SEGMEASUREMENT
BUILDING BETTER ASSESSMENTS / EVALUATING PRODUCT EFFECTIVENESS

# Integration of Technology in Instruction: the effectiveness of a collaborative creativity software program for elementary school students

## Timeline: 2010-2011

## Client. Tech4Learning

**The Challenge**. Schools are under increasing pressure to develop students' academic skills. One way to achieve these goals is through the effective integration of technology in instruction. Tech4Learning designed *Pixie*, a collaborative creativity tool, to address this challenge, but sought independent scientifically proven evidence that *Pixie* can increase student academic skills.

**The Solution.** SEG designed and conducted a scientific, quasi-experimental effectiveness study ofTech4Learning's *Pixie* Program. During the 2010-2011 school year, SEG conducted a national study with approximately 1,000 3rd, 4th, and 5th grade students, in 38 classrooms, in California, Georgia, Ohio, South Carolina, and Texas to evaluate the impact of using *Pixie* on student achievement. Students in both a treatment and control group were measured at the beginning and end of the school year using the Stanford 10 Achievement Test to evaluate academic growth. Analysis of covariance was used to measure growth and adjust for potential differences between the groups. The findings of this study provide substantial support for the effectiveness of Pixie in improving student Reading Comprehension and Mathematics skills.

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