

Expanded Learning Through Transmedia Content

The Corporation for Public Broadcasting (CPB) and the Public Broadcasting Service (PBS) seek a Ready To Learn television program grant to deliver a next-generation educational ecosystem of integrated transmedia content in literacy and numeracy that is aligned with rigorous academic frameworks and research. Community-based implementation will support the vital work of families, teachers, and educators to raise achievement among high-risk young children. The project's iterative development process and evaluation plan also meet the criteria of the Competitive Preference Priority for Scientifically Based Evaluation Methods.

The project design marries broad research in the field with CPB and PBS' deep experience and effectiveness in delivering children's learning experiences across multiple platforms. In collaboration with a diverse and visionary group of producers, academics, technologists, and community partners, this project will develop transmedia learning resources, including video, interactive online games (3D-rendered collaborative challenges and immersive games), mobile applications (augmented reality games), and interactive white-board applications. To facilitate effective use, the project will create sophisticated tools, including a progress tracker for tracking a child's learning, a transmedia wrapper to connect content on a single device, and modding tools to enable teachers to adapt content. The resources will be aligned with rigorous academic frameworks and national and state standards.

The overarching goal of this project is to improve math and literacy achievement among young children in high-need communities by: (1) delivering engaging, curriculum-based transmedia content in math and literacy; (2) conducting rigorous research on the efficacy of the content; and (3) ensuring broad distribution and use of content on multiple platforms through strategic national and local partnerships.