

# NEWS

## OF EDUCATION

### How Technology Can Boost Student Achievement

(NAPSA)—Parents and educators agree students need to develop learning skills that help them think critically, analyze information, communicate, collaborate and problem-solve.

#### Turn To Technology

Technology plays an essential role in realizing these learning skills in today's knowledge-based society. Consuming, processing and learning from media in many forms simultaneously is how today's tech-savvy students function. For more than six hours per day—eight when you count exposure to multiple forms of media at the same time—students consume media, the Kaiser Family Foundation found. Building information and communication technology literacy means this country can better compete in a global marketplace. Fortunately, according to the National Center for Education Statistics, just about every school in the U.S. with access to computers has Internet access.

#### Schools Have The Answers

What's more, most schools in America today can turn to a scientifically proven, standards-based digital media service that empowers teachers to improve student achievement.

This powerful, dynamic and engaging digital resource can supplement—even replace—traditional textbooks. Called Discovery Education streaming, it enhances curriculum with up to 9,000 videos and 71,000 high-quality digital video clips, as well as articles, images and more. Searchable by keyword, content area and grade level, these videos and other digital assets are easily integrated into school curricula.

#### Studies And Students

Research by Cometrika, an independent research firm, and Dr. Frank Boster, a professor at



**Many schools are turning to educational videos and other computer media to boost learning and test scores.**

Michigan State University, found the more this digital learning tool is used, the higher students score on achievement tests, especially for younger students.

“My analyses indicate that Discovery Education streaming positively affected achievement scores,” said Dr. Boster. “The impact that this digital media service had on every level of student achievement was statistically significant.” Discovery Education is a division of Discovery Communications, whose networks include Discovery Channel, Science Channel and Animal Planet.

#### What's Next?

Classrooms are moving from textbooks to digital content that features up-to-date, standards-based videos, virtual labs, simulations, e-books and text passages. Leading this shift are such digital resources as the Discovery Education Science—Elementary and Middle School solutions, which, according to Kelli Campbell, Discovery Education senior vice president, “are poised to replace traditional textbooks as the primary instructional tool to engage students in learning.”

You can learn more online at [www.discoveryeducation.com](http://www.discoveryeducation.com).