EdTech Top 40

The EdTech Top 40 represents the digital tools accessed by the most people based on real-time data from education organizations across the United States utilizing G Suite.
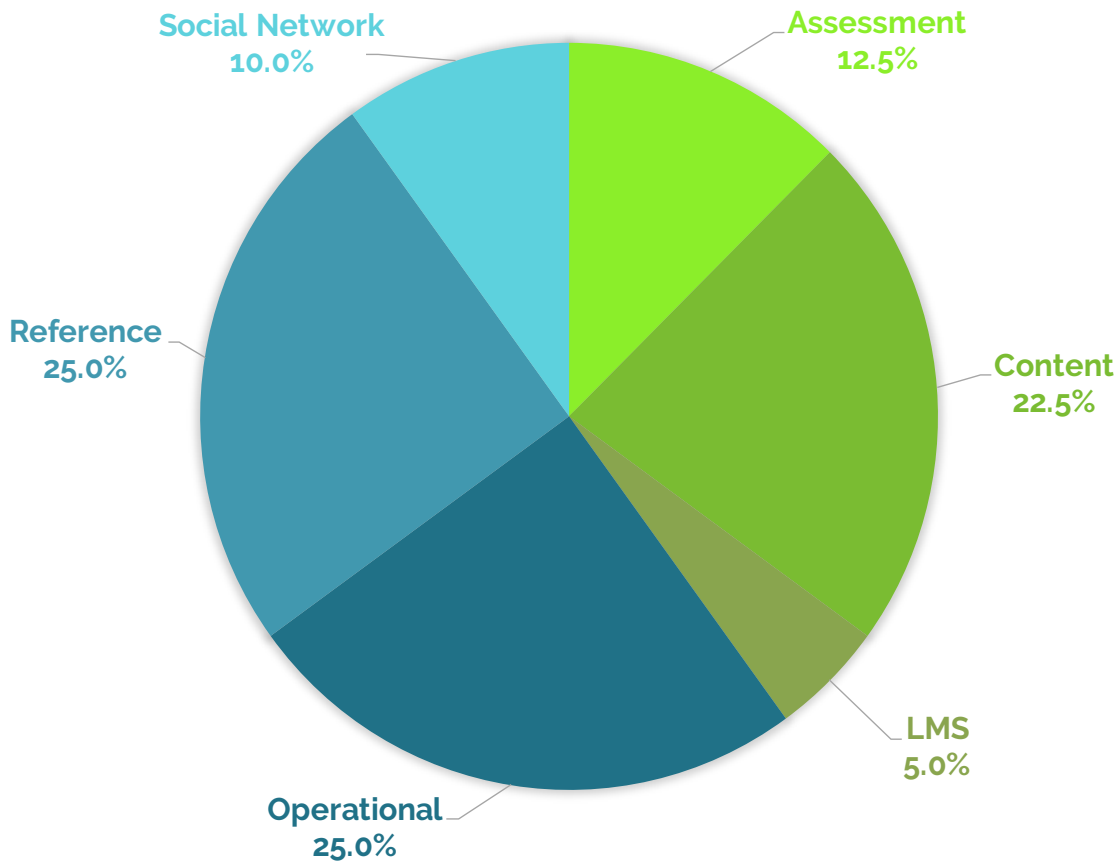
2017-2018 School Year

548
Average number of products accessed monthly by each U.S. school district.

Breakdown by Category
for products included in top 40 list

- **Social Network** 10.0%
- **Assessment** 12.5%
- **Content** 22.5%
- **Reference** 25.0%
- **LMS** 5.0%
- **Operational** 25.0%

Findings based on:

2bn+
Data points analyzed by U.S. districts and institutions

2,028
Total edtech products accessed

300+
Organizations

More than 5,000 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)

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

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)

Social Network
designed for social interaction and sharing

EdTech Top 40 Products

Based on real-time usage data across hundreds of U.S. schools, districts and higher education institutions.

July 1, 2017 through June 30, 2018

Rank	Product	Category	Percent Users	Percent Usage
	To learn more about any of these products, including educator feedback, click on the product title.		Number of Users for Tool / Total Number of Users	Usage Events for Tool / Total Usage Events
1	Google Docs	Operational	88.84%	29.62%
2	Google Drive	Operational	78.20%	4.83%
3	YouTube	Content	74.30%	7.57%
4	Google Classroom	LMS	64.92%	5.96%
5	Google Forms	Operational	55.54%	1.45%
6	Kahoot!	Assessment	51.23%	10.12%
7	Quizlet	Assessment	38.45%	1.59%
8	Weebly	Operational	35.15%	0.47%
9	Google Slides	Operational	32.28%	0.91%
10	Canvas	LMS	31.43%	9.29%
11	Pinterest	Social Network	31.10%	0.29%
12	Dictionary.com	Reference	22.81%	0.15%
13	Facebook	Social Network	22.66%	1.52%
14	ABCya!	Content	21.18%	0.53%
15	Wikimedia Commons	Reference	21.12%	0.03%
16	Thesaurus.com	Reference	20.25%	0.16%
17	Encyclopaedia Britannica	Reference	20.03%	0.06%
18	Khan Academy	Reference	19.30%	0.51%
19	Quizizz	Assessment	19.18%	0.25%
20	WordPress	Operational	18.89%	0.05%
21	Quora	Reference	18.63%	0.03%
22	PEG from Measurement Inc	Assessment	18.62%	0.65%
23	CNN Student News	Content	18.36%	0.12%
24	Prodigy	Content	17.91%	0.48%
25	Twitter	Social Network	17.79%	0.13%
26	Prezi	Operational	17.66%	0.10%
27	MIT App Inventor	Operational	16.66%	0.38%
28	Scholastic	Reference	16.41%	0.29%
29	Yahoo!	Reference	15.97%	0.38%
30	Study.com	Operational	15.10%	0.03%
31	Code.org	Content	14.94%	0.27%
32	PhET Interactive Science Simulations	Content	13.02%	0.07%
33	Shmoop	Content	12.93%	0.10%
34	SchoolCity	Assessment	12.91%	0.29%
35	HuffPost Teen	Reference	12.26%	0.03%
36	Newsela	Content	12.13%	0.41%
37	NYTimes.com	Reference	11.73%	0.04%
38	SparkNotes	Content	11.46%	0.10%
39	Desmos	Operational	11.22%	0.13%
40	Goodreads	Social Network	11.06%	0.04%

Want more edtech insights in your organization and beyond?

Click here.

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