EdTech Top 40

The EdTech Top 40 represents the digital tools accessed most by students and educators across the United States via the internet.

Breakdown of Top 40
Products by Category

- LMS: 5.0%
- Content: 32.5%
- Assessment: 7.5%
- Social Network: 7.5%
- Operational: 27.5%
- Reference: 20.0%

Average number of edtech tools accessed monthly by each U.S. school district:
703

Findings based on

- 1.1m+ Learners
- 100k+ Classrooms
- 3,428 EdTech products analyzed by U.S. districts and institutions
- 1,000+ Organizations

More than 7,000 products in LearnPlatform are classified and tagged to reflect their specific uses.

Assessment: designed for measurement of achievement (e.g., formative quiz apps, online testing)

Content: designed and used to provide specific instruction to students (e.g., online textbooks, video tutoring tools)

Operational: designed and used by educators and administrators to streamline tech-enabled environments (e.g., online gradebooks, parent communications)

Reference: primarily used for research and data gathering (e.g., online databases, dictionaries, news sites)

Learning Management System (LMS): organization-wide, usually mandated, platforms for content delivery

Social Network: designed for social interaction and sharing

View the Top 40 © LearnPlatform 2019
<table>
<thead>
<tr>
<th>Rank</th>
<th>Product</th>
<th>Category</th>
<th>Percent Users</th>
<th>Rank Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Google Docs</td>
<td>Operational</td>
<td>86.15%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Google Drive</td>
<td>Operational</td>
<td>80.94%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>YouTube</td>
<td>Content</td>
<td>76.35%</td>
<td>▲ 5</td>
</tr>
<tr>
<td>4</td>
<td>Google Slides</td>
<td>Operational</td>
<td>72.10%</td>
<td>▼ -1</td>
</tr>
<tr>
<td>5</td>
<td>Google Classroom</td>
<td>LMS</td>
<td>71.22%</td>
<td>▼ -1</td>
</tr>
<tr>
<td>6</td>
<td>Google Forms</td>
<td>Operational</td>
<td>62.19%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Gmail</td>
<td>Operational</td>
<td>58.98%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Wikipedia</td>
<td>Reference</td>
<td>56.49%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Kahoot!</td>
<td>Assessment</td>
<td>54.79%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Quizlet</td>
<td>Assessment</td>
<td>43.64%</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Clever</td>
<td>Operational</td>
<td>42.89%</td>
<td></td>
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<tr>
<td>12</td>
<td>Google Sheets</td>
<td>Operational</td>
<td>40.77%</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Weebly</td>
<td>Operational</td>
<td>34.88%</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Pinterest</td>
<td>Social Network</td>
<td>28.76%</td>
<td>▼ -5</td>
</tr>
<tr>
<td>15</td>
<td>Khan Academy</td>
<td>Content</td>
<td>28.32%</td>
<td>▼ -3</td>
</tr>
<tr>
<td>16</td>
<td>Canvas</td>
<td>LMS</td>
<td>27.19%</td>
<td>▼ -6</td>
</tr>
<tr>
<td>17</td>
<td>Quizizz</td>
<td>Assessment</td>
<td>26.09%</td>
<td>▲ 2</td>
</tr>
<tr>
<td>18</td>
<td>ABCYa!</td>
<td>Content</td>
<td>26.03%</td>
<td>▼ -4</td>
</tr>
<tr>
<td>19</td>
<td>Encyclopedia Britannica</td>
<td>Reference</td>
<td>25.85%</td>
<td>▼ -2</td>
</tr>
<tr>
<td>20</td>
<td>Scholastic</td>
<td>Content</td>
<td>23.37%</td>
<td>▲ 8</td>
</tr>
<tr>
<td>21</td>
<td>Prodigy</td>
<td>Content</td>
<td>23.09%</td>
<td>▼ 3</td>
</tr>
<tr>
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<td>Thesaurus.com</td>
<td>Reference</td>
<td>21.49%</td>
<td>▼ -6</td>
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<tr>
<td>23</td>
<td>Facebook</td>
<td>Social Network</td>
<td>21.29%</td>
<td>▼ -10</td>
</tr>
<tr>
<td>24</td>
<td>Quora</td>
<td>Reference</td>
<td>20.88%</td>
<td>▼ -3</td>
</tr>
<tr>
<td>25</td>
<td>Dictionary.com</td>
<td>Reference</td>
<td>20.51%</td>
<td>▼ -13</td>
</tr>
<tr>
<td>26</td>
<td>NYTTimes.com</td>
<td>Reference</td>
<td>19.71%</td>
<td>▲ 11</td>
</tr>
<tr>
<td>27</td>
<td>Study.com</td>
<td>Content</td>
<td>19.02%</td>
<td>▼ 3</td>
</tr>
<tr>
<td>28</td>
<td>CNN Student News</td>
<td>Content</td>
<td>18.66%</td>
<td>▼ -5</td>
</tr>
<tr>
<td>29</td>
<td>Prezi</td>
<td>Operational</td>
<td>18.65%</td>
<td>▼ -3</td>
</tr>
<tr>
<td>30</td>
<td>MIT App Inventor</td>
<td>Operational</td>
<td>18.38%</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Code.org</td>
<td>Content</td>
<td>18.23%</td>
<td>▼ -7</td>
</tr>
<tr>
<td>32</td>
<td>Twitter</td>
<td>Social Network</td>
<td>18.20%</td>
<td>▼ 3</td>
</tr>
<tr>
<td>33</td>
<td>Newsela</td>
<td>Content</td>
<td>18.10%</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>iReady</td>
<td>Content</td>
<td>17.95%</td>
<td>▼ -15</td>
</tr>
<tr>
<td>35</td>
<td>WordPress</td>
<td>Operational</td>
<td>17.80%</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Nearpod</td>
<td>Content</td>
<td>17.55%</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Yahoo!</td>
<td>Reference</td>
<td>17.10%</td>
<td>▼ -8</td>
</tr>
<tr>
<td>38</td>
<td>Desmos</td>
<td>Content</td>
<td>16.51%</td>
<td>▲ 1</td>
</tr>
<tr>
<td>39</td>
<td>Grammarly</td>
<td>Reference</td>
<td>15.65%</td>
<td>▼ 5</td>
</tr>
<tr>
<td>40</td>
<td>PBS</td>
<td>Content</td>
<td>15.31%</td>
<td></td>
</tr>
</tbody>
</table>

**Want more edtech insights in your organization and beyond? Click here**

Findings based on de-identified aggregated analyses. Findings based on analysis of de-identified and aggregated data from July 1, 2018 to May 15, 2019, utilizing LearnPlatform’s free Google integration, available to all U.S. educational organizations.

The 2018-2019 School Year EdTech Top 40 rankings reflects a total of more than 6.7 billion data points from all education organizations utilizing LearnPlatform’s Google Chrome integration, including 1,042,843 total users and 140,683 students using various digital tools. The synthesis examined quantitative data on product usage collected from LearnPlatform’s Chrome Extension users during the respective time frame using the LearnPlatform for Educators and LearnPlatform for Students Google Chrome Extension, specifically web traffic for digital tools utilized. Analysis, tools and reports are compliant with all federal and state student data privacy laws, including FERPA, COPPA, CIPA and PPRA. The EdTech Top 40 is based solely on quantitative analysis. No marketing, advertising or qualitative insights were used.

The number 703 was calculated based on the average number of products accessed by school districts per month between September 1, 2018 and April 30, 2019. Each of these school districts has monthly availability in average number of edtech products (1/240) from 2018-2019 EdTech Top 40. It may be impacted by sample size, part processing additional tools tracked and distribution of edtech tools accessed.

Rank change is a comparative analysis to the 2017-2018 EdTech Top 40 school year report. The term “new” on page 2 indicates new additions to the EdTech Top 40 report.

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