

## Media Release

### For Immediate Release:

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### SIIA Releases Evaluation Research Guidelines for Educational Technologies

*Publisher standards of best practice will also inform education leaders*

**Washington, DC** (May 13, 2010) – The Software & Information Industry Association (SIIA), the principal association representing the software and digital content industries, today released a new report: “*Conducting and Reporting Product Evaluation Research: Guidelines and Considerations for Educational Technology Publishers and Developers.*” Available for free online, the Guidelines provide 22 standards of research best practice for publishers and developers of educational software and other instructional technologies.

The Guidelines also are intended to help researchers, policy-makers and education officials advance their understanding of research challenges unique both to studies of technology and to publisher-commissioned research in general, including the appropriate balance between the rigor, timeliness and usefulness of evaluation studies.

“SIIA members have responded to education’s call for accountability and evidence by enhancing the scale, scope and rigor of their research investments,” said Mark Schneiderman, senior director of education policy for SIIA. “The Guidelines further respond to the educational sector’s need for best practices on how to design, conduct and report studies evaluating the effectiveness of technology-based products and services, and in so doing, will help provide educators with information that is of the greatest value in helping them select interventions.”

“These guidelines demonstrate the commitment of educational technology companies to unbiased, objective research on the effectiveness of their products and programs to support teaching and learning,” said Lisa Brady Gill, director of education policy and practice, Texas Instruments Education Technology Group. “We appreciate SIIA’s leadership in providing a useful framework for companies like TI to use to carry out research that will be meaningful to education stakeholders.”

The Guidelines are intended primarily for publishers and developers of educational technologies. They address operational decisions – planning, designing, conducting and reporting – that are under the control of managers carrying out or commissioning a study on their products and services. In addition, the Guidelines are intended to give educators confidence that providers understand the importance of presenting information that is unbiased, actionable and of the greatest value in helping them select and implement technology-based products and services.

“In today’s climate, software developers are increasingly being called upon to show evidence that their products make a difference with children,” said Guidelines peer reviewer Dr. Robert Slavin, director of the Center for Research and Reform in Education, Johns

Hopkins University. "The SIIA Guidelines provide practical, sensible guidance to those who are ready to meet these demands."

"The SIIA Guidelines are a valuable contribution to research in schools. Its concise summary of education research issues and options will help researchers, educators and technology providers work together to understand teaching and learning in the 21st century," said Guidelines peer reviewer Talbot Bielefeldt, senior research associate, International Society for Technology in Education (ISTE). "It is a useful resource for developers, evaluators, grant writers, grant seekers, and funding agencies – anyone who needs to study the actual classroom use of educational technology."

The Guidelines were authored by Denis Newman, president of Empirical Education Inc., under the direction of the SIIA Education Division's Research & Evaluation Working Group. SIIA also wishes to thank the Guidelines peer reviewers: Larry Hedges with Northwestern University, Robert Slavin with Johns Hopkins University, and Talbot Bielefeldt with the International Society for Technology in Education (ISTE).

To read the Guidelines, visit

[http://siiia.net/presentations/education/SIIA\\_EvaluationGuidelines\\_EdTechProduct.pdf](http://siiia.net/presentations/education/SIIA_EvaluationGuidelines_EdTechProduct.pdf).

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for 500 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.net).

### **About SIIA's Education Division**

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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