Summary

- Despite pilot testing the Read Along app in 200 villages in Unnao, UP, India between March 2019 and June 2019, the results were inconclusive.
- Early results were encouraging, but the final data showed that the impact of the app was not statistically significant.
- However, the results suggest that the Read Along app might have a positive impact on reading skills.

About Read Along

Read Along is a speech-based reading app designed to help primary grade kids learn to read at home, anywhere, just using their voice.

Pilot Details

- The app was piloted in 200 villages in Unnao, UP, India, with 900 children participating.
- Participants were divided into two groups: a treatment group with the app installed, and a control group without the app.
- The app was installed on the children’s Android phones, and they were asked to use it for a period of 3 months.

Pilot Approach

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User Demographics

- Over the pilot study period, more participants improved their reading levels in the treatment group than in the control group (Figure 1).
- At the endline, more students in the treatment group reached the highest level of reading proficiency (57%) compared to the control group (47%).

Key Findings

- Over the pilot study period, more participants improved their reading levels in the treatment group than in the control group (Figure 1).
- At the endline, more students in the treatment group reached the highest level of reading proficiency (57%) compared to the control group (47%).

Survey Findings

- Additionally, a parent survey that was completed at the end of the study found that:
  - 92% of parents reported that their child continued to use the app after it was removed.
  - 95% of parents stated that their child continued to use the app after it was removed.

Next Steps

- While these initial results are very encouraging, more research is needed to confirm the broader applicability and impact of the Read Along app.
- We welcome additional partnerships to research its broader applicability and impact with other stakeholders in different settings.

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*ASER assessment tool consists of 5 levels: beginner, letters, words, a short paragraph (Std 1 level), and a longer “story” (Std 2 level).