

NEWS RELEASE

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For more information contact:

Beth Ida Stern
Director, Marketing & Product Development
800-323-9084, ext. 172
bistern@unitedlearning.com

Charlene Blohm
C. Blohm & Associates, Inc.
210-656-2324
charlene@cblohm.com

United Learning completes major research initiative showing substantial learning gains with ‘unitedstreaming’

Third and eighth grade students show big boosts in achievement scores and fulfills research mandates in No Child Left Behind Act

SAN ANTONIO, TEX. (June 17, 2002) – United Learning today announced the preliminary results of a major science-based research initiative, which reveals that its **unitedstreaming** application “substantially” increased achievement scores.

The research was completed by Cometrika, an independent research firm, and led by Dr. Frank Boster and Dr. Gary Meyer. The study included randomly assigned experimental and control groups among third grade science, third grade social studies, and eighth grade social studies classrooms at four districts in Virginia.

“The major focus of the study was to scientifically answer the question: ‘Does the **unitedstreaming** product improve learning in the classroom?’ and the answer is a resounding ‘Yes,’” said Joel Altschul, chairman and CEO of United Learning. “The words ‘scientifically based research,’ or words to that effect, appear more than 100 times in the No Child Left Behind Act.”

The four districts included in the study were Amelia County Schools, Brunswick County Schools, Charlotte County Schools, and Danville City Schools, all in southern Virginia. All pre- and post-test questions were based on Virginia’s Standards of Learning for the subject and grade level. The study was conducted from November 2000 to May 2002.

“My preliminary analyses indicate that the **unitedstreaming** application increased achievement scores substantially,” said Dr. Boster. “The positive impact that **unitedstreaming** had on every level of teacher and their classrooms was obvious.”

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Training was conducted and the pre-tests given to all students in January 2002. Instruction for the experimental and control groups occurred from January to March 2002, with the experimental group viewing a minimum of 10 video clips from **unitedstreaming** per standard. The post-tests were given in March 2002.

Some teachers' students were in both the experimental group for one subject and the control group for another.

Following are brief overviews of the three study groups, which demonstrate higher student achievement gains in the experimental groups ($p < .001$):

Third Grade Science

Group Type	Group Size	Pre-test	Post-test	Difference
Experimental	291	5.0	7.1	2.1
Control	374	5.3	6.2	0.9

Third Grade Social Studies

Group Type	Group Size	Pre-test	Post-test	Difference
Experimental	319	6.1	9.8	3.7
Control	323	6.6	7.8	1.2

Eighth Grade Social Studies

Group Type	Group Size	Pre-test	Post-test	Difference
Experimental	206	10.8	17.0	6.2
Control	222	10.7	10.7	0.0

“Teachers observed that the efficiency of **unitedstreaming** allowed them to better fit video content into their regular classroom schedule,” Dr. Boster said. “Teachers reported no problems showing the clips and the students were focused on the materials. And in many classrooms, there was a noticeable level of excitement from the students when the teacher announced that he/she was going to use the application.”

The full research report will be published in August 2002.

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About the Researchers

- Franklin J. Boster (Ph.D., Michigan State University, 1978) is a professor in the Department of Communication at Michigan State University. Prior to taking this position he held an appointment in the Department of Communication at Arizona State University. He has also lectured at the Norwegian School of Management, at the College of Osteopathic Medicine at Michigan State University, and in the Michigan State University Executive Development Program. The foci of his academic research include data analysis, research methods, social influence, and group dynamics.
- Dr. Gary Meyer (Ph.D. Michigan State University) is President of Baseline Research, LLC (Milwaukee, Wis.). As a consultant, Dr. Meyer has conducted research projects for numerous organizations including the American Lung Association, Junior Achievement, Michigan Department of Community Health, Michigan Public Health Institute, U.S. Agency for Health Care Policy and Research, U.S. Environmental Protection Agency, and United Learning.

About United Learning

United Learning was founded in 1954 to bring high quality educational content into the K-12 classroom. The company, based in Evanston, Ill., now offers more than 5,000 core-curriculum videos, 1,400 digital videos and 14,000 clips, which are used in more than 40,000 schools in 50 states. Worldwide, United Learning reaches students in over 100 countries in more than 20 different languages.

The United Learning website offers a searchable database of standards-based titles in science, social studies, math, language arts, guidance, and health for the school and higher education markets. United Learning's content is delivered on VHS, DVD, and video-on-demand streaming and video-on-demand downloading from www.unitedstreaming.com.

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