



# Impact report

## Summary





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## Background

Kid's Box New Generation is a seven-level course covering Pre-A1 to A2 on the Common European Framework of Reference for Languages (CEFR). It integrates learning and assessment in a way that matches the Cambridge Young Learner Exams, with preparation for each exam covered by two levels of the course.

Kid's Box New Generation is designed to be fun to learn and easy to teach, and the cognitive demands of the levels match child development stages. In addition, the course is aligned with the [Cambridge Life Competencies Framework](#) for the areas of creativity, collaboration, and critical thinking. This means that learners are challenged not just to learn English but a range of crucial life skills too. Kid's Box New Generation comes with a digital package of learning support material for use in the classroom and at home to help students make the most of their learning experience.

## Impact evaluation

As part of our commitment to supporting our teachers and learners, we carry out impact research to understand what actually happens in the classroom when people use our learning materials and exams. This allows us to understand where the products are effectively supporting learning and where they could be improved.

Teaching English to young learners presents unique challenges and requires tailored support. The motivation for our Kid's Box New Generation impact study was to find out how well the course supported teachers with these challenges, and where we could improve.

We were interested in users' perceptions of the course, the engagement of students with the learning materials, how the course affected student attitudes to learning and using English, and how the course supported effective communicative teaching, including for mixed-ability classes.

**“My classes like [Kid's Box New Generation] a lot... when we finish the unit, they have the story in the Pupil's Book, we watch the video and everything.”**

Teacher, Italy

## Participating institutions

Kid's Box New Generation is a truly global product, used in classrooms around the world in diverse contexts. For this study, we collected data from 10 schools in four countries across three continents: Brazil, Italy, Vietnam and Türkiye. The educational institutions were a mix of private language schools and private and state primary and secondary schools. There was considerable variance in the number of hours of English instruction between institutions, with some allocating as little as an hour a week and others anything from two up to ten.

## Data collection

Data were gathered using teacher questionnaires, focus groups, 1:1 interviews and lesson observations. A key aspect of this study was that we also collected data through learner drawings, which visually captured key elements of the students' English learning experience and motivation.



## Findings

N.B. Due to rounding, total percentages in graphs may not add up to 100%.

### Positive user perceptions of the Kid's Box New Generation course

**“When we watch the videos with Maskman and Monty... it’s fun, engaging!”**

Teacher, Brazil

**Key finding 1:** 96% of teachers felt Kid's Box New Generation helped them create an effective learning environment in the classroom.

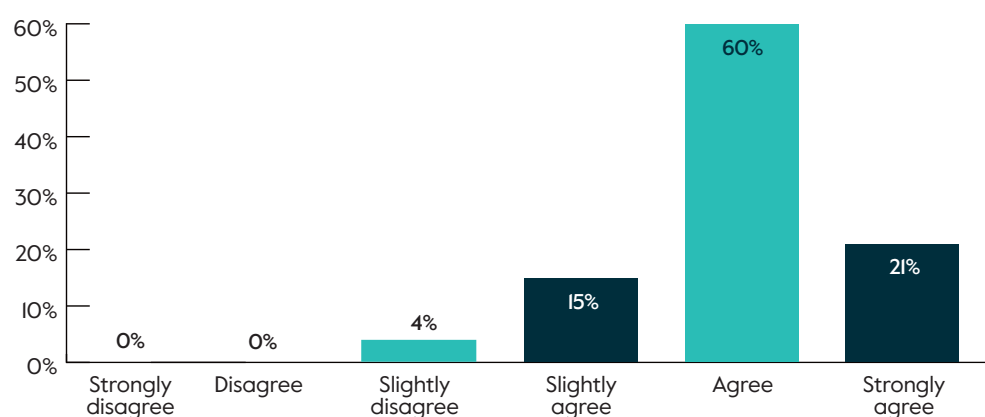


Figure 1: Kid's Box New Generation helps me create an effective learning environment.

**Key finding 2:** 75% of teachers said that the Kid's Box New Generation digital tools enhance the teaching and learning experience.

When asked about Kid's Box New Generation's digital resources, over 80% of teachers said that they used them often or always, and 75% felt that they enhanced the learning experience significantly (see Figures 2 and 3 below).

Our findings indicated that incorporating digital tools like smartboards, videos and audio recordings enhanced student engagement in the classroom. For instance, students were able to improve their pronunciation and discern sound-spelling variations by listening to audio recordings. Interactive videos, such as paired dialogues, allowed students to observe authentic conversations and then practise related activities from their textbooks in pairs. The integration of these digital resources cultivated a stimulating classroom atmosphere that effectively combined the course book with technology.

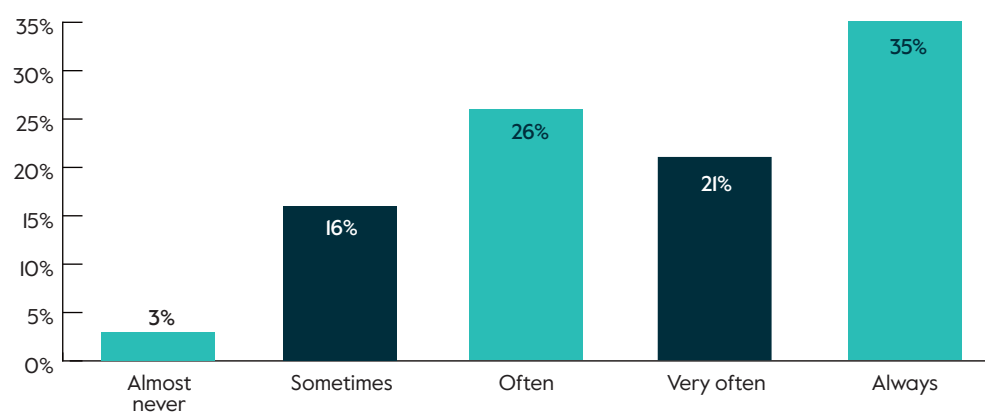
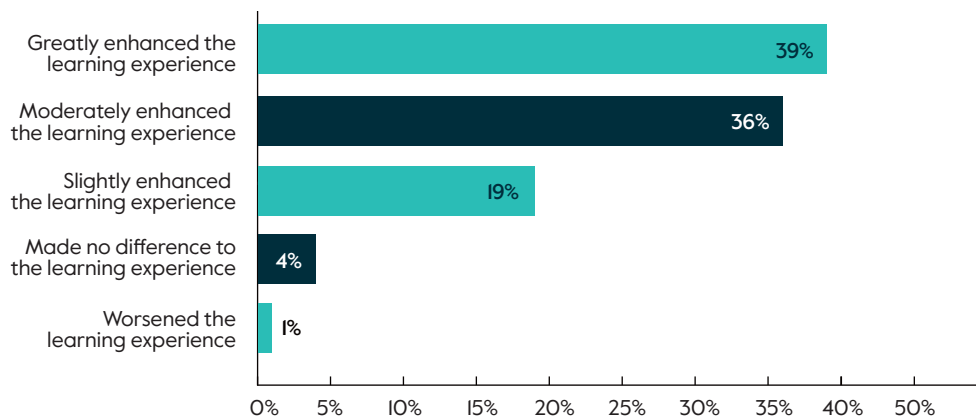


Figure 2: Thinking back to the last month, how often did you use any of the Kid's Box New Generation digital resources?



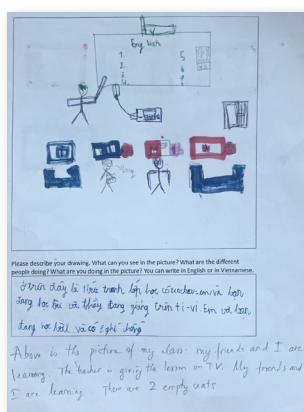


**“The fact that both the Pupil’s Book and the Activity Book are in colour is very positive because having bright colours and images for kids is really useful.”**

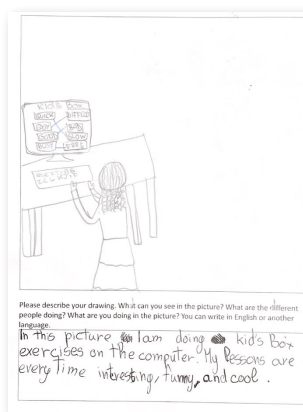
Teacher, Italy

**Figure 3:** If you used any of the digital resources, to what extent do you feel these enhanced the learning experience of your students?

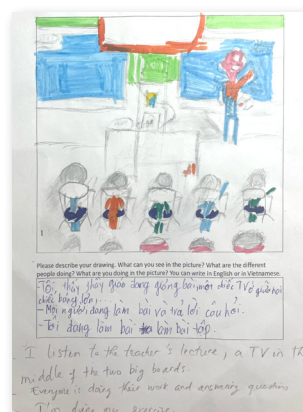
Student drawings also supported the importance of digital in the learning experience, with computers, TVs and smartboards frequently featuring. This suggests that from a student’s perspective, technology plays a significant role in learning with Kid’s Box New Generation.



Student drawing – Vietnam



Student drawing – Italy



Student drawing – Vietnam



**“The students like the colouring, videos, role play and dancing very much.”**

Teacher, Türkiye

## Supporting effective learning practices and mixed-ability students

**Key finding 3:** 83% of teachers said Kid’s Box New Generation supported them in implementing effective learning practices.

Figure 4 below indicates that the teachers surveyed expressed confidence using Kid’s Box New Generation material, and they felt that the activities in the books helped to measure student progress and identify student learning needs, as well as supporting them more broadly in implementing effective learning practices.

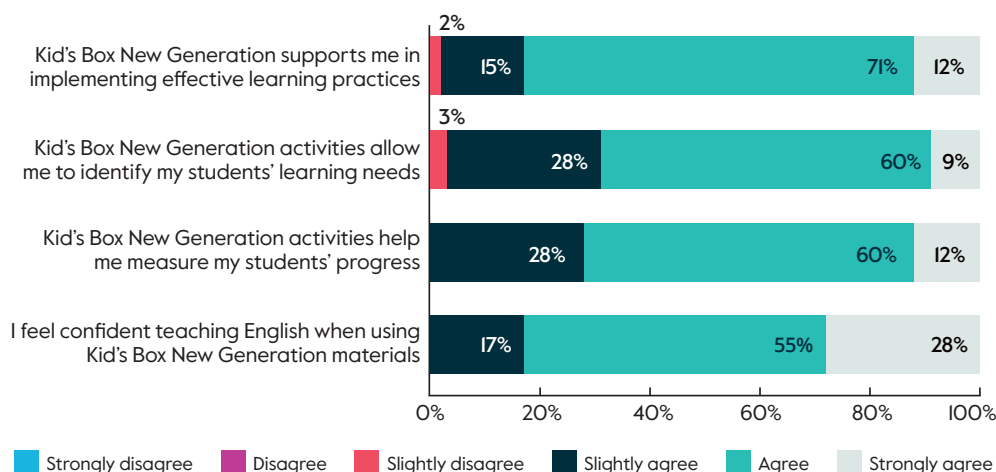


Figure 4: Effect of activities and materials on learning and classroom practice.

**Key finding 4:** Kid’s Box New Generation helps teachers with mixed-ability classes.

In terms of supporting mixed-ability students, 94% of teachers found Kid’s Box New Generation supports students from all levels to participate in lessons (see Figure 5 below).

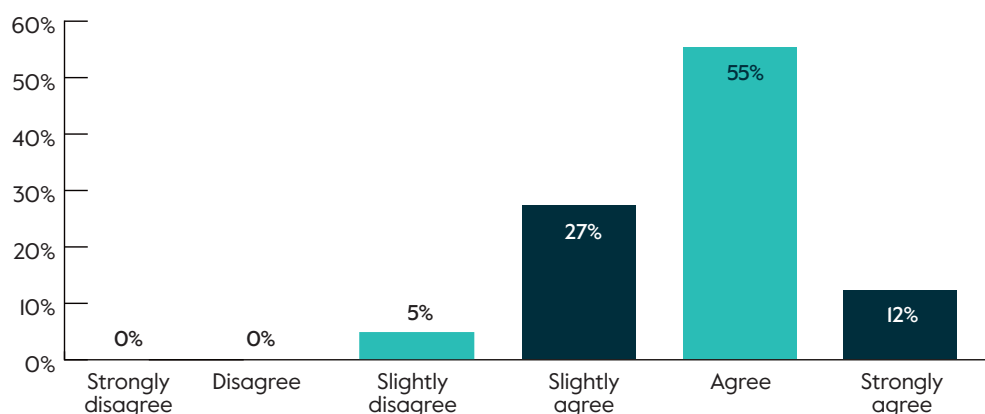


Figure 5: Using Kid’s Box New Generation materials allows all students of all language levels to participate throughout lessons.

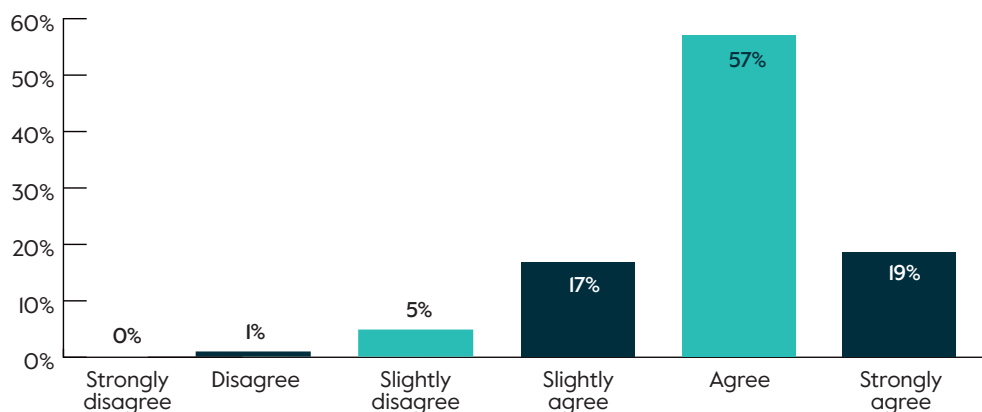
Classroom observations also showed many teachers using Kid’s Box New Generation resources to create a more inclusive and active learning environment. For example, Monty, a character created for the course, was used as a puppet by a teacher, which was observed to motivate students to actively participate in learning activities. Another example was the use of the vocabulary cards with pictures in guessing games, which encouraged collaborative learning, reinforced learning words in an engaging way and helped maintain focus in the classroom.





## High levels of affective and behavioural engagement with the course

**Key finding 5:** Teachers report high levels of learner engagement with reading activities, role plays, songs and stories, and students demonstrated high levels of engagement with the course's characters.



**“They love the characters in Kid’s Box... they become so familiar for our students.”**

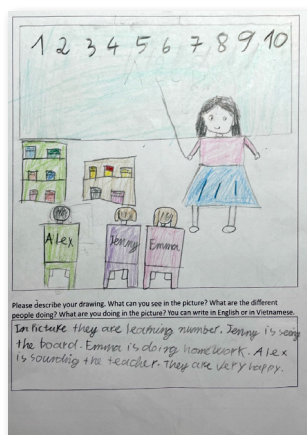
Teacher, Türkiye

**Figure 6:** Students can easily relate to the characters and stories in Kid’s Box New Generation.

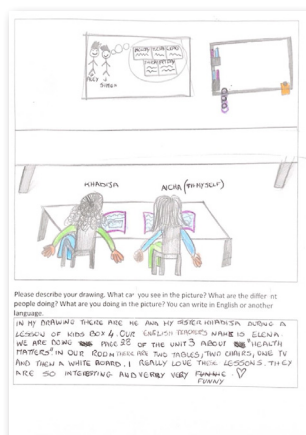
To explore student engagement with the course, students were asked to draw a picture related to their English lessons. Many chose to draw Kid’s Box New Generation characters, which demonstrates how the course materials have become a meaningful and relatable part of their learning journey.

**Key finding 6:** Kid’s Box New Generation helped to create a positive classroom environment.

Class observations showed that students were generally highly engaged, happy and enthusiastic. They seemed to enjoy the majority of lesson activities, and although the preferred activities varied from class to class and teacher to teacher, levels of engagement were high across class groups. This was also reflected in students’ drawings:



Student drawing – Vietnam



Student drawing – Italy



Student drawing – Türkiye

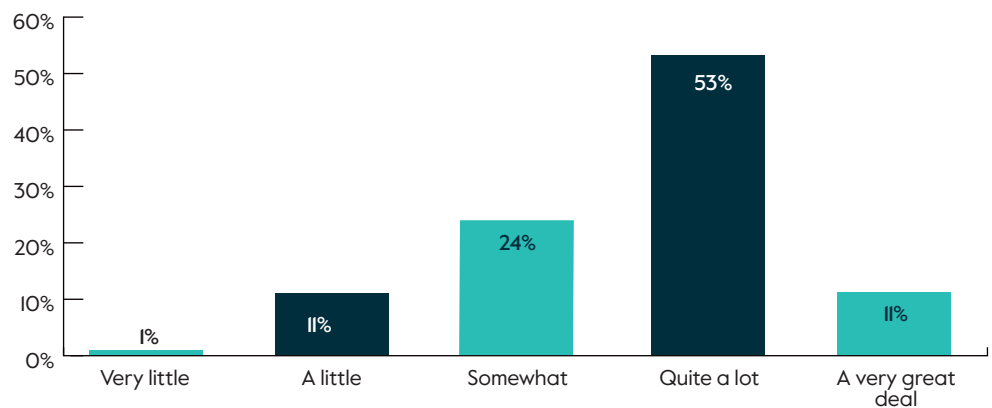


**“We are really happy with the changes [in Kid’s Box New Generation]... the phonics and the spelling are really connected.”**  
Teacher, Brazil

## A positive impact on confidence, life skills and cultural understanding

**Key finding 7:** Kid’s Box New Generation helps to build learner confidence.

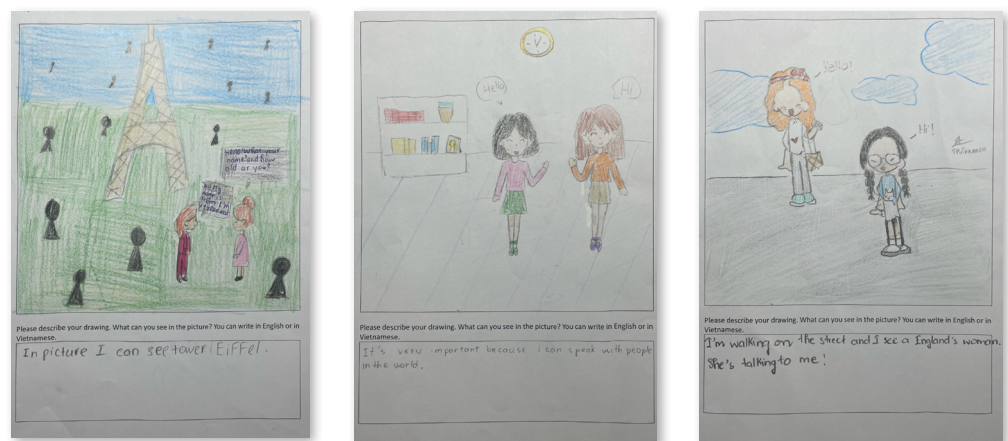
Figure 7 below shows that most teachers thought that confidence had improved significantly since the start of the school year when they had begun using Kid’s Box New Generation.



**Figure 7:** Since the beginning of this academic year, to what extent do you feel that students improved their confidence in using English?

**Key finding 8:** Kid’s Box New Generation supports the acquisition of skills beyond English and promotes cultural understanding.

Teachers reported that the course helped students develop skills such as group collaboration, developing empathy, problem solving, and understanding emotions. They also felt that Kid’s Box New Generation promoted cultural understanding and engagement with global issues (see Figure 8 below).

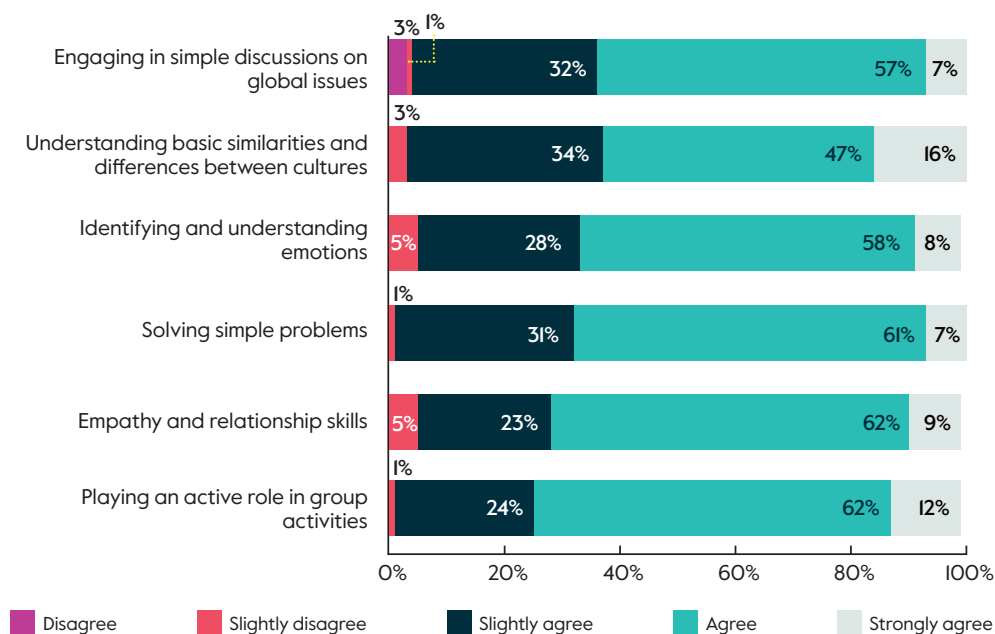


Student drawing – Vietnam

Student drawing – Vietnam

Student drawing – Vietnam





**Figure 8:** To what extent do you agree that the Kid's Box New Generation course helps students develop the following skills?

Learner drawings also provided evidence that students using Kid's Box New Generation saw the value in using English to engage with people from other cultures. The drawings below show young learners' aspiration to use English in real-life contexts, and, notably, some depicted children using English as a lingua franca, highlighting how young learners perceive the purpose of learning the language: a tool for connecting with others from around the world. This provides a valuable glimpse into their worldview, emphasising how language learning is increasingly shaped by a sense of global citizenship.



## Conclusions

Overall, the feedback from both teachers and students on Kid's Box New Generation was very positive. Activities and resources enhance learning, engage students and promote learner confidence, and the variety of these meant that teachers could choose those which worked best in their context and with specific learners. It was also felt that the course's digital tools significantly augment teaching and learning.

Kid's Box New Generation was also praised for offering good support for planning lessons, including useful suggestions for differentiating learning for mixed-ability classes. Teachers also mentioned how the course promoted the learning of skills beyond English such as collaboration, problem solving and cultural understanding.

**Key finding 1:** 96% of teachers felt Kid's Box New Generation helps them create an effective learning environment in the classroom.

**Key finding 2:** 75% of teachers said that the Kid's Box New Generation digital tools enhance the teaching and learning experience.

**Key finding 3:** 83% of teachers said Kid's Box New Generation supported them in implementing effective learning practices.

**Key finding 4:** Kid's Box New Generation helps teachers with mixed-ability classes.

**Key finding 5:** Teachers report high levels of learner engagement with reading activities, role plays, songs and stories, and students demonstrated high levels of engagement with the course's characters.

**Key finding 6:** Kid's Box New Generation helped to create a positive classroom environment.

**Key finding 7:** Kid's Box New Generation helps to build learner confidence.

**Key finding 8:** Kid's Box New Generation supports the acquisition of skills beyond English and promotes cultural understanding.





## Many thanks to our participating schools:

### Italy

Pingu's English School, Montichiari  
Pingu's English School, Milan Sempione  
Pingu's English School, Rome Corso Trieste  
Pingu's English School, Rome Montagnola

### Brazil

Colégio Antares

### Vietnam

Viet Anh Primary School  
Viet Anh Secondary School

### Türkiye

Ay Koleji, Istanbul  
ETA School, Istanbul  
Ahi Mesut Anaokulu, Ankara

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