

Appendix A: PEEP Media and Resources

PEEP on TV

With support from the National Science Foundation (NSF), in 2004, *PEEP and the Big Wide World* launched as an animated television series for three-to five-year-olds on the Discovery Channel. In 2007, public television stations around the country began broadcasting the show. All 60 episodes were also translated into Spanish and broadcast for a number of years on V-me, a Spanish-language, public television programming service. In January 2018, PEEP will air on the 24/7 PBS KIDS Channel.

The Emmy Award-winning show stars a wide-eyed chick named Peep, a skeptical robin (Chirp), and an irascible but endearing duck (Quack). The three feathered friends live in a large urban park—the “Big Wide World”—a place filled with all kinds of science adventures. Narrated by actress Joan Cusack, each half-hour episode contains two animated episodes that highlight specific science or math concepts and two live-action videos depicting real kids playing and experimenting with those same ideas. (Watch [a short video](#) of Cusack introducing the show.)

In their summative evaluation, Goodman Research Group, Inc. (GRG) found that the PEEP television show effectively modeled science inquiry skills, including making predictions, observing, and problem solving (Goodman Research Group 2011). In another study conducted by GRG, parents found PEEP to be significantly more effective than the typical children’s TV program at providing ideas for activities, introducing science concepts, influencing kids to ask questions and be curious, and using humor to keep kids engaged (Goodman Research Group 2004).

PEEP as a Digital Experience for Kids

Today, with the changing technological landscape and the rapid growth of on-demand video and mobile web, PEEP’s primary presence is on the web rather than television. The PEEP [website](#) features animated episodes and live-action videos, along with interactive games, mobile apps, hands-on science activities for families, and an extensive preschool science curriculum. There is a mirror website in Spanish, [El Mundo Divertido de PEEP](#).

PEEP’s Educational Outreach

PEEP’s mission has also been to extend the learning of the show through free educational resources that introduce science and math to a broad, diverse audience of children. Joint media engagement between children and adults is at the heart of its approach: watching a PEEP animated episode can inspire kids to want to do their own related explorations and investigations. The PEEP website offers parents, teachers, and informal educators a number of resources that support children’s science learning.

1. For Educators: PEEP Science Curriculum

The [PEEP Science Curriculum](#) has been revised and expanded over the past decade. First created for Head Start teachers, it now consists of three-week curriculum modules that support the in-depth exploration of six content areas (Plants, Sound, Color, Ramps, Shadows, and Water) in both English and [Spanish](#). Each module contains over 80 hands-on activities and incorporates animated episodes, live-action videos, online science games, and related books. It is designed to

be used during a variety of times in a typical preschool day (circle time, story time, indoor and outdoor exploration, and free play).

In their 2011 study, the Goodman Research Group found that after using the curriculum, preschool educators were more confident leading hands-on science activities. They reported significantly higher comfort in trying new materials, asking children open-ended questions, and incorporating science into free play and circle time activities. One Head Start Director in Anchorage, Alaska wrote, “I recognize the PEEP resources and materials among the highest successful age-appropriate learning materials that I have ever used in the classroom.”

2. For Parents: Anywhere Activities

The message behind the [activities](#) is that families can have fun with science anywhere and anytime. Short, easy-to-do activities extend the science ideas in the PEEP animated stories. Activities are organized by location (activities that can be done in the kitchen, the bathtub, the backyard, on the front stoop, or around the neighborhood) and by theme (science explorations preschoolers are especially drawn to—water, animals, the weather, patterns or shapes, plants, or the sky).

3. For Informal Educators: Event Kit and Workshops

The [PEEP Event Kit](#) provides libraries, museums, and public television stations with resources to organize three different preschool science events. Other educational outreach initiatives have included a permanent [exhibit](#) at Boston Children’s Museum and workshops for teachers that support hands-on science and math activities.

Outreach Partners

To reach the maximum number of preschool educators and parents, WGBH has partnered with a variety of organizations, including the National Association of Family Child Care, the National Association of Child Care Resource and Referral Agencies, National Head Start Association, National Education Association, AVANCE, and the Committee for Hispanic Children and Families. Altogether, more than 500,000 educators have been introduced to PEEP since its inception.