

SEL Story 003

CLOSE THE GAP

Social-Emotional Learning: Self Awareness, Self Management Reading Strategy: Inferring SEOT: Optimize (Pay attention to patterns)

version: v2022-10-16

START HERE

N

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WHAT'S IN THIS PDF:

- . This title page and File Table of Contents (links to files)
- Handout A grade 5
- Handout B grade 7
- Handout C grade 9
- Handout D grade 11
- Answer key to questions in the handout
- BONUS Answer Key for teachers using the Inferring reading strategy graphic organizer.
 (The graphic organizer is available in the <u>Inferring Reading Bundle</u>)
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What's in this PDF

SEL Story 003 Close The Gap - START HERE - Page 1 of 5

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What do I need	File Name	File type	Get the file
	Handout A - Grade 5	PDF	one-click copy
	Reading time: 7 min 49 sec Speaking time: 15 min 38 sec	Google Docs	one-click copy
	1958 words, 172 sentences, 30 paragraphs	Microsoft Word (1)	one-click copy
	virtual online handout:	Easel by TpT	one-click copy
SEL Story	Handout B - Grade 7	PDF	one-click copy
+	Reading time: 6 min 48 sec Speaking time: 13 min 36 sec	Google Docs	one-c of copy
SEOT Lesson	Speaking time: 13 min 36 sec 1704 words, 126 sentences, 30 paragraphs	Microsoft Word (1)	one- copy
Pay Attention	virtual online handout:	Easel by TpT	one-click copy
to Patterns	Handout C - Grade 9 Reading time: 6 min 14 sec Speaking time: 12 min 28 sec 1562 words, 98 sentences, 30 paragraphs	PDF	one-click copy
(OPTIMIZE)		Google Docs	one-click copy
		Microsoft Word (1)	one-click copy
Discussion Questions		Easel by TpT	one-click copy
	Handout D - Grade 11 Reading time: 5 min 56 sec Speaking time: 11 min 52 sec 1484 words, 72 sentences, 30 paragraphs virtual online handout:	PDF	one-click copy
		Google Docs	one-click copy
		Microsoft Word (f)	one-click copy
		Easel by TpT	one-cl ck opy
	Answers Answers to discussion questions in handout (included)	PDF	one-click copy
Answers	BONUS Answers Sample answers for the Inferring reading strategy graphic organizer (not included) If you would like a copy of this graphic organizer,	PDF	one-click copy
	please upgrade to the <u>Inferring Bundle</u>)		

Google Docs

Word

Easel by TpT

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Click the link to edit a file

Name Class Date

CLOSE THE GAP



SEL Story #003

This App Can Help Close The Gap

here is a social gap between the rich and the poor. There is also an economic gap based on how much money you have. Most people think education will help close this gap. This is ironic because the opposite is happening. The lack of access to education is making the situation worse for some people. Not being able to get a good education can be a big problem.

- Luis von Ahn is a co-founder of the popular language app Duolingo. He grew up seeing education as something that brings about inequality. Von Ahn was born and raised in Guatemala. Guatemala is a country in Latin America. It has a developing economy. There are 17 million people in the country. It's estimated that 9.5% of these people live in extreme poverty. Extreme poverty is when you make less than \$2.15 per day. Von Ahn attended a private English school. Going to a private school costs money. So, the school gave free education to help disadvantaged kids in Guatemala City. Von Ahn saw how a scholarship to his school could completely change these kids' lives.
- 4. The change that made in their lives was insane. These people would go from literally having a house with no floors, just dirt, and they didn't have dinner most nights because they couldn't afford to eat, to being able to go to college, get good jobs, pull their whole families out of poverty.
- There's a wide gap between the haves and have-nots. There is a gap between rich and poor people who live in the same country. There is also a gap between countries that have more or less money. That's why von Ahn said the following at DuoCon 2022. "What happens in practice is that people who have a lot of money can buy themselves the best education in the world, whereas people who don't have very much money barely learn how to read and write."

 Education can level the playing field. But this can only happen if everyone has an equal opportunity to get a good education.
- In 2011, von Ahn and Severin Hacker started Duolingo, a free way to learn languages. One of Von Ahn's goals is to help close the education gap. Duolingo is interesting. There are both rich people and poor people who use the app. Bill Gates uses the app. Syrian refugees also use the app.



Paragraphs match

Handout A page 1



Simple words
Simple sentence structure

- 7. Duolingo has grown to over 500 million users worldwide. Before 2017, the app was making zero dollars. That's because there were no ads. There also wasn't anything to buy in the app. But, by 2022, Duolingo made roughly \$113 million in February alone. This money came from people buying things in the app (in-app purchases.) Duolingo is a freemium app. You can use the basic app for free, but you must pay for the premium features. The free version of Duolingo gives you a small number of gems as you complete lessons. But there's a catch. You are only allowed five mistakes per day before you need to buy hearts using the in-game currency.
- People upgrade to a premium subscription because they want to get rid of ads. It's also less stressful because you get unlimited hearts. Power users continue to buy in-game currency with real money. These players want timer boosts to increase their chance of earning XP. High scores help you maintain your league ranking. Duolingo has made learning a language fun by turning learning into a game.
- Why even charge for the app if the goal is to offer free education? Why not get rid of the ads completely? Because Duolingo received millions of dollars from investors to start the business. Von Ahn used the seed money to pay for salaries and make the product when the company started. Eventually, investors want a return on their investment. They want their money returned with interest. So, Duolingo had to become a business that made money to cover costs and then some to be profitable.
- According to CNBC, 94% of users use the app's free features. This means only six percent of users pay for the app. But that's enough money to pay the costs to operate and run the app. It can also cover employee salaries and investor profit for the company. This business model must work because people keep loaning money to the company to help it grow. In 2020, people continued to invest \$35 million in Duolingo through its Series H funding. This money would allow Duolingo to continue to develop the product. They could also expand the team and hire more people. People estimate the company is worth \$2.4 billion. Since its launch, investors have put in \$183 million to grow the company.
- 11. Von Ahn and Duolingo pay close attention to what people want. For example, early on, the company noticed a problem their users kept telling them about. The CEO shared this story on YouTube. The video is called "Lowering Barriers to Education with Luis von Ahn."
- 12. A few years ago, we started getting the same email from many of our users. They were all saying something like thank you so much for teaching me English for free but now I have a problem. I need a certificate that says that I know English.
- 13. Von Ahn talks about how they looked into the issue. It turns out that 1.2 billion people are learning a foreign language. Of these people, 800 million live in poor social and economic conditions. They're learning English to get a better job or go to school.
- 14. English can improve your life. Do you come from a non-English speaking country? American colleges and universities will want proof that you understand English. You must also prove you speak English to get a work visa in the UK.



Handout A page 2



Simple words
Simple sentence structure

- 15. How do you prove to an employer, university, or government that you know English? We live in a global economy where people move between countries. Several organizations have come up with an English test that is given and scored in the same (standard) way. They will give you a certificate that shows how fluent you are in English. For example, there's TOEFL (Test of English as a Foreign Language.) Their website says that more than 11,500 universities accept the TOEFL test.
- 16. When you Ahn was younger, he had to take the TOEFL to apply to a university in the States. First, you book an appointment. Then, you wait a few weeks to get a seat at a test center. You pay \$200 to take the test when it's your turn. Finally, you have to wait several more weeks to get your results. Unfortunately, not every city has a testing center. When you Ahn applied, taking the test in Guatemala was impossible. His country had run out of spots.
- 17. Von Ahn shares his story in the YouTube video. "I had to actually fly to the neighboring country of El Salvador to take the standardized test. So in my case I was able to do it but then you know I remember thinking what would have happened if my family couldn't afford \$1,000 just to prove that I knew English?"
- 18. Duolingo's users wanted a way to prove they knew English. Von Ahn wanted to make education more accessible. So, Duolingo created its own standardized English test. Their test uses machine learning. Artificial intelligence makes sure the test is given and marked the same way every time.
- 19. The Duolingo English Test currently costs \$50. You can do it anywhere by logging into a website. The results are ready within 48 hours. All you need is your passport, a quiet, well-lit room, and an hour of free time. You also need a reliable internet connection and a computer. The computer must have a front-facing camera, microphone, and speakers. Their website states the Duolingo English Test is accepted as proof of English at over 3,500 places. Some famous schools are on this list, including Yale, Duke, and John Hopkins University. Duolingo can also send the accreditation directly to the organizations.
- 20. The market is always changing. Von Ahn and Duolingo need to continue to pay attention to find opportunities. Duolingo continues to innovate. Right now, they offer freemium language lessons and more-affordable language certification. Who knows what they will do in the future! This edtech giant is helping to close the gap between the rich and the poor. They are leveling the playing field.

Handout

page 3





Simple words
Simple sentence structure

21. Closing the Gap from an SEOT perspective

- 22. Let's break apart this article to analyze it. What can we learn about how to optimize what we do? There is always a gap between where we currently are and where we want to be. How can we close this gap?
- 23. Optimization is a process with two parts. First, you analyze what is working (or not working.) Then, you do more of what is working (or less of what's not working.) We do this to improve results.



Strategies, Effort, Optimize, Tinker,

- 24. OPTIMIZATION Idea: Pay attention to patterns
- Patterns can tell us what is working and what is not working. We can look for trends in data. Are the numbers going up or down? We can also look for clues in what people tell us. Are there stories and messages that we hear over and over again?
- 26. Von Ahn noticed people were asking his company the same question. Duolingo users wanted a way to prove that they knew English. It would have been easy for Duolingo's customer support team to ignore the questions. They could have simply said, sorry, our app only teaches the language. We can't prove you speak English.
- Instead, Duolingo looked deeper to figure out the real problem. Lots of people apply to universities, governments, and businesses. These places needed to know how well these people spoke English. After all, anyone can fake a screenshot. High XP in Duolingo doesn't always mean you are learning a lot. Besides, many people can share an account. Because of this, it's hard to show a user account to prove what you can do.
- 28. One answer is to have people do the same test and compare scores. This is called a standardized test. In this kind of test, you can trust the results to be reliable because you can verify a person's score. The test is marked the same way to give consistent results. This way, two people with similar scores probably have the same level of English. People looking at test scores need to trust that the score shows how well you know English. Von Ahn realized the current system requiring in-person testing centers didn't work well. The existing tests were costly. They also took a long time. Plus, the test system hadn't changed very much. What If someone could come up with a brand new way to do this? An innovative idea could disrupt the marketplace. A better product could shake things up!
- 29 Duolingo paid attention to the pattern of what people were saying, and it paid off. The company discovered a new business opportunity. They found another way to make money. People want a document that shows how fluent they are. The Duolingo English Test is cheaper, quicker, and easier than the current options.
- 30. Now, Duolingo will need to continue to pay attention to what people are telling them. This way, they can improve how valid their English test is. Paying attention to feedback will also help Duolingo improve its English test. They need to show how it is a legitimate way to measure how well someone speaks English. If they are successful, Duolingo will help more people in the developing world access a better life. At the same time, they will turn a tidy profit for the company and its investors.

SEL Story 003 Close The Gap - Handout A - Page 4 of 6

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Handout A page 4



Social Emotional Learning

Name	Class	Date	

CLOSE THE GAP



SEL Story #003

Questions

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SEL Story 003 Close The Gap - Handout A - Page 5 of 6

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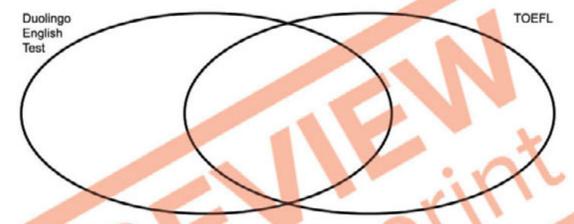
Questions

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Handout A page 5

4. Based on the information from the article, how do you think the Duolingo English Test (DET) is similar to the Test of English as a Foreign Language (TOEFL)? How might the two tests be different?

Use a Venn diagram to compare and contrast the DET with the TOEFL. Try to come up with as many different areas of comparison as you can. For example, how the test is done, where it is accepted, etc. [ANALYZE]



5. Think about the gap between the different social and economic groups of people discussed in this article (i.e. the rich and the poor.) How effective is the Duolingo English Test at closing the gap? Which groups of people benefit from the Duolingo English Test? Which groups of people might still be left behind? [EVALUATE]

6. Think about the groups of people who might be left behind in Question #5. What would need to happen, so those groups of people are not left behind? How could the Duolingo English Test be changed to better close the gap? [CREATE]

SEL Story 003 Close The Gap - Handout A - Page 6 of 6 © Educircles / SEOT Mindset - v2022-10-16

Questions

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Handout

Name Class Date

CLOSE THE GAP



SEL Story #003

This App Can Help Close The Gap

here is a social and economic gap between the rich and the poor. Most people think education will help close this gap. It's ironic because the lack of access to education does the exact opposite. Not being able to access education is often a huge obstacle to overcome.

- Luis von Ahn is a co-founder of the popular language app Duolingo. He grew up seeing education as something that brings about inequality. Von Ahn was born and raised in Guatemala, a developing economy. There are 17 million people in the Latin American country. It's estimated that 9.5% of them live in extreme poverty, making less than \$2.15 per day. Von Ahn attended a private English school. He saw firsthand how a scholarship to his school could completely change the lives of disadvantaged kids from Guatemala City.
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- There's a wide gap between the haves and have-nots. This gap exists both within countries, as well as between countries. That's why von Ahn would say at DuoCon 2022, "what happens in practice is that people who have a lot of money can buy themselves the best education in the world, whereas people who don't have very much money barely learn how to read and write." Education can level the playing field, but only if everyone can get quality education equally.
- In 2011, von Ahn and Severin Hacker started Duolingo, a free way to learn languages. One of Von Ahn's goals is to help close the education gap. Duolingo is interesting because people on both the rich and poor ends of the social and economic gap use the service: Bill Gates uses the app, as do Syrian refugees.

SEL Story 003 Close The Ga © E

3 - Page 1 of 6 dset - v2022-10-16

Paragraphs match

Handout B page 1



Simple words
Simple sentence structure

- 7. Duolingo has grown to over 500 million users worldwide. Before 2017, the app was making zero dollars; it wasn't even monetized. But, by 2022, Duolingo made roughly \$113 million through in-app purchases in February alone. The app currently uses a freemium model. The free version gives you a small number of gems as you complete lessons. But there's a catch. You are only allowed five mistakes per day before you need to buy hearts using the in-game currency.
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- 9. Why even charge for the app if the goal is to offer free education? Why not provide a completely ad-free app? Because Duolingo raised millions of dollars from investors in seed money to start the business. The start-up money covered salaries and product development. Investors want a return on their investment. So, Duolingo had to become a business that made money to cover costs and then some to be profitable.
- 10. CNBC reported that 94% of users use the app's free features. This means only six percent of users pay for the app. But that's enough. The revenue generated covers operational costs, employee salaries, and investor profit for the company. Clearly, the business model works. In 2020, people continued to invest \$35 million in Duolingo through its Series H funding. This money would allow for further product and team development. All in all, the company is worth \$2.4 billion. Since its launch, investors have put in \$183 million to grow the company.
- 11. Von Ahn and Duolingo pay close attention to what people are looking for. For example, early on, the company became aware of a problem users were telling them about. The CEO shared this story in a YouTube video called "Lowering Barriers to Education with Luis von Ahn."
- "A few years ago, we started getting the same email from many of our users. They were all saying something like thank you so much for teaching me English for free but now I have a problem. I need a certificate that says that I know English."
- 13. Von Ahn talks about how they looked into the issue. It turns out that 1.2 billion people are learning a foreign language. Of these people, 800 million live in low social and economic conditions. They're learning English to get a better job or go to school.
- 14. Understanding English can improve your life. In the US, colleges and universities ask for proof that you understand English if you come from a non-English speaking country. You must also prove you speak English to get a work visa in the UK.

B page 2

Handout





Simple words
Simple sentence structure

- 15. How do you prove to an employer, university, or government that you can communicate in English? After all, we live in a global economy. Several organizations offer a standardized test and certificate to show you are fluent in English. For example, there's TOEFL (Test of English as a Foreign Language.) Their website says the TOEFL test is accepted by more than 11,500 universities worldwide.
- 16. Back in the day, von Ahn had to take the TOEFL himself when he applied to go to a university in the States. First, you book an appointment. Then, you wait a few weeks to get a seat at a test center. When it's your turn, you pay \$200 to take the test. Finally, you have to wait several more weeks to get your results. Unfortunately, not every city has a testing center. When von Ahn applied, it wasn't possible to take the test in Guatemala because the country had run out of spots.
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- 18. Duolingo created a standardized English test based on machine learning and artificial intelligence because users asked for proof of English competency. Also, von Ahn wanted to make education more accessible.
- The Duolingo English Test currently costs \$50, can be done anywhere by logging into a website, and returns results within 48 hours. All you need is your passport, a quiet, well-lit room, an hour of free time, a reliable internet connection, and a computer. The computer must have a front-facing camera, microphone, and speakers. Their website states the Duolingo English Test is accepted as proof of English competency at over 3,500 institutions. Some famous schools are on this list, including Yale, Duke, and John Hopkins University. Duolingo can also send the accreditation directly to the organizations.
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Handout B page 3





Simple words
Simple sentence structure

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SEL Story 003 Close The Gap - Handout B - Page 4 of 6

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Handout page 4



Social Emotional Learning

Name	Class	Date	

CLOSE THE GAP



SEL Story #003

Questions

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	Why does Luis von Ahn think there's a wide gap between the rich and the poor? [RECALL]
	TO X V.
	Why do most people think education will help close the gap between social-economic groups (i.e. the rich and the poor)? [UNDERSTAND]
	40
	Come up with a different example related to education where the gap between the haves and have-nots is getting bigger. [APPLY]
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SEL Story 003 Close The Gap - Handout B - Page 5 of 6

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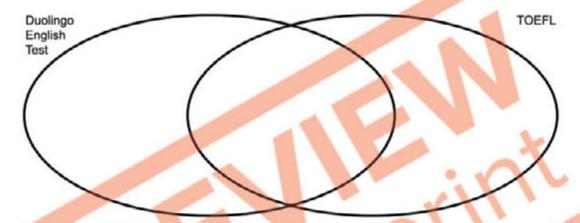
Handout B page 5



Questions

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SEL Story 003 Close The Gap - Handout B - Page 6 of 6 © Educircles / SEOT Mindset - v2022-10-16

Questions educircles.org

Handout

Name Class Date

CLOSE THE GAP



SEL Story #003

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SEL Story 003 Close The Gap - Handout C - Page 1 of 6

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Paragraphs match

Handout C page 1



Simple words
Simple sentence structure

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- 11. Von Ahn and Duolingo pay close attention to what the market is looking for. For example, early on, the company became aware of a problem users were telling them about. The CEO shared this story in a YouTube video called "Lowering Barriers to Education with Luis von Ahn."
- "A few years ago, we started getting the same email from many of our users. They were all saying something like thank you so much for teaching me English for free but now I have a problem. I need a certificate that says that I know English."
- 13. Von Ahn talks about how they looked deeper into the issue. It turns out that 1.2 billion people are learning a foreign language. Of these people, 800 million live in low socioeconomic conditions. They're learning English to get a better job or go to school.
- 14. Understanding English can unlock a better quality of life. In the US, colleges and universities ask for proof that you understand English if you come from a non-English speaking country. You must also prove you speak English to get a work visa in the UK.





Simple words
Simple sentence structure

Handout
C



- 15. How do you prove to an employer, university, or government that you can communicate in English? After all, we live in a global economy. Several organizations currently offer a standardized test to certify English fluency. For example, there's the TOEFL (Test of English as a Foreign Language.) Their website says the TOEFL test is accepted by more than 11,500 universities worldwide.
- 16. Back in the day, von Ahn had to take the TOEFL himself when he applied to go to a university in the States. You book an appointment and wait a few weeks to get a seat at a test center. When it's your turn, you pay \$200 to take the test and have to wait several more weeks to get results. Not every city has a testing center, so when von Ahn applied, Guatemala had run out of spots.
- 17. Von Ahn shares his story in the YouTube video. "I had to actually fly to the neighboring country of El Salvador to take the standardized test. So in my case I was able to do it but then you know I remember thinking what would have happened if my family couldn't afford \$1,000 just to prove that I knew English?"
- 18. Duolingo created a standardized English test based on machine learning and artificial intelligence because users asked for proof of English competency, and von Ahn wanted to make education more accessible.
- 19. The Duolingo English Test currently costs \$50, can be done anywhere by logging into a website, and returns results within 48 hours. All you need is your passport, a quiet, well-lit room, an hour of free time, a reliable internet connection, and a computer. The computer must have a front-facing camera, microphone, and speakers. Their website states the Duolingo English Test is accepted as proof of English competency at over 3,500 institutions, including Yale, Duke, and John Hopkins University. Plus, they can send the accreditation directly to organizations.
- 20. Von Ahn and Duolingo will need to continue to pay attention to the market's changing needs to find opportunities. Duolingo continues to innovate by offering freemium language lessons and more-affordable language certification. This edtech giant is helping to close the gap and level the playing field.

Handout C

page 3

SEL Story 003 Close The Gap - Handout C - Page 3 of 6

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Simple words
Simple sentence structure

21. Closing the Gap from an SEOT perspective

- Let's analyze this article to see how we can optimize what we do. How can we close the gap between where we currently are and where we want to be?
- Optimization is a two-part process. First, you analyze what is working (or not working.) Then, you do more of what is working (or less of what's not working) to improve results.



Strategies Effort. Optimize. Tinker.

- 24. OPTIMIZATION Idea: Pay attention to patterns
- 25. Patterns can tell us what is working or not working. We can look for trends in quantitative data, but we can also look for clues in what people tell us through qualitative anecdotes.
- 26 Von Ahn noticed people were asking his company the same question. Duolingo users wanted a way to prove to others that they had become fluent in English. It would have been easy for Duolingo's customer support team to dismiss the questions. They could have simply said, sorry, our app only teaches the language; we don't have a way for you to prove you can speak English.
- 27. Instead, Duolingo looked deeper to identify the heart of the matter. Universities, governments, and businesses needed to know how well an applicant spoke the language. Anyone can photoshop a screenshot, XP doesn't always match with learning, and multiple individuals can share accounts.
- The issue calls for a standardized test that produces reliable, verifiable, and consistent results. This way, people using the scores as criteria can trust that two people with similar scores would likely have similar language abilities. But, von Ahn realized the current system requiring in-person testing centers was costly, time-intensive, and archaic; therefore, ripe for innovation and disruption.
- 29. As a result of Duolingo paying attention to the pattern of what people were saying to them, the company discovered a new business opportunity and way to make revenue. Their Duolingo English Test is cheaper, quicker, and easier for people to document their English fluency than the current, existing options.
- 30. Now, Duolingo will need to continue to pay attention to what people are telling them if they want to improve their English test's validity and legitimacy. If they are successful, Duolingo will ultimately help more people in the developing world access a better life while simultaneously turning a tidy profit for the company and its investors.

Handout
C
page 4

SEL Story 003 Close The Gap - Handout C - Page 4 of 6

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Social Emotional Learning

Name	Class	Date	

CLOSE THE GAP



SEL Story #003

Questions

Why do most people think education will help close the gap between social-economic groups (i.e. the rich and the poor)? [UNDERSTAND]
40
Come up with a different example related to education where the gap between the haves
and have-nots is getting bigger. [APPLY]

SEL Story 003 Close The Gap - Handout C - Page 5 of 6

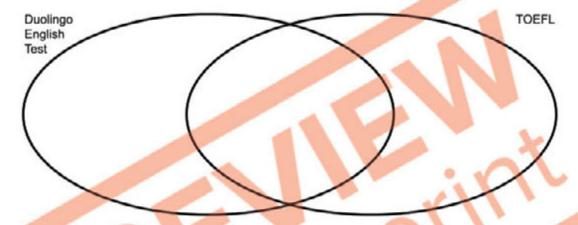
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Questions educircles.org

Handout C

4. Based on the information from the article, how do you think the Duolingo English Test (DET) is similar to the Test of English as a Foreign Language (TOEFL)? How might the two tests be different?

Use a Venn diagram to compare and contrast the DET with the TOEFL. Try to come up with as many different areas of comparison as you can. For example, how the test is done, where it is accepted, etc. [ANALYZE]



5. Think about the gap between the different social and economic groups of people discussed in this article (i.e. the rich and the poor.) How effective is the Duolingo English Test at closing the gap? Which groups of people benefit from the Duolingo English Test? Which groups of people might still be left behind? [EVALUATE]

6. Think about the groups of people who might be left behind in Question #5. What would need to happen, so those groups of people are not left behind? How could the Duolingo English Test be changed to better close the gap? [CREATE]

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Date Name

CLOSE THE GAP



SEL Story #003

This App Can Help Close The Gap

ost people think education will help close the social-economic gap between the rich and the poor. Ironically, the lack of access to education does the opposite.

- Luis von Ahn, a co-founder of the popular language app Duolingo, grew up seeing education as something that brings about inequality. Von Ahn was born and raised in Guatemala, a developing economy where an estimated 9.5% of the 17 million people in the country live in extreme poverty, making less than \$2.15 per day. Von Ahn saw firsthand how a scholarship to the private English school he attended could completely alter the lives of disadvantaged kids from Guatemala City.
- "The change that made in their lives was insane. These people would go from literally having a house with no floors, just dirt, and they didn't have dinner most nights because they couldn't afford to eat, to being able to go to college, get good jobs, pull their whole families out of poverty."
- There's a wide gap between the haves and have-nots, both within and between countries. That's why von Ahn would say at DuoCon 2022, 'what happens in practice is that people who have a lot of money can buy themselves the best education in the world, whereas people who don't have very much money barely learn how to read and write." Education can level the playing field, but only if all players access quality education equally.
- In 2011, von Ahn and Severin Hacker started Duolingo, a free way to learn languages to help close the education gap. Duolingo is interesting because it is used by people on both ends of the socioeconomic spectrum: Bill Gates uses the app, as do Syrian refugees.

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Paragraphs match

Handout

page





Simple words Simple sentence structure

- 7. Duolingo has grown to over 500 million users worldwide. Before 2017, the app was making zero dollars; it wasn't even monetized. But, by 2022, Duolingo grossed roughly \$113 million through in-app purchases in February alone. The app currently uses a freemium model. The free version awards a small number of gems as you complete lessons but only allows five mistakes per day before you need to buy hearts using the in-game currency.
- People upgrade to a premium subscription that offers ad-free learning in a stress-free environment where you get unlimited hearts. Even then, power users continue to buy in-game currency with real money to get timer boosts, increasing their chance of earning XP and maintaining their league ranking. By gamifying learning, Duolingo has effectively made language education fun.
- 9. Why even charge for the app if the goal is to offer free education? Why not provide an utterly ad-free user experience? Because Duolingo raised millions of dollars from investors in seed money to start the business, which covered salaries and product development. Investors expect a return on their investment, so Duolingo ultimately needed to become a profitable and self-sustaining business.
- 10. CNBC reported that 94% of users use the app's free features. Even with only six percent of users paying for the app, the revenue generated is enough to cover operational costs, employee salaries, and investor profit for the company. Clearly, the business model works. In 2020, Duolingo raised over \$35 million in financing through its Series H funding, allowing for further product and team development. All in all, the company is valued at \$2.4 billion, and since its launch, investors have put in \$183 million to grow the company.
- 11. Von Ahn and Duolingo pay close attention to what the market is looking for. For example, early on, the company became aware of a problem users were experiencing. The CEO shared this story in a YouTube video called "Lowering Barriers to Education with Luis von Ahn."
- "A few years ago, we started getting the same email from many of our users. They were all saying something like thank you so much for teaching me English for free but now I have a problem. I need a certificate that says that I know English."
- 13. Von Ahn talks about how they looked deeper into the issue. It turns out that 1.2 billion people are learning a foreign language, of which 800 million are in low socioeconomic conditions and are learning English to get a better job or go to school.
- 14. Understanding English can unlock a better quality of life. In the US, colleges and universities require you to prove you are fluent in English if you come from a non-English speaking country. You must prove you speak English to get a work visa in the UK.

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Handout D page 2





Simple words
Simple sentence structure

- 15. How do you prove to an employer, university, or government that you can communicate in English in a global economy? Several organizations currently offer a standardized test to certify English fluency, including the TOEFL (Test of English as a Foreign Language), which their website says is accepted by more than 11,500 universities worldwide.
- 16. Back in the day, von Ahn had to take the TOEFL himself when he applied to go to a university in the States. You book an appointment, wait a few weeks to get a seat at a test center, pay \$200 to take the test, and finally wait several more weeks to get results. Not every city has a testing center, so when von Ahn applied, Guatemala had run out of spots.
- 17. Von Ahn shares his story in the YouTube video. "I had to actually fly to the neighboring country of El Salvador to take the standardized test. So in my case I was able to do it but then you know I remember thinking what would have happened if my family couldn't afford \$1,000 just to prove that I knew English?"
- 18. Given users were asking for proof of English competency, and von Ahn was interested in making education more accessible, the company looked into creating a standardized English test based on machine learning and artificial intelligence.
- 19. The Duolingo English Test currently costs \$50, can be done anywhere by logging into a website, and returns results within 48 hours. All you need is your passport, a quiet, well-lit room, an hour of free time, a reliable internet connection, and a computer with a front-facing camera, microphone, and speakers. Their website states the Duolingo English Test accreditation can be sent directly to organizations and is accepted as proof of English competency at over 3,500 institutions, including Yale, Duke, and John Hopkins University.
- 20. Von Ahn and Duolingo will need to continue to pay attention to the market's changing needs to find opportunities. As Duolingo continues to innovate by offering freemium language lessons and more-affordable language certification, this edtech giant is helping to close the gap and level the playing field.

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Handout D page 3





Simple words
Simple sentence structure

21. Closing the Gap from an SEOT perspective

- Let's analyze this article to see how we can optimize what we do to close the gap between where we currently are and where we want to be.
- 23 Optimization is the process of analyzing what is working (or not working) and then doing more of what is working (or less of what's not working) to improve results.



Strategies Effort. Optimize. Tinker.

- 24. OPTIMIZATION Idea: Pay attention to patterns
- 25. Patterns can tell us what is working or not working. We can look for trends in quantitative data, but we can also look for clues in qualitative anecdotes.
- 26. Von Ahn noticed people were asking his company the same question. Duolingo users wanted a way to prove to others that they had become fluent in English. It would have been easy for Duolingo's customer support team to dismiss the questions and simply say, sorry, our app only teaches the language; we don't have a way for you to prove you can speak English.
- 27 Instead, Duolingo looked deeper to identify the crux of the matter. Universities, governments, and businesses needed to know how well an applicant spoke the language. Anyone can doctor a screenshot, XP doesn't necessarily correlate with learning, and multiple individuals can share accounts.
- 28. The issue calls for a standardized test that produces reliable, verifiable, and consistent results so that people using the scores as criteria can trust that two people with similar scores would likely have similar language abilities. But, von Ahn realized the current system requiring in-person testing centers was costly, time-intensive, and archaic; therefore, ripe for innovation and disruption.
- As a result of Duolingo paying attention to the pattern of what people were saying to them, the company discovered a new business opportunity and revenue stream. Their Duolingo English Test is cheaper, quicker, and easier for people to document their English fluency than existing alternatives.
- Now, Duolingo will need to continue to pay attention to what people are telling them if they want to continue to improve the validity and legitimacy of their English test, which will ultimately help more people in the developing world access a better life, while simultaneously turning a tidy profit for the company and its investors.

Handout
D
page 4

SEL Story 003 Close The Gap - Handout D - Page 4 of 6

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Social Emotional Learning

Name	Class	Date	

CLOSE THE GAP



SEL Story #003

Questions

١	restions
	Why does Luis von Ahn think there's a wide gap between the rich and the poor? [RECALL]
	Why do most people think education will help close the gap between social-economic
	groups (i.e. the rich and the poor)? [UNDERSTAND]
1	
	40
	Come up with a different example related to education where the gap between the haves
	and have-nots is getting bigger. [APPLY]
_	
_	

SEL Story 003 Close The Gap - Handout D - Page 5 of 6

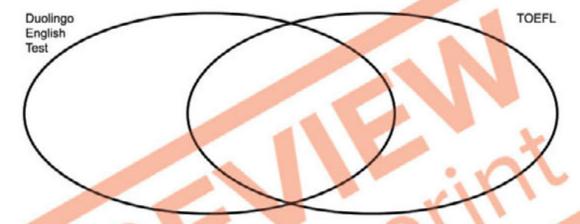
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Handout D page 5



4. Based on the information from the article, how do you think the Duolingo English Test (DET) is similar to the Test of English as a Foreign Language (TOEFL)? How might the two tests be different?

Use a Venn diagram to compare and contrast the DET with the TOEFL. Try to come up with as many different areas of comparison as you can. For example, how the test is done, where it is accepted, etc. [ANALYZE]



5. Think about the gap between the different social and economic groups of people discussed in this article (i.e. the rich and the poor.) How effective is the Duolingo English Test at closing the gap? Which groups of people benefit from the Duolingo English Test? Which groups of people might still be left behind? [EVALUATE]

40

6. Think about the groups of people who might be left behind in Question #5. What would need to happen, so those groups of people are not left behind? How could the Duolingo English Test be changed to better close the gap? [CREATE]

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Questions

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SEL Story 003

CLOSE THE GAP

Social-Emotional Learning: Self Awareness, Self Management
Reading Strategy: Inferring
SEOT: Optimize (Pay attention to patterns)
version: v2022-10-16

ANSWERS / DISCUSSION GUIDE

NOTE: I came up with these answers based on my lived experiences and professional experiences as a Grade 8 Teacher in Ottawa, Canada. Like all question and answer keys, this document contains bias. Teaching resources and discussion guides normalize power inequities, single stories, and social norms.

I create content, I'm part of a system that needs a little help to amplify stories and perspectives that we don't often hear. I have unconscious bias, I don't know what I don't know.

If you think an answer in this resource is missing, biased, or incorrect, please email me at Mike@educircles.org with your perspective. This way, I can update this document to benefit from each other's perspectives, lived experiences, and teaching experiences. (If you like this note, you'll love this Who is Invisible slideshow.)

Questions

Why does Luis von Ahn think there's a wide gap between the rich and the poor? [RECALL]



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page 1



2. Why do most people think education will help close the gap between social-economic groups (i.e. the rich and the poor)? [UNDERSTAND]

Here are three reasons why people might think better education can help close the social economic gap:



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page 2



 Come up with a different example related to education where the gap between the haves and have-nots is getting bigger. [APPLY]

Answers will vary, but there are two things to look for.



Here are some examples. These are only examples of how access to resources might impact learning.

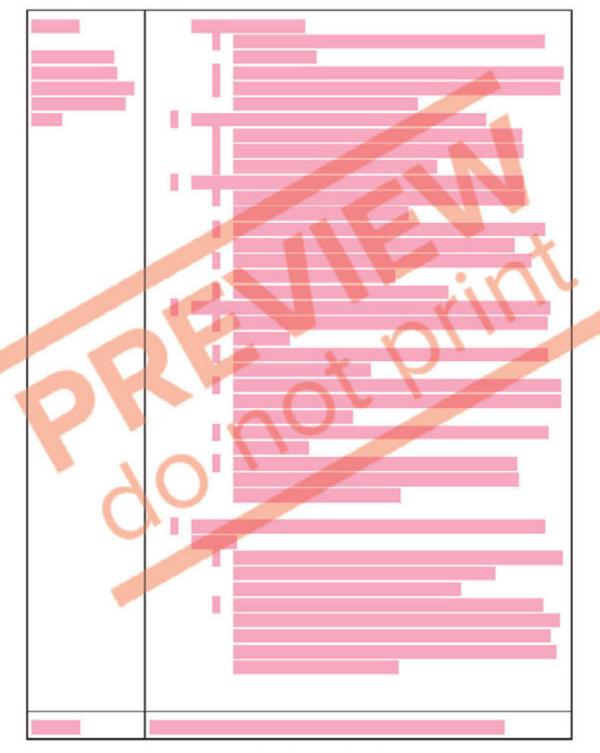


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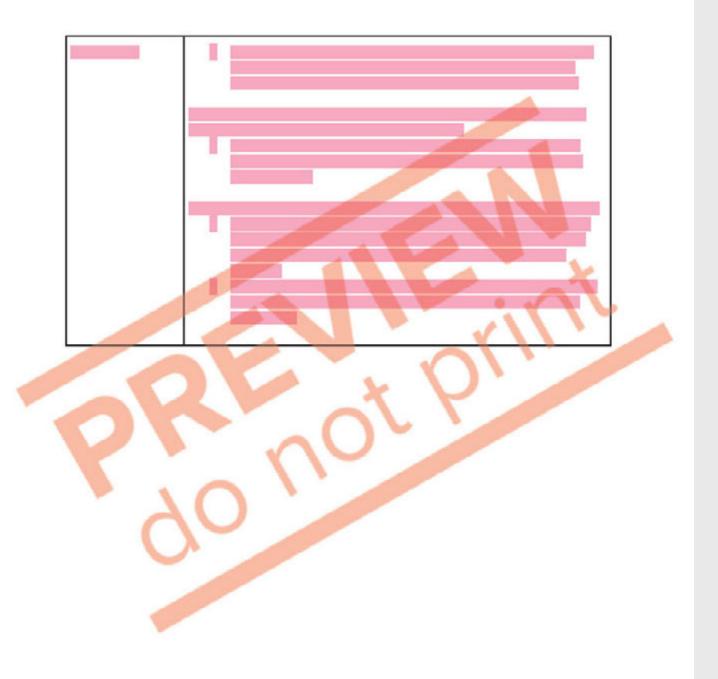


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page 4





page 5

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4. Based on the information from the article, how do you think the Duolingo English Test (DET) is similar to the Test of English as a Foreign Language (TOEFL)? How might the two tests be different?

Use a Venn diagram to compare and contrast the DET with the TOEFL. Try to come up with as many different areas of comparison as you can. For example, how the test is done, where it is accepted, etc. [ANALYZE]

Answers will vary. You may decide to grade this question based on how many categories students find.

Category	Unique to Duolingo English Test	Both	Unique to TOEFL

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page 6

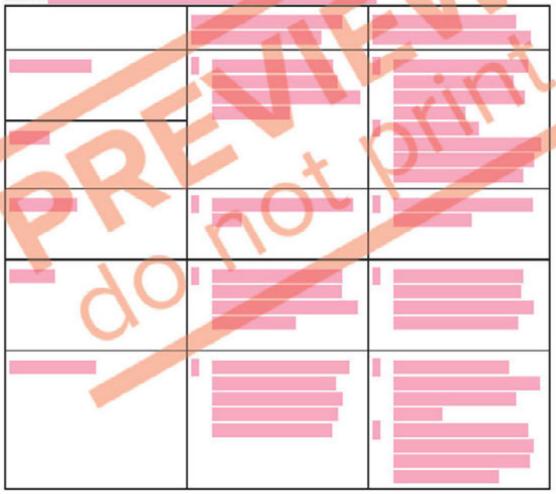


5. Think about the gap between the different social and economic groups of people discussed in this article (i.e. the rich and the poor.) How effective is the Duolingo English Test at closing the gap? Which groups of people benefit from the Duolingo English Test? Which groups of people might still be left behind? [EVALUATE]

Please note that when we think about groups of people, there are always exceptions to the generalizations. We are always at risk of stereotyping or making assumptions based on our lived experiences, hidden bias, or lack of alternative, accurate or more current information.

Here are some possible ideas to consider when evaluating who might benefit and who might not benefit from the Duolingo English Test.

ldea #1



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page 7





page 8

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Think about the groups of people who might be left behind in Question #5. What would need to happen, so those groups of people are not left behind? How could the Duolingo English Test be changed to better close the gap? [CREATE]

Answers will vary. Here are some things to look for:



Possible group of people left behind	The problem (identified from question #5)	Possible solution
08	20.4	

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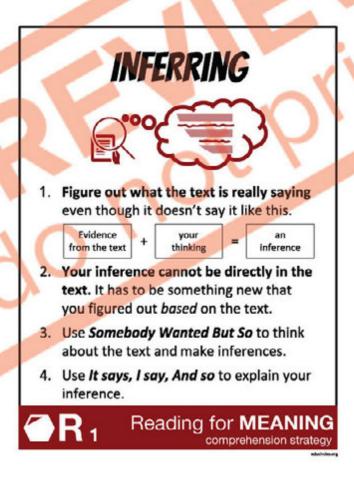
Name Bonus Answer Key SEL Story #003; Close The Gap Class Date

INFERRING

Inferring is a comprehension strategy we use to figure out what the text is really saying, even though it doesn't actually say it like this. We infer all the time in real life, Someone might say one thing, but their body language might tell us a different message.

An inference is something that isn't directly stated in the text. It's a new understanding that you make based on something written down and your own ideas, knowledge, and life experiences.

Title of today's text: ____This App Can Help Close The Gap



Inferring - Handout - Before, During, After - Page 1 of 4

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BONUS Answers (Inferring)

					100		
Name B	onus Answer	Key SEL	Story #003	Close The	e Gan	Class	Date

Before Reading

Before you read the article, look at the title and any illustrations. Let's turn our minds-on and activate any prior knowledge before we read. Use the Somebody Wanted But So graphic organizer to figure out something about the text. Then use the It Says, I Say, And So graphic organizer to develop your inference.

1. Write down the title of the article

_This App Can Help Close The Gap

2. Based on the title, create a Somebody Wanted But So.

Wanted	But	So
		-0
	Wanted	Wanted But

3. Explain your inference using an It says, I say, And so ...

It Says (Evidence in text)	I Say (Stuff I know / my thinking)	And So (Inference)
O.		

STOP and CHECK!

- ☐ I have ☐ evidence from the text ☐ my own thinking ☐ an inference
- My inference is not directly stated in the text (so far.)

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BONUS Answers (Inferring)

Name B	onus Answer I	Key SEL	Story #003:	Close T	he Gap	Class	Date
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During Reading

Use the Inferring strategy as you read. Stop after every heading or paragraph to make an inference. When you fill out this page, you can start in any box and fill out with either graphic organizer first. Make sure your inference is not stated directly in the text.

Based on the text, create a Somebody Wanted But So.

Somebody	Wanted	But	So
l i			

2. Explain your inference using an It says, I say, And so ...

It Says (Evidence in text)	I Say (Stuff I know / my thinking)	And So (Inference)
10		

STOP and CHECK!

- □ I have □ evidence from the text □ my own thinking □ an inference
- My inference is not directly stated in the text (so far.)
- I stopped after every heading or paragraph to make an inference.

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BONUS Answers (Inferring)

Name _Bonus Answer Key SEL Story #003: Close The Gap _ Class _ ____ Date _____

After Reading

Now that you have read the entire article, let's look at the big picture. (It's like looking back at the entire forest, instead of individual trees in the forest.)

1. Based on the entire text, create a Somebody Wanted But So.

Somebody	Wanted	But	So	
			T. D	1
				1
			0,1	
			1	1

2. Explain your inference using an It says, I say, And so ...

It Says (Evidence in text)	I Say (Stuff I know / my thinking)	And So (Inference)
	1	
AP		

STOP and CHECK!

- I have evidence from the text (It Says)
- I explain what I know and how I figured out what the text really means (I say)
- ☐ I proved my inference (And so...)
- My inference is not directly stated anywhere in the entire text.

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BONUS Answers (Inferring)

Name	Class	Date	

Rubric - Inferring

Everyone will have different inferences because everyone has different life experiences. What we're looking for is how well supported your inference is by evidence from the text. We're also looking to see how well you explain your thinking that led you to your inference.

	Level 4	Level 3	Level 2	Level 1
R1. Reading for Meaning	You answered all of the guiding questions.	You answered all the guiding questions.	You tried to answer the guiding questions.	You answered few of the guiding questions.
Ideas	Your inference is supported by strong evidence from the text. You explained your thinking and background knowledge well. It's a very insightful inference that shows you really get the article.	Your inference makes sense and you have good evidence from the text. You explained your thinking and background knowledge.	Your inference is a little confusing because there isn't enough evidence to support this idea or there are irrelevant details you haven't explained your thinking enough to justify this idea.	I'm not sure how you came up with this inference. There's not enough evidence from the text or there are too many irrelevant details.

	Level 4	Level 3	Level 2	Level 1
R4. REFLECTING on reading skills and	You answered all of the guiding questions	You answered all the guiding questions.	You tried to answer the guiding questions.	You answered few of the guiding questions.
on reading	You very clearly explain how you used this strategy with strong support.	You explained how you used this strategy and you have good support.	How you used this strategy is a little bit confusing because there's not enough support or there are irrelevant details.	It doesn't seem like you used this strategy based on what is given here. There's not enough support or there are too many irrelevant details.

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BONUS Answers (Inferring)

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Changelog

I occasionally update and improve these products over time. You know, add a new coat of paint, touch up a few words, fix any mistakes, etc.

Once you purchase this lesson package, you get future updates for free!

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What's Changed?

Initial Release: Version 2022-10-16

- Differentiated text (four grades)
- Single PDF (with File Table of Contents and all handouts)
- Bonus answer key for reading strategy

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