

The Five Levels of Literacy Evidence: How Strong Is Our Proof of Impact?

Evidence is information, but it doesn't all carry the same weight. This framework helps you evaluate the credibility and strength of current evidence and gives guidance on where to level up to feel confident in your literacy investment.



1

Marketing Claims

► vendor claims, promotional language

- ✔ **IT CAN** ... outline what the solution is intended to accomplish.
- ✗ **IT CAN'T** ... tell you how it looks and performs in practice

Level up your confidence by asking, **"What independent evidence supports this claim?"**

2

Anecdotal Feedback

► testimonials, success stories

- ✔ **IT CAN** ... provide useful context and real-world perspective needed to support claims.
- ✗ **IT CAN'T** ... stand alone as proof of concept without measurable outcomes to substantiate the story.

Level up your confidence by asking, **"What data roots this feedback in demonstrable outcomes?"**

3

Observational Data

► program usage data, benchmark growth, pre/post comparisons

- ✔ **IT CAN** ... root outcomes in measurable ways.
- ✗ **IT CAN'T** ... establish broad causal impact on its own because it's isolated within one school/district.

Level up your confidence by asking, **"What else could explain these results?"**

4

Rigorous Research

► Pre/post comparisons, comparison-group studies, efficacy research, causal analyses

- ✔ **IT CAN** ... eliminate every question about how results may vary across contexts.
- ✗ **IT CAN'T** ... provide strong evidence that outcomes are attributable to the intervention rather than other factors.

Level up your confidence by asking, **"What else could explain these results?"**

5

Independently Validated, Decision-Ready Evidence

► Peer-reviewed research, replicated findings, independent evaluations, ESSA-aligned evidence

- ✔ **IT CAN** ... automatically guarantee the same results in every school or district.
- ✗ **IT CAN'T** ... provide the highest level of confidence for high-stakes investment, funding, and implementation decisions.

Level up your confidence by asking, **"Does this evidence align with the outcomes and populations that matter most in my district?"**

What Now?

Claims and testimonials are nice to have, but having independently validated, peer-reviewed research gives you confidence your literacy investment is measurable, relevant and impactful, and holds up under scrutiny from boards, funders, administrators, and educators.

Lexia® understands the importance of rigorously validated and tested evidence to ensure you can defend your literacy investments with confidence.

Plan Your Success With Lexia