

Keep Children Reading

Monitoring Reading
Data During Covid-19

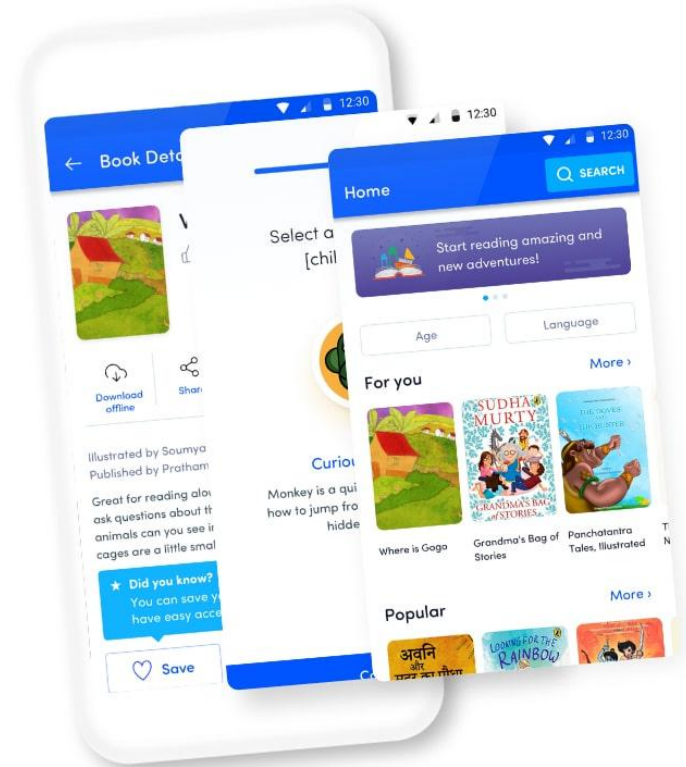


Keeping Children Reading with BookSmart

BookSmart gives parents and caregivers access to a free library of 100+ books from their mobile phones so they can support their children's learning while physical schools are out of session.

It is further supported by a Digital Reading Kit in 3 languages for parents.

Keep Children Reading Challenge to support new user acquisition and retention.
bebooksmart.org



BookSmart for home



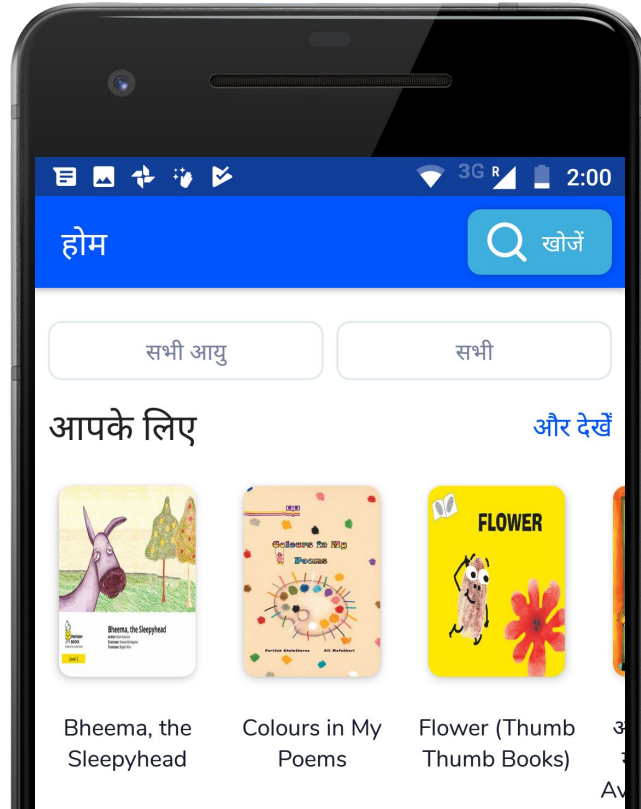
Customized Experience

From personalized avatars to intelligent book selections.



Offline Reading

The offline reading option guarantees that no reader will ever be without books.



Family Friendly Design

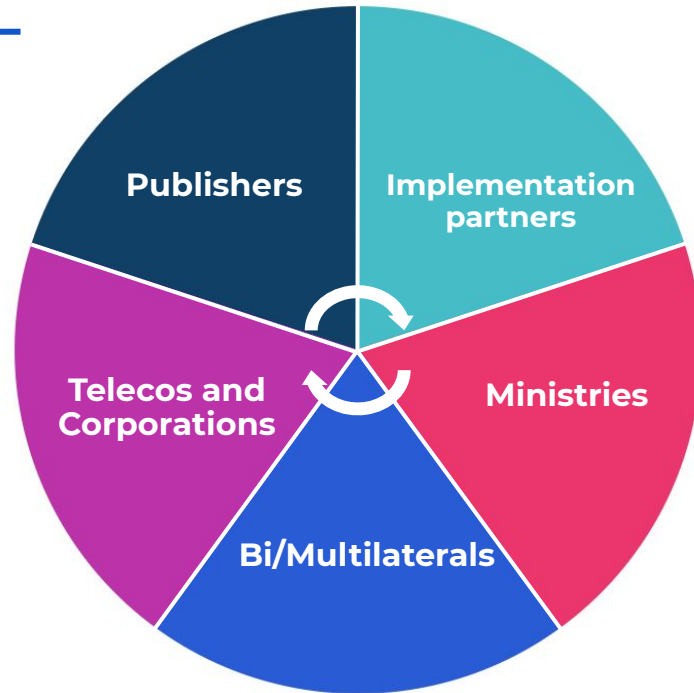
The app is designed to be easy to use and engaging.



Speed Optimization

BookSmart is a light app that is fully optimized for all connection speeds.

Partnership in Support of Reading During Covid-19



Monitoring Reading Behavior with key impact metrics



Time Reading

Track how much time each project and grade are reading



Reading Benchmarks

Validate time reading against desired benchmarks



Books Read

See how many books are read by users



Popular Content

Discover the most popular books by grade and reading level

Booksmart Dashboard to Monitor Reading

All Projects

All Sites

All BookSmart Codes

How long on average do students read each day?

8m 27 sec

Since April 23, 2020



How many times on average does a student read each week?

3 times

Since April 23, 2020



How long have the students spent reading?

20d 15h 43m 10s

Since April 23, 2020



How many books have the students read?

12,191 books

Since April 23, 2020



How many books have been completed?

2,960

Since April 23, 2020



Which book category is the most popular?

Alphabets & Words

Since April 23, 2020



Tracking Engagement

All Sites

Period

Month

<

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Jun 1 - 30, 2020

9d 23h 24m 2s

Total reading time

0h 11m 35s

Average reading time per device, per day

164 / 200 devices activated

Average Reading Time by Device (Total)



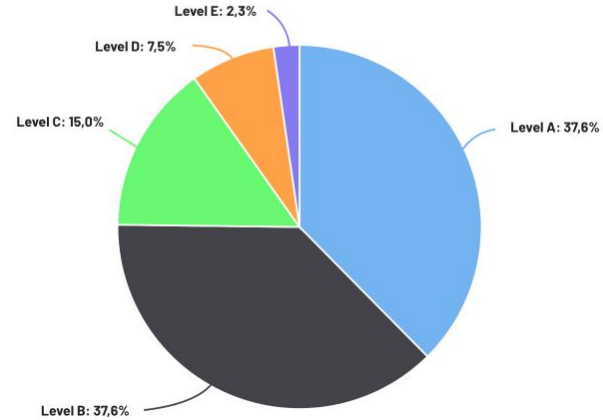
Content Dashboard

- ❑ Number of books opens
- ❑ Number of books completed
- ❑ Pages read
- ❑ Time spent reading each book
- ❑ Distribution of books read by reading level
- ❑ Distribution of books read by category

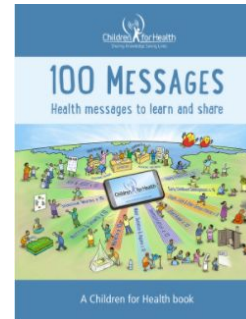
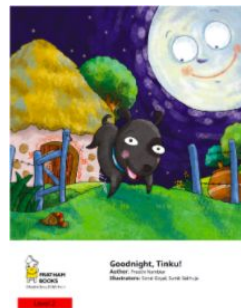
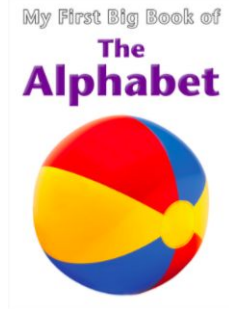
** Data downloadable as CSV

Average Reading Levels

June 1 - June 30th, 2020



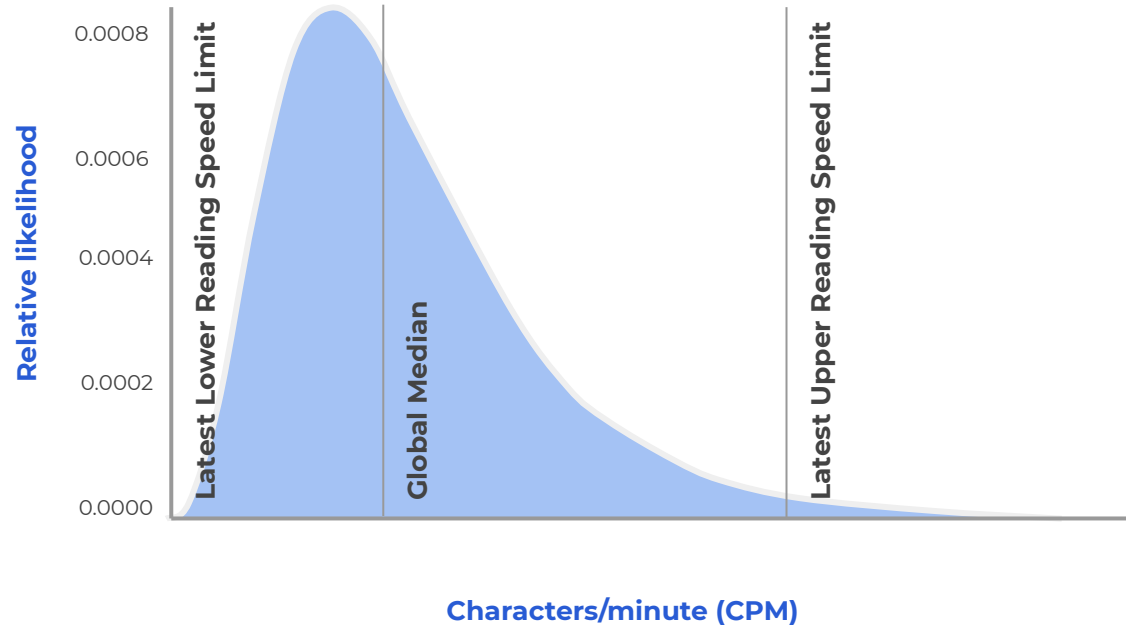
Top Read Books



How do we measure reading?

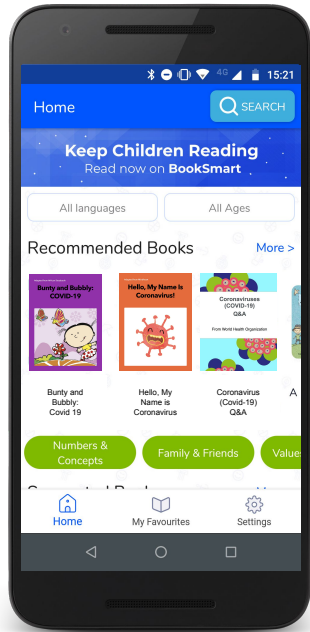
Distinguishing:

- reading
- browsing
- abandoning



Collecting over 1M data points/day across our reading apps.

Since the beginning of the COVID-19 outbreak...



347,118 families reached
84,421 actively reading



887,039 books distributed



56,022 hours read



0.2% readers at benchmark
(15 + mins/day, 3 of 7 days per week over a period of 21+ days)

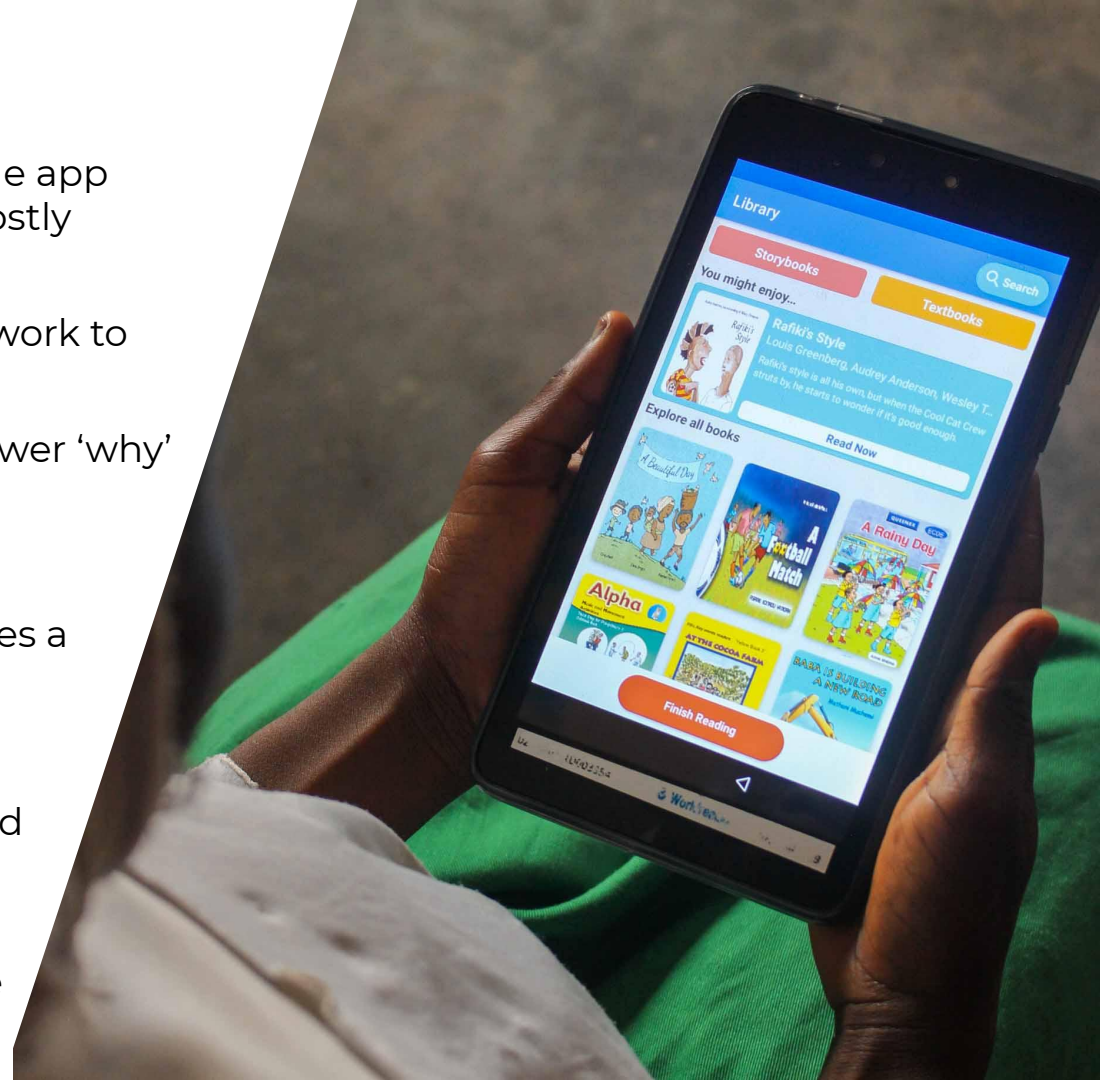
March 23rd - July 27th, 2020

Challenges

- Working with big data and multiple app platforms requires complex and costly backend data systems
- 'Automated data' requires a lot of work to set up
- Can monitor behavior, but not answer 'why' without further research

Lessons Learned

- Building these data models requires a huge amount of data
- Book metadata is key
- Reading Challenges have value and provide insight into 'why'
- WhatsApp is an effective tool to promote reading and gather more qualitative feedback



Readers build a better world.

Web: worldreader.org

Email: info@worldreader.org

BookSmart App: bebooksmart.org

Worldreader App: read.worldreader.org

