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EDUCATIONAL RESEARCH RELEASE

STEM • STEAM TOY & GAME RESOURCE



COMPREHENSIVE RESEARCH PROTOCOL CREATES COMMUNITY STANDARDS FOR STEM • STEAM TOYS

FOR IMMEDIATE RELEASE

SOUTHFIELD, Mich., Nov. 9, 2020 — Newsweek has announced its “Best In Stem” top STEM toys and games to honor innovation in science, technology, engineering and mathematics. [INSERT YOUR BRAND NAME HERE] was named in the top 2.8 percent of 2,311 items evaluated.

Newsweek has a long history reporting on scientific breakthroughs, technological revolutions and societal changes, both in print and on the internet. The news organization partnered with STEM.org Educational Research™ to create a first-of-its-kind resource for parents and educators looking to purchase effective learning toys for children.

To develop the list of the best toys to inspire and engage children in STEM learning, STEM.org Educational Research (SER) reviewed over 2,300 STEM-designated products. The think tank’s research comprised toys it evaluated from 2015 through the end of the third quarter of 2020. The top 65 toys were included on this year’s Newsweek Best In Stem list.

SER uses a rigorous 100-point scoring rubric to evaluate all toys and games. The company developed the rubric with the input of many stakeholders. “We’ve engaged with so many people with a real understanding of and passion for STEM education,” says Andrew B. Raupp, Founder and CEO of SER. “We know how important it is to work with entrepreneurs and inventors in addition to experts from academia, and we’ve been doing it for longer than anyone else. The result is a ratings system that has real buy-in from all corners of the STEM education world.”

One of the reasons why SER has cultivated such trust among STEM toy makers is its insistence on transparency. The company has no financial stake in any sales of products it has evaluated and authenticated. Interested toy developers submit items for review, and SER’s authentication rate is currently 68.2 percent. This stands in sharp contrast to many traditional toy award and product evaluation protocols, in which approval rates for products often surpass 95 percent.

In keeping with Newsweek’s high journalistic standards and SER’s commitment to unbiased evaluations, the Newsweek Best In STEM Top Toys and Games list for 2020–2021 powered by: STEM.org Educational Research™ is one of the few unsolicited roundups in which brands do not pay to be featured. Both the evaluating organization and the publisher have abstained from paid affiliate partnerships associated with this program.

“Readers can have total confidence that all of the items selected are based solely on product’s merit and not the size of each brand’s marketing budget or industry influence,” Raupp says. “The toys on this list are there because they truly are the best.”

About STEM.org

STEM.org Educational Research™ is the longest continually operating, privately held STEM education research and credentialing organization in America, based in Southfield, Michigan.

About Newsweek

Newsweek is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 85 years. Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics.

About [INSERT YOUR ORGANIZATION NAME HERE]
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