



Behavioral Insights and Parenting Lab

TalkingPoints Program Evaluation

The BIP Lab at The University of Chicago and TalkingPoints are collaborating on a program evaluation of the TalkingPoints family engagement platform.

The program evaluation will produce insights on whether parental engagement increases through use of the TalkingPoints platform and if so, whether there is a resulting increase in student classroom engagement, which is a precursor to an increase in academic outcomes.



ABOUT TALKINGPOINTS

TalkingPoints is an education technology non-profit with a mission to drive student success—especially in underserved, diverse communities—by using accessible technology to unlock the potential of families to support their children's education. The TalkingPoints multilingual family engagement platform allows teachers to communicate directly with English and non-English speaking parents. It translates messages both ways in over 150 languages. The platform also provides parents with tips for communicating with teachers and ways to extend learning time at home.

THE PARTNERSHIP & EVALUATION

The BIP Lab has collaborated with TalkingPoints in the 2020-2021 school year to research messaging that motivates increased parent engagement on the TalkingPoints platform. In the 2021-2022 school year, the BIP Lab will conduct an evaluation of the effectiveness of TalkingPoints in a school-based randomized field experiment with third-grade classrooms across the country. The evaluation will see if TalkingPoints increases parent-teacher communication, parent-child engagement, and student classroom engagement.

The evaluation is generously supported by J-PAL at MIT as well as other funders.

WHO WE ARE

The **Behavioral Insights and Parenting Lab** at the University of Chicago Harris School of Public Policy studies the science of parental decision-making through the lens of behavioral science. Research shows that a variety of behavioral supports can optimize the decisions that people make. The BIP Lab is dedicated to understanding how such behavioral supports can be used to support parental investments that promote children's development, especially in low-income families. The lab was co-founded in 2014 by University of Chicago Harris School of Public Policy Professors Ariel Kalil and Susan Mayer.

DIRECTORS

Ariel Kalil, PhD, is a professor at Harris Public Policy, where she also directs the Center for Human Potential and Public Policy. She is a developmental psychologist who studies economic conditions, parenting, and child development. In addition to her work at the BIP Lab, her current research examines the historical evolution of income-based gaps in parenting behavior and children's cognitive and non-cognitive skills.

Susan E. Mayer, PhD, is a professor and dean emeritus at Harris Public Policy. She has published numerous articles on the measurement of poverty, the effect of growing up in poor neighborhoods, and the effect of parental income on children's well-being. In addition to her work at the BIP Lab, she is engaged in a number of studies of intergenerational economic mobility.



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