

# IMPACT STUDY:

## The Juice as an Effective Tool for Boosting Reading Comprehension & Civics and Current Events Knowledge

### Overview

Two quantitative studies further support the impact The Juice has on reading improvement and current event knowledge. Reading comprehension improved an average of 26.5% while current events and civics knowledge improved by 18.5%

## RESULTS

1

### Increased Reading Comprehension

Students in both studies increased their reading comprehension after using The Juice.

2

### Increased Knowledge of Current Events and Civics

After using The Juice for a month, students increased their knowledge of current events and civics.

## WHAT IS THE JUICE?

The Juice is an interactive learning platform designed to build strong readers and critical thinkers. Each night our team of educators and journalists create our original content so it's fresh in the morning. By 6 am, students and teachers receive five original articles about important news happening in the United States and around the world covering a variety of topics from the economy and government to STEM and SEL articles highlighting moral character. Articles are differentiated to 4 unique reading levels, while also building common knowledge. Each article—around 250 words in length—includes a standards-aligned assessment question that builds informational text mastery, as well as interactive Tier 2 and Tier 3 vocabulary words.

Also included in each issue is a dedicated Word of the Day, Extra Juice supplements, which build background and civics knowledge, discussion questions, and an SEL question aligned to the CASEL framework. In addition students can interact with a short video designed to pique interest in STEM or the arts and the word guessing game, Fivesy. Teachers are also free to take content curation into their own hands with a search and bundling feature.

When students open The Juice, educators are able to monitor their real-time progression and completion through their teacher portal. In the teacher portal, one can track student progress, mastery of standards, and assign individual assignments to students based on their progress on standards.

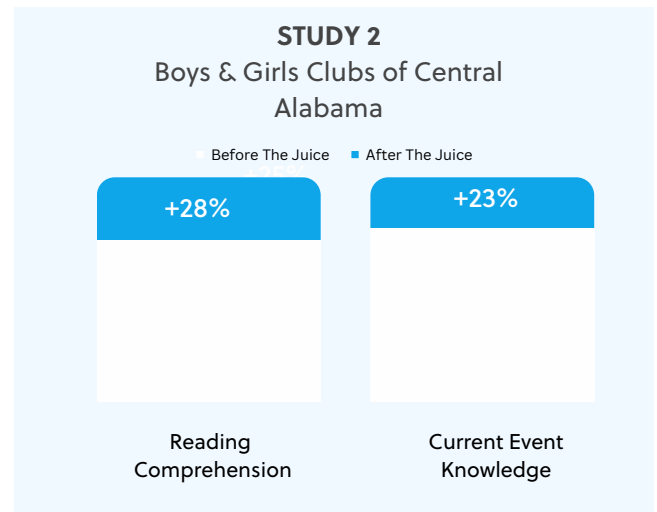
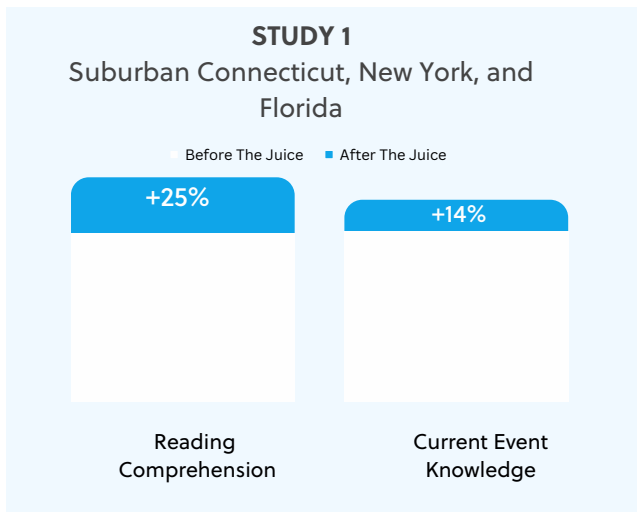
The features in The Juice are designed to engage digital-native students with original short-form content they can interact with—fostering growth in their knowledge and skills, while enabling teachers to track their progress and plan for intervention and instruction.

## STUDY SUMMARY

The Juice conducted two studies to better understand product efficacy and impact.

Both studies followed a similar format: students were recruited and were compensated upon completion of the four-week program (\$125 gift card). Before starting the program, students took a pre-assessment which examined their reading comprehension skills and knowledge of current events and civics. During the program, students read The Juice each day and answered all the accompanying quiz questions. Their time commitment averaged approximately twenty minutes per day. Students then participated in a post-assessment.

In our preliminary study, we found that after one month of completing The Daily Juice students improved both their reading comprehension skills and their knowledge of current events and civics. Students also demonstrated more confidence with conversations about the news - with their friends and especially their parents. On average, student reading comprehension scores increased by 25%, while their knowledge of current events and civics increased by 14%. The children in this study were primarily from suburban communities in Connecticut, New York, and Florida.



In our follow-up study, which consisted of a group of students from the Boys and Girls Clubs of Central Alabama, similar results occurred. After one month of usage, students' reading comprehension scores increased by 28%, and their knowledge of current events and civics increased by 23%. In absolute terms, students improved by 11.4% in reading comprehension (i.e., 50% -> 61.4%) and 6% (i.e., 50% -> 56%) in current events and civics in the preliminary study. In the follow-up study, students absolutely improved 10.8% in reading comprehension and 7.2% in current events and civics. On average, students absolutely improved their reading comprehension by 11.1% and current events and civics by 6.6%. Both studies included Middle and High School students. In both studies, students were roughly even in their split across the two sexes. In contrast to our preliminary study, the overwhelming majority of students in the follow-up study were BIPOC.