

# Judging An Edtech Claim

Education

Reading a supplier's evidence page without being sold by its design.

*Six questions, in order. Most products fail at the second.*

1

## Who ran the study?

Supplier-funded and supplier-run evaluations rarely find no effect.

2

## What was the comparison?

Against nothing, or against the best available alternative?

3

## Was there a control group?

Before and after, with no control, measures the year as much as the tool.

4

## What was measured?

Engagement, usage and satisfaction are not attainment.

5

## How big, how long?

One class for six weeks tells you about novelty.

6

## What does it cost in time?

Teacher time is the scarcest resource in the building.

Educational reference. Independent trials and published protocols are the signals worth weighting; testimonials and case studies are not