

# Department of Psychology

## Brown Bag Discussion

### Headsprout, an Idea Before it's Time?

**Dr. Janet Twyman**

**University of Massachusetts Medical School**

**Associate Professor of Pediatrics**



Headsprout was a learning sciences/education company founded (in 1999) and run by behavior analysts. The company produced two highly effective software programs (Headsprout Early Reading and Headsprout Reading Comprehension) that teach essential reading skills via the Internet, whose underlying technology is thoroughly behavior analytic and based on decades of empirically verified learning principles and solid instructional design. Using the Headsprout story as a narrative, this discussion will cover the potential and pitfalls of behavioral product development companies and lessons learned.

**Friday, Sep. 30, 2016**

1710 Wood

2 p.m.

**CEU's Available**