

Teaching With Technology

What's Fueling Breakout Growth of the Ed Tech Market?

When educators talk about bringing lessons to life, they're no longer speaking figuratively. Schools now use gaming and virtual reality (VR) to engage students through virtual interactions with historical, literary, mathematical, and scientific concepts. Students become better students, and educators become better teachers.

By the Numbers

2025

By 2025, the immersive technologies of extended reality – including augmented reality and VR (AR/VR) – will be as ubiquitous as mobile devices.¹

8.8%

Students have an 8.8% increase in recall ability when working in immersive environments compared to when using traditional computer screens.²

41%

41% of respondents to an annual survey of business investors and leaders cite education as the second most applicable sector for VR behind gaming – a significant jump from 26% the prior year.²

\$1.7B

As of Q4 2018, venture capital funding in AR/VR hit \$1.7 billion, up 300% from the same time the prior year.³

15%

More than 15% of U.S. schools will have VR classroom kits by 2021.⁴

70M

Globally, more than 70 million K-12 students are expected to have a VR experience in school in 2021.⁴

How Gaming and VR Support Skill Development



Personal accountability
Overcoming obstacles instills the value of responsibility for decisions and actions, and exerts a sense of empowerment.



Social interaction
Multiplayer games boost interpersonal skills, help relationship building, and create a sense of camaraderie over shared interests.



Reading skills
Fast-paced action games increase reading speed and enhance comprehension.



Concentration
Students learn focused awareness and self-control from the need to overcome auditory and visual distractions.



Multitasking
The need to quickly respond to visual and auditory stimuli enhances multitasking skills.



Memory, motor skills, and strategic thinking
Repeated exposure to gaming stimuli improves hand-eye coordination, recall ability, and the correlation between actions and outcomes.



The Advantages of Ed Tech for Students

Learning is enhanced for students when:

- Tedious 2D content is transformed into exciting 3D interactive content
- They are less distracted by their smartphones because they're focused on exciting learning content
- Applications with language built in help them overcome language barriers
- AR/VR gives them experiences that otherwise wouldn't be available due to geography, cost, or other practical considerations
- They can communicate with others from different cultures

Immersive Experiences Offer Students:

- Lifelike experiences
- Visceral, emotional reactions that form memories and aid recall
- Opportunities to visualize complex content
- The association of learning with entertainment experiences
- A means to show educators what they've learned without homework and exams



Barriers to Implementing Ed Tech Tools in Schools:

1 Costs:

Historically, tight budgets and competing demands have made funding for the hardware to support gaming and AR/VR a primary barrier to widespread adoption.

2 Parental concerns over screen time:

Some parents are concerned about the long-term impact of screen time on mental and physical well-being.

3 Deployment and maintenance:

Many schools do not believe they have the staff in place to set up, maintain, repair, and update the equipment through its lifecycle.

AR/VR Tools Purpose-Built for Schools

Technology tools for educators should integrate an end-to-end framework that includes planning, design, implementation, and device refreshes. In addition, these tools should provide the following capabilities and benefits:



Easy customization to enable adaption of curriculum for students of all ages



Hardened security to keep school districts and students safe



Durability to withstand heavy use by students of all ages and abilities



Quick, easy deployment



Availability of support and technical assistance

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¹ Perkins Coie, LLP, "2019 Augmented and Virtual Reality Survey Report," March 2019.

² EdTechMagazine.com, "Surveyed: Education Among Top Industries for AR/VR Investments," Aug. 8, 2019.

³ Edweek, "Education Seen as Strong Market for VR and AR By Industry Insiders," April 16, 2019.

⁴ Edweek, "Virtual Reality 'Class Kits' Expected to Gain Foothold in U.S. Schools," Jan. 26, 2018.



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