



Proposal

Table of Contents

1. Introduction

1.1	About Oxford University Press	3
1.2	About Oxford Reading Buddy	3
1.3	Key Features	4

2. Programme Components

2.1	Coaching eBooks	4
2.2	eBook library	7
2.3	Quizzes	7
2.4	Oxford Reading Levels	9
2.5	Automatic progression	12
2.6	Reporting and data	13
2.7	Rewards and motivation	15
2.8	Offline reading app	16

3. Number of Coaching books and eBooks available per level (*Oxford Levels 1+ - 18*)

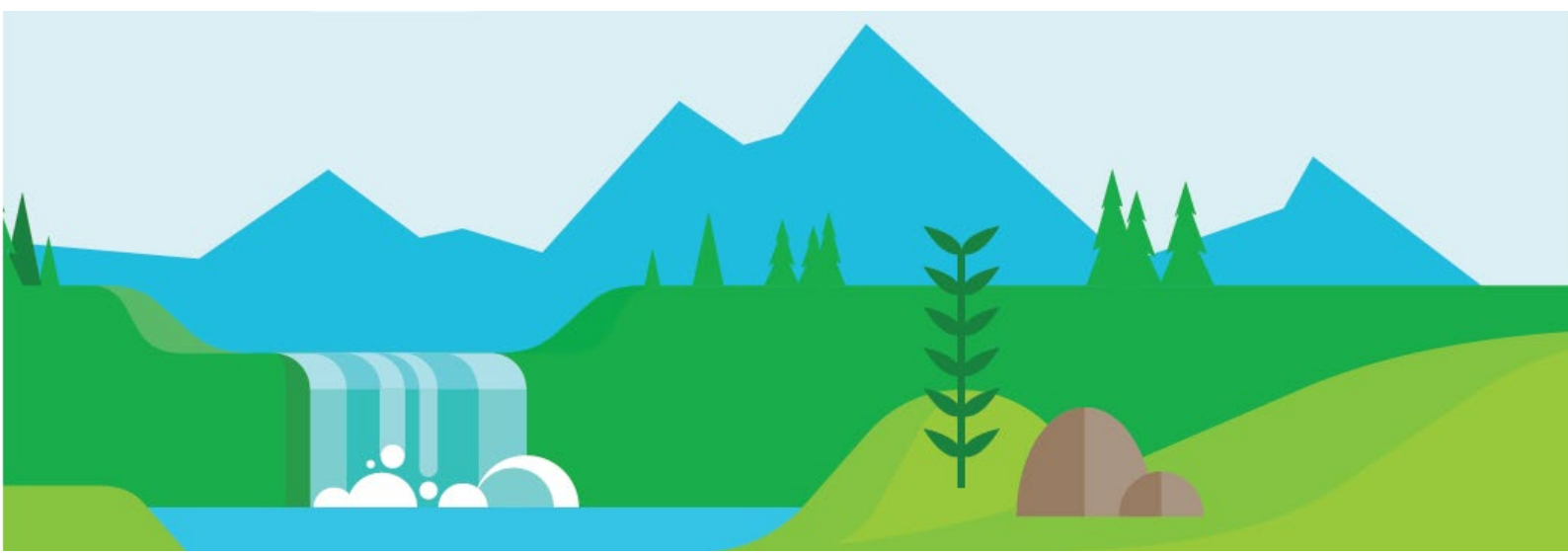
4. Impact study

5. Accolades for Oxford Reading Buddy

6. How to onboard your school for the programme?

7. Access period

8. Additional support links



Oxford University Press (OUP) is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

Being the world's largest university press with the widest global presence, OUP products cover an extremely broad academic and educational spectrum and aim to make content available in a variety of formats suitable for users – print and digital.

In fulfilling the Press's objective to further research, scholarship and education, OUP India today develops path-breaking digital solutions, while continuing to publish over 400 new books and revised editions every year. OUP India's publishing programme covers school courses, higher education texts, academic and reference works, titles of general interest, bilingual dictionaries, atlases, adult ELT materials, and digital and assessment products.


About **Oxford Reading Buddy**

Developing reading skills is a core component of literacy education. Oxford University Press brings to you **Oxford Reading Buddy**, a digital service that supports each child's personal reading journey and helps motivate them to read. As we know, learning to read well promotes many traits that help to empower students later in life, which is why **Oxford Reading Buddy** is designed to aid in the development of good reading habits, reading comprehension skills, and intrinsic motivation. Plus, the service provides teachers with valuable insights into students' levels of achievement and development with class, school; and individual student reporting features. It is an easy to use and fully optimised digital platform that can be embedded into literacy lessons in order to seamlessly support independent or group reading.



Key Features


1 Coaching eBooks...
offer a digital reading 'buddy' to coach reading comprehension skills.



2 eBook library...
for practice and consolidation – all automatically fed to children by Oxford Level.



3 Quizzes...
across the coaching eBooks, eBook library and printed books. The results prompt progress and performance feedback.



4 Automatic progression...
through Oxford Levels based on quiz performance so children have constant and immediate access to appropriately levelled books.

5 Performance reporting...
shows achievement against expectations, progress and engagement.



6 Rewards and motivation...
through good books, friendly reading buddies and collectable badges.

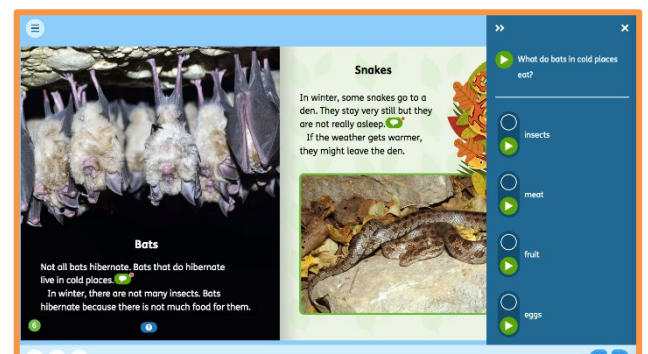
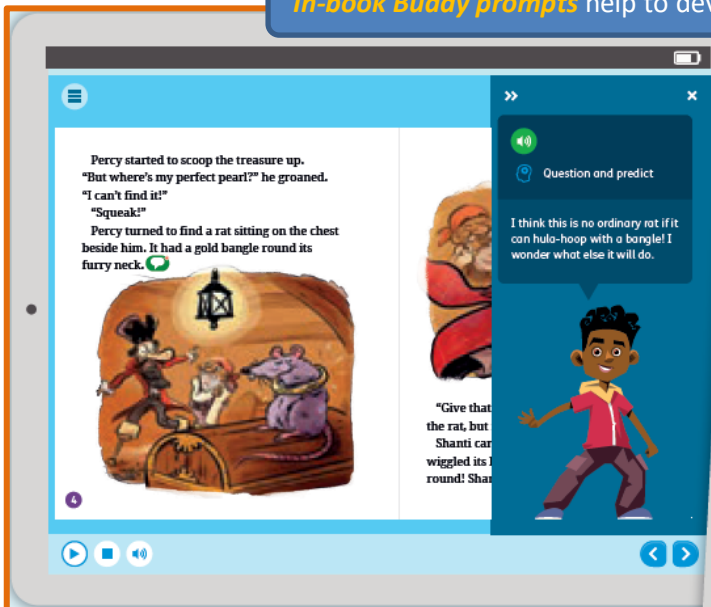


Designed to work on any mobile device, so it's perfect for use in school and at home.

Coaching eBooks

With the unique **Coaching eBooks**, children can choose a reading buddy to coach them in key comprehension strategies. The reading buddies will ask children questions to probe understanding and give them tailored feedback to extend their learning.

In-book Buddy prompts help to develop comprehension strategies and skills.



In-book Buddy questions help check for understanding.

- Each **Buddy prompt** is linked to one of the **7 key comprehension strategies***.
- **Buddy prompts** ask open questions to encourage reflection.

The danger zone

Once volcanologists have climbed a volcano, they can start to collect samples and data for their scientific research. These include rocks, lava, samples of gases and signs of plant or animal life.

Some researchers collect samples of molten lava, which can be as hot as 1150°C. That's over ten times hotter than boiling water! Usually, they collect lava samples with a long metal rod, but very occasionally, volcanologists may **abseil** into the crater of the volcano itself. To do this, they must wear a special silver suit to protect them from the heat. These full-body suits include a whole-head helmet, gloves and boots. No part of the body is left exposed. The suits aren't used very often because they are bulky, so it's hard to move around in them.

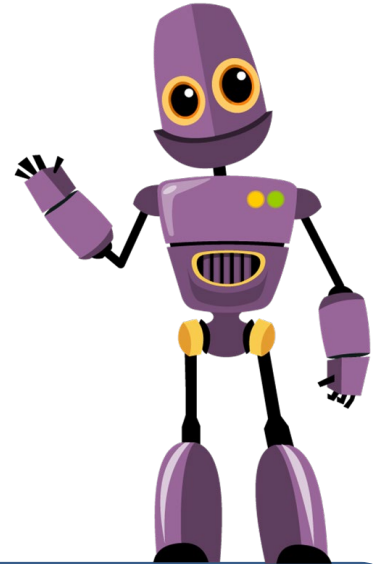


The area closest to the rim of an active volcano is called the danger zone because of the possibility of toxic gases, lava bombs and unexpected lava flows. Researchers need to work quickly and get out of the danger zone as soon as possible.



Look for clues

I can't believe volcanologists actually camp on volcanoes! Why do you think they decide to spend the night in such a dangerous place?



- **Buddy questions** check understanding and support further learning. They give customized feedback to wrong answers and a second chance to answer.
- Questions often relate to Buddy prompts, so students will do better if they listen to the prompts.

Buddy question

Buddy feedback

A volcanologist's equipment

Goggles protect my eyes from ash.

A gas mask protects me from poisonous volcanic gases, for example sulphur gas.

Brightly coloured fire-resistant clothing ensures my team can spot me easily.

Tough climbing boots protect my feet from the rough rocks and from any hidden hot patches of lava flowing down the slopes.



A hard helmet protects my head from falling rocks and volcanic lava bombs.

Thick gloves help me climb and protect my hands from burning when I work with fresh lava.




Why do volcanologists need to be good climbers?

- They often have to walk a long way to the volcano.
- They wear tough climbing boots and gloves.
- They need to cope with the risks of rock slides and rock falls.
- They climb down the insides of volcanoes.

5



Why do volcanologists need to be good climbers?

- They often have to walk a long way to the volcano.
- They wear tough climbing boots and gloves. 



It's true that their equipment helps volcanologists when they climb, but look back at page 4 and have another think about why climbing a volcano is difficult.


Try again

5




Reading buddies will ask children questions to probe deeper understanding and give them tailored feedback to extend their learning. *Each Buddy prompt is linked to one of the 7 key comprehension strategies.*



- Monitor comprehension
- Infer
- Determine importance
- Identify text structure, features and language
- Ask questions and predict
- Visualize
- Activate prior knowledge




Think and remember





I want to work out why Blessing thinks the man will shout at her. I'm thinking back and remembering why everyone else was cross.




Picture in your mind




I wonder what it would feel like to dive under the sea and explore a coral reef. I can picture all the beautiful fish and brightly coloured coral I'd see!



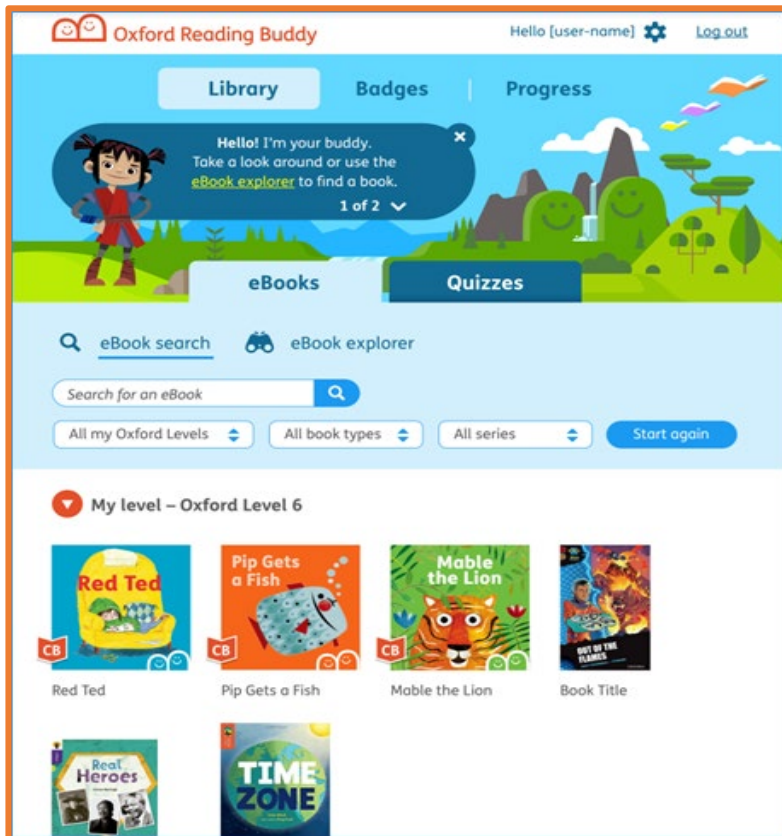
Look for clues



What are cat and rat doing? Does that make them good friends? Can you find other animals in the picture?



eBook library



eBooks from the loved and trusted *Oxford Reading Tree*, *Treetops*, and *Project X* series provide practice and consolidation. The eBooks are automatically allocated to children based on their Oxford Level, and quizzes at the end of each eBook assess comprehension skills and send feedback to the teacher.

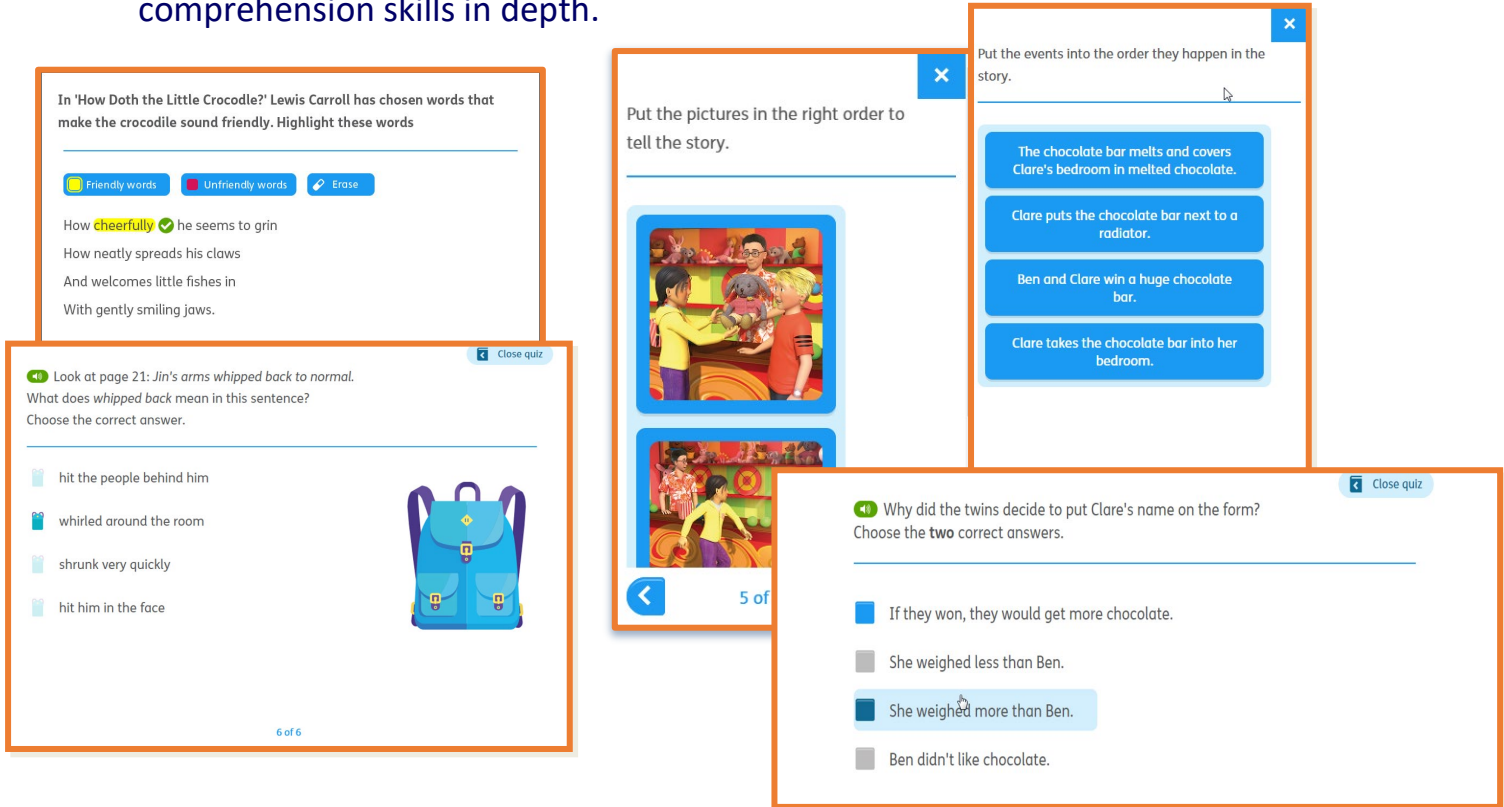


Audio up to Oxford Level 14

Text tracking up to
Oxford Level 5

Quizzes

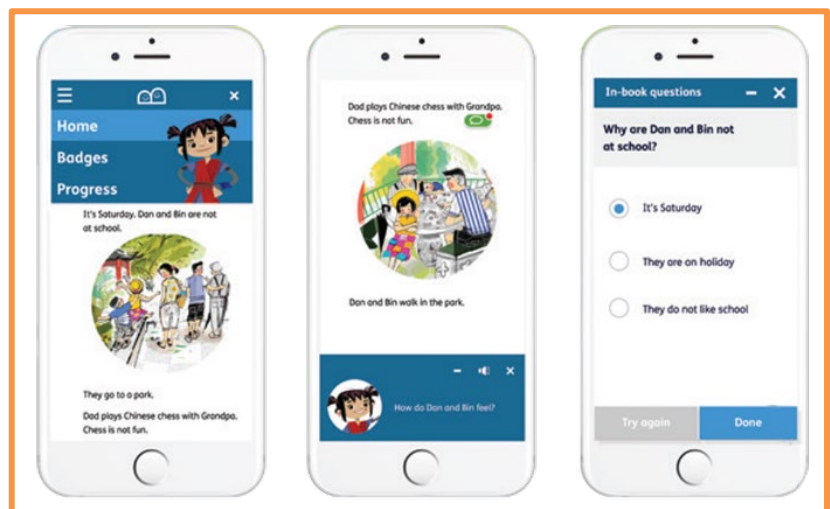
The quiz scores prompt a child's progression and provide performance feedback. The quizzes are carefully designed by experts to probe comprehension skills in depth.



The image displays four screenshots of the Oxford Reading Buddy app's quiz interface:

- Top Left:** A quiz titled "In 'How Doth the Little Crocodile?' Lewis Carroll has chosen words that make the crocodile sound friendly. Highlight these words". It features buttons for "Friendly words", "Unfriendly words", and "Erase". The text includes: "How **cheerfully** he seems to grin", "How neatly spreads his claws", "And welcomes little fishes in", and "With gently smiling jaws".
- Top Right:** A quiz titled "Put the events into the order they happen in the story." It shows two illustrations of children in a shop and a list of four events to be ordered: "The chocolate bar melts and covers Clare's bedroom in melted chocolate.", "Clare puts the chocolate bar next to a radiator.", "Ben and Clare win a huge chocolate bar.", and "Clare takes the chocolate bar into her bedroom."
- Bottom Left:** A quiz titled "Look at page 21: Jin's arms whipped back to normal. What does whipped back mean in this sentence? Choose the correct answer." It includes an illustration of a blue backpack and four options: "hit the people behind him", "whirled around the room", "shrunk very quickly", and "hit him in the face".
- Bottom Right:** A quiz titled "Why did the twins decide to put Clare's name on the form? Choose the two correct answers." It includes four options: "If they won, they would get more chocolate.", "She weighed less than Ben.", "She weighed more than Ben.", and "Ben didn't like chocolate."

- ✓ Varied and interesting question types for every eBook keep children engaged
- ✓ Based on a **Comprehension Skills** framework
- ✓ Automatically marked, with reporting by performance and individual skill
- ✓ Finely levelled to ensure appropriate level of challenge
- ✓ Work on mobile devices



Quizzes at the end of each eBook are carefully designed by experts to probe comprehension skills in depth.

- **Finding information**
- **Making connections and inferences**
- **Understanding vocabulary**
- **Using structure and organization to make meaning**
- **Understanding and appreciating author toolkit**

Oxford Reading Levels

Oxford Reading Levels is a system used to determine the level of many popular primary reading books from **Oxford University Press (OUP)**. At each Oxford Reading Level, incremental changes to text difficulty based on a range of factors help to support children's progress in reading. The Oxford Reading Levels system has been devised over multiple decades with the help of many leading authors, editors, educational experts, and teachers. Oxford Reading Levels range from Level 1 to Level 18, supporting readers from Foundation stage to the end of Primary.



Oxford Reading Levels can be used to support the three key phases of 'becoming a reader' as follows:

- **Oxford Reading Levels 1–7** provide small steps of incremental progress in learning to decode as well as developing other essential reading skills. Working through the books in each of these levels in a rigorous and linear way is important for building early reading foundations.
- **Oxford Reading Levels 8–12** support children's transition from learning to read into reading to learn – as they move off a phonics scheme and begin to explore longer stories, chapter books, and more varied non-fiction. Children should be encouraged to make choices, based on their interests, within each level but progressing through these levels sequentially will help to build their fluency and confidence as readers.
- **Oxford Reading Levels 13–18** support children's onward reading journey by providing a range of increasingly sophisticated texts that can be used alongside or as part of a rich and varied reading library. It is useful for children to 'work through the levels' given the progression built into the texts, but they should also be encouraged to make choices based on their interests and to move up and down the levels more freely if they wish.

Analysing the 'science' and 'art' of Oxford Reading Levels

In 2021, a specialist team at Oxford University Press (OUP) set out to analyse the 'science' and 'art' behind Oxford Reading Levels in order to create more comprehensive level descriptors. It is hoped that this robust analysis will help give teachers and school leaders added confidence in using Oxford Reading Levels to select the right books for their pupils.

The science

Using data from the **Oxford Children's Language Corpus**, OUP has analysed the 'science' behind Oxford Reading Levels, looking at:

- Phonics (e.g. digraphs, alternative pronunciations, common exception words)
- Text features (e.g. labels, captions)
- Word level analysis (e.g. word counts per book/page)
- Sentence characteristics (e.g. statements, exclamations, questions and commands)
- Sentences by function (e.g. declarative, interrogative, exclamatory, imperative)
- Sentences by structure (e.g. subject-verb-object)
- Punctuation features (e.g. commas, colons, dashes)
- Word classes (e.g. adjectives, nouns, conjunctions, prepositions)
- Vocabulary (e.g. frequency of individual words)

The art

In addition, OUP has interrogated the 'art' behind Oxford Reading Levels, including (among other things):

- Choosing appropriate decodable words
- Vocabulary choices
- Subject matter and themes
- Character, setting, and plot
- Story structure and book devices
- Dialogue
- Text positioning
- Design and illustration features

The **Oxford Children's Language Corpus** is the largest living database of children's reading and writing in English. This unique insight into the words children write and read, allows OUP to understand the language children need to acquire at each step of their education.

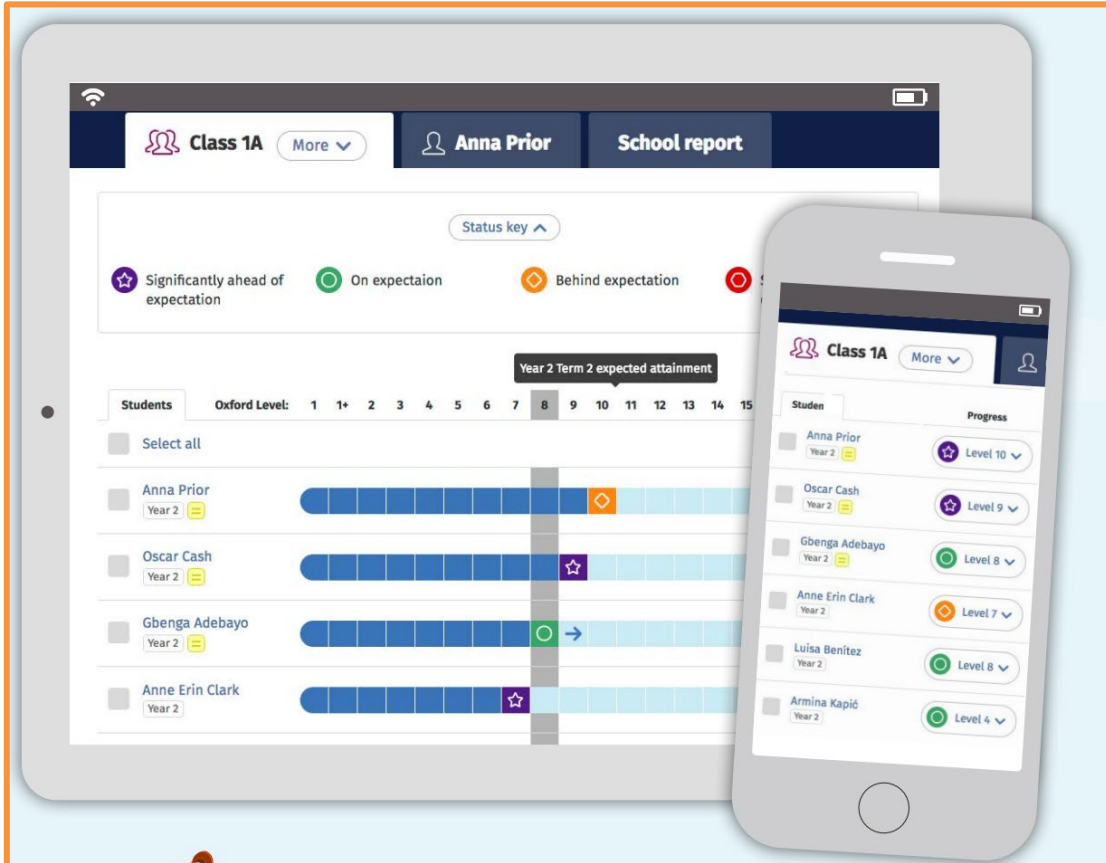
Inside every book...

Books using the Oxford Reading Levels system have been carefully constructed by a team of authors and experts using detailed criteria, underpinned by extensive research and analysis.

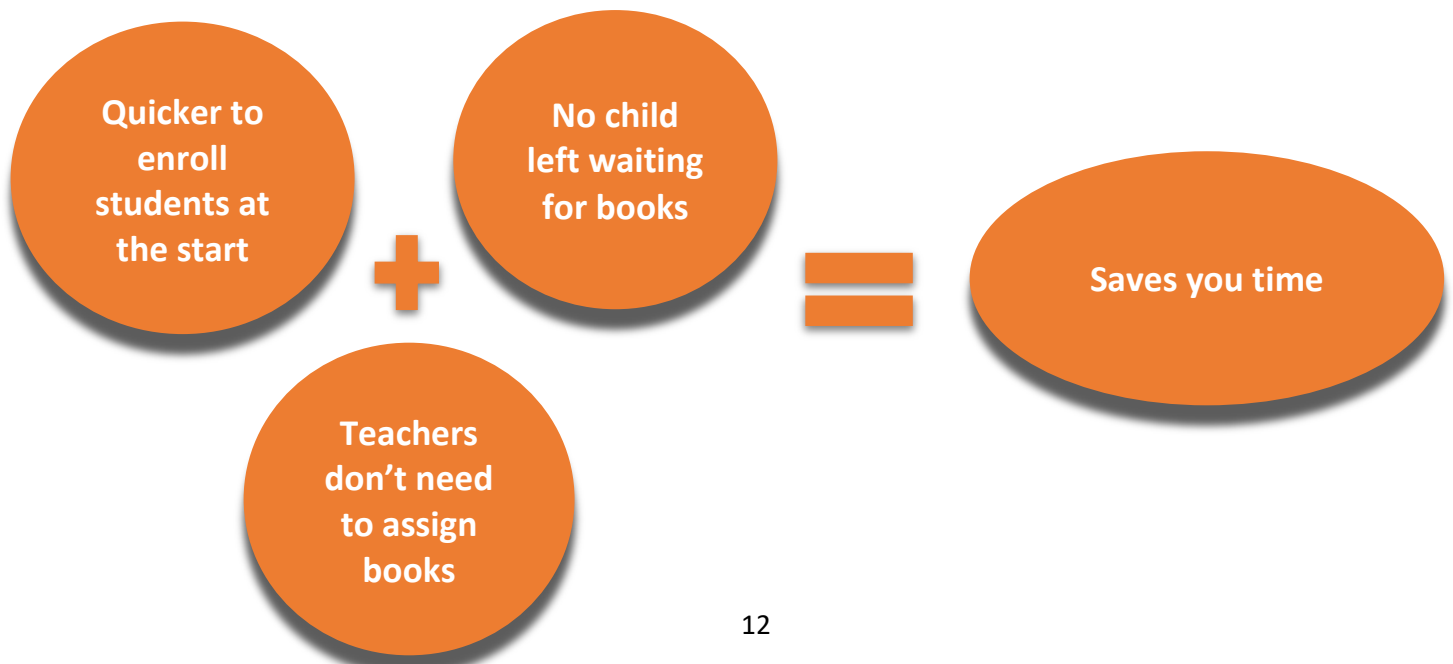


Automatic progression

Using Oxford Levels to provide a reliable progression structure, **Oxford Reading Buddy** automatically moves children through their reading journey, ensuring they have a constant supply of books at the right level.

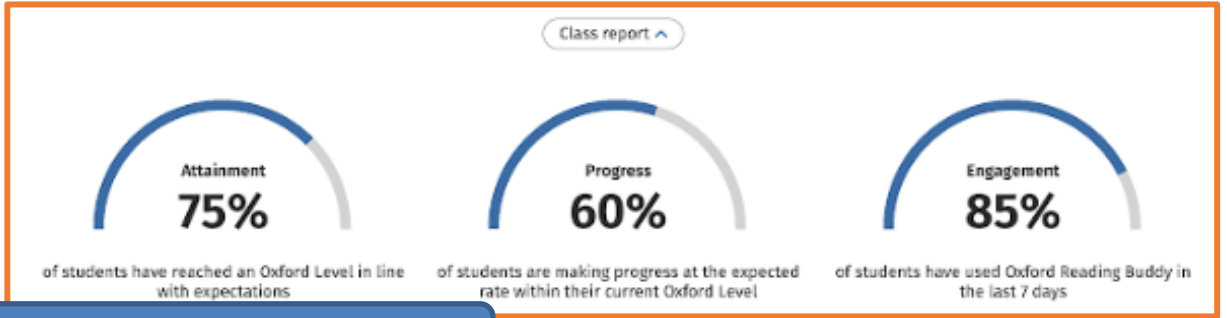


Students are automatically assigned a default Oxford Level, based on their school year. Teachers can move a student manually or wait for the system to move them automatically based on their performance.



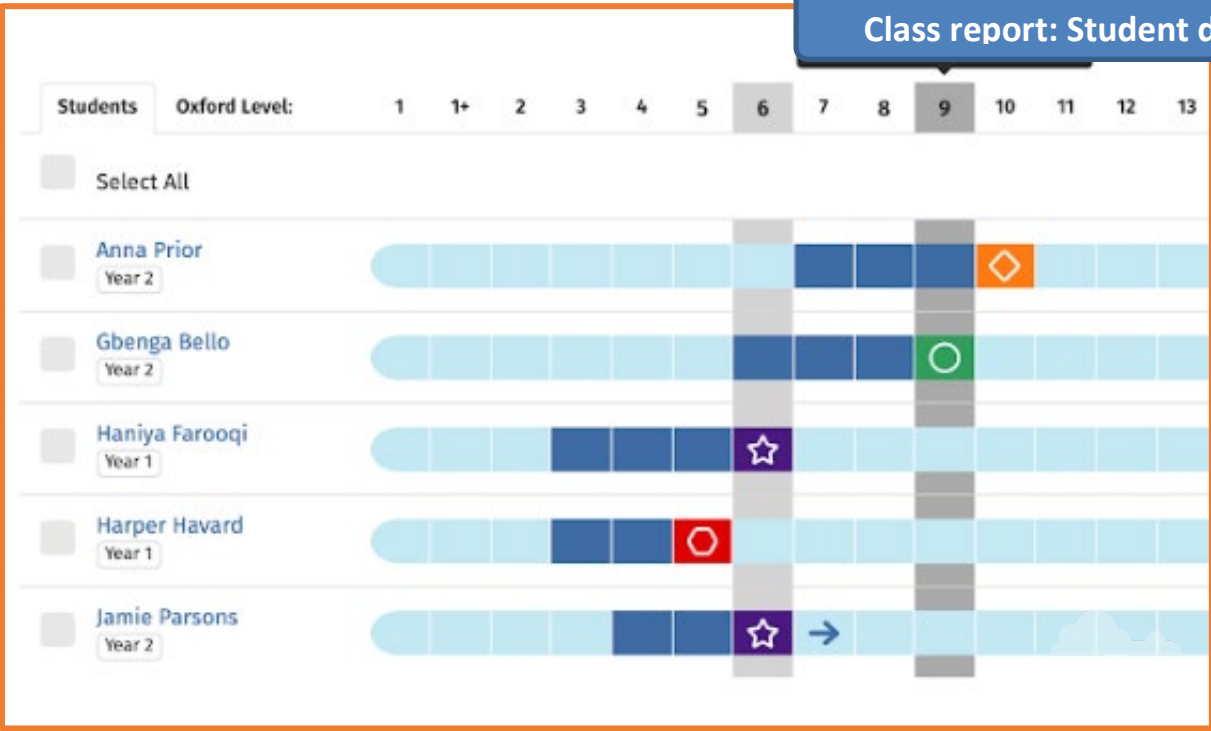
Reporting and data

Oxford Reading Buddy shows attainment (against national expectations), progress and engagement, plus performance against core comprehension skills.



Performance reporting





Class report: Student dashboard





Student report: Record of reading

Record of reading

Today

	Oxford Level 7 Cinderella by Julia Jarman	Quiz result: 100% Quiz date: Today Attempt: 1st Enjoyment: 😊	Go to quiz
	Oxford Level 7 Survival in the Arctic by Roderick Hunt	Quiz result: 83% Quiz date: Today Attempt: 1st Enjoyment: 😊	Go to quiz
	Oxford Level 7 The Silver Box by Tony Bradman	Quiz result: 100% Quiz date: Today Attempt: 1st Enjoyment: 😊	Go to quiz
	Oxford Level 7 A Sea Mystery by David Hunt	Quiz result: 50% Quiz date: Today Attempt: 1st Enjoyment: 😊	Go to quiz

2 days ago

	Oxford Level 7 Brilliant Bananas by Teresa Heapy	Quiz result: 83% Quiz date: 2 days ago Attempt: 1st Enjoyment: 😊	Go to quiz
	Oxford Level 5 Beast Feasts by Anita Ganeri	Quiz result: 90% Quiz date: 2 days ago Attempt: 1st Enjoyment: 😊	Go to quiz

0 days ago

Moved up to Oxford Level 7
Date: 6 days ago



Student report: Overview

Attainment ⭐ Above expected attainment

Current Oxford Level
Oxford Level 9
(Year 2/PS expected attainment: Oxford Level 9)

Badges earned	Date	Number of badges
1st Quiz	14/02/2019	1
Listening Legend	14/02/2019	1

Progress ⚠ Behind expected rate of progress

Days at Oxford Level 28 (Total expected: 84)	Comprehension skill (Quiz) <table border="1"> <thead> <tr> <th></th> <th>Buddy question performance</th> <th>Questions answered</th> </tr> </thead> <tbody> <tr> <td>Using structure and organization to make meaning</td> <td>81%</td> <td>9</td> </tr> <tr> <td>Understanding vocabulary</td> <td>77%</td> <td>6</td> </tr> <tr> <td>Finding information</td> <td>65%</td> <td>5</td> </tr> <tr> <td>Making connections and inferences</td> <td>81%</td> <td>7</td> </tr> <tr> <td>Understanding and appreciating author's toolkit</td> <td>59%</td> <td>3</td> </tr> </tbody> </table>		Buddy question performance	Questions answered	Using structure and organization to make meaning	81%	9	Understanding vocabulary	77%	6	Finding information	65%	5	Making connections and inferences	81%	7	Understanding and appreciating author's toolkit	59%	3
		Buddy question performance	Questions answered																
Using structure and organization to make meaning		81%	9																
Understanding vocabulary	77%	6																	
Finding information	65%	5																	
Making connections and inferences	81%	7																	
Understanding and appreciating author's toolkit	59%	3																	
Quiz scores ≥ 80% 0 (Total expected: 9)																			
Average score 70% (Quizzes completed: 5)																			

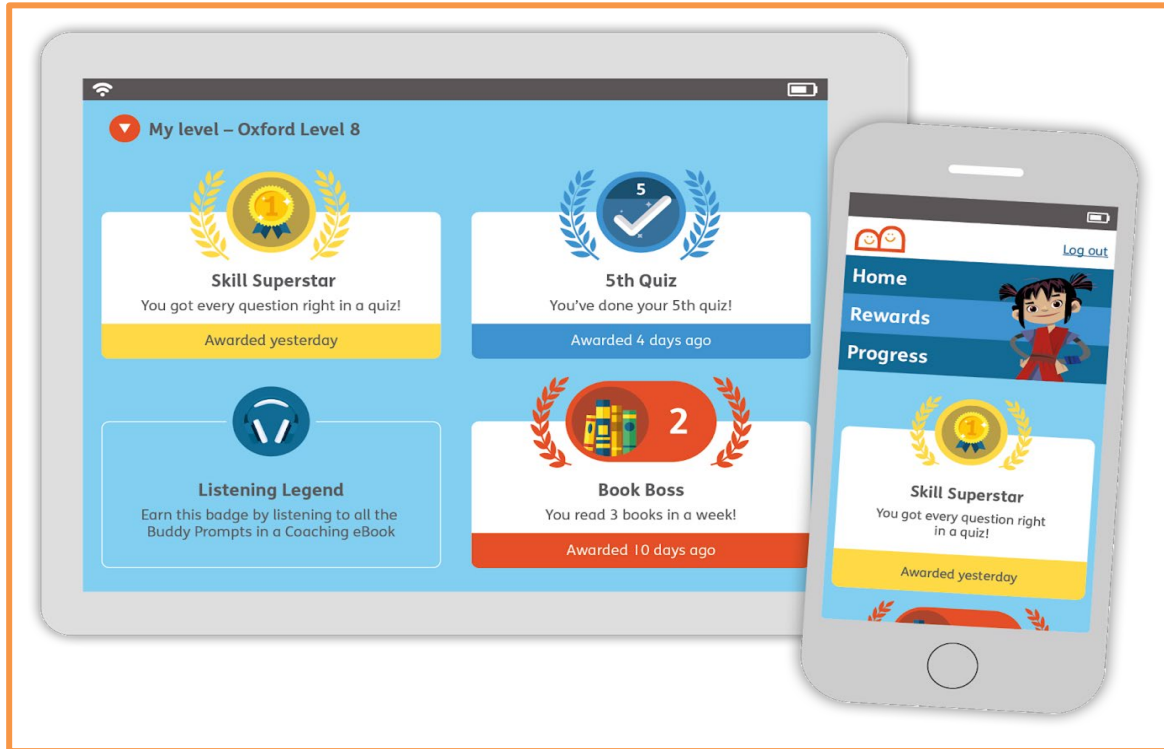
Engagement 🟢 At expected engagement

Last login 2 days ago	Coaching eBooks (Read: 2 of 7)																			
Books read at this level 5	Buddy prompts clicked on 95%	Buddy questions score 83%																		
Books read this year 32	Comprehension skill (Buddy questions) <table border="1"> <thead> <tr> <th></th> <th>Buddy question performance</th> <th>Questions answered</th> </tr> </thead> <tbody> <tr> <td>Making connections and inferences</td> <td>79%</td> <td>5</td> </tr> <tr> <td>Understanding vocabulary</td> <td>77%</td> <td>3</td> </tr> <tr> <td>Using structure and organization to make meaning</td> <td>75%</td> <td>4</td> </tr> <tr> <td>Finding information</td> <td>81%</td> <td>4</td> </tr> <tr> <td>Understanding and appreciating author's toolkit</td> <td>91%</td> <td>2</td> </tr> </tbody> </table>			Buddy question performance	Questions answered	Making connections and inferences	79%	5	Understanding vocabulary	77%	3	Using structure and organization to make meaning	75%	4	Finding information	81%	4	Understanding and appreciating author's toolkit	91%	2
	Buddy question performance	Questions answered																		
Making connections and inferences	79%	5																		
Understanding vocabulary	77%	3																		
Using structure and organization to make meaning	75%	4																		
Finding information	81%	4																		
Understanding and appreciating author's toolkit	91%	2																		

User-friendly teacher reporting shows individual student progress, providing teachers with powerful insights that enable them to provide extra support where it's needed most.

Rewards and motivation

A research-based approach weaves in motivation at every step, including brilliant books; friendly, fun reading buddies; and collectable badges to direct good reading behaviours.



The following badges are available:

Skill Superstar (Oxford Levels 1-18) for scoring 100% in a quiz

Great Thinker (Oxford Levels 1-18) for scoring 100% in the Buddy Questions

1st Quiz (Oxford Levels 1-18) for completing 1 quiz

5th Quiz (Oxford Levels 1-18) for completing 5 quizzes

10th Quiz (Oxford Levels 1-18) for completing 10 quizzes

15th Quiz (Oxford Levels 1-18) for completing 15 quizzes

20th Quiz (Oxford Levels 1-18) for completing 20 quizzes

Non-fiction Master (Oxford Levels 1-18) for reading a non-fiction book

Excellent Listener (Oxford Levels 1-18) for clicking on all Buddy Prompts

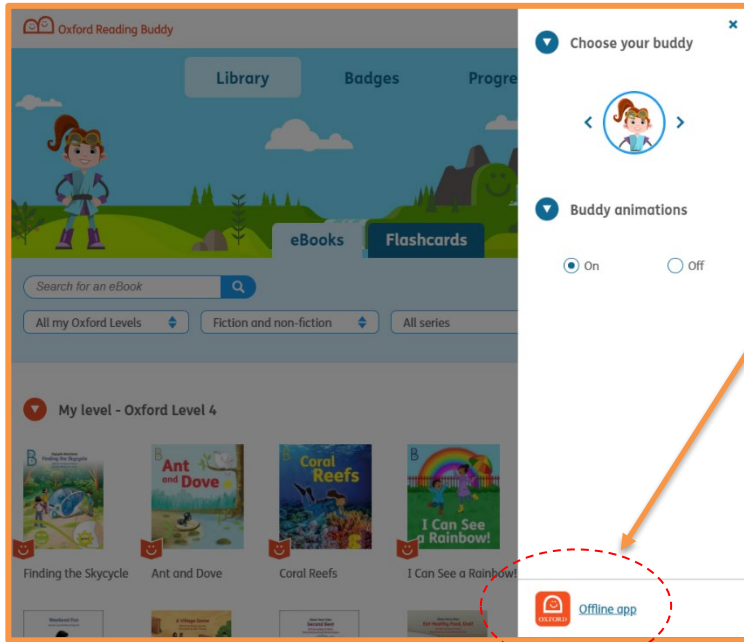
Speedy Reader (Oxford Levels 1-13) for reading 2 books in 1 week at Oxford Levels 1-6, and 2 books in 1 week for Oxford Levels 7-13

Marathon Reader (Oxford Levels 13-14) for reading for 20 minutes or more 3 times (over 2 weeks), 30 minutes or more 3 times (over 2 weeks) for Oxford Levels 15-16, 40 or more 3 times (over 2 weeks) for Oxford Levels 17-18

Reading Rockstar (Oxford Levels 1-18) for reading 3 days over 7 days

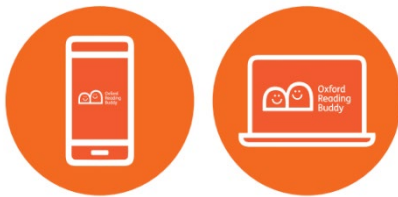
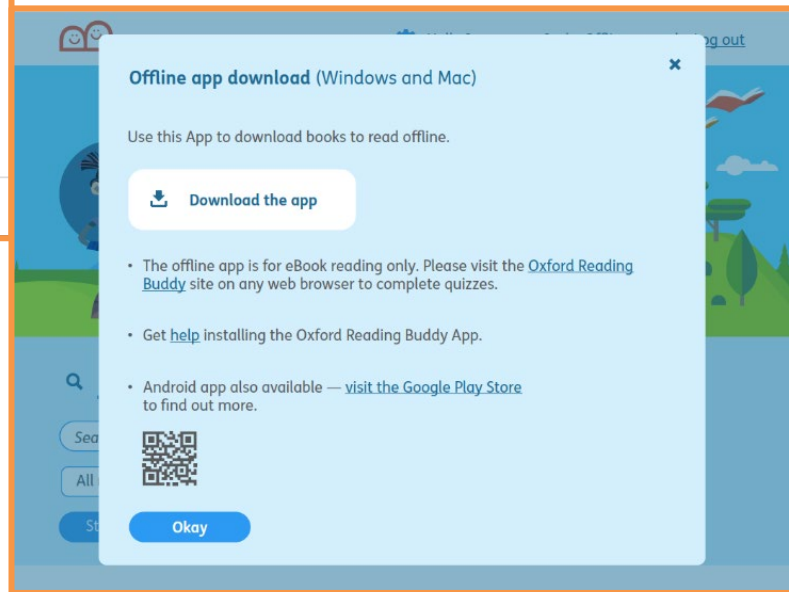
Offline reading app

App available with both online and offline reading capabilities.



Available for

- 1 **Windows/ MAC**
- Download from platform
- 2 **Android tablet and phone**
- Visit the Google Play Store
- 3 **IOS tablet and phone**
- Visit the App Store



A digital friend for every reader

Oxford Reading Buddy is perfect for use in school and at home, and adds a new dimension to nurturing a love of reading.



Number of Coaching books and eBooks available per level

(Oxford Levels 1+ - 18)

Oxford Levels	Class	Coaching Books	Standard Books	Total books per level
1+	UKG	3	21	24
2		3	26	29
3	1	3	24	27
4		5	26	31
5	2	5	28	33
6		5	24	29
7	3	5	24	29
8		4	22	26
9	4	5	14	19
10		4	8	12
11	5	5	8	13
12		4	8	12
13	6	5	9	14
14		6	8	14
15	7	4	6	10
16		7	4	11
17	8	7	8	15
18		6	9	15
Total		86	277	363

More books to
be added
every year.

Impact Study



OXFORD IMPACT

EVALUATING EDUCATIONAL PRODUCTS AND SERVICES FROM OXFORD UNIVERSITY PRESS

Evidence of impact

Oxford University Press wanted to find out the impact of using trial versions of the Coaching eBooks in order to inform the development of *Oxford Reading Buddy*. An impact study was undertaken by researchers from Southampton Education School, University of Southampton, using a Randomized Controlled Trial that followed 322 Year 1 and Year 5 pupils for a term.

The results showed us that attitudes to reading were significantly improved in pupils whose classes had used the Coaching eBooks. This was particularly evident in Year 5.

Reading attitudes were significantly better in the Coaching eBook classes, particularly in Year 5.



Teachers who took part in the impact study also told us that:

- the trial versions of the Coaching eBooks helped to engage pupils by integrating reading with ICT, helping to foster a love of reading,
- the reading buddy questions helped pupils reflect upon their reading and to engage in higher order thinking skills,
- the trial Coaching eBooks can engage pupils in reading while communicating with the teacher whether a pupil has met the learning objective,
- the Coaching eBooks have the potential to further bridge reading at school with reading at home.

To read the full report please visit: www.oxfordprimary.co.uk/readingbuddy

Accolades for Oxford Reading Buddy

Features of **Oxford Reading Buddy** liked by the schools who were approached for inputs and feedback:

- ✓ Automatic progress of students based on lexical scores
- ✓ At-a-glance teacher reports
- ✓ Reading other books and documenting it in the platform, apart from the assigned ones
- ✓ Books mapped to international standards like Oxford Reading Levels
- ✓ Vocabulary enhancement through a separate section on “Flashcards”
- ✓ Simple interface for teachers and students
- ✓ Smooth and easy navigation
- ✓ Mobile compatibility



How to onboard your school for the programme?

- If your school is interested in the programme, request you to kindly contact OUP sales colleagues for the financials.
- Once order is confirmed, collect students' and teachers' details for the creation of login IDs. Use the following template:

Student name	Class	Teacher name	Teacher email

- Login credentials to access the platform will be shared by OUP after receiving details from you (*student names, class, teacher name and email*) within a week.
- You have to onboard students on the platform within a week of getting login credentials. Enroll one entire class within one week of getting access.
- Ensure that teachers follow up with students who have to log in to the platform at least once a week.
- Ensure that at least one teacher has been thoroughly familiarized with the reporting area who will log in to check the progress of students once a week.
- Motivate students to use the platform to generate report at the backend.
- Teachers to track reports of students onboarded on a weekly basis.

Access period

Time: Limited, 1-year access

Additional support links

- Support site: <https://support.oxfordreadingbuddy.com>
- Your school's first steps: [Click here](#)
- Teacher's introduction to Oxford Reading Buddy: [Click here](#)
- Parent's introduction to Oxford Reading Buddy: [Click here](#)
- Student's introduction to Oxford Reading Buddy: [Click here](#)
- Oxford Reading Buddy placement guide: [Click here](#)
- Comprehension skills and strategies: [Click here](#)



A coach for children
and a friend to teachers