Company’s response to the evaluations:

Khan Academy is a nonprofit organization with the mission of providing a free, world-class education for anyone, anywhere. Therefore, it exists to assist all learners, especially those who have poor access to learning resources and need the skills to unlock career and higher education opportunities. Our partnership with government education systems are driven by beliefs that (1) Public School systems are a gateway to reach the learners who need support most and (2) education is an important catalyst for personal learning as well as systematic change. In the current scenario, when long school closures forced by COVID-19 pandemic did not only amplify the existing learning crises but also widened disparity and inequality in learning, Edtech learning products and services if implemented effectively might be a potential efficacious tool towards bridging the learning gaps. At such a crucial juncture, EdTech Tulna report might help stakeholders make an informed decision about which tool to be used for a specific purpose in an effective manner to impact intended learning outcomes.

Tulna evaluation reports are based on a comprehensive and simple evaluation framework, and findings are easy to interpret and relate in the Indian context. Evaluation Reports of Khan Academy give us a conviction that our approach to assist Indian learners in measurably improving learning outcomes is in the right direction. Our focus on quality of the content alignment to standards (Outcomes), personalized mastery based learning pedagogy, and positive learner experience coupled with realtime individual feedback/insights about learner progress help learners move on their learning path and gain mastery in foundational skills/concepts.

In order to give wonderful meaning to the findings in the report, we would like to reiterate that-

- Khan Academy is a supplemental resource that provides instruction and practice with realtime individual feedback/insights about progress, and help learners gain mastery in foundational skills/concepts
- Efficacy and learner engagement are drivers of what we do
- Intervention matters to drive most effective learning outcomes
- Integration in the ecosystem is crucial to ensure maximum ease-of-use and classroom adoptions

As evident from the Evaluation Report, evaluators have analysed English Khan Academy site only (i.e. https://www.khanacademy.org/), and not the Indian sites with localised content (i.e., https://hi.khanacademy.org/). In this scenario, it is not a surprise that evaluators identified language comprehensibility issues for non-native English speakers. We are cognisant of the significance of language accessibility in learning and also its direct association with equity and inclusion issues. We are extremely happy to share with the stakeholders that Khan Academy is available in more than 50 languages including Indian languages - Hindi, English, Gujarati, Kannada, Punjabi, Bangla, Tamil; and is in use in 190 countries. Content development in Assamese and Marathi in collaboration with respective State Govts is also at various stages of development.
When Khan Academy was launched in 12 schools of Rajasthan in 2017 on pilot scale, Hindi content was created and offered through specially devised apps. Since then, we have gone far ahead and prioritised content alignment and localisation matching to the needs of learners of partner States. It is worth highlighting that Indian sites offer the same quality content recreated through localisation and contextualisation of learning material, exercises, teacher resources and other platform features, available on the International site.

At Khan Academy, localisation does not mean the translation of the content or voice over on original video. It is contextualising and reconstructing the Khan content including text, videos and explanations, and exercises and assessment by a team of subject experts of the target language, with the support of Partner State Govt. Readers of the report and stakeholders may visit the following sites to get a glimpse of localised content.

https://india.khanacademy.org/ - India landing page
https://www.khanacademy.org/math/hindi - Hinglish site, where visual content is in English, and medium of oral communication/explanation is Hindi.
https://hi.khanacademy.org/ - Visual content as well as medium of explanation is Hindi
https://pa.khanacademy.org/ - Punjabi site
https://kn.khanacademy.org/ - Kannada site
https://gu.khanacademy.org/ - Gujarati site
https://bn.khanacademy.org/- Bangla site
https://ta.khanacademy.org/ - Tamil site

Khan Academy Kids, a play based, learner-centred, award winning app is specially designed as a fun educational program for 2-7 years old children. Focus of Khan Academy Kids is on early reading and language skills, social and emotional learning, problem solving skills through numeracy, to spark curiosity by introducing new interests. Results of a randomized, controlled study at the University of Massachusetts Amherst conducted on a beta version of Khan Academy Kids has shown that 4- and 5-year-olds from low income North American families who used the app for an average 13 minutes per day for a duration of 10 weeks at home achieved “substantial gains in their pre-literacy skills nearly to the national average.” Details of the study may be found here. However, as we are yet to hear from State partners about the need to localise Khan Academy Kids app in Indian languages, it is available only in English (US).

Being an outcome and data driven organisation, we have also learnt from various studies including third party studies in different geographies that usage of Khan Academy in recommended dosage had a positive effect on student achievement, with a significantly larger effect size for students at or below the median. Details of our impact studies may be found here. Ongoing randomised evaluations by J-PAL researchers (Project 1, Project 2) and quasi experimental studies in India would provide us further insights and pave the way for data-driven decisions to improve learning outcomes.