



Goblins

About our project

We modified Goblins' responses and UI to encourage students to ask for help, either intervening when we believed students were struggling, or affirming help-seeking after-the-fact. We found students were more likely to ask for help after receiving these interventions.



The classifier noticed the request for help, and Goblins affirmed the help successfully.

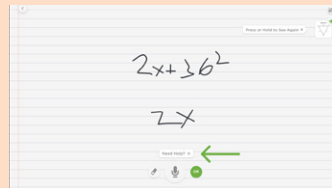


We performed 3 unique tests, each with a different trigger and intervention, across the 6 classes.

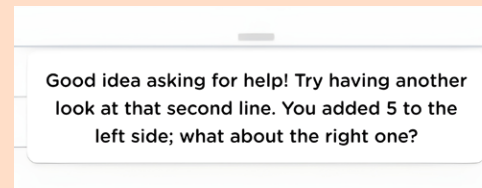
Top learnings about impact

Among the 6 classrooms in NYC Title I schools, 142 students in total, we found:

- In surveys, students were 21% more likely to strongly agree that “Asking for help was effective in learning today,” and 26% more likely to strongly agree that “I anticipate asking for help in math class when struggling in the future” after having been encouraged to seek help at least once by Goblins across any intervention.
- “Noticing struggle” proactively was a more impactful trigger, by a factor of 2, than responding to student inactivity with a “need help” button, as measured by likelihood to select “strongly agree” to either prompt after receiving either intervention (note: students had to have clicked on the help button).
- We’re walking away with a heightened appreciation for the importance of students’ mindsets on par with that of their academic abilities. The two go hand-in-hand. Also, just as we, as product designers, can positively influence academic outcomes, we can also deliberately improve students’ mindsets, and that doing so to either feeds the other.



Example intervention shown while student is struggling. Users who click it get helped.



Example affirmation after a student asks for help



Jonah, our engineer, and Sawyer, outside of test school in Bronx, NY

Top learnings about process

- When surveying students, it’s critical to walk them through the question content before passing out the paper to them; many students suppose they know what they’re being asked, though they’re often mistaken.
- The initial lift in measuring student behavior and messaging type from within an app is the biggest; once you’ve done the upfront work properly, you can slice things up into insights very easily.