

What does it mean when a product is **evidence-based** ?



Learning Experience Design (LXD)  
Research & Consulting  
a division of Charles River Media Group, LLC



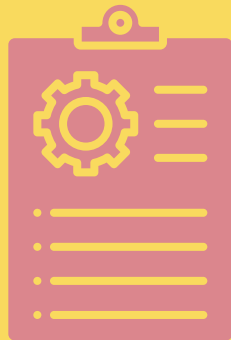
**Dr. Rachel Schechter**  
Researcher & Entrepreneur

EVIDENCE-BASED

# Answers Two Questions

1

How does the product work?



## Exploratory Research

studies see how the product works best.

2

How did the product work?



## Efficacy research

measures the impact of the product on real students.



# Why This Matters

At our current rate, it will take 5 years for our 3rd graders to catch up.



Using products that do not work wastes precious time and resources that should be used to accelerate student learning.



EVERY STUDENT  
SUCCEEDS ACT (ESSA)

**It's the law for  
companies to tell  
you what evidence  
they have to show  
their products  
work.**

So, what exactly does  
evidence look like?



# 1

## How does the product work?

Research studies on the product's program tells us...

- Context and conditions needed for a product to work well
- Description of fidelity of implementation (AKA a "recipe" for how to use the products)
- Description of the product's expected impact



# 2

## How did the product work?

Researchers write reports called **efficacy studies** that review research reports.

Reports are reviewed by national or local experts.

These are the two main organizations that do the research of these reports:



DIGGING DEEPER

## FDA vs. What Works Clearinghouse

- When you take medicine, you can trust it's been tested and approved by the FDA after research by the company.
- By law, companies must disclose side effects in advertisements.

**However, unlike the FDA, the What Works Clearinghouse (WWC) doesn't review or approve *all* research. There's no requirement for products to have WWC review or approval.**



LOOKING CLOSER

## The Facts

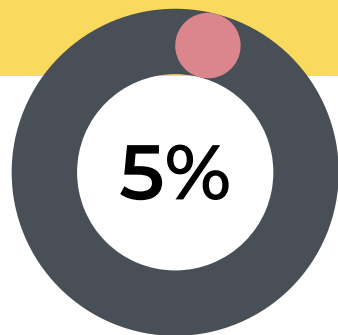
In the last five years, WWC has reviewed **zero** literacy studies with "phonics" as a keyword.

A company may say that its product's study meets ESSA evidence **without any expert review.**

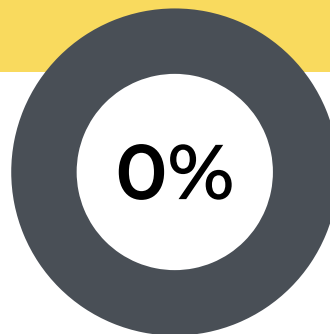




# There were 251 studies published on ERIC\* with the keyword "phonics" since 2019



Reviewed by



Reviewed by



\*ERIC - Education Resource Information Center of publications



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# To be eligible for review, there must be:

- ✓ A similar control group
- ✓ The data must be collected in real-time (not after the fact)
- ✓ Many other criteria



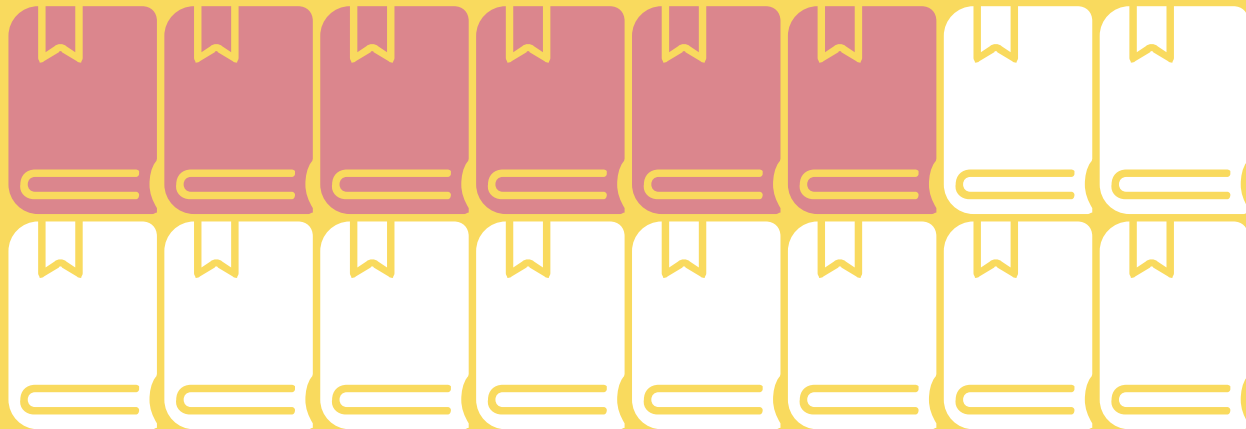
EVIDENCE  
for ESSA

ies WHAT WORKS  
CLEARINGHOUSE



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**40% of the last 16 reading studies  
on Evidence For ESSA were led by  
Dr. Rachel Schechter**



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**Since most studies are not reviewed, educators can ask for the studies and review them for:**



**Quality**

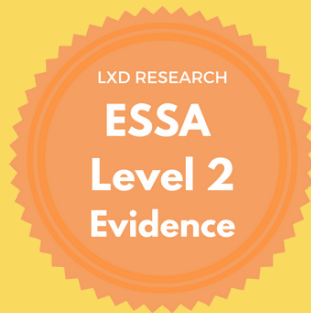


**Impact**



**Relevance**





# Not all evidence is created equal

The 4 levels of Quality:

- Level 1: Strong
- Level 2: Moderate
- Level 3: Promising
- Level 4: Demonstrates a Rationale

**Keep your eyes open for more about the levels in a future booklet.**





FOR MORE  
INFORMATION

## Get in Touch



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