



GENERATIONGENIUS
ALWAYS QUESTION. ALWAYS WONDER.

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Videos That Help Kids Learn

Evaluating the Effectiveness of the Generation Genius Videos.



Our videos were evaluated by WestEd, a non-partisan, non-profit research group whose clients include the U.S. Department of Education. **439 fourth grade students at 12 elementary schools** watched one episode in class and



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92% of kids said it helped them learn.

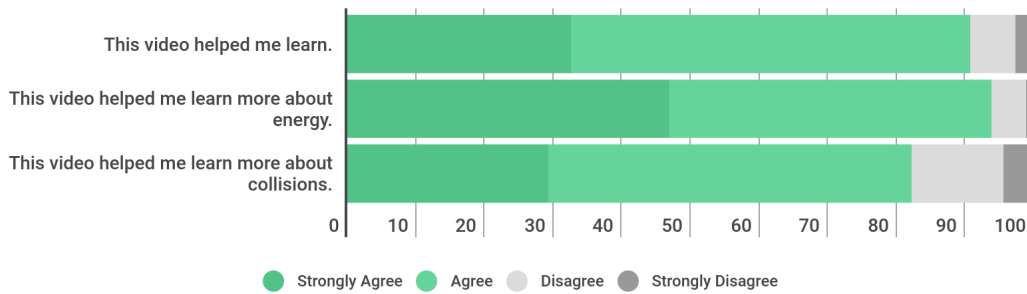


Girls and boys are equally engaged.

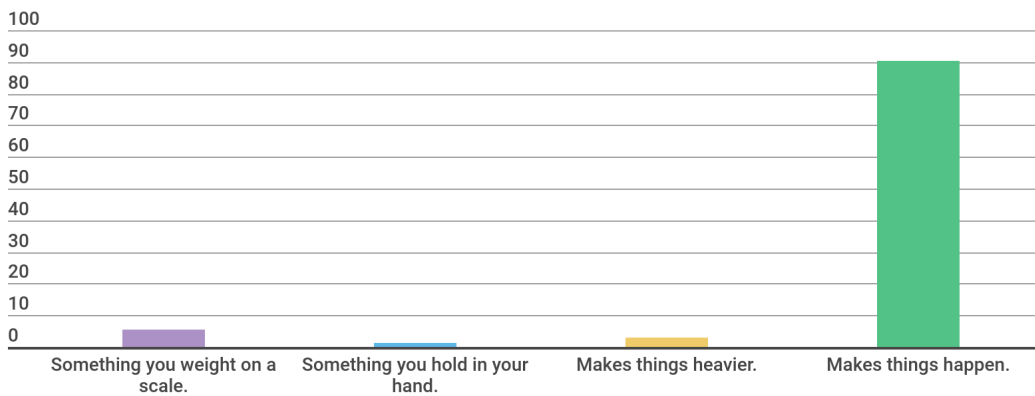


Most effective in low-income schools.

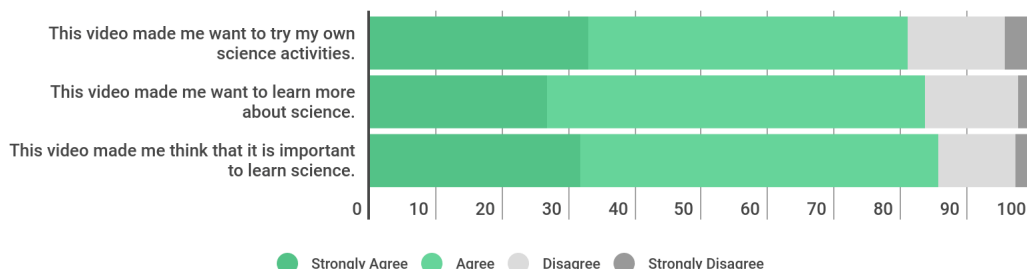
92% of students said it helped them learn.



90% of students learned what energy is from the energy episode.



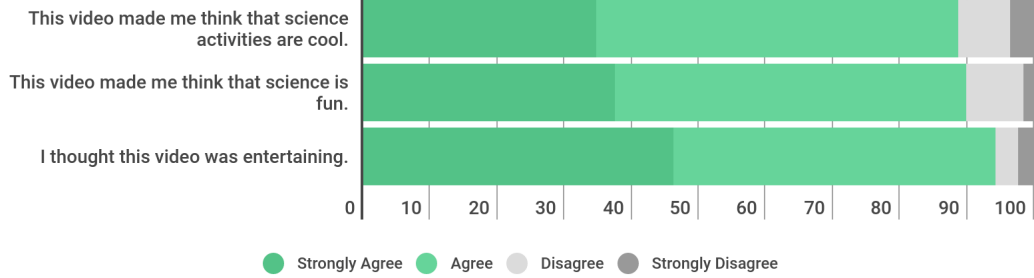
4 out of 5 students want to do science activities after watching.



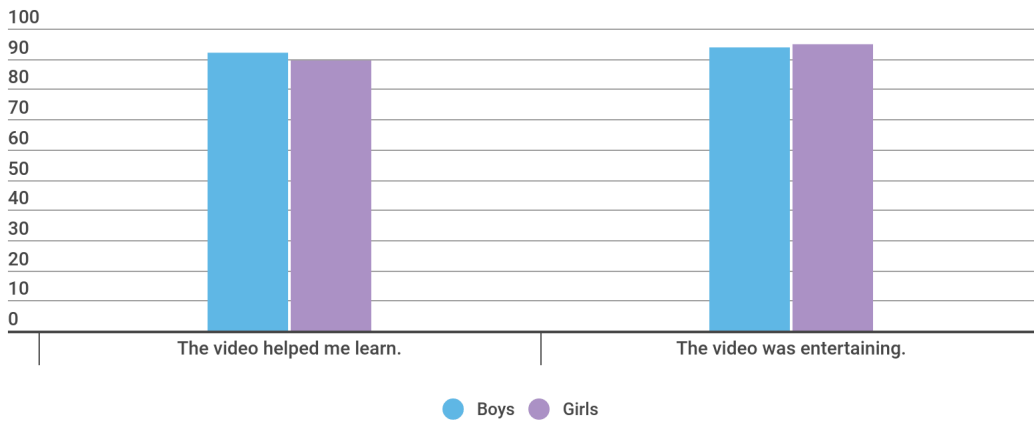


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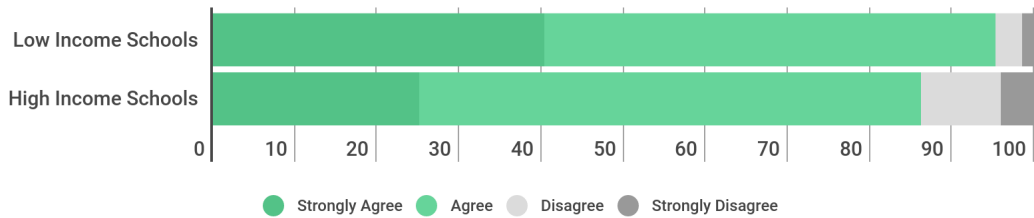


Boys & girls are equally engaged by the videos.



Generation Genius is most effective in low income (Title I) schools.

This video helped me learn.



Student quotes collected by WestEd.

“My favorite part of the video was basically everything.”

“They taught us something important but they made it a lot of fun.”



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