



# 2022 Edtech App Report

Analysis of findings from  
Lightspeed Digital Insight™

## Lightspeed Systems® Contributors:

Brook Bock, *Chief Product Officer*

Jena Draper, *CatchOn Founder, Sr. Product Marketing Manager*

Stefan Engström, PhD, *Principal Data Science Engineer*



## Introduction & Methodology

The 2022 Edtech App Report provides K-12 technology leaders with powerful and practical data regarding technology in the modern school district. These statistics allow technology leaders to anticipate their needs and make informed decisions concerning district safety, cybersecurity, and budgeting based on national trends.

The data in this report is compiled from [Lightspeed Digital Insight™](#), an industry-leading data analytics program that tracks real-time app usage to help districts make data-driven decisions.

Lightspeed Systems data specialists analyzed anonymized data from 108 customer school districts across the United States with enrollments ranging from 200 students to more than 200,000. The data represents the 2021-2022 school year, July 1, 2021 to June 30, 2022. All student data privacy has been vigilantly protected and maintained throughout this analysis.

## Executive Summary

The management of edtech has grown significantly more complex in recent years, especially after the COVID-19 pandemic forced most districts to go to 1:1 computing. The role of IT leaders is more complex than ever before, and, as a result, the stakes are higher than ever, especially when it comes to safety, cybersecurity, student data privacy, and compliance.

The following are the most notable points within this report.

- For the typical school district, **99% of usage is from approximately 300 apps**. Interestingly, this statistic did not vary dramatically by school district enrollment.
- The three most used apps, after the Google Workspace suite, are **YouTube, Clever, and Kahoot**.
- Each student engaged with a **median of 72 distinct apps**.
- **Nearly all (91%) of the apps students used had changes to their privacy policies**. The median number of policy changes per app is three.
- **56% of students are actively engaged** in digital learning for more than two hours per day.

“

*Lightspeed is a trusted partner for technology in student safety and education. There has never been a more important time to provide educators and students with proven and innovative technology to keep children safe and optimize learning outcomes.*

– Brook Bock, Chief Product Officer

”

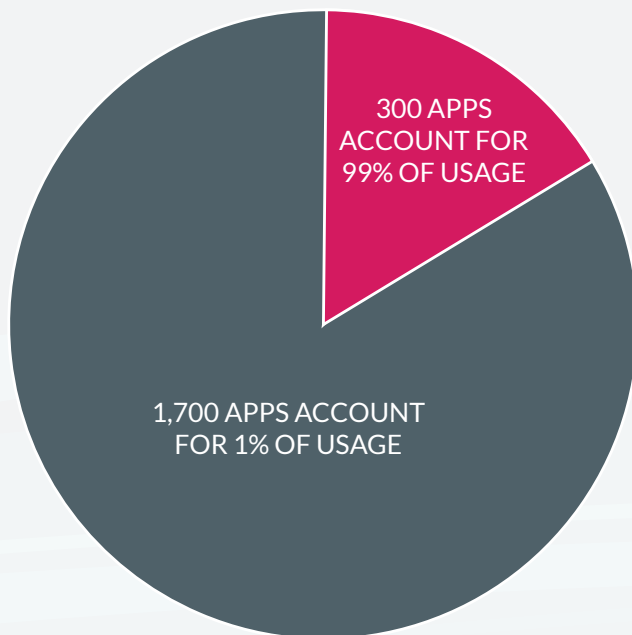
# Detailed Findings

## App Usage

The sheer volume of app usage (engagements) by students is the starting point for understanding the complexities of the modern-day edtech landscape. Most districts have **more than 2,000 apps in use** across their student population. Of these, **300 apps account for the majority (99%) of student usage** and are usually *well-known* by the district. However, regardless of usage rates, district IT leaders are responsible for safeguarding students' personally identifiable information (PII) on *all apps* in the district, including the **remaining 1,700 infrequently used apps**.

Interestingly, the district's enrollment does not have significant correlation to the total number of apps in use.

### Number of Distinct Apps in a Student Population



#### Lightspeed Quick Tip #1:

Often there is no visibility into the infrequently used apps and thus no ability to mitigate the risks associated with them. Whether an app is used daily or once per school year, IT leaders need to increase visibility so they can effectively mitigate risks and comply with federal and state student data privacy laws.

“

*IT leaders cannot manage what they cannot see, yet they are still responsible for it.*

- Jena Draper, CatchOn Founder, Sr. Product Marketing Manager

”

## Top 20 Apps

Across the 108 districts sampled, 20 apps are consistently the most commonly used. The **Google Workspace** suite is by far the most popular which, aligns with the widespread adoption of Chromebooks in K-12 education. **YouTube**, **Clever**, and **Kahoot** are the next most used apps.

1. Google Workspace
2. YouTube
3. Clever
4. Kahoot
5. Wikipedia
6. Microsoft Suite
7. Quizizz
8. Facebook
9. Quizlet
10. Twitter
11. Adobe
12. Pinterest
13. Cool Math Games
14. Blooket
15. Encyclopedia Britannica
16. Nearpod
17. Pear Deck
18. Google Translate
19. Khan Academy
20. ABCYa

### Lightspeed Quick Tip #2:

Do you see an app in this list that is not approved by your district? *Don't assume that means it is not in use!* This list comprises apps that are both approved and unreviewed by district technology leaders. With the popularity of these 20 apps, it is a reasonable assumption (or risk, depending on your perspective) that someone somewhere in your district is making use of the app. Leverage tools that identify all apps in use, even those that are unapproved, and provide insight into privacy policy compliance and changes.

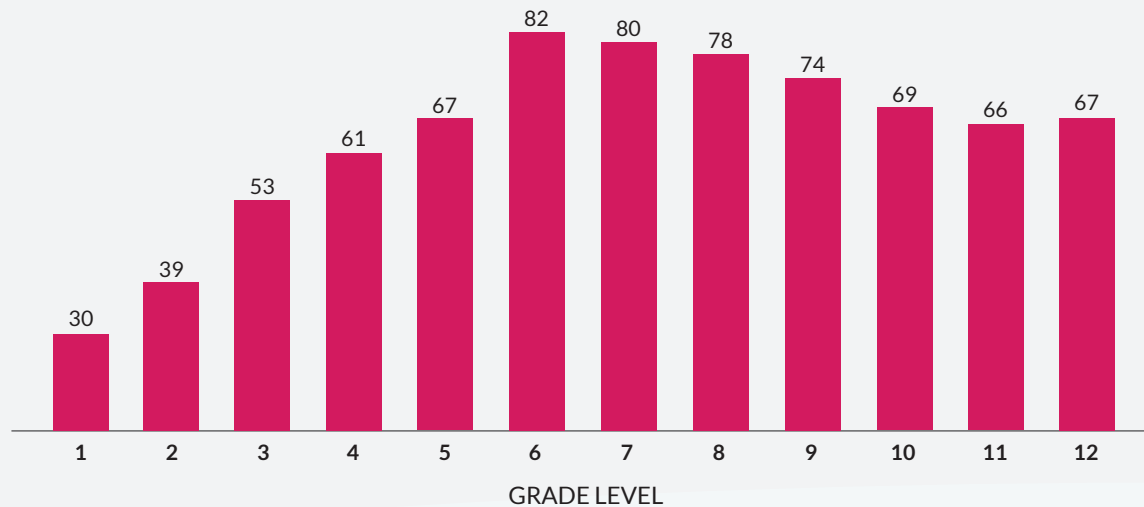
### Lightspeed Quick Tip #3:

YouTube, Kahoot, and several others on this list are **free or have free versions**. Consider if you are paying for a redundant application and how use of free alternatives impacts your district and budget. You may have training or cost-savings opportunities.

## Number of Apps Used

Across all grades, the median number of apps used by a single student is 72. When analyzing app usage by grade, **sixth graders are using the most apps at a median of 82**. This is a noticeable increase above the previous grade, with **fifth graders using a median of 67 apps**.

Total Number of Apps by Grade Level



### Lightspeed Quick Tip #4:

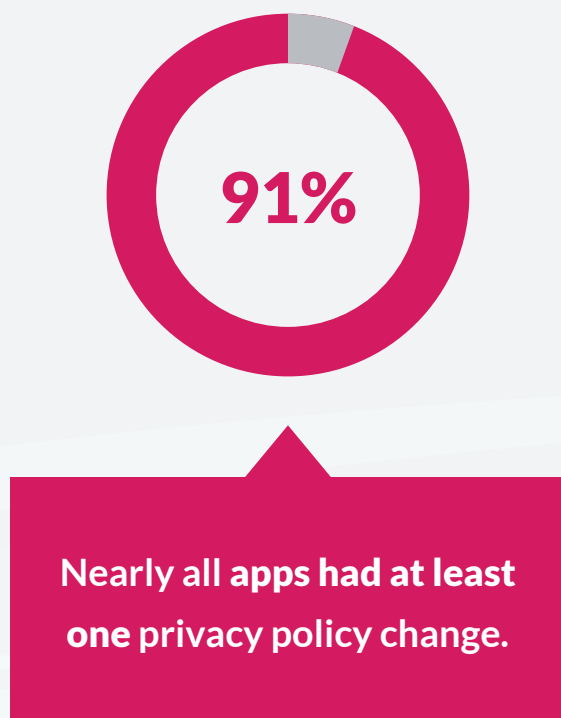
As older students' app usage evolves, your web filtering needs to evolve with them. Consider grade- or campus-specific filter settings to protect younger students while giving older students the flexibility they need to conduct research, participate in esports, and explore their electives.

## Data Privacy

Protecting student data privacy is one of the most critical and difficult roles for school district IT leaders. The risks to students, educators, and families are significant if this data is not properly protected. Many states also have compliance standards that exceed the federal government's standards and can influence funding.

**Nearly all (91%) of apps had at least one privacy policy change.** The median number of changes was three per app.

These changes vary from significant data sharing practices—from “will not sell” to “may sell” data—to small grammatical or address corrections. However, knowing which changes are meaningful can only happen through thorough review. IT leaders should invest in tools and processes that empower them to understand changes in a timely and scalable fashion and then evaluate the changes relative to their state and district policies.



“

***How many app policy changes will occur this academic year for your district?***

*For the 99% of digital use that is accounted for by 300 apps, a district could expect approximately 2,000 privacy policy changes per year. However, as noted earlier, a district, and specifically its IT leaders, are still responsible for the PII associated with all apps, even those used infrequently. Consider 9,000 an estimated number of privacy policy changes per year.*

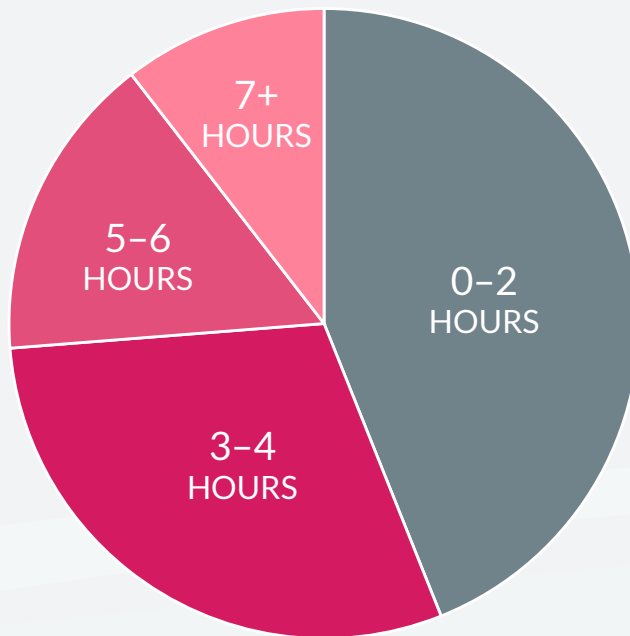
**- Stefan Engström, PhD, Principal Data Science Engineer**

”

## Active Digital Learning

Active digital learning\* is defined as having the browser window open to an educational app at a particular time. **More than half (56%) of students spend more than two hours per day in active digital learning**, with a mean of three hours per day. It's important to note that students are also likely engaged online in *non-educational apps* at other times each day.

Active Digital Learning



### Lightspeed Quick Tip #5:

Further analysis of digital learning can be conducted by incorporating assessment data. **Time spent, apps used, and assessment data can paint a useful picture of which digital learning apps drive success for students.**

\*Active digital learning data is limited to active window monitoring on the Chrome browser only.





## About Lightspeed

Lightspeed Systems® is the market leader in online student safety and educational effectiveness with more than 20 years of service to K-12 schools. The purpose-built Lightspeed ecosystem is tailored to meet today's evolving challenges, providing schools worldwide with the most effective web filter, student safety monitor, classroom management software, device management tool, and analytics program available. More than 28,000 schools globally trust Lightspeed Systems to protect and engage 20 million students every day.

“

*Lightspeed Systems has allowed me to better protect my users and network from questionable content on the web. Everything about this software is wonderful. Ease of use, data collection, reporting, etc. I have used several types of K-12 software in my career and this is the best by far.*

- **Thomas Driver**, Technology Coordinator, Port Aransas Independent School District

”

## Our commitment to student and district data privacy is unrivaled.

Lightspeed Systems is committed to providing the safest and most effective online learning experience, which requires a deep and thorough defensive approach. With information security and data protection integral to everything we do, we have dedicated teams of data scientists, database administrators, and security and compliance specialists committed to keeping district and student information safe and secure. Lightspeed Systems employs strict policies and procedures to ensure availability, integrity, and confidentiality of client data from the roots up. Defense is in the details; learn more about Lightspeed's privacy policies and procedures: [www.lightspeedsystems.com/trust](http://www.lightspeedsystems.com/trust).

Lightspeed Systems and Lightspeed solutions are compliant with student protection laws globally, ensuring online protection standards are met for COPPA, FERPA, CIPA, and GDPR. Lightspeed Systems has signed the Student Privacy Pledge to carry out responsible stewardship and appropriate use of student personal information, and partners with third-party data consortiums to ensure student information is always protected.

## Ensure privacy and compliance with the Lightspeed Systems suite.

Keep bad actors out of your district networks, mitigate vulnerabilities to student data, and ensure student safety with the most trusted partner in educational technology.

- Secure district networks and protect student data with filter categories dedicated to optimizing security against malware, nettools, proxies, shorteners, translators, and warez.
- Identify student data privacy risks for apps with privacy policy changes. Third-party badging and security reviews give districts advanced insight into application security and privacy measures.
- Ensure compliance with CIPA and other student internet safety regulations by blocking inappropriate material.
- Easily detect which tools are in use, manage approvals, and publish critical information for teachers, parents, and your community to mitigate student data privacy vulnerabilities.
- Prevent school violence and student self-harm through early-warning threat detection based on student online behavior.





Discover how you can leverage **Lightspeed Digital Insight** to safeguard district data, ensure active digital learning, and get the most from edtech



[www.lightspeedsystems.com](http://www.lightspeedsystems.com)

[sales@lightspeedsystems.com](mailto:sales@lightspeedsystems.com)

877-447-6244