

VOOKS®

The Science and Research Behind Vooks

2024



VOOKS CLASSROOM RESEARCH

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We conducted two separate studies in second and third grade classrooms in Iowa and Texas. Vooks was integrated into the curriculums to measure impact on *vocabulary*, *comprehension*, *fluency*, and *reading proficiency*.



The following studies collectively indicate that incorporating Vooks into the classroom ***positively influences student achievement scores, reading fluency, comprehension, and vocabulary,*** while increasing engagement and interest in reading.

CLASSROOM RESEARCH

Vooks conducted a five-week quantitative classroom study with third grade students in Washington, Iowa, to investigate the effectiveness of Vooks on prose and poetry fluency. Gathering this data provided insight into the positive effect of Vooks in the classroom.



FLUENCY MASTERY

Fluency mastery was achieved in just 5 weeks of using Vooks

The classroom using Vooks started further behind than the non-Vooks cohort, but **achieved higher overall fluency scores at the end of the five weeks**

READING LEVEL

100%

of students who used Vooks were **reading at grade level by the end of the study**

READING PROFICIENCY

Vooks **increased reading accuracy proficiency** in the 37.5% of students who were lagging behind

OVERALL FLUENCY

100% of students in the Vooks group improved their overall fluency scores, as measured in terms of reading accurately, reading at the appropriate rate, and expression

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CLASSROOM RESEARCH



Vooks conducted a four-month quantitative classroom study with second grade students at Mansfield ISD in Texas to investigate the effectiveness of Vooks among a diverse sample of students. Gathering this achievement data provided insight into the positive effect of Vooks in the classroom, as seen by the below data based on NWEA MAP assessment standards.

FLUENCY

100%

of students who used Vooks **improved in fluency scores**

COMPREHENSION

95%

of students in the Vooks group **improved in running records comprehension scores**

VOCABULARY

81%

of students using Vooks **improved in vocabulary**

READING PROFICIENCY

33% more students met projected growth when using Vooks, compared to those not using Vooks.

AUTOMATICITY

Vooks contributed to expanding students' vocabulary and enhancing language skills.

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VOOKS IN THE CLASSROOM

Over the years, we have surveyed thousands of teachers to gauge the efficacy and value of Vooks as a learning tool.*

ALL STUDENTS

94%

of surveyed teachers say ***Vooks gets kids excited about reading***

ESL

97%

of teachers surveyed say ***Vooks is useful in the classroom for ESL students***

DYSLEXIA

92%

of teachers surveyed say ***Vooks is an effective tool for students with dyslexia***

AUTISM

97%

of teachers surveyed say ***Vooks is an effective tool for students with autism***



*The above results were gathered from surveys including over 6,000 teachers.

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VOOKS IN THE CLASSROOM

Vooks has consistently proven to be a favorite and invaluable tool for educators around the world, from those teaching ESL students to those working with learners of all abilities and levels.

ALL STUDENTS

My class loves hearing and seeing the stories come to life! They ask me to hear certain stories over and over and even act them out!

ESL

Books that I would have considered too advanced for ESLs are more easily understood with this medium. The students are engaged, and I am grateful to have one more resource to bring the world to my students.

DYSLEXIA

My child struggles with dyslexia and reading. Vooks has opened up his world of reading and really has given him a positive view on reading.

AUTISM

I teach in an Autism Classroom, and this is a wonderful way to keep my students engaged during reading time. They are such visual learners and get so much more from this!



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THE SCIENCE BEHIND VOOKS

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ANIMATION

Children who were exposed to storybooks with dynamic visuals **demonstrate greater progress in language skills and narrative comprehension** than those exposed to static visuals.

(The Promise Of Multimedia Stories For Kindergarten Children At Risk, Journal of Educational Psychology)

Animated details in ebooks **boost word learning** because animation attracts more attention than static details.

(Picture Storybooks Go Digital: Pros and Cons, European Cooperation in Science and Technology)

READ-ALOUD NARRATION

Reading aloud to children is **“the single most important activity for eventual success in reading.”**

(U.S. Department of Education)

Children that have access to ebooks with narration and background music **develop better pronunciation of unfamiliar words**.

(Multimodal Children’s E-Books Help Young Learners in Reading, Early Childhood Education Journal)

In one study comparing reading silently to reading aloud, **word retention increased significantly** (17%) among those who read aloud.

(Tuarez, Jaimar. (2021). *Reading Out Loud Benefits the Brain*)

HIGHLIGHTED READ-ALONG TEXT

In one longitudinal study, exposing children to subtitles while watching television **doubled the number of functional readers**.

(Same Language Subtitling of Bollywood Film Songs on TV: Effects on Literacy, Indian Institute of Management)

Enhances learning by helping the learner integrate visual and auditory components of learning **—connecting what they see with what they hear**.

(Rae de Ville. (2020). *Effect of Digital Highlighting on Reading Comprehension Given Text-to-Speech Technology for People with Aphasia*)



MUSIC & SOUND EFFECTS

Children that have access to storybooks with sound effects **frequently improve their comprehension** as a consequence of having a better understanding of the action and mood of a story.

(Independent Reading of CD-ROM Storybooks: Measuring Comprehension with Oral Retellings, The Reading Teacher)

Nonverbal multimedia information (such as animations and background sounds/music that follow the plot and mood of the storybook) **promotes reading comprehension in children**.

(Benefits and Pitfalls of Multimedia and Interactive Features in Technology-Enhanced Storybooks: A Meta-Analysis, Review of Education Research)



HOW VOOKS SUPPORTS LITERACY

FOUNDATIONS

Vooks helps kids develop the following Foundations (constrained skills):
print concept, *alphabetic principle*, *decoding*, and *phonemic awareness*.



"Reading aloud to children is the ***single most important activity*** for eventual success in reading"

- National Commission on Reading



PRINT CONCEPT

Vooks supports print concept by showing the words going left to right and top to bottom, and how letters combine into words and words into sentences.

ALPHABETIC PRINCIPLE

Read-aloud and read-along text combine to help readers understand that the letters in words are systematically represented by sounds.

DECODING

Vooks is thoughtfully and deliberately paced to allow for maximum comprehension.

PHONEMIC AWARENESS

Read-aloud gives readers a way to approach sounding out and reading new words.

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BACKGROUND KNOWLEDGE

Vooks helps kids develop the following Background Knowledge (unconstrained skills): *comprehension*, *vocabulary*, *flexibility*, and *exposure to a variety of topics*.

COMPREHENSION

Because the child hears the word pronounced correctly, they are more likely to understand and recognize the word.

VOCABULARY

Vooks helps expose students to new vocabulary they would not have heard otherwise.

TOPIC VARIETY

Vooks has a variety of topics with diverse stories and cultures represented.

FLEXIBILITY

Vooks can be paired in science, poetry, social studies, art, and more. Vooks is not just part of a literature curriculum.



"Children's books contain ***50% more rare words*** than TV"

- *The Read-Aloud Handbook*, Jim Trelease

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STRATEGIES

Vooks helps kids develop their literacy skills using the following Strategies: *educational resources*, *family engagement*, and *Vooks Storyteller*.



FAMILY ENGAGEMENT

At home, Vooks is often a shared experience between family members as they bond through storytime and strengthen relational engagement.

VOOKS STORYTELLER

Vooks Storyteller provides a safe opportunity for kids to practice reading aloud, increasing competency and confidence.

RESOURCES & ACTIVITIES

Vooks offers about 150 free educational resources and activities for use in the classroom and the home—increasing comprehension and fostering a deeper level of learning.





Learn to read



Read to learn



Learn to become

Supporting and empowering the whole child

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