

## Exhibit 4.2: Navigation to Advertisements

Students working on a school assignment or research project will finish sooner if they focus on finding critical information and are not distracted. To collect information about this, a number of the webpages in ePIRLS contained advertisements. Almost identical to the results in Exhibit 4.1, 92 percent of the students remained focused and did not click on any advertisements (average achievement of 542). Eight percent did click on at least one advertisement and had lower average achievement (512).

### Exhibit 4.2: Navigation to Advertisements

Note: Results based on students who participated in both PIRLS and ePIRLS.

Country	No Clicks on Advertisements		One or More Clicks on Advertisements	
	Percent of Students	Average ePIRLS Achievement	Percent of Students	Average ePIRLS Achievement
Sweden	96 (0.3)	560 (2.2)	4 (0.3)	542 (6.9)
Slovenia	95 (0.3)	526 (2.0)	5 (0.3)	509 (4.8)
Canada	95 (0.5)	545 (3.0)	5 (0.5)	507 (8.8)
Denmark	94 (0.4)	559 (2.2)	6 (0.4)	541 (5.0)
Ireland	94 (0.6)	568 (2.3)	6 (0.6)	550 (9.5)
Portugal	94 (0.4)	525 (2.2)	6 (0.4)	485 (5.1)
Italy	93 (0.4)	534 (2.1)	7 (0.4)	509 (4.7)
Norway (5)	93 (0.4)	568 (2.1)	7 (0.4)	557 (5.0)
United States	92 (0.6)	558 (2.4)	8 (0.6)	540 (6.2)
Singapore	91 (0.3)	588 (3.0)	9 (0.3)	588 (5.0)
Israel	90 (0.5)	543 (2.2)	10 (0.5)	477 (6.1)
Georgia	90 (0.5)	481 (3.1)	10 (0.5)	438 (6.0)
United Arab Emirates	86 (0.4)	481 (2.2)	14 (0.4)	391 (3.1)
Chinese Taipei	82 (0.7)	548 (2.0)	18 (0.7)	535 (3.3)
International Avg.	92 (0.1)	542 (0.6)	8 (0.1)	512 (1.6)

SOURCE: IEA's Progress in International Reading Literacy Study – PIRLS 2016

#### Benchmarking Participants

Dubai, UAE	91 (0.3)	533 (1.4)	9 (0.3)	472 (4.7)
Abu Dhabi, UAE	82 (0.7)	448 (4.2)	18 (0.7)	357 (5.0)

( ) Standard errors appear in parentheses. Because of rounding some results may appear inconsistent.