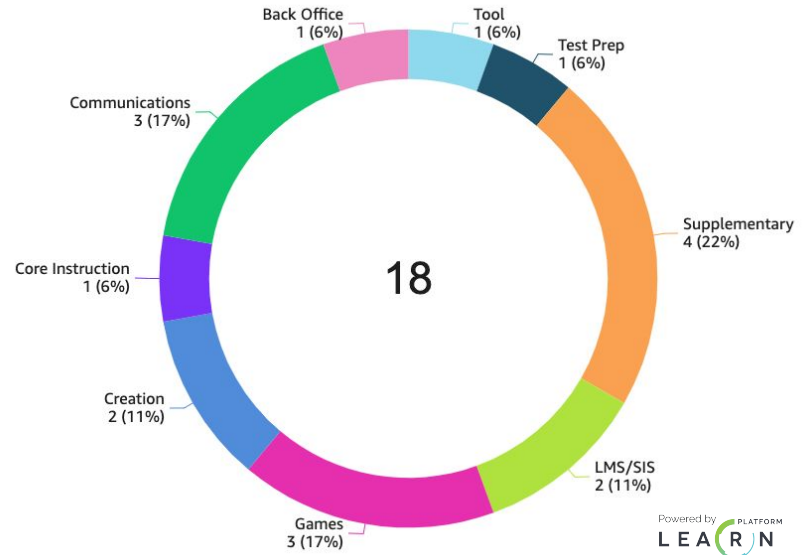
18 Gainers Across Multiple Categories, Purposes

Leading TYPES of tools were OPERATIONAL and CURRICULAR.



(Source: LearnPlatform, product library)

Supplementary learning tools were the largest percentage, there was a diverse toolset accessed, with a number of communications, games, and creative tools in the gainers.



(Source: LearnPlatform, product library)

Top Ten Gainers - EdTech LPI* - WoW Change

	Product	3/12 LPI	3/20 LPI	% Change**	Chart
1	Zoom	77.6	766	+887.11%	See Chart
2	Flipgrid	331.8	1973.3	+494.73%	See Chart
3	Mystery Science	64.6	180	+178.64%	See Chart
4	Screencastify	20.1	57.88	+187.96%	See Chart
5	Math Games	19	93	+389.47%	See Chart

*EdTech LPI is LearnPlatform Usage Index, designed to provide understanding of the amount of use of a given education technology, both in comparison to itself over time and to the use across all edtech tools in the market. This calculation is norm referenced, as a calculation of number of events per 1k total users of edtech during a given period. The change over time can be an indication of relative users and amount of use. EdTech LPI is property of LearnPlatform, Inc. © All rights reserved.

** Change calculated from March 12 to March 19, 2020 or March 13 to March 20, 2020, whichever is greater, based on standard usage patterns.

Top Ten Gainers - EdTech Growth

	Product	3/12 LPI	3/20 LPI	% Change	Chart
6	BrainPop Jr	52.6	116.8	+122.05%	See Chart
7	Remind	66.7	113	+69.42%	See Chart
8	Blindside Networks	8.7	58.4	+571.26%	See Chart
9	Seesaw	240.8	1170.3	+386.00%	See Chart
10	GoNoodle	54.3	92.1	+69.61%	See Chart

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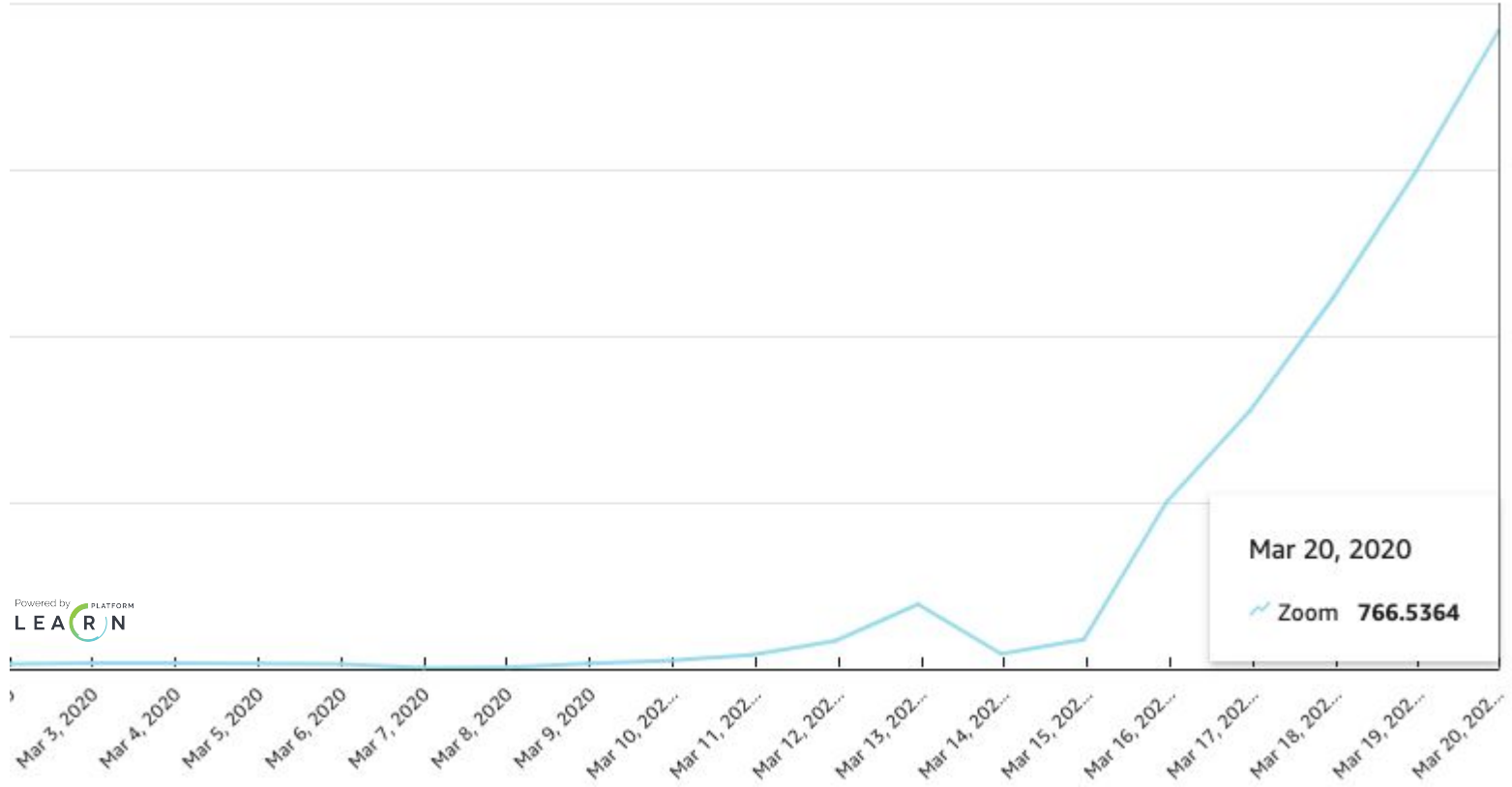
** Change calculated from March 12 to March 19, 2020 or March 13 to March 20, 2020, based on standard usage patterns of individual product.

Product
Zoom

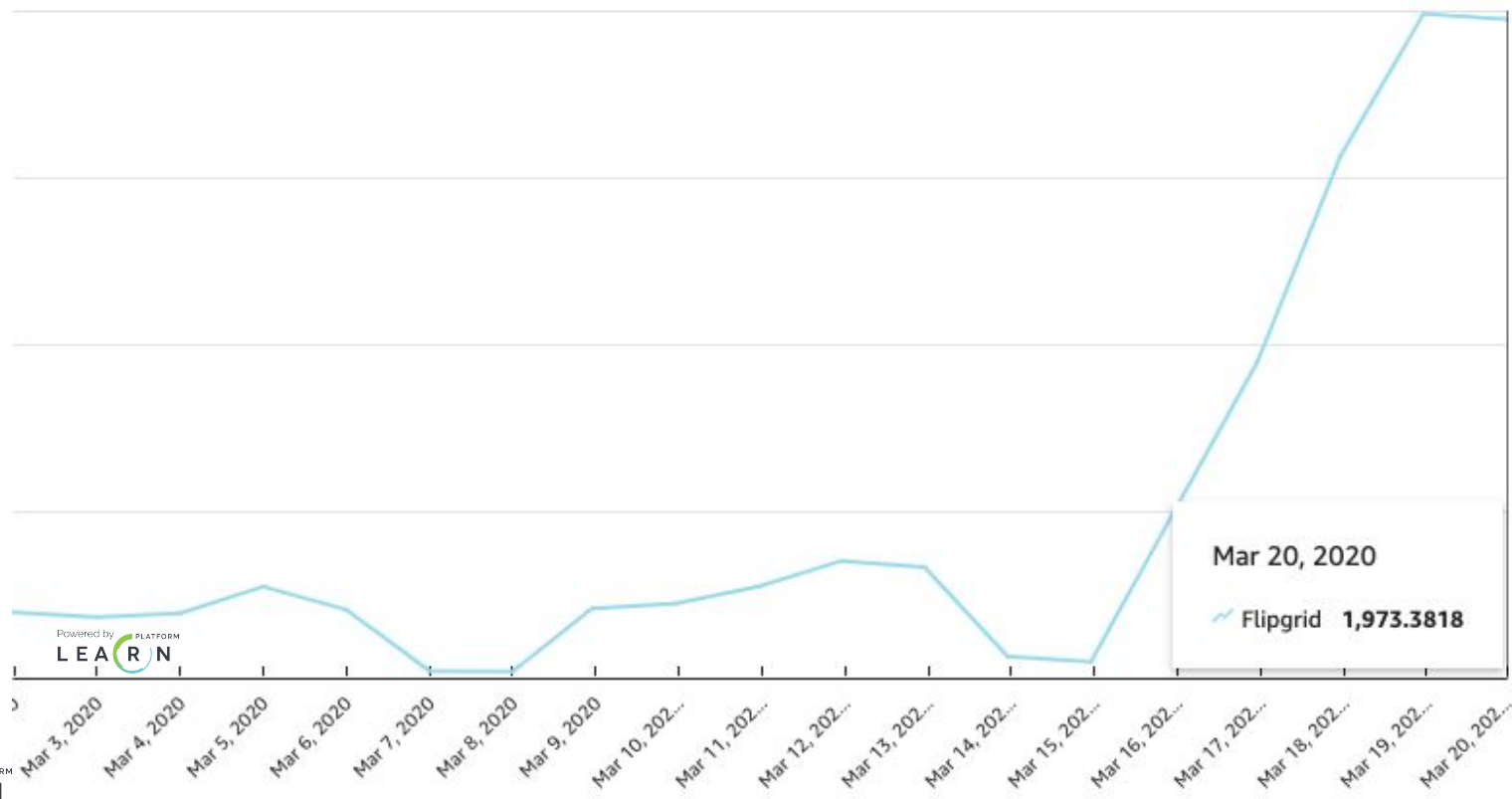
PrevWk
77.6

This Wk
766

Delta
+887.11%



Product	PrevWk	This Wk	Delta
Flipgrid	331.8	1973.3	+494.73%



Product

PrevWk

This Wk

Delta

Mystery Science

64.6

180

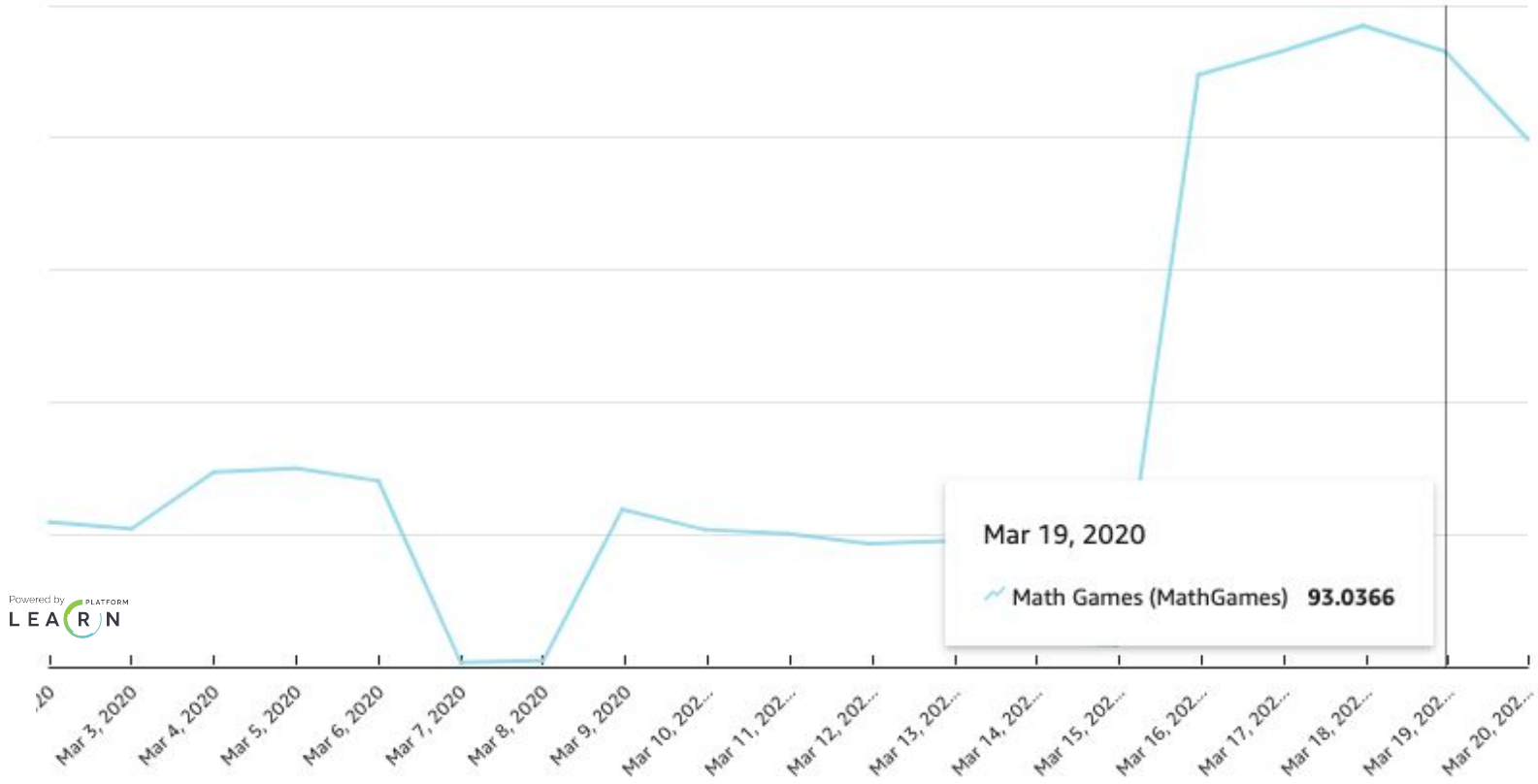
+178.64%



Product	PrevWk	This Wk	Delta
Screencastify	20.1	57.88	+187.96%



Product	PrevWk	This Wk	Delta
Math Games	19	93	+389.47%



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Product	PrevWk	This Wk	Delta
BrainPop Jr	52.6	116.8	+122.05%

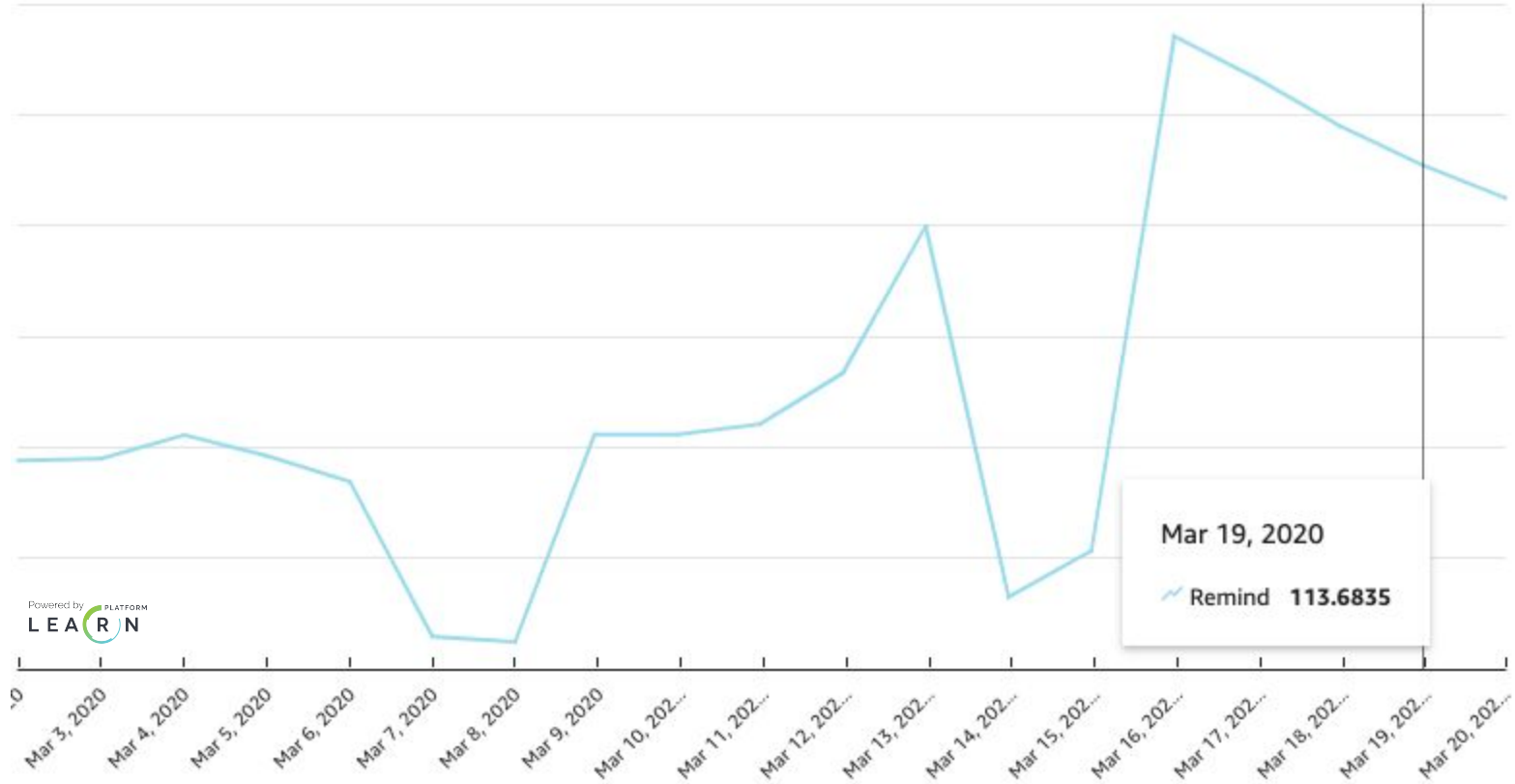


Product
Remind

PrevWk
66.7

This Wk
113

Delta
+69.42%



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LEARN PLATFORM

Product

PrevWk

This Wk

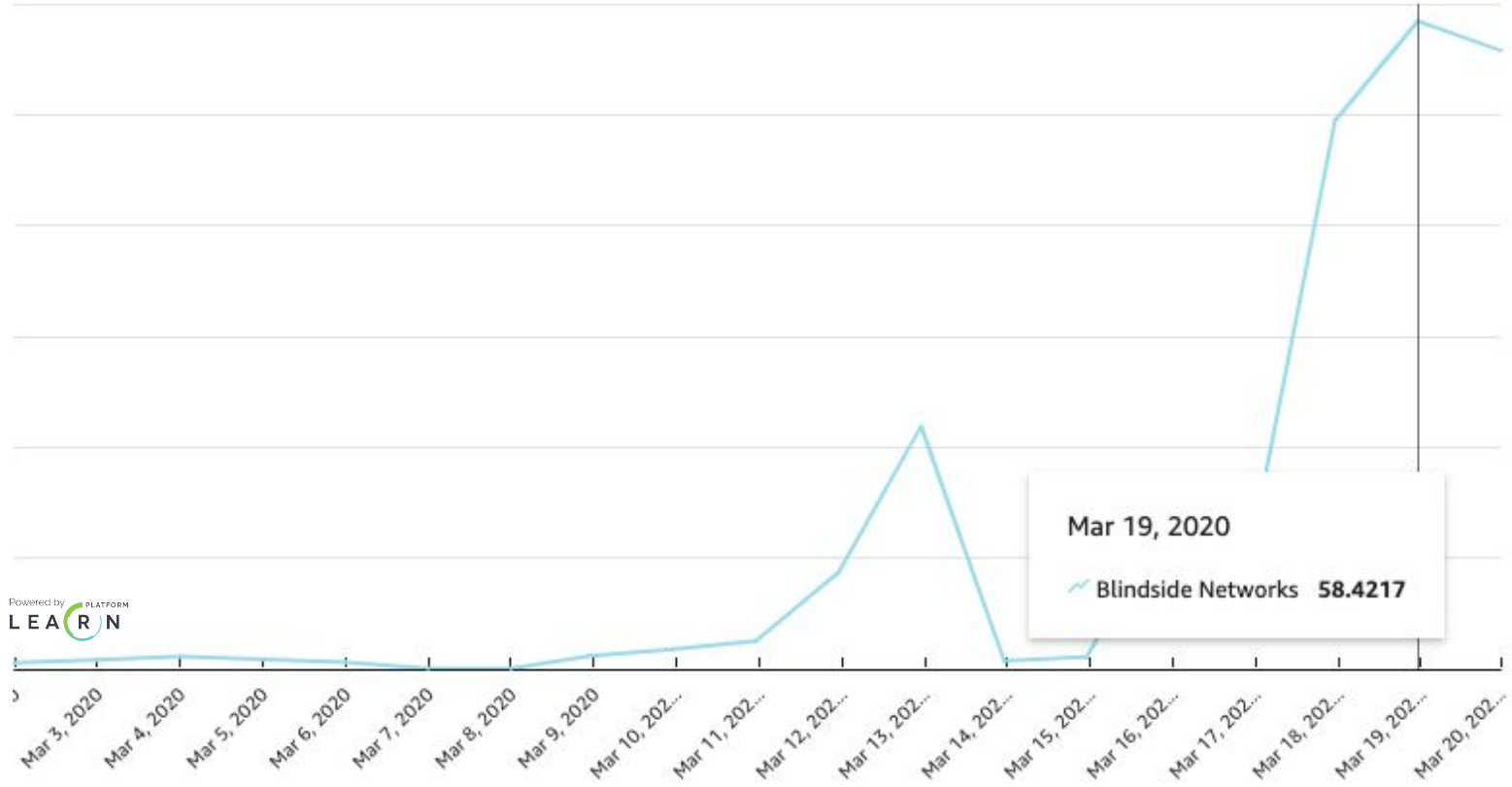
Delta

Blindside Networks

8.7

58.4

+571.26%



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Product
Seesaw

PrevWk
240.8

This Wk
1170.3

Delta
+386.00%



Powered by
LEARN PLATFORM

Product	PrevWk	This Wk	Delta
GoNoodle	54.3	92.1	+69.61%



What is LearnPlatform?

Lea(R)n, Inc. is a research-based, mission-driven for-benefit corporation committed to equipping individuals and organizations to expand equitable access to the teaching and technology that works best for them. The core offering, [LearnPlatform](#), is the premier edtech effectiveness system used by schools, districts, states and their partners to organize, streamline and analyze the impact of their education technology. Besides enabling thousands of US schools to save time, save money and improve outcomes, the free and cost-effective services, research, publications and professional learning positively impact instructional, operational and budget decisions through actionable analysis of more than 1 billion data points per month.

EdTech Insights service includes the EdTech Top 40, EdTech Usage Trends reports and quarterly reports.

In all of its work, LearnPlatform abides by [strong data privacy commitments](#) and a data minimization strategy ensuring the organization, its technologies and team have access to the least amount of data possible to fulfill its mission.

Details for this release

This analysis was performed by LearnPlatform data science team, based on web-traffic being analyzed by any U.S. educator, student or education organization, through LearnPlatform's free Google extension. Regardless of education organizations' technology environments, Google Chrome represents the majority of web-traffic nationwide, both in and outside of schools, providing a statistically valid data set. The LearnPlatform® Google Chrome integration provides actionable insights on active access to more than 8000+ edtech products, catalogued in LearnPlatform's extensive product library. This study, which uses insights from 2 million educators and students across hundreds of districts and more than two dozen states, these data provide a statistically relevant view of edtech product access and usage. Note, LearnPlatform is a trademark of Lea(R)n, Inc. Google and Google Chrome are trademarks of Alphabet, Inc.

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**Improve
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