

# "M" is for Mobile!

## Sesame Street Educational Mobile Initiatives

Anita Stewart, SVP Strategic  
Partnerships and Development,  
Sesame Workshop

Connected Living Asia Summit  
mEducation session

June 25, 2013

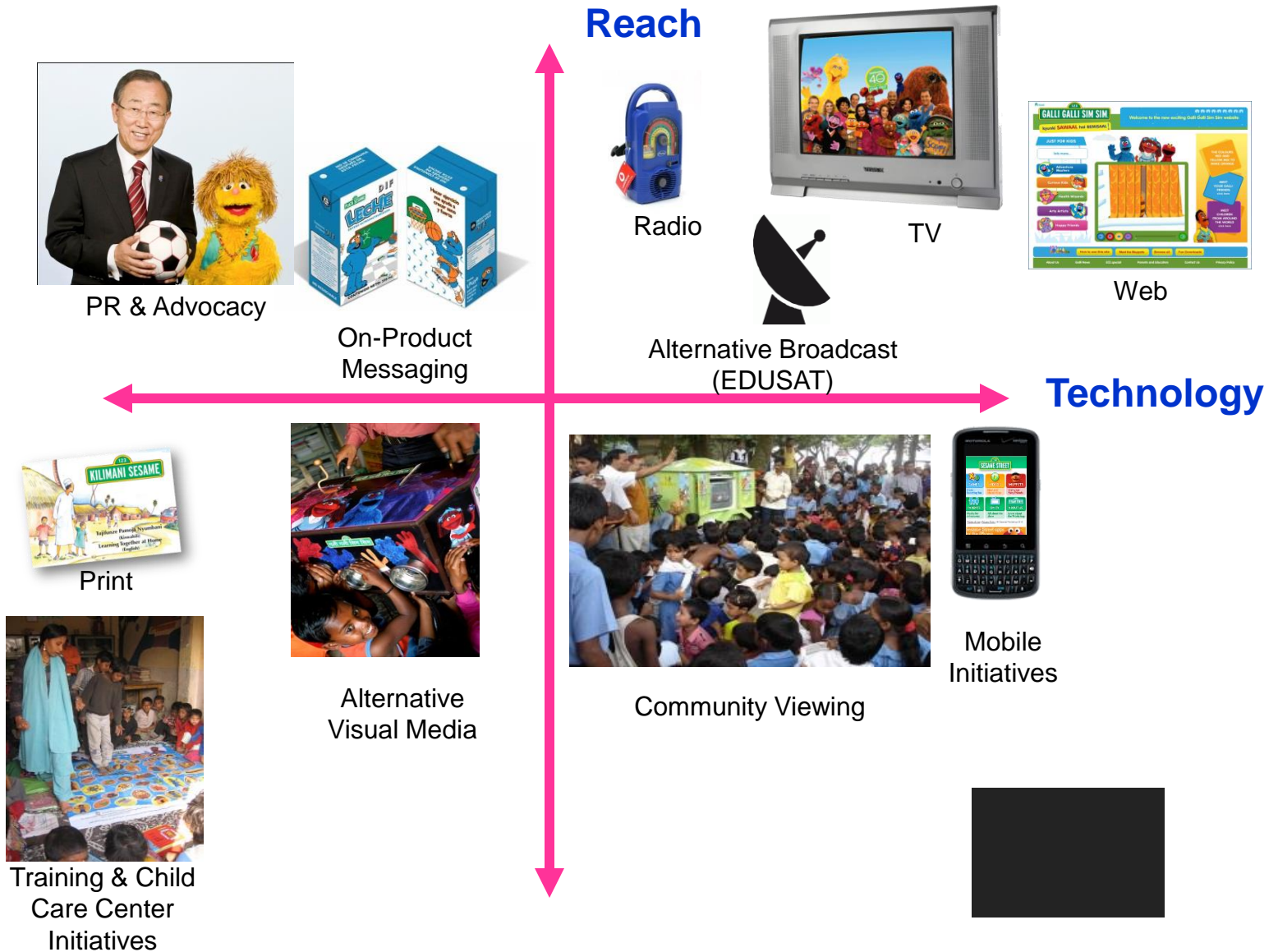


# Single largest informal educator of children in the world





# Achieving Maximum Reach and Impact



# Sesame Educational Mobile Initiatives

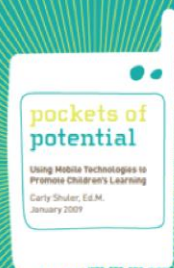


**Mobile Research**

**Educational Apps (U.S.)**

**Qualcomm Partnership (U.S., India, China)**

**Future Plans**



## pockets of potential

Using Mobile Technologies to Promote Children's Learning  
Carly Shuler, Ed.M.  
January 2009

## Learning: Is there an app for that?

Investigations of young children's  
usage and learning with mobile  
devices and apps

## iLearn A Content Analysis of the iTunes App Store's Education Section



advancing  
children's learning  
in a digital age

the Joan Ganz  
Cooney Center  
at Sesame Workshop

Carly Shuler

## Always connected:

The new digital media  
habits of young children

## Print Books vs. E-books

### Comparing parent-child co-reading on print, basic, and enhanced e-book platforms

A Cooney Center QuickReport by Cynthia Chang,  
Jenny Ree, Lori Takeuchi, and Ingrid Erickson

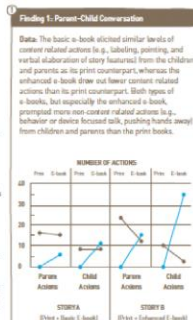
Today's e-books, including those designed for the iPad, Kindle Fire, and NOOK Color, have evolved from platforms displaying simple digitized versions of print books (basics) to books that can support highly interactive, multimedia experiences (enhanced). Researchers at the Joan Ganz Cooney Center wondered how these advances might relate to parent-child storytelling, otherwise known as co-reading. This study details our comparison of co-reading across three book formats: print books, basic e-books, and enhanced e-books.

We asked 50 pairs of parents and their 3-6-year-old children to read a print book and an e-book together. Half of the pairs read a basic e-book and the other half read an enhanced e-book. We found that enhanced e-books offer observably different co-reading experiences than print and basic e-books, a finding consistent with studies of earlier storytelling media.

Key findings from this QuickReport—detailed on the following pages—suggest two recommendations:

**For designers:** Exercise caution when adding features to enhanced e-books, especially when those features do not directly relate to the story. E-book enhancements should also be designed in a way that allows parents to access and control settings to customize the co-reading experience with their children.

**For parents and educators:** Parents and preschool teachers should choose print or basic e-books to read with children if they want to prioritize literacy-building experiences over ones intended "just for fun." Some of the extra features of



**Finding:** The enhanced e-book was less effective than the print and basic e-book in supporting the benefits of co-reading because it prompted more non-content-related interactions. When adults prompt children with questions pertaining to the text, label objects, and encourage them to discuss the book contents in terms of their own experiences and curiosities, this elicits increased verbalization by the child and can lead to improved vocabulary and overall language development.

## iLearn II

An Analysis of the Education Category of Apple's App Store

Carly Shuler

With:  
Zachary Levine  
Jenny Ree

January 2012  
The Joan Ganz Cooney Center at Sesame Workshop



ANITA LUCAS GUTENICK  
MICHAEL DROB  
LORI TAKEUCHI  
JENNIFER KATZ  
With a Preface by  
LAWA GERTSONEN & MICHAEL H. LEVINE

The Joan Ganz Cooney Center at Sesame Workshop



# Sesame Digital Content and Research

- Research informs development of all Sesame digital content:
  - Reach **16.5 million kids** and parents across digital platforms every quarter
  - Currently **60 live apps** (iOS, Android, Chrome, Symbian, and Windows 7)
  - **Foreign language apps** (Dutch, German, Spanish, Hindi, and Mandarin)
- Conducted **over 70 studies** on touch devices in various locations around the United States.
- Formative research informs best practice guidelines: ever-adapting and evolving process



# Educational & Engaging: ABCs and 123s



**Elmo Loves ABCs**

## Educational Goals

- Letter identification (upper and lowercase)
- Letter sounds
- Letter tracing
- Art and creativity
- Music appreciation

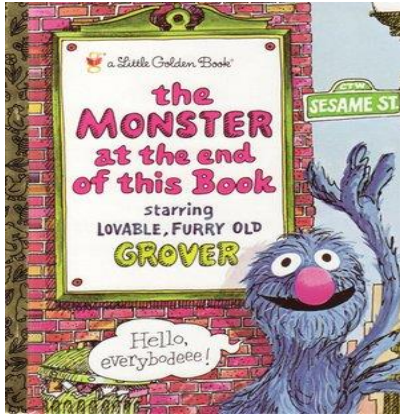


**Elmo Loves 123s**

## Educational Goals

- Number identification
- Number tracing
- Counting groups of objects
- Addition and Subtraction
- Problem Solving
- Art and creativity

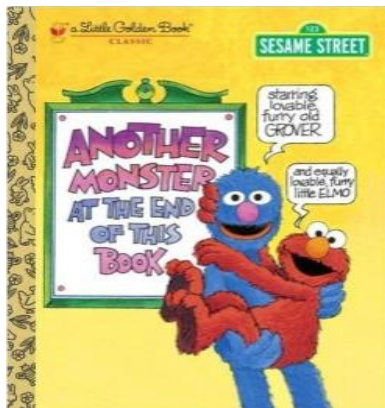
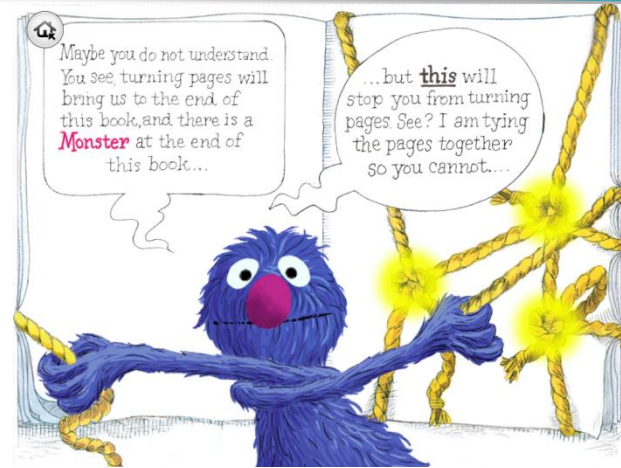
# More Than Letters and Numbers



1971 book



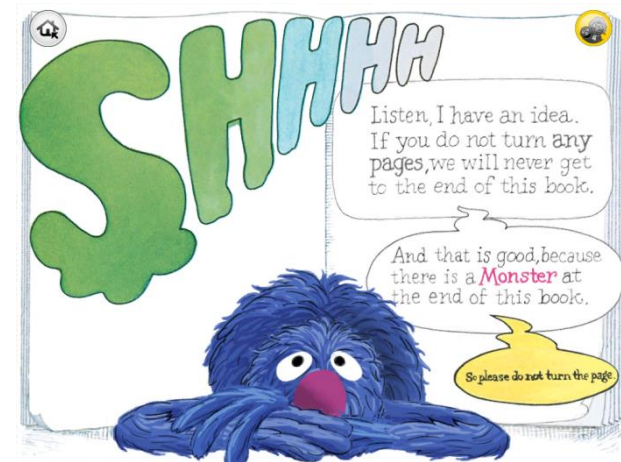
2010 app



1996 book



2011 app



- Addressing social-emotional goals, facing fears, through digital (and print) experiences
- Both have been **number 1** in books in app store and winners of multiple awards (Parents' Choice Gold, Synopsis Kids Imagination, Appy)



# New Sesame Digital Platform

- Developing digital platform and portal for mobile, tablet, PC and other connected devices
- Comes with games, videos, printables, and can expand to include other materials and activities
- Includes eLearning modules that can be used in schools and homes or anywhere in between
- Deploying in China, Latin America, South Africa, and GCC

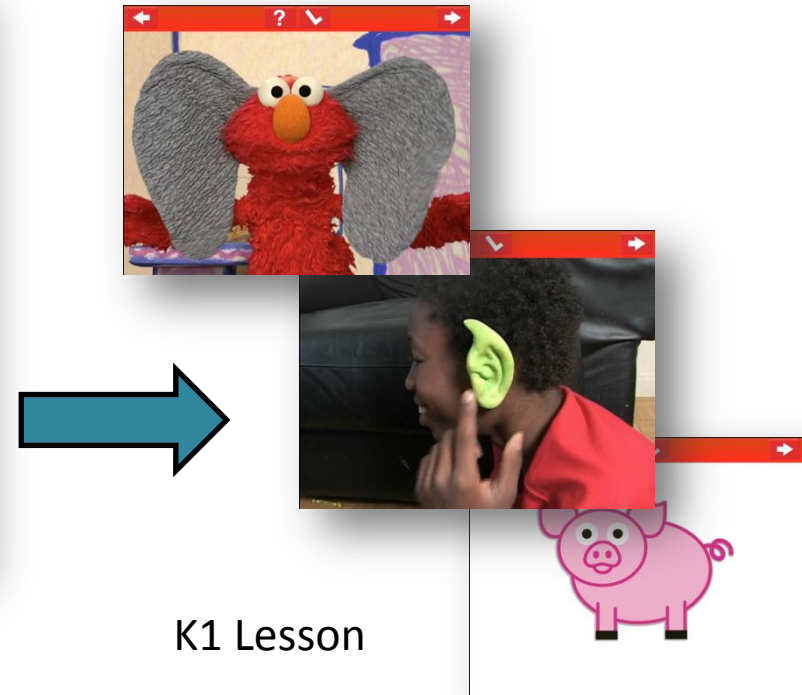
## Homepage mock-up



## eLearning Module Sample



Pick level  
and lesson

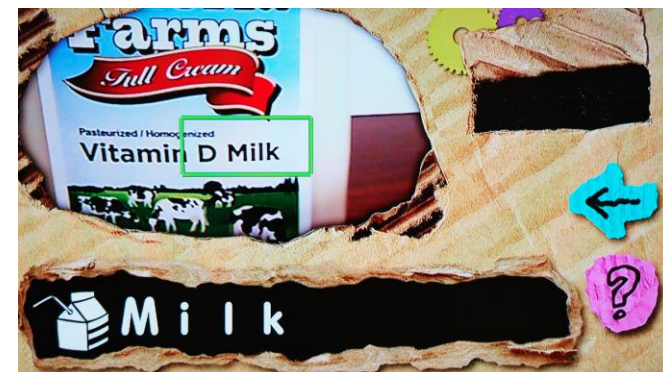


K1 Lesson

# New Technologies with Qualcomm (U.S)

## Big Bird's Words: Augmented Reality Text Recognition

- Using tech to help kids search for and find words in their environment
- Helps children develop deeper understanding of words around them
- Assists with vocabulary acquisition
- Part of broader educational mobile R&D relationship





# Qualcomm Partnership: India

## Phase 1: Healthy habits resources to families in migrant communities

- HTML5 web-based app with songs, episodes, and storybooks
- Access to streaming community radio episodes
- Phones provided to 10 families in Gurgaon - mothers share with children

## Phase 2 (In progress): Literacy/math content for underserved families and classrooms

- Android and HTML5 games for 40 families and 10 classrooms in Delhi on phones and tablets
- Also deploying in All Children Read classroom project in Bihar, reaching 900 children
- Games also accessible on Google Play and on Galli Galli Sim Sim mobile website



# Qualcomm India Phase One Content

The diagram illustrates the content flow for the 'GALLI GALLI SIM SIM' application. It starts with a main menu on the left, which branches into three options: Listen, Read, and See. The 'Listen' option leads to a list of stories, and the 'Read' option leads to a specific story page.

**Main Menu:**

- Listen
- Read
- See

**Story List:**

- कौटाणुओं से मुकाबला
- मधु काली और तैल से जलजुत

**Story Page:**

The Great Germ Hunt

कौटाणुओं से मुकाबला

The story page features a colorful illustration of two children, a girl and a boy, holding a magnifying glass and a key, standing next to a large, fluffy, pink and purple creature. A small, red, star-shaped germ is also visible.



# Qualcomm India Phase Two Content

## Math and literacy games for Android phones and GGSS mobile website



# Educational Impact: Qualcomm India Phase One

- **Positive impact on:**
  - Understanding healthy routines
  - Hygiene behaviors
  - Pro-social behavior



Purple Audacity, 2012. *Qualitative Study on GGSS Radio Intervention*, New Delhi.



# Let's Get Ready! Qualcomm Partnership: China

## The Need:

- Natural disasters impact millions in China each year, yet limited resources exist to help families prepare for potential emergencies

## What It Is:

- Mobile extension of community outreach program to help families with young children prepare for an emergency, with Qualcomm Wireless Reach, China Telecom, and CYDF
- Launching in Beijing this week!



# Going Forward: Global Mobile Programs

- Exploring new and innovative uses of mobile technology globally
- *Sesame Street Global Health Initiative*: mobile key platform





# THANK YOU!

