

BOOKR

CLASS



Social Impact

# Urgent but Overlooked: The Literacy Crisis



around **13 million children** under 15 years of age have literacy difficulties in Europe (EPALE, 2015)



in Europe **25%** of the 15 years of students are **functionally illiterate**



**40-50 percent of learning problems** can be traced back to native or second language, reading, text comprehension, speaking, or lack of vocabulary development.



**142 countries** include English as a mandatory element of their national education curriculum. **1.8 billion people** enrolled in formal early childhood, K-12 and tertiary institutions around the world.



due to the countless false information found on the Internet, **critical thinking has become essential**, as has the ability for people to distinguish facts from opinions.



The socioeconomic background explains 20 % of the results children achieve on tests (PIRLS)

# Scaffolding e-books as a solution



while socioeconomic influences are one of the most important components of learning outcomes, technological development, and digital tools can help **balance the differences and offer new opportunities** for all demographics



the use of information and communication technologies in education can significantly **increase the efficiency of teaching-learning processes** (Pittard et al., 2003)



scaffolding e-books serve as **assistive technology (AT)**, which allows users to understand texts that are otherwise too difficult for them  
(Anderson-Inman & Horney et al., 1999)



gamified interactive books provide a **continuous source of motivation** for young, and even struggling readers.



e-books with scaffolding functions can serve as **permanent help** for those who have been classified as dyslexic in the cognitive profile test  
(Walpole & McKenna, 2007)



Engaging content contributes to the development of reading habits that have been correlated with **academic achievement.**

The **BOOKR** Solution



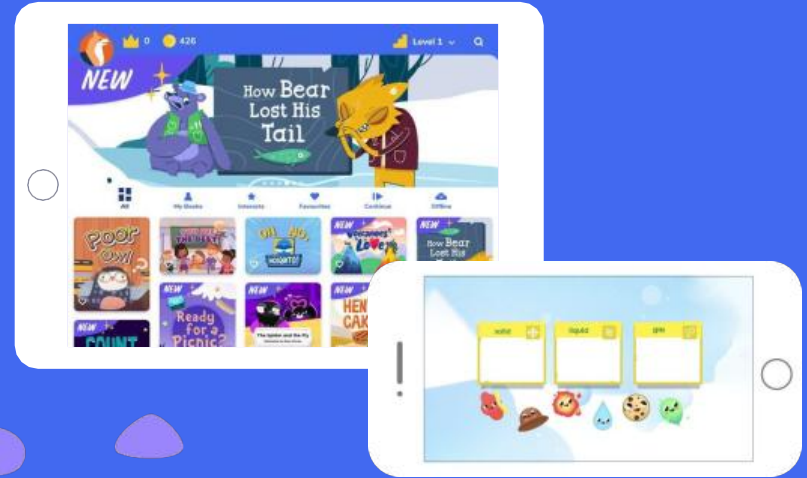
# THE BOOKR FORMAT

## A research-based methodology

- immediate feedback,
- the customizable curriculum,
- independent pace of progress,
- multimedia transmission

**These features show particular positive effect in the case of disadvantaged students** (Molnár É. & Józsa, 2006)

Moreover, with the effective implementation of ICT solutions and the training of teachers, important steps can be taken in equality and in creating more opportunities.



# Education Alliance Finland evaluation

**96%**

**Pedagogical  
approach**



BOOKR has a good amount of well executed material for reading and second language learning skills.



The Teacher's Handbook represents solid, modern pedagogy that promotes learning together and using language in various ways.



The learner can practice language very actively with multiple good quality activities in the app.

**4.25/5**

**Learning  
engagement**



**CERTIFIED**  
PEDAGOGICAL QUALITY

[Learn more](#)

# Research on the BOOKR format



98%  
love reading with  
BOOKR Class

20%  
better reading  
comprehension



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# Accessibility

## Audio-visual support

- **illustration**
- **animation synched with voiceover**
- **text-highlighting**

The students' motivation, attitude to reading, and language and reading skills will improve in a stress-free environment. Greater engagement and exposure time positively affect students' academic performance, their inclusion in the learning process, as well as in the classroom.

Therefore, reading with BOOKR Class can shrink the achievement gap and contribute to the personal development of children.

These scaffolding features contribute to greater engagement, a better understanding of the texts, and consequently, a greater feeling of success for struggling learners.





# BOOKR books' scaffolding features

text-highlighting

high quality illustration


animation

sound effects

educational games available  
in each and every book

authentic  
narration





**Dyslexia affects 20 percent of the students in K-12, and represents 80–90 percent of all those with learning disabilities. It is the most common of all neurocognitive disorders.**

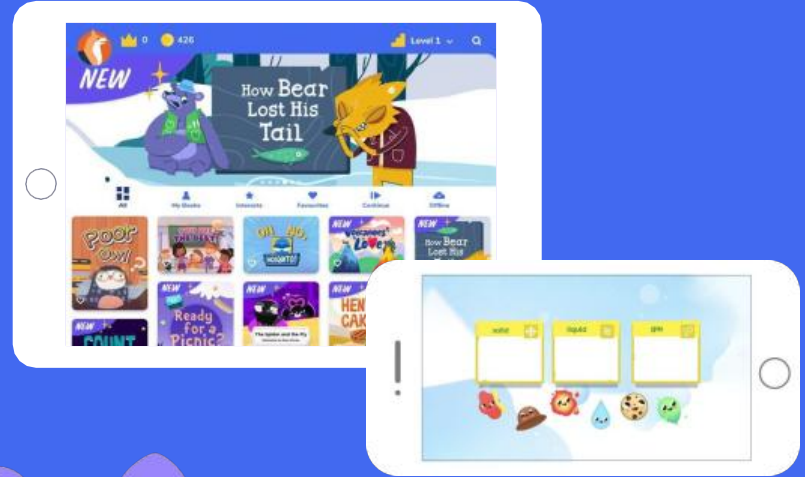
# BOOKR Class supports learners with Dyslexia and ADHD

Our way:

- reading texts are broken down into smaller, more digestible paragraphs
- voiceover available for every content to bridge the gap between decoding words and assigning meaning
- text highlighting following the pace of the voiceover
- post-reading comprehension activities strengthen the decoding and retention of information
- instructions and certain answer options read out loud


This format got endorsed by dr. Judit Kormos chief investigator of a project that explored the foreign language learning processes of dyslexic students at Lancaster University.

About 72k students coping with Dyslexia are using BOOKR Class in the 22/23 academic year.



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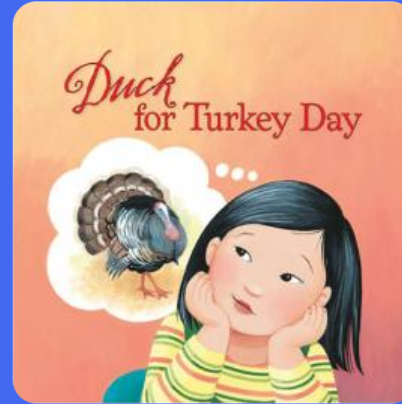


**Children from low-income households are at increased risk for socio-emotional problems, which may contribute to socioeconomic disparities in well-being and academic achievement.**

# The Power of Stories - Social-Emotional Learning

Social-emotional skills, empathy, openness, communicative skills, and other soft skills that some students might lack because of their family background or socioeconomic status.

BOOKR offers a wide range of books focusing on social-emotional learning and soft skill development.



# The Power of Stories - Coping

At BOOKR, besides entertaining, we put emphasis on mental health by creating stories about the potentially tough situations and dilemmas – like starting school, sibling jealousy, illness, death, prejudice and bullying – that children may face.

Discovering characters in stories that share similar experiences to them, helps children feel less alone and may also help them to better understand and cope with a challenging situation.

Many children find it difficult to identify and communicate how they are feeling. Reading stories can help them to understand themselves better and give them all a great starting point for discussion.



# The Power of Stories - Cross-cultural understanding

Representation matters.

Diverse books of the BOOKR library act as “mirrors” which allow minority groups to see a reflection of themselves in books and become a form of self-affirmation.

BOOKR books displays characters of various colors, body type, socio-economic status, family background, disability, and culture.





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# THE 17 SUSTAINABLE DEVELOPMENT GOALS

by United Nations in BOOKR Class



SUSTAINABLE  
DEVELOPMENT  
GOALS







## BOOKR Class's Content Supports the 17 SDGs

When creating new stories to add to our ever growing library of animated books, we at BOOKR Class are committed to providing opportunities for students to not only improve their language skills, but to develop their worldview to become informed, critical thinking, empathetic, and proactive members of their communities.

*We recognize that educational resources have an immense power in shaping minds and we are committed to educate the future generation on various important topics to create a better world.*

# Book Recommendations for Sustainable Development Goals 1-4



# Book Recommendations for Sustainable Development Goals 5-7

5 GENDER  
EQUALITY



**GIRLS  
CAN DO  
ANYTHING!**



2

HOW RARE WARNE  
SAVED PRESIDENT LINCOLN



9

The  
Yellow  
Wallpaper



9

6 CLEAN WATER  
AND SANITATION



**WASH  
YOUR FACE  
EVERY DAY**



1



1



6

7 AFFORDABLE AND  
CLEAN ENERGY



*Libu the Light Bulb*



7

COMING SOON

**Renewable  
Rangers  
in Action**

6



# Book Recommendations for Sustainable Development Goals 8-10

8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



10 REDUCED  
INEQUALITIES



# Book Recommendations for Sustainable Development Goals 11-12

11 SUSTAINABLE CITIES AND COMMUNITIES



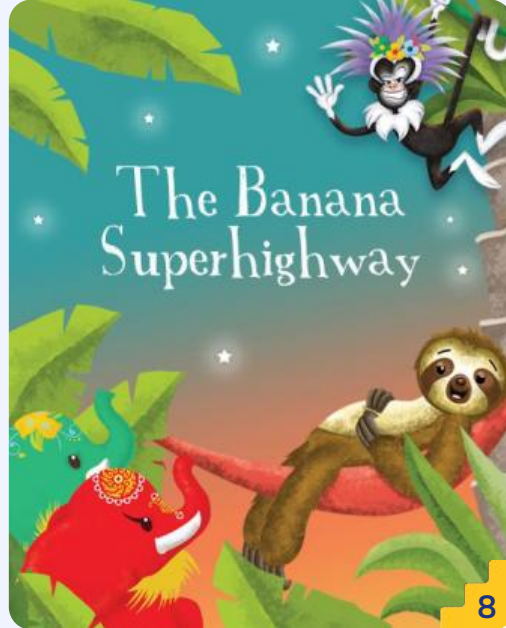
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



COMING SOON

Let's Go Green!

2



COMING SOON

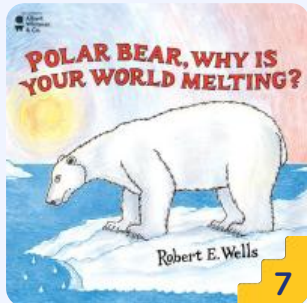
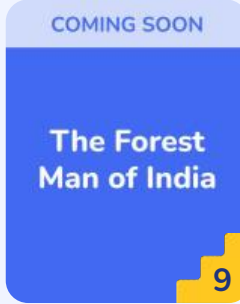
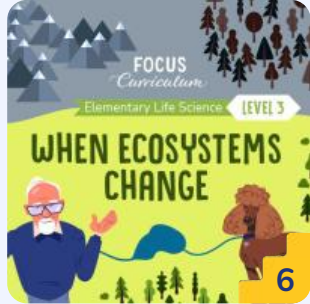
The Climate is Changing, So Should We - Air Pollution

8

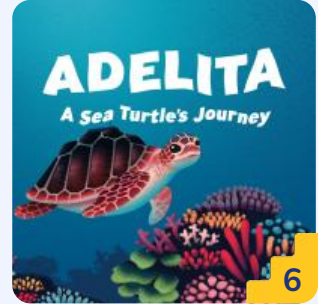


# Book Recommendations for Sustainable Development Goals 13-14

13 CLIMATE ACTION



14 LIFE BELOW WATER





# Book Recommendations for Sustainable Development Goals 15-17





## Social Impact Pilot Programs Case studies



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**ALDEAS  
INFANTILES SOS**



# Aldeas Infantiles SOS de Guatemala

**Project duration:** 4,5 active months

**Participants:** 112 students\*, 10 tutors

25 students from the research were identified with learning disabilities, 80% with Dyslexia.

**Location:** Guatemala

**Institution type:** NGO



\*number of students varied weekly based on attendance

# Key results

One of the missions of the pilot was to *make English learning and reading a habit* as stories and reading has a direct impact on children's well-being and social development.

Results of the 4,5 active months:

**127,011 mins = 2,116 hours**  
spent reading

**19,813**  
book completions

**59,817**  
completed exercises

4.5  
months



## Key results - Engagement

Based on the statistics below, BOOKR Class is proved to be engaging for students with a high completion rate of opened books and assignments.

**Total book opens**  
**24,585**

**Total books assigned**  
**880**

**Total number of  
book completions**  
**19,813**

**Total number of completed  
assignments**  
**835**

**80,6% of opened  
books were finished**

**94,8% completion  
rate of assignments**

## Key results - Inclusivity

**BOOKR's special format was able to lower the affective filter that often stands in the way of learning and language acquisition.**

**BOOKR Class allowed neurodiverse learners to achieve the same levels of success as their peers.**

“It was amazing to see how even our struggling kids got interested in learning and reading with BOOKR. They finally gained a sense of achievement in learning.”

“With BOOKR, there is no such thing as disabled student. BOOKR Class includes them all. Everyone can have the benefits of these ebooks.”





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KAYANY FOUNDATION

SAVING A GENERATION THROUGH EDUCATION





# Kayani Foundation Lebanon

## Project duration

6 months

## Participants

4 teachers

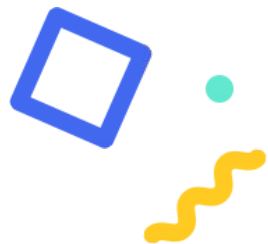
60 students

## Location

Lebanon

## Institution type

NGO



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# Key results

Qualitative interviews with the teachers at the end of the project provided us with interesting and validating insights.

## Gaining confidence

“They are learning English in a new, unique way and they definitely benefited from it. Especially when it came to confidence speaking the language, they quickly repeated what they heard and understood and enjoyed being able to communicate in a different language.”

– Anas, ESL Educator, Kayany Foundation

## Learning with pleasure

“The animations make them excited while the text highlighting facilitates the understanding, so they don’t get confused or bored.”

– Mohamed, ESL Educator, Kayany Foundation

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**Scholem  
Aleijem**  
בית ספר שלום עליכם



# Scholem Aleijem

## Project duration

1 academic year

## Participants

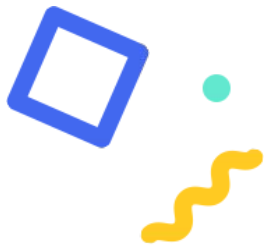
1200 students

## Location

Buenos Aires, Argentina

## Institution type

Private school



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# 1 Solution for 3 Challenges

1

Students didn't speak much



Using BOOKR Class resulted in a striking rise in students' performance in pronunciation

2

Teachers struggled with new technology



BOOKR Class is user-friendly and easy to adapt to any environment and device

3

It was difficult to hold children's attention



BOOKR's content is very engaging with sounds, animations, flashcards and games.

# Key results

In **1** academic year



Students spend an average of **25 minutes** in the app




**+45**

45 % points improvement in **reading comprehension**



**+68**

A striking 68% rise in students' performance in **pronunciation**



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