

# The impact of GCSEPod



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0191 338 7830

## About GCSEPod – 1,500 schools in 36+ countries

- GCSEPod helps students acquire robust subject knowledge for each IGCSE/GCSE course they are studying
- Our content is closely mapped to the exam boards and presented as 3-5 minute 'Pods', our unique audio visual format, packed full of the facts students need to achieve the best results
- In the last 18 months, we've published a wide range of IGCSE content and continue to publish more all the time
- Launched in the UK in 2010, 1500 schools in 30 countries now use GCSEPod
- GCSEPod won Best Secondary Content at the Bett Awards 2018 –the Oscars for Education Technology.
- We won the same award in 2015, and were finalists in 2019.
- GCSEPod helps students progress and improve results: see more details below



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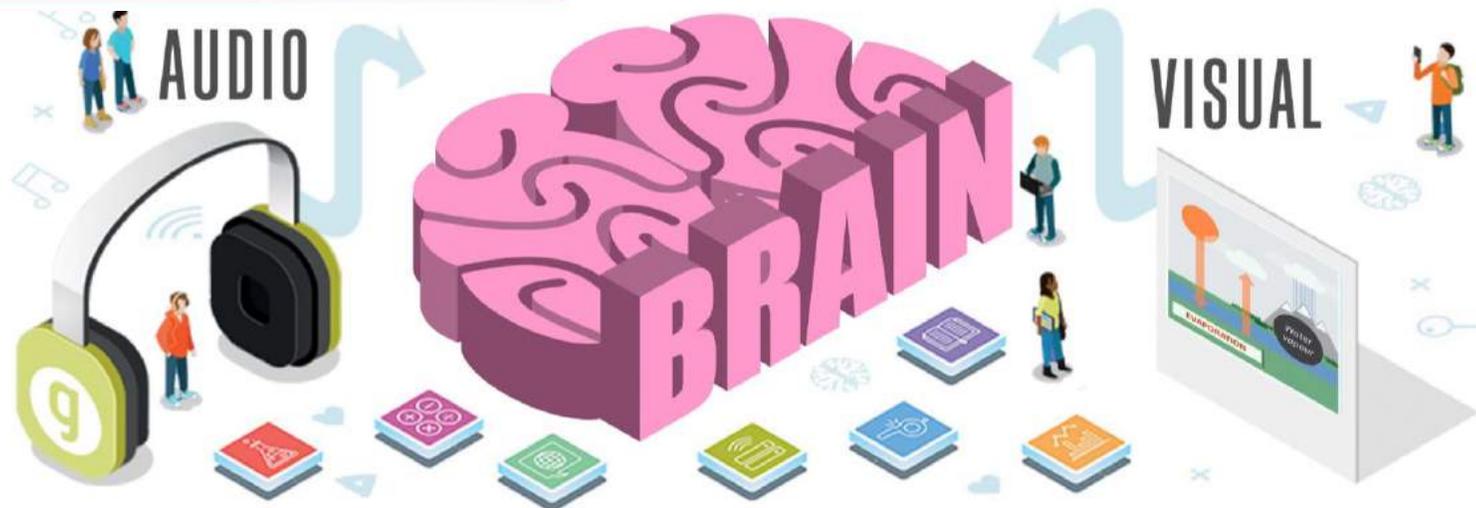
# DUAL CODING

The science behind why students get better results with the help of GCSEPod.

EXAM SUCCESS

gcsepod  
education on demand

Dual coding is the theory that for successful retrieval of knowledge you need to combine both words and visuals for better revision.



## HOW IT WORKS

Simplifying complex ideas by linking words and visuals improves encoding. This will help you remember more and, most importantly, you will then be able to recall the information better in the actual exam.

### Compare words to visuals

Look at visuals and compare them to the words in your notes.

### Explain in your own words

Look at an image, diagram, graph or timeline and explain in your own words what information is trying to be conveyed.

### Turn your notes into visuals

Take the information you are trying to learn and draw visuals to represent it. This will make it easier to recall when you are reviewing revision notes.

## TIPS & ADVICE TO GET IT RIGHT

Take your classroom notes and try turning them into visuals such as a diagram, timeline or picture. Try anything visual that will be more memorable.



- ✓ Diagrams
- ✓ Infographics
- ✓ Timelines
- ✓ Cartoon Strip

## HOW USING GCSEPOD CAN HELP

All GCSEPod content provides audio and visual content in one go to help you absorb information better and most importantly improve your memory recall during exams.

Our award winning imagery supports our narrators to help convey difficult topics better and ensure the information you are learning sticks in your mind. Visit [www.gcsepod.com](http://www.gcsepod.com) to find out more.



## 2017/18 Usage Key Facts

- Students streamed **13,5827,326** Pods between 1<sup>st</sup> September 2017 and 31<sup>st</sup> August 2018
- That's 79% increase from last year's **7,572,581!**
- The most popular time for using GCSEPod was 18:00, and the least 03:00
- In May, our busiest month, users watched **2,558, 573** pods
- 65,354 assignments were published by teachers
- 2018/19 usage to Jan 31st: **4,800,000**, compared to **4,100,000** last
- 70% usage outside school
- 95% schools resubscribe



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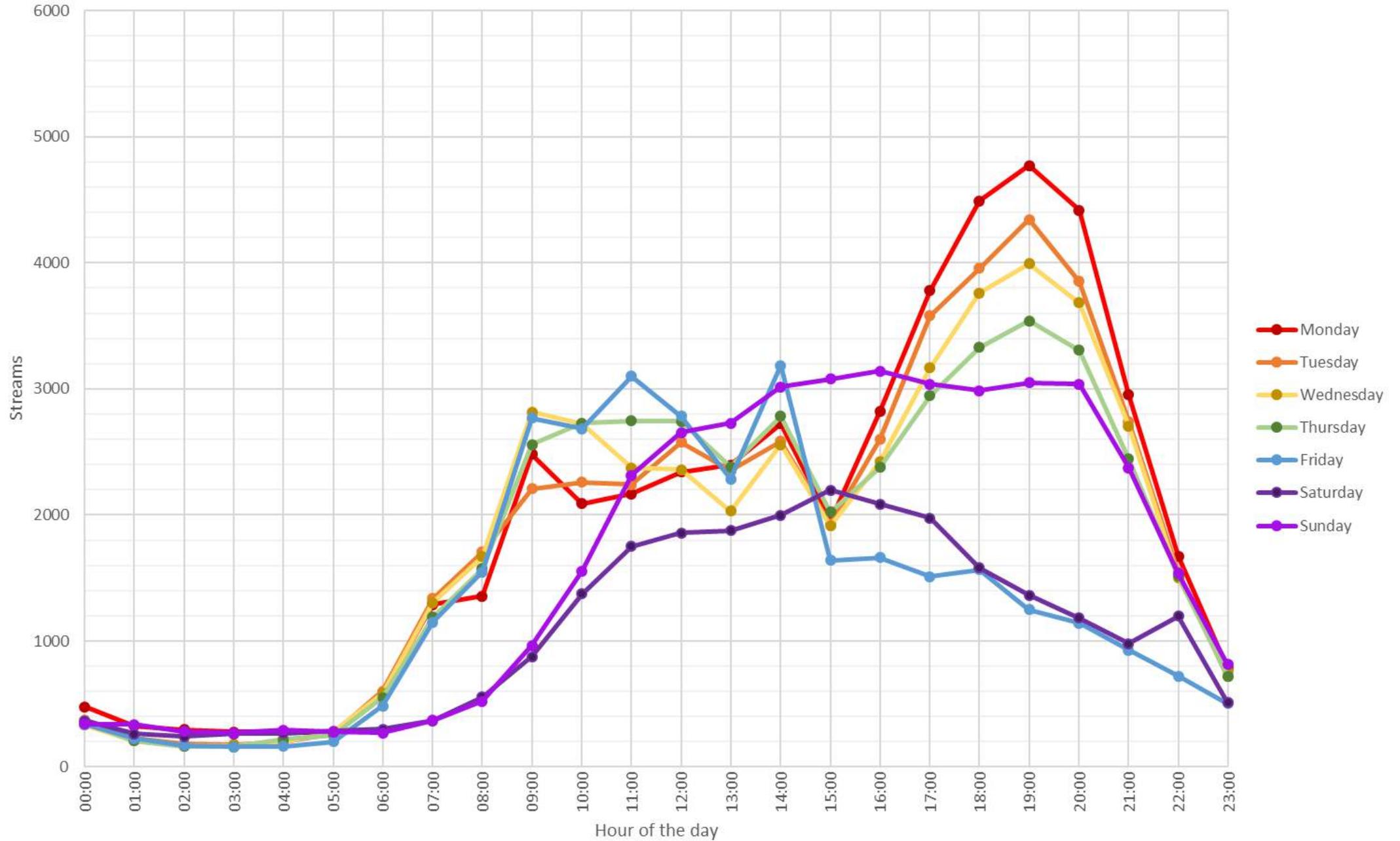


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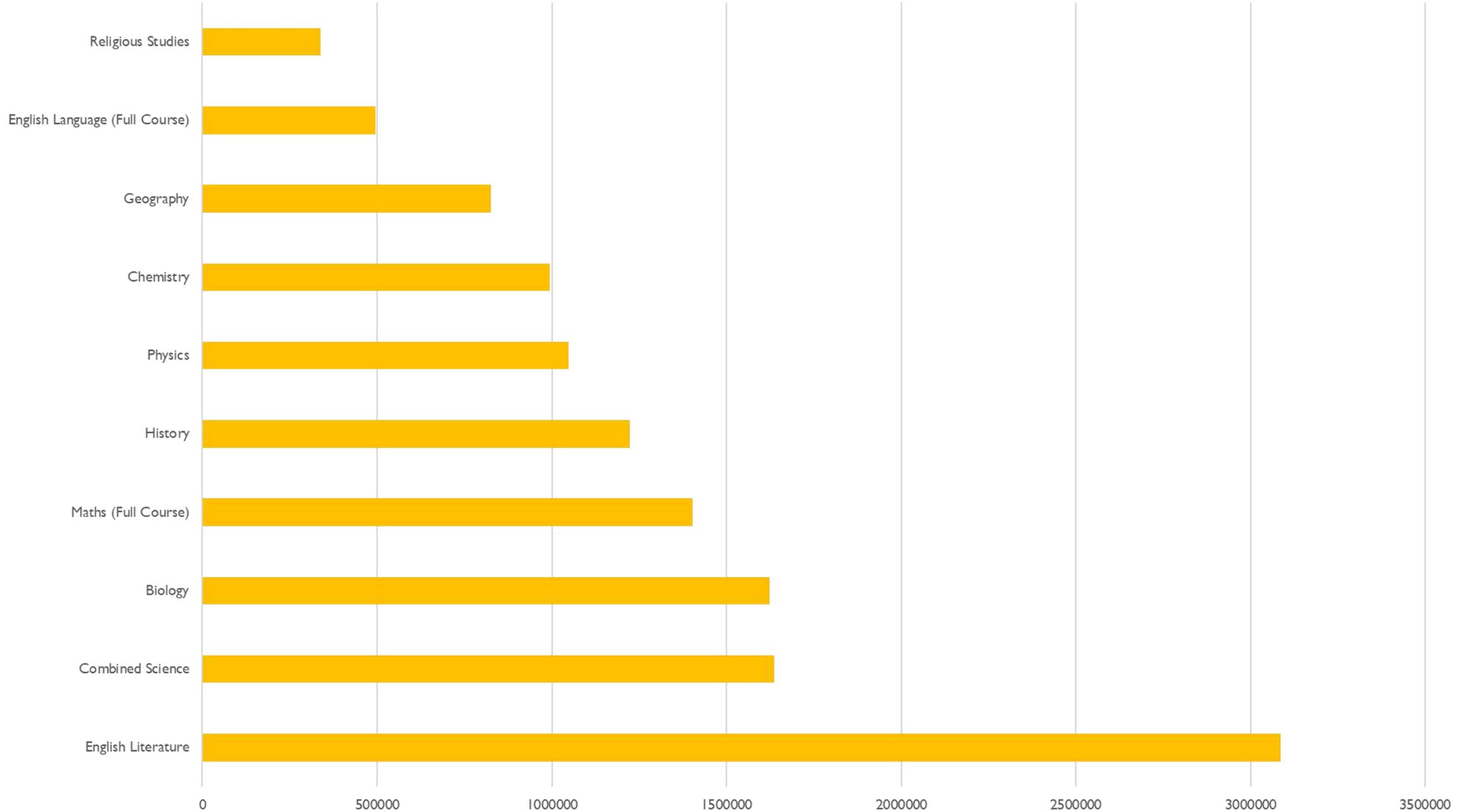


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Average Usage by Hour (Spring Term) - 68.7% Outside of School Hours



## Top 10 Subjects in 2017/18



# Impact

Isolating the effect of one resource alongside the influence of great teaching and a host of other initiatives is always difficult. However, a new Government accountability measure introduced in 2016 provides powerful evidence about the impact of GCSEPod on both student attainment and progress in UK schools.



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# Progress 8 and Attainment 8

## An introduction for international schools

Isolating the effect of one resource alongside the influence of great teaching and a host of other initiatives is always difficult. New national accountability measures introduced in the UK in 2016 provide powerful evidence about the impact of GCSEPod on both student attainment and progress

Attainment 8 (A8) measures the actual GCSE grade performance compared to similar students nationally

Progress 8 (P8) measures the average actual performance against predicted grade at age 11, compared to similar students nationally

A8 and P8 are scored on student performance, using average grades across a selection of 8 subjects for the GCSE cohort

There is a clear correlation between high GCSEPod usage, length of time used and Progress 8 scores.

The longer schools subscribe, the better the impact:



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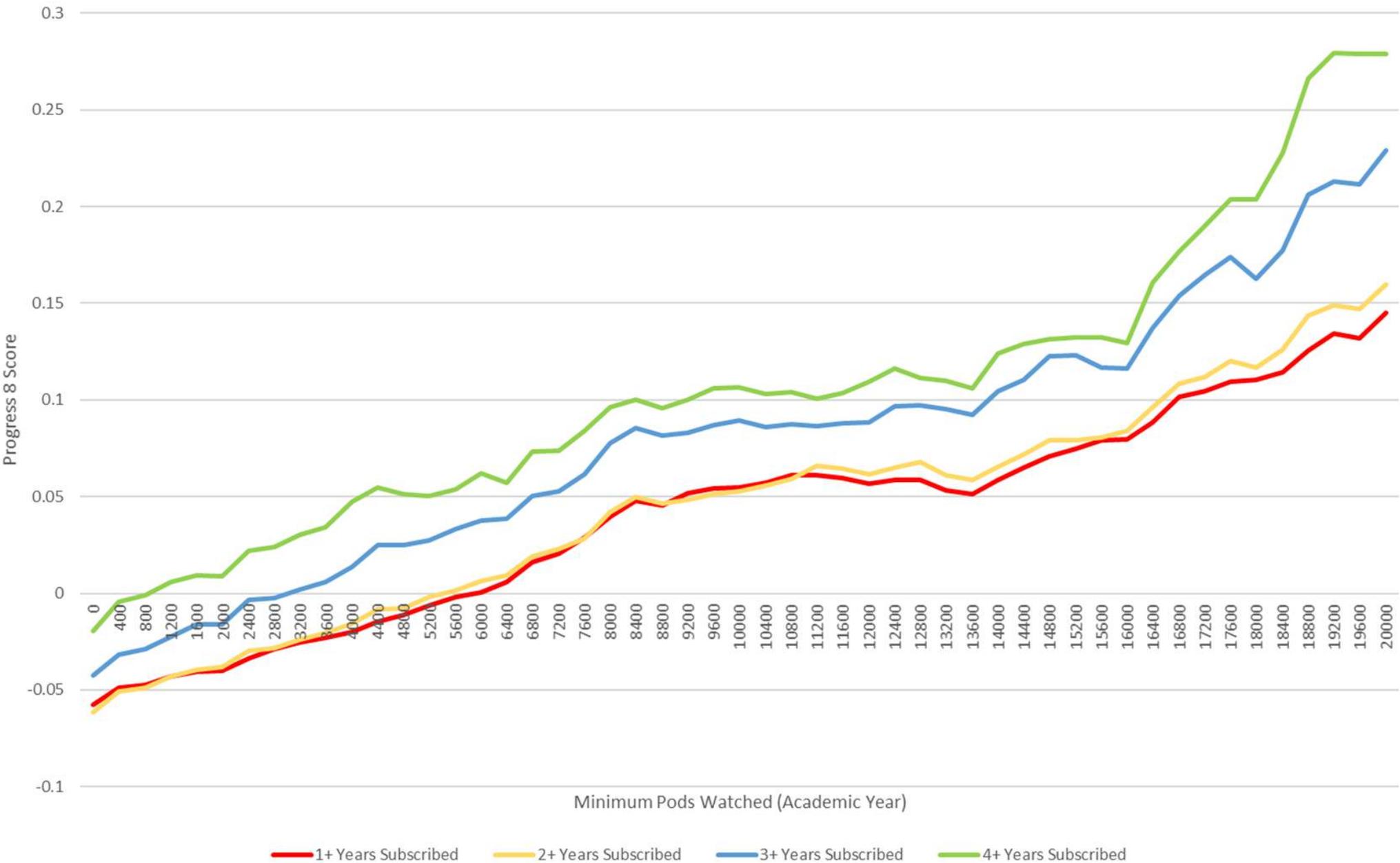


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Progress 8 Scores in 2018 for Schools Subscribing for Different Lengths of Time (Academic Year Usage)



- Clear correlation between pods used per school and progress in that school, compared to others.
- The longer the subscription, the better the impact.

# Why is this also important for students in international schools?

The latest UK GCSE specifications are far more rigorous than previously and the level is now very similar to IGCSE/International GCSEs. What works for GCSE students also works for IGCSE students.

Some international schools are now using Progress 8 and Attainment 8 to measure their students' GCSE/IGCSE performance.

**“Our analysis shows that the subjects that performed the best correlated with those where the GCSEPod usage was highest.”**

Rebeca Coulter, King's School al Barsha



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# Impact analysis

This study was conducted on a school by school basis, investigating students' Attainment 8, Progress 8 and predicted grades, and how these were impacted by using GCSEPod.

Once the results were collected from each school, they were anonymised and collated into a national analysis which includes the results from all the schools together.

Currently, this analysis includes the results from 2,251 students (11 Schools).

This analysis is ongoing as more schools participate in the study. The current results can be seen on the following slides.



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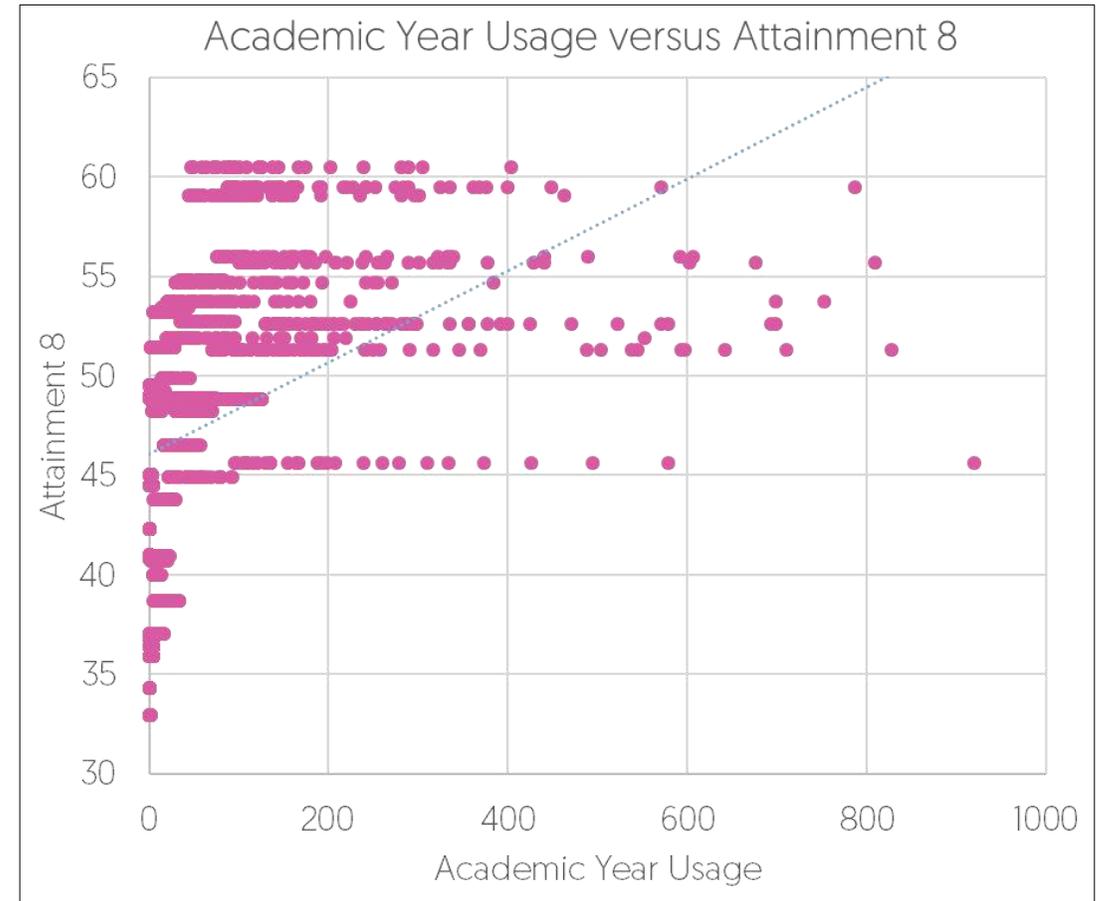
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# The impact of GCSEPod UK subscriber analysis

This graph shows whether there is a correlation between amount of GCSEPod usage and Attainment 8 score.

The gradient of this trendline indicates a strong positive relationship between Attainment 8 and GCSEPod usage.

On average, the highest GCSEPod users achieved 12 Attainment 8 points more than the lowest users.

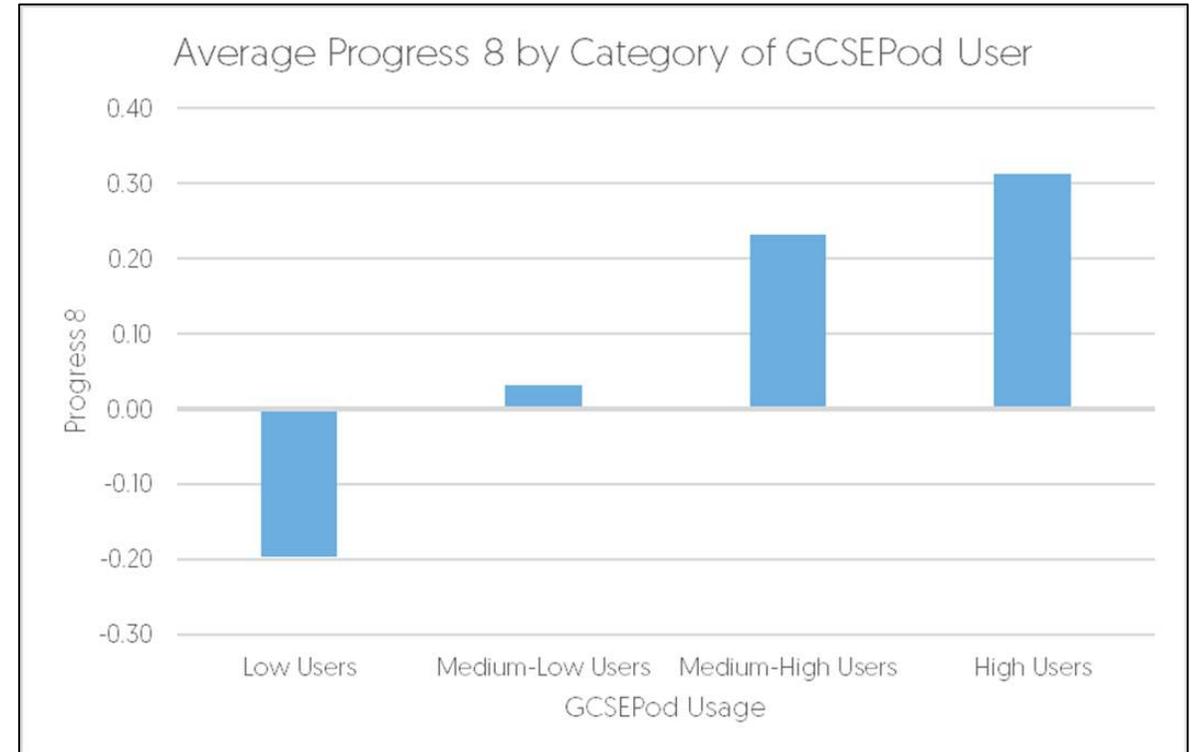


# The impact of GCSEPod UK subscriber analysis

The students were also grouped into quartiles based on how much they used GCSEPod, as seen in the following two graphs.

As can be seen from this graph, there appears to be a positive relationship between Progress 8 and higher GCSEPod usage.

On average, the students who used GCSEPod the most, achieved 0.51 higher in their Progress 8 than the lowest users.

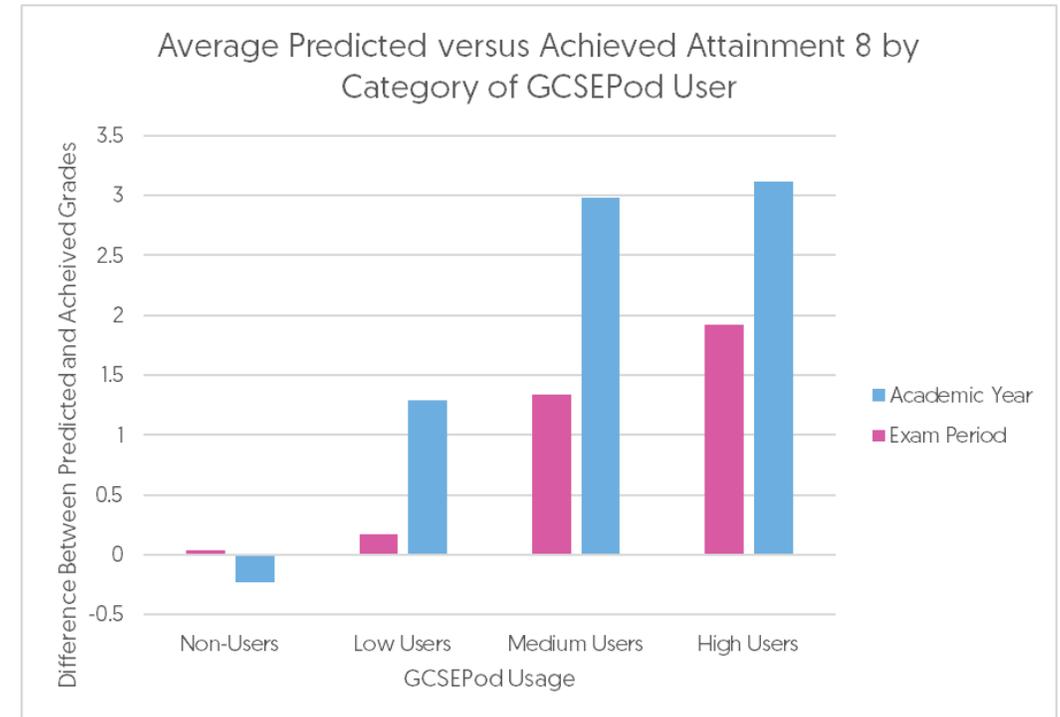


# The impact of GCSEPod UK subscriber analysis

This graph suggests higher GCSEPod users are more likely to exceed their predicted grades by a larger margin than those who used GCSEPod less, especially those users in the top two quartiles of usage.

This is particularly evident over the whole academic period. High academic year usage yielded a greater impact than high usage over the exam period.

On average, students who used GCSEPod the most received 3 grades higher across their subjects than predicted.



## Individual schools that took part in the wider study also noted some specific correlations.

At **Glossopdale School**, the highest GCSEPod users achieved on average 1.06 higher Progress 8 scores than the lowest users. On average, these users also achieved 66% more (+23.59) Attainment 8 Points than the lowest users.

At **South Molton School**, the highest GCSEPod users achieved 1.20 higher Progress 8 scores than the lowest users. These users also on average achieved 66% more (+24.1) Attainment 8 Points than the lowest users.

At **North Chadderton School**, the highest GCSEPod users on average achieved 0.9 higher Progress 8 scores than the lowest users. Across all their subjects, the highest users also exceeded their predicted grades by 1.0 Attainment 8 point.



# Don't just take our word for it...



"GCSEPod is a great platform that offers students an enhanced learning experience and provides them with long-term memory capabilities through individual audio-visual Pods."

Benjamin Atkins, Deputy Headteacher  
Sunmarke School, Dubai



"Using GCSEPod as a revision resource had a positive impact on our 2018 GCSE results and it was noticeable that our subjects with the highest GCSE performance also had the highest GCSEPod usage."

Eloise Morgan, Assistant Head Teacher  
School of Research Science, Dubai



"The support from the GCSEPod team was first class. The students really embraced it. Analysis of mock exam results shows that there is a correlation between GCSEPod and positive VA."

Richard Strafford, Director of Computing and IT,  
The British School of Barcelona



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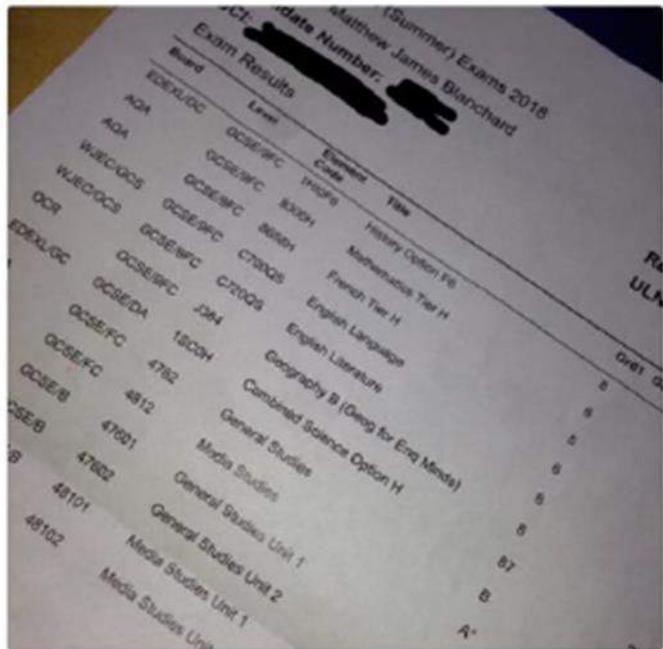
# The impact of GCSEPod

## Student testimonials

**Matthew Blanchard**  
@Matt\_James10

Follow

All the revision worked then 🍷 cheers  
@GCSEPod for getting me to the next level  
😁 #gcseresultsday #GCSEresults



GCSE Results Certificate for Matthew James Blanchard, (Summer) Exams 2018. The certificate lists various subjects and their corresponding grades. Visible subjects include English Language (8), English Literature (8), Mathematics Option H (8), Geography (9), Religious Studies A Option NA (9), French Tier H (6), and Media Studies (A).

12:21 PM - 23 Aug 2018

3 Retweets 13 Likes

**em**  
@emillymae

Follow

My GCSE results have literally managed to do a 180 and bless me with a 9, thank you @GCSEPod you honestly saved me.

9:55 AM - 23 Aug 2018

4 Retweets 12 Likes

**Whitefield School**  
@Whitefield\_NW2

Following

Smiles all around - students achieving the top grade 9 for GCSE English Language.  
#gcseresults2018 #HardWorkPaysOff  
@GCSEPod @Actionjackson @SchoolsWeek @SchoolsWeekLive

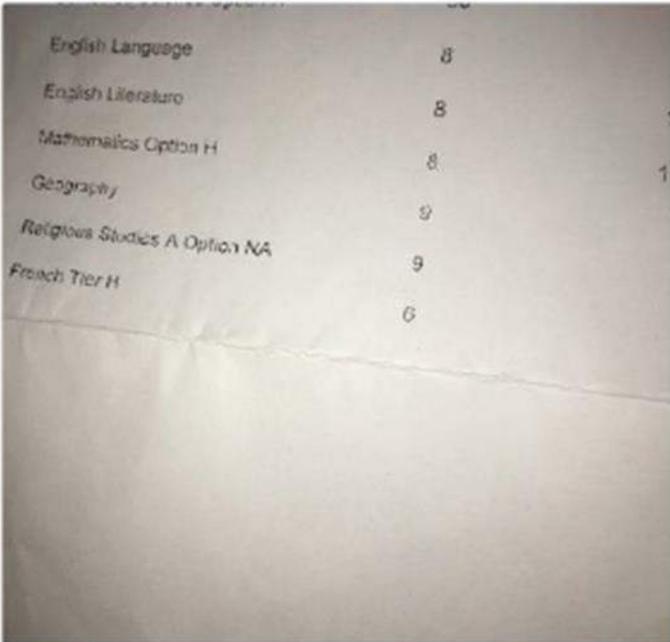


Three students (two girls and one boy) are smiling and holding up their GCSE certificates in a school setting.

**harriet\_davis\_x**  
@harriet\_davis\_x

Follow

shook by these results honestly not expecting that, probs the 760 @GCSEPod videos i watched y'all should do that if you're doing your gcse's next year because it bloody works



GCSE Results Certificate showing grades: English Language (8), English Literature (8), Mathematics Option H (8), Geography (9), Religious Studies A Option NA (9), French Tier H (6).

11:47 AM - 23 Aug 2018

6 Retweets 12 Likes



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