

JA Global Marketplace®

Evaluation Results

August 2006

Overview

- Through a series of six classroom lessons, *JA Global Marketplace* introduces students to practical information about the global economy and its effect on students' daily lives.
- In August 2006, JA Worldwide® (Junior Achievement) contracted with Evaluation and Training Institute (ETI) to conduct a program evaluation of *JA Global Marketplace*.
- The purpose of the evaluation was to assess program quality and effectiveness. Data collection consisted of a student pre- and post-program content knowledge test and a student satisfaction survey.

Student Knowledge Gain

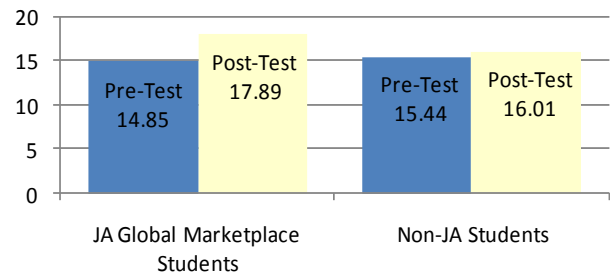
- The student pre- and post-test was completed by 532 sixth grade students.
- The students were matched on demographics, such as age, gender, ethnicity, and previous exposure to JA to produce two groups that were comparable in terms of content knowledge and demographic characteristics. The matching process produced 73 program and 73 comparison students. A test for group equivalence found that the two groups were comparable.
- From pre- to post-test, program students significantly outperformed their comparison counterparts ($p < .003$).
- The percentage increase in correct responses from pre- to post-test was almost three times greater among program students than comparison students.

Student Attitudes/Satisfaction

- 88% of students indicated that the program helped them understand how global trade works.
- 78% of the students "strongly agreed" or "agreed" that the volunteer facilitated the overall program in an interesting way.
- The majority of students (73%) stated that they learned a lot by participating in *JA Global Marketplace*.



Mean Student Gain



Cited to:

Evaluation and Training Institute (2006),
JA Global Marketplace Summative Evaluation.

JA Worldwide® (Junior Achievement) gratefully acknowledges MasterCard Worldwide for its dedication to the development and implementation of *JA Global Marketplace*.