

The Busuu Efficacy Study 2021

Executive Summary

This study is based on a random sample of 114 Busuu users, with 35% beginner/novice users (placed in 1st college semester of Spanish) and 65% intermediate users (semester 2,3,4).

All participants took at the beginning of the study 2 language tests: one for reading/grammar proficiency (WebCAPE) and one for oral proficiency (TNT). All participants used Busuu to study Spanish for 2 months and took the same tests again at the end of the study.

MAIN RESULTS

Overall Language Proficiency Improvement

1. 94% improved in at least one of the areas: reading/grammar or oral proficiency (95%CI 88-98)
2. 80% improved their reading/grammar proficiency (95%CI 71-86)
3. 71% improved their oral proficiency (95%CI 62-78)
4. 56% improved both their reading/grammar and oral proficiency (95%CI 46-65)
5. 53% moved up at least 1 semester in their college placement (95%CI 44-62)

Language Proficiency Improvement for Beginner and Intermediate Users

1. 100% of the beginner users improved in at least one of the areas: reading/grammar or oral proficiency, compared to 82% of the intermediate users.
2. 92% of the beginner users improved their reading/grammar proficiency, compared to 73% of the intermediate users.
3. 75% of the beginner users improved their oral proficiency, compared to 68% of the intermediate users.
4. 67% of the beginner users improved both their reading/grammar and oral proficiency, compared to 50% of the intermediate users.
5. 77% of the beginner users moved up at least 1 semester in their college placement, compared to 41% of the intermediate users.

Busuu Efficacy: proficiency gain per one hour of study.

- ◆ Reading/Grammar Proficiency Efficacy
 1. Busuu users on average gain 5.8 WebCAPE points per one hour of study
 2. Busuu users will need on average 13 hours of study in a two-month period to move up one college semester (from 2nd to 3rd), (95%CI 10-23).
- ◆ Oral Proficiency Efficacy
 1. Busuu users on average gain 0.036 TNT points per one hour of study.
 2. Busuu users will need on average 28 hours of study in a two-month period to increase their oral proficiency by one full level (95%CI 20-50).

Results Based on TNT Estimates of CEFR and ACTFL

- ◆ Reading/Grammar Proficiency
 1. Based on CEFR estimate, 57% improved their reading/grammar proficiency (95%CI 47-65)
- ◆ Oral Proficiency
 1. Based on CEFR estimate, 46% improved their oral proficiency (95%CI 37-55).
 2. Based on ACTFL estimate, 48% improved their oral proficiency (95%CI 39-57).

Main Efficacy Factors

- ◆ Existing Language Skills
 1. Language aptitude
 2. Existing second language knowledge
 3. Initial language proficiency
 4. Motivation
- ◆ Structure and Length of the Study Time
 1. Total study time (app and Live lessons)
 2. Number of Live lessons
 3. Percent of time with Live lessons
 4. Study time working with Busuu app