Bookful

✨ KIDS READ MORE WITH BOOKFUL ✨
AN EFFICACY STUDY

THE STUDY - WHAT WE DID:

To obtain evidence for Bookful's efficacy in boosting children's engagement with books and in advancing their language development, we conducted an intervention study using a randomized controlled trial. 28 young children ages 3-7 from upper-middle-class homes, who spoke primarily English, were randomly assigned: half to an intervention group (i.e., Bookful) and half to an active control group. We administered a questionnaire for parents regarding their kid's reading habits and tested kids' linguistic abilities before and after a 3-month intervention period. The intervention group used "Bookful" freely about 4 times a week, while the active control group used "Traffic Jam", a logical thinking app.

WHAT PARENTS REPORTED AFTER THE INTERVENTION:

- More than half (57%) of the parents' reported that using Bookful **motivated kids** to spend time with books, compared to the control group were only 1 in 7 (14%) parents reported higher levels of engagement with books (a highly significant statistical difference).
- 71% of the parents in the Bookful group reported that overall their kids **spent more time** with books (both physical and digital books), compared to only half in the control group.
- Bookful kids engaged with books **on their own** about twice more often than control kids (statistically significant difference).
- Three times more parents "strongly agreed" that Bookful helped their kids **use screen time more productively** (47%), relative to before the intervention (14%).
- Parents attitude towards digital content was significantly different between the two groups, with more Bookful parents reporting that the app **helped kids' creativity**, and did not have a negative influence on their behavior or amount of physical activity.
- Parents in the Bookful group reported that their kids' enjoyed books (both physical and digital books) 32% more compared to the control group.

WHAT WE FOUND IN KIDS' LANGUAGE ASSESSMENT:

When testing kids' **expressive vocabulary** using a standardized test (LanguageScreenTM), we found in both groups an expected increase in vocabulary due to the 3-months that passed. However, we found a significantly larger increase in vocabulary in the Bookful group (by 9-points) relative to the control group (by 4-points).

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GENERAL ASSESSMENT:

Parents reported that kids, who used Bookful for a relatively short time period, were more motivated to engage with books, especially on their own; spent more time with books; and used screen time more productively; compared to kids in the control group. Parents also noted that using Bookful helped kids' creativity, without having a harmful effect on their behavior or amount of physical activity. The most dramatic influence of the Bookful intervention was the larger improvement in kids' linguistic abilities. Specifically, Bookful kids' vocabulary increased two times more than that of the control kids. The set of linguistic skills assessed are extremely important for learning to read and later they support development of reading comprehension abilities.

BIO OF HEAD OF RESEARCH:

Dr. Gal Ben-Yehudah earned her PhD in Brain and Behavioral Sciences from the Hebrew University (Jerusalem, Israel) and conducted her postdoctoral fellowship in the Learning, Research and Development Center at the University of Pittsburgh (PA, USA). Dr. Ben-Yehudah spent more than 10 years as senior faculty in the Education and Psychology Department at the Open University of Israel. Today, she holds a research and lecturer position at the MOFET institute - the national center for research and development in teacher education and teaching. Her areas of interest include literacy, educational technology, individual differences in learning, teacher education and. Dr. Ben-Yehudah published more than 30 peer-reviewed manuscripts, book chapters and conference proceedings.

ABOUT BOOKFUL:

Bookful is the best-selling AR/3D reading and games app with the world's largest Augmented Reality library. Our collection includes leading titles and popular brands including Thomas the Tank Engine, My Little Pony & Transformers (Hasbro), Sesame Street, The Smurfs and many more. Our app creates a magical, playful universe for young book-readers that instills in children a passion for books. It's a powerful reading tool helping children better understand book content, as well as improving their comprehension.