



The Citizen Literacy Programme

Reading and Writing for Everyone!

- Designed for Adults
- Empowering Learners
- Supporting Tutors

'Why has no one done this before?'

UK All Party Parliamentary Group Education, June, 2020



About Us

Vision:

“Every citizen in society should have the right to be able to learn to read and write, as a matter of social justice.”

Mission:

“Create an English adult literacy programme with digital and printed resources, to be adapted, and used in different contexts.”

White Paper: <https://citizenliteracy.com/white-paper/>



Made in Scotland used everywhere...



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The Challenge

- Low levels of adult literacy in society UK (6+ million), USA (43+ million) - gov. figures.
- The work of teaching English literacy skills to adults is overlooked, undervalued, underfunded, with little research.
- Research in the UK and the USA has identified an **acute** lack of instructional resources specifically designed for adults **and training for tutors** to help improve adult literacy – especially those using **phonics** methods. [1]



Reading and Writing are Foundational Skills

Literacy:

“understanding, evaluating, using, and engaging with written texts to participate in society, to achieve one’s goals, and to develop one’s knowledge and potential.” [2]

PIAAC (OECD)

These foundational literacies interconnect with other literacies and allow for contextualized learning. It is through these literacies that we communicate and understand others — by reading, writing, speaking, listening, and creating” [3]

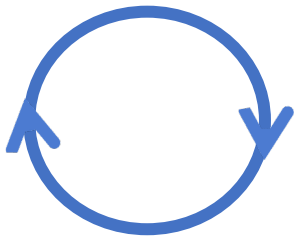
The Adult Literacy and Learning Impact Network (USA)



Adult Literacy Learners - Digital Opportunities

- Diverse (age, gender, race)
- Many in employment
- Most own a **smartphone**
- Ingenious coping strategies
- Motivated

Digital Literacies



Textual Literacy

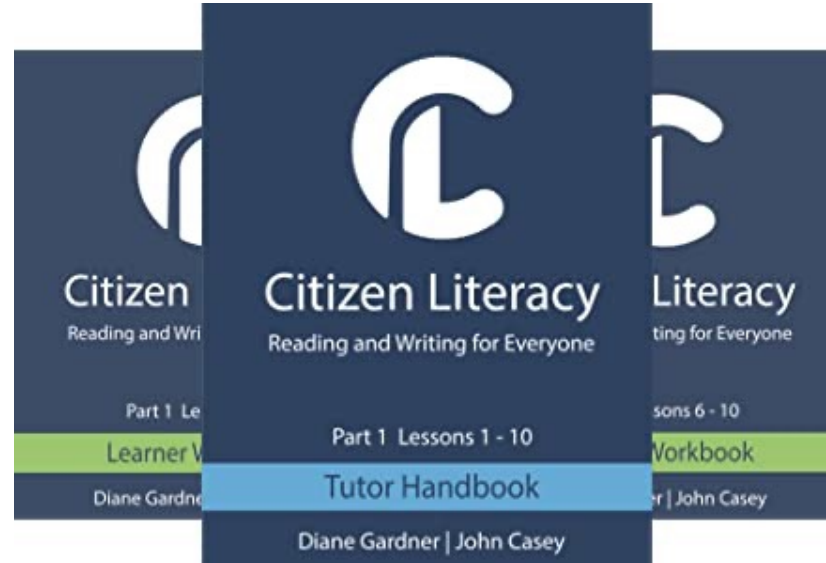




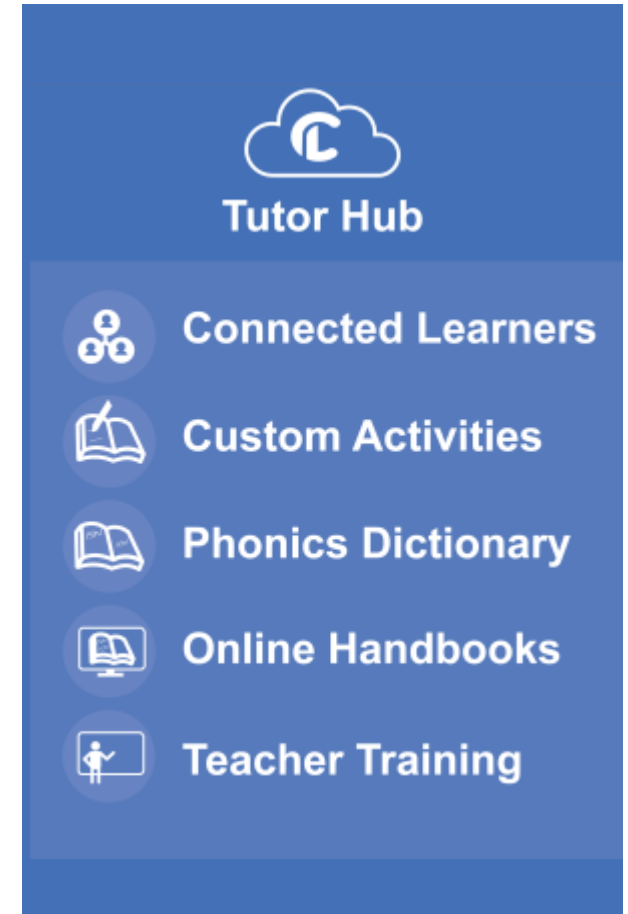
Programme Resources



Web App



Tutor Handbooks
Learner Workbooks



Tutor Platform



Programme Methodology #1

- Good fit with the ideas connected to the ‘Science of Reading’, ‘Evidence Based Approaches’ [4], and the use of phonics, but with very different methods to those used with children.
- Uses the 5 Big Ideas for Beginner Readers [5]:



Phonological
Awareness

Phonic
Knowledge

Reading
Fluency

Vocabulary

Comprehension



Programme Methodology #2

- Digital and Print learning resources – not childish (adult centric)
- **Ambitious** - designed to be delivered by 3rd parties - **at scale**
- Enables independent digital learning opportunities for adults
- ‘Total Literacy’: rapid, broad progress and confidence building
- Tutor training and development (CPD)
- Affordable - includes a free learner app for independent study and use in class



Typical Learners

- Adult existing speakers of English*
- ESOL Literacy Learners
- Prisoner Education
- SEN (e.g. Neurodiverse, dyslexia etc.)
- Secondary / Higher Schools
- Migrant / Refugee
- First Nation / Indigenous

*Initial Target Learners



'Total Literacy'

Structured Phonics + broad-based skills progress:

- Listening*
- Reading*
- Spelling*
- Writing*
- Speaking*
- Alphabetical Awareness
- Punctuation
- Comprehension
- Composition / Narrative
- Grammar

*Core Skills



A Structured and Flexible Programme

- **Can be used 'as is'** – useful for early career tutors and community groups etc.
- **Adaptable** to fit into existing systems.
 - **Learning outcomes** are clearly broken down for each Exercise in each Lesson
- **90 Lessons**, of approx. 2 hours = **180+ contact hours**.
- **Free Learner web app** (+ multilingual extensions for ESOL – forthcoming)
- **Tutor Handbooks**
- **Learner Workbooks**
- **Tutor Hub** - Online Tools and Training - Annual Subscription



Learner App

- Independent online learning opportunities for adult literacy learners.
- Free, no registration – no private info, no adverts, no in-app purchases.
- Voice driven interface suitable for low literacy learners.
- Designed for adults – not childish
- Highly interactive with voice and handwriting recognition, instant personalised feedback, gamification.
- By the end of lesson 2, learners are beginning to read and write simple sentences!
- Mapped to the Lesson Plans



<https://citizenliteracy.com/app/>



Books & Print Resources

Tutor Handbooks for both experienced and new literacy tutors:

- Easy to use Lesson Plans and Tutor Notes mapped to the Workbooks and the free learner app.
- Structured yet flexible design, can be adapted to learner's and Tutor needs and different contexts.
- Digital Versions included in Tutor Hub Subscription

Learner Workbooks:

- Space for learners to write, collaborate, record, reflect and for tutors to examine.
- Linked to Lesson Plans





Tutor Hub

- **Digital Tutor Handbooks:**
 - Lesson plan bookmarking and edit tools
- **Connected Learners:**
 - Tutors can send messages and activities to their learners via the learner web app
 - Enables multilingual extensions to the Learner web app
- **Custom Word Activities** - Authoring Tools:
 - Specialist Vocabularies etc. for learners in their web app
- **Phonics Dictionary for use in class**
 - Word Blender / Decoder
 - Pronunciation coach - with actor videos
- **Analytics / Reporting (Forthcoming)**



Tutor Training and Development (CPD)

A Development Path (especially for new literacy tutors):

- **Learner App** - learn how phonics is used
- **Tutor Handbook:**
 - Introduction to Adult Literacy education
 - Lesson Plans
 - Tutor Notes - background info. & discussion to each Lesson Plan
- **POST-16 PHONICS APPROACHES: A TOOLKIT** (UK Gov. DfE / ETF)
- **Tutor Development Resources:**
 - Open Learning Resources
 - Tutor Training Videos

Demo

<https://citizenliteracy.com/>

<https://citizenliteracy.com/app/>

<https://citizenliteracy.com/tutor-platform/>



Methods, Values, Influences

Methods:

- Applied and Action Research: Working with literacy communities to design, develop and deliver resources that are useful, relevant and affordable.
- Pedagogy: Bloom's 2 sigma problem & Taxonomy, + 'Science of Reading'.
- Instructional Design Patterns, ADDIE and Engineering.

Values:

Paulo Freire, John Comenius, Louise Michel...

Influences – Diverse:

- Frugal Innovation, Systems Theory, Goodyear & Laurillard + ABC LD @UCL, Mumford, Norman & Manzini, etc. – see postscript slides



Questions? Discussions?



Made in Scotland used everywhere



Our Influences

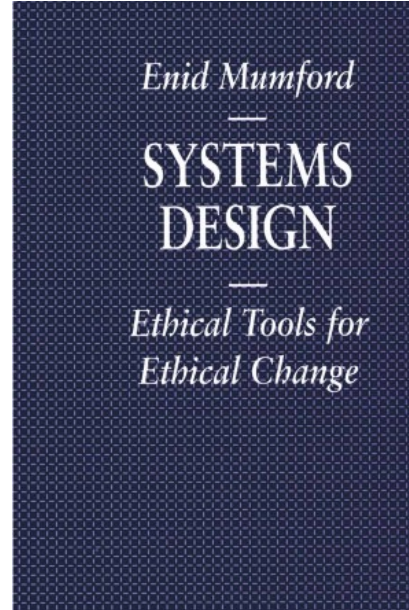
DesignX: A Future Path for Design

2 December 2014

BIS RESEARCH PAPER NUMBER 81

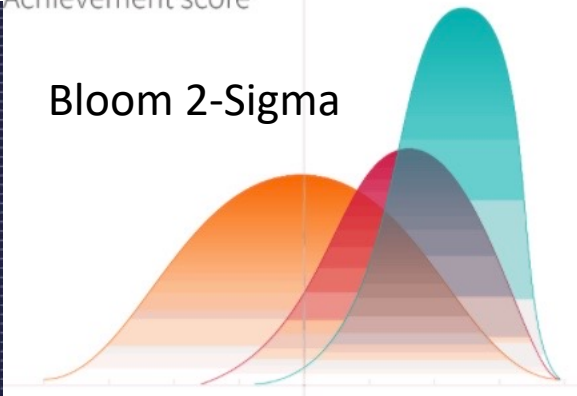
The 2011 Skills for Life Survey: A Survey of Literacy, Numeracy and ICT Levels in England

DECEMBER 2012



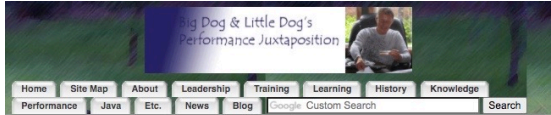
Achievement score

Bloom 2-Sigma

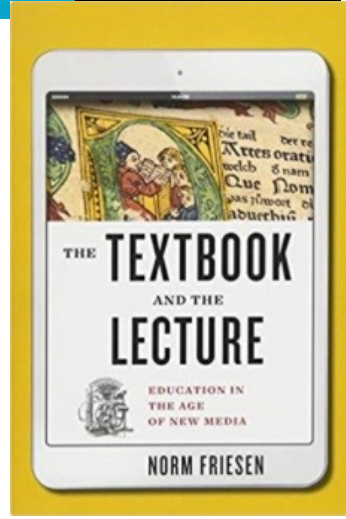
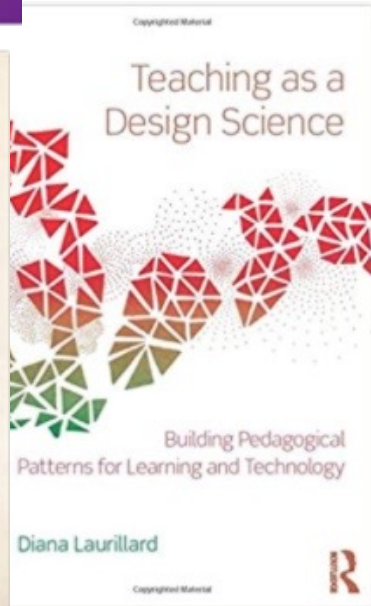
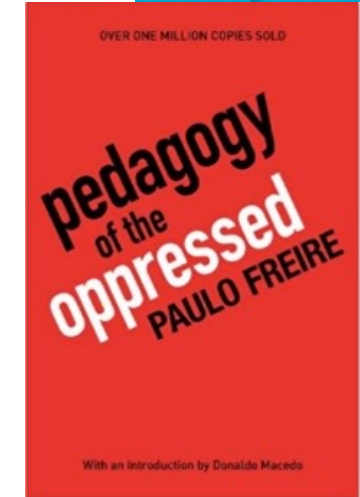
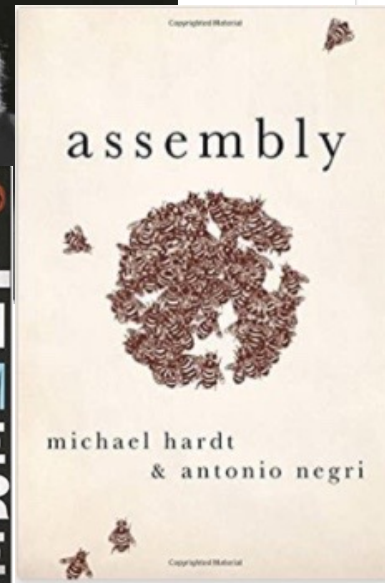
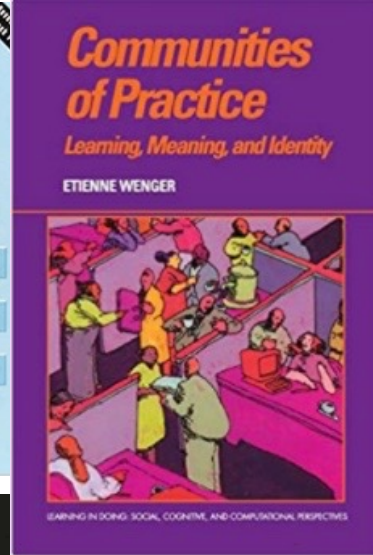
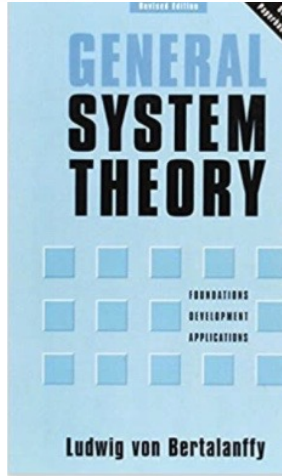
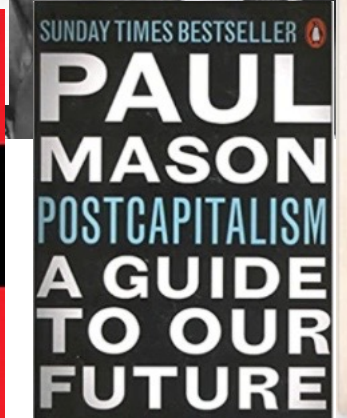
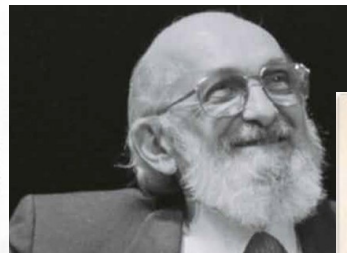
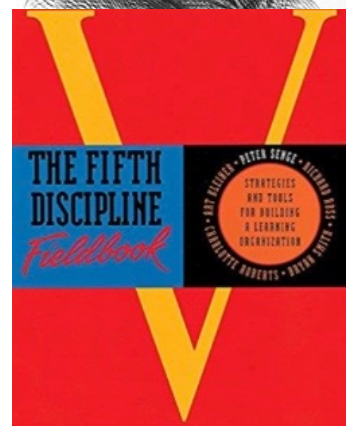


Design, When Everybody Designs
An Introduction to Design for Social Innovation

Ezio Manzini



Instructional System Design:
The ADDIE Model
A Handbook for Learning Designers



References and Useful Links for Designing Digital / Social Infrastructures to Support Adult Literacy 1

References

- [1] The USA National Action Plan for Adult Literacy, produced by the Barbara Bush Foundation: <https://www.barbarabush.org/wp-content/uploads/2021/11/BBF-National-Action-Plan-for-Adult-Literacy-2021.pdf>. Retrieved July 4 2023. Also see the Citizen Literacy White Paper which has information about UK research and government data available at: <https://citizenliteracy.com/white-paper/>. Retrieved July 4 2023.
- [2] Main Elements of the Survey of Adults Skills (PIAAC). Survey of Adult Skills (PIAAC). (n.d.). <https://www.oecd.org/skills/piaac/piaacdesign/>
- [3] Investing in Multiple Literacies for Individual and Collective Empowerment. White Paper from the Adult Literacy and Learning Impact Network. <https://allinliteracy.org/wp-content/uploads/2023/06/Investing-in-Multiple-Literacies-for-Individual-and-Collective-Empowerment.pdf>. Retrieved July 4 2023.
- [4] Introduction to the Science of Reading and Further Readings at: <https://citizenliteracy.com/science-of-reading/>. Retrieved July 4 2023.
- [5] National (USA) The National Center on Improving Literacy (NCIL) Retrieved July 3, 2023. <https://improvingliteracy.org/brief/5-big-ideas-beginning-reading#body/>
- [5] StepsWeb, New Zealand, Retrieved July 3, 2023 <https://www.stepsweb.com/why-steps/5-big-ideas-in-beginning-reading>

Useful Links

Paulo Freire

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Michael Hardt & Tony Negri

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Enid Mumford

https://en.wikipedia.org/wiki/Enid_Mumford

Bloom's 2 sigma problem

https://en.wikipedia.org/wiki/Bloom%27s_2_sigma_problem

Ezio Manzini

https://en.wikipedia.org/wiki/Ezio_Manzini

Peter Senge

https://en.wikipedia.org/wiki/Peter_Senge

Designing Digital Infrastructures to Support Adult Literacy – Useful Links 2

UK Gov Literacy statistics:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/36000/12-p168-2011-skills-for-life-survey.pdf

EU Literacy

http://ec.europa.eu/assets/eac/education/policy/school/doc/literacy-report_en.pdf

Teaching as a Design Science Diane Laurillard

<https://www.taylorfrancis.com/books/9780203125083>

Sir John Daniels

[Making Sense of Blended Learning: Treasuring an Older Tradition or Finding a Better Future?](#)

[Lessons from the History of Online and Distance Learning:](#)

[Simple Concepts to Guide us into the Future](#)

ISD (Instructional Systems Design)

<http://www.nwlink.com/~donclark/hrd/sat.html>

ADDIE

https://en.wikipedia.org/wiki/ADDIE_Model

Étienne Wenger boundary objects and Communities of Practice

https://link.springer.com/chapter/10.1007/978-1-84996-133-2_8

Norm Friesen - The Lecture and the Textbook

<https://jhupbooks.press.jhu.edu/title/textbook-and-lecture>

Paulo Freire

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Peter Senge

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Designing Digital Infrastructures to Support Adult Literacy – Useful Links 3

Ideology and Curriculum – Michael W. Apple

<https://www.amazon.co.uk/Ideology-Curriculum-Michael-W-Apple/dp/0415949122>

Paul Mason

<https://www.penguin.co.uk/books/188/188551/postcapitalism/9780141975290.html>

Frugal innovation

https://en.wikipedia.org/wiki/Frugal_innovation

Systems theory

https://en.wikipedia.org/wiki/Systems_theory

Haptic activity and learning

<https://www.psychologicalscience.org/news/were-only-human/ink-on-paper-some-notes-on-note-taking.html>

Mueller, P. A., & Oppenheimer, D. M. (in press). The pen is mightier than the keyboard: Advantages of longhand over laptop note-taking. Psychological Science.

Louise Michel

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Literacy, Power, and Society

‘Why has no one done this before?’

UK All Party Parliamentary Group Education, June, 2020

Stereotypes

“**Low-skilled adults are a diverse group. It is sometimes assumed that the majority of adults lacking basic skills are school dropouts, outside the labour market and living on benefits. In fact, rather few meet this description. The low-skilled are a surprisingly varied group, the majority are in work of some sort or other, and include a number of migrants. More than 5 million are in work.**”

Adult skills in England 2016 OECD

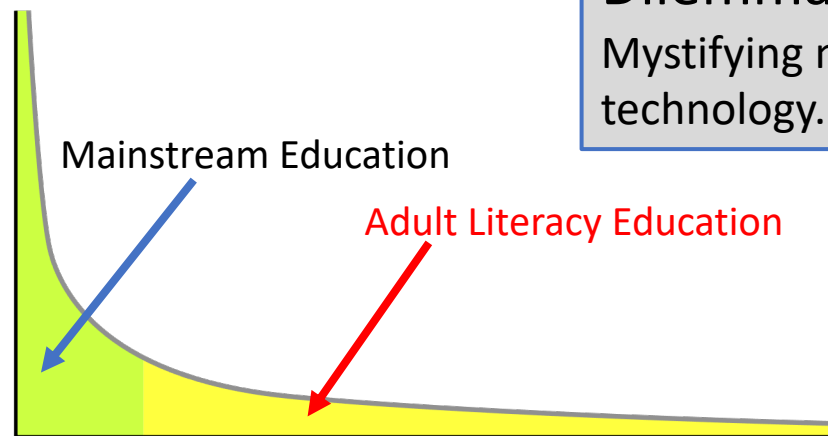
Dilemma: Politics & Education

“Until we take seriously the extent to which education is caught up in the real world of shifting and unequal power relations, we will be living in a world divorced from reality”

Michael W. Apple

Dilemma: Literacy & Tech

Mystifying narratives about education and technology.



Adult Literacy Education as a Long Tail Market