

By carefully evaluating the impact of our educational products and services, OUP can provide educators with the evidence needed to make the right choice.

”

In 2022, Oxford University Press India surveyed 841 teachers across India to find out whether or not they are familiar with OUP impact studies.

An impact study is research that investigates a particular change an OUP product or service has on the group of people it is intended to help or benefit.



Key findings



45.89% of the 841 teachers surveyed said they have heard/read about an **OUP impact study for at least one OUP product or service and further 16% have heard/read about a number of OUP Impact studies for different products.**

46% of the 841 respondents gave the following reasons as being important for having evidence of impact when selecting educational resources and services.



Gives confidence that Oxford's products and services meet the expected high-quality standards (55 respondents, 7%)



Helps see how OUP products really work and are beneficial to them and their students (70 respondents, 8%)



Helps to inform, guide and validate the choice of OUP products and services purchased (84 respondents, 10%)



Gains valuable insights from the studies (243 respondents, 29%)



All of the above (389 respondents, 46%)

Benefits of Oxford Impact



Demonstrates how our products and services make a positive difference in teaching and learning



Eases the process of selecting the educational resources that have the greatest impact



Ensures that OUP products and services meet the high-quality standards that teachers and educators expect



Develops a rigorous approach to evaluating impact that teachers and educators can trust



A trusted partner in evaluating impact