

BRAINPOP PROFESSIONAL DEVELOPMENT Leads to Increased Adoption of Pedagogical Practices



“ Previously I saw BrainPOP’s features as nice to have, but the course really helped me to see their academic value and how I can use them to engage and educate students. ”

BrainPOP studied a total of 295 educators to determine if participating in the BrainPOP Certified Educator (CBE) program* led to extended, more meaningful usage, and whether it resulted in best practices to drive student engagement.

** The Certified BrainPOP Educator (CBE) program began in mid-2014 and is ongoing today. The program’s goals are to familiarize educators with BrainPOP products, and to model effective practices. It is the hope that educators who complete the program will serve as trainers for other educators in their school and geographic area.*

180 BRAINPOP INTEGRATION PLANS ANALYZED TO IDENTIFY IF PARTICIPANTS FORMALIZED SIGNIFICANT SHIFTS TO THEIR TEACHING PRACTICES



68% showed intent to shift to more progressive, student-centered pedagogical models when using BrainPOP.



Overall, educators expressed **greater comfort** in teaching complex/sensitive topics utilizing BrainPOP’s tools.



A pedagogical shift that promotes positive learning experiences and increases comfort in terms of giving students agency to use BrainPOP in various blended learning models.

BIGGEST CHANGES TO TEACHING PRACTICES: COLLABORATION, DIFFERENTIATION, AND ASSESSMENT



Group Work & Group Discussion

Participants are more likely to include collaborative practices and are more willing to encourage student-guided learning in groups.



Differentiated Instruction & Assessment

Educators plan to have students use various features on BrainPOP as they explore a topic and demonstrate knowledge.



Formative & Summative Assessment

Educators appreciate that BrainPOP offers multiple forms of assessment—both formal and playful—that can be used before and after teaching a topic.

ADDITIONAL INSIGHTS FROM THE STUDY



99% of CBEs agree that a BrainPOP subscription is a **good value**.



73% of educators who completed the certification inspired **increased school usage**.

To learn more or to contact us about BrainPOP's Professional Development offerings, visit bpopne.ws/pd.

To download the full report visit about.brainpop.com/research.