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ClassTracks is an online vocabulary solution that triples the efficiency of vocabulary practice for English Proficiency. Start Your Free Trial Today "ClassTracks is minimal work on the teacher's end, gives beautifully captured data on students and is more rigorous than other teaching platforms,
while also providing individualized differentiation when needed. I was pretty blown away." - Ms. Tedlock, Scuola Vita Nuava Charter School "One look and you will see that ClassTracks challenges students through a game-like interface to boost vocabulary and better prepare for every lesson at their own pace. Last year, I had the opportunity to
introduce my class members to ClassTracks and I can say with certainty that they engage with the core portion of each class with greater energy and enthusiasm. I can only imagine their growth rate will continue to soar with your help." - Dr. Bonner, Buck Lodge Middle School 1st PLACE FINALIST FINALIST 1st PLACE Highest-ranking officer of an
organization "Chief executive" and "CEO" redirect here. For other uses, see Chief executive (disambiguation) and CEO (disambiguation). A group of Fortune 500 CEOs in 2015 A chief executive or managing director, is the top-ranking corporate officer charged with the management of an organization,
usually a company or a nonprofit organization. CEOs find roles in various organizations, including public and private corporations, nonprofit organizations, and even some government organizations (notably state-owned enterprises). The government organizations (notably state-owned enterprises) and is charged with
maximizing the value of the business,[1] which may include maximizing the profitability, market share, revenue, or another financial metric. In the nonprofit and government sector, CEOs typically aim at achieving outcomes related to the organization, usually provided by legislation. CEOs are also frequently assigned the role of the main
manager of the organization and the highest-ranking officer in the C-suite.[2] The term "chief executive branches of the Confederation of the United States of America used the term to refer to governors and other leaders of the executive branches of each of the Thirteen Colonies.[3] In
draft additions to the Oxford English Dictionary published online in 2011, the Dictionary says that the use of "CEO" as an acronym for a chief executive officer originated in Australia, with the first attestation being in 1914. The first American usage cited is from 1972.[4] The responsibilities of an organization's CEO are set by the organization's board
of directors or other authority, depending on the organization's structure. They can be far-reaching or quite limited, and are typically, responsibilities include being an active decision-maker on business strategy and other key policy issues, as well as leader,
manager, and executor roles. The communicator role can involve speaking to the press and the public, as well as to the organization's management and employees. The decision-making role entails making high-level decisions regarding policy and strategy. The CEO is responsible for implementing the goals, targets, and strategic objectives as
determined by the board of directors. As an executive officer of the company, the CEO reports the status of the business to the board of directors, motivates employees, and drives change within the organization. As a manager, the CEO reports the status of the business to the board of directors, motivates employees, and drives change within the organization.
for a company's business decisions, including those in operations, marketing, business development, finance, human resources, etc. The CEO of a political party is often entrusted with fundraising, particularly for election campaigns. The use of the CEO itle may be used by for-profit companies or non-profit or charitable organisations, such as the
Wikimedia Foundation. In some countries, there is a dual board system with two separate boards, one executive board for control purposes (selected by the shareholders). In these countries, the CEO presides over the executive board and the chairperson presides over the supervisory board, and
these two roles will always be held by different people. This ensures a distinction between management by the executive board and governance by the supervisory board. This allows for clear lines of authority. The aim is to prevent a conflict of interest and too much power being concentrated in the hands of one person. In the United States, the board
of directors (elected by the shareholders) is often equivalent to the executive board may often be known as the executive committee (the division/subsidiary heads and C-level officers that report directly to the CEO). In the United States, and in business, the executive officers are usually the top officers of a corporation,
the chief executive officer (CEO) being the best-known type. The definition varies; for instance, the California Corporate Disclosure Act defines "executive officers not also sitting on the board of directors. In the case of a sole proprietorship, an executive officer is the sole proprietor. In the case of a
partnership, an executive officer is a managing partner, senior partner, or administrative partner, or administrative partner, and executive officer is any member, manager, or officer. Main article: Corporate title Depending on the organization, a CEO may have several subordinate executives to help run the day-to-day administration of
the company, each of whom has specific functional responsibilities referred to as senior executives are given different organizations, but one common category of subordinate executive, if the CEO is also the president, is the vice president (VP). An organization may
have more than one vice president, each tasked with a different area of responsibility (e.g., VP of finance, VP of human resources). Examples of subordinate executive officer (CSO), chief marketing officer (CSO), chie
business officer (CBO). The public relations-focused position of chief reputation officer is sometimes included as one such subordinate executive officer, but, as suggested by Anthony Johndrow, CEO of Reputation Economy Advisors, it can also be seen as "simply another way to add emphasis to the role of a modern-day CEO - where they are both the
external face of, and the driving force behind, an organization culture".[9] Brad D. Smith, former CEO of Intuit In the US, the term "executive director" is used primarily in the not-for-profit sector.[10] These terms are generally mutually exclusive and refer to distinct legal duties
and responsibilities.[11] The CEO is the highest-ranking executive in a company, making corporate decisions, managing operations, allocating resources, and serving as the main point of communication between the board of directors and the company, making corporate decisions, managing operations, allocating resources, and serving as the main point of communication between the board of directors and the company, making corporate decisions, managing operations, allocating resources, and serving as the main point of communication between the board of directors and the company.
position in law is described as the "head of paid service",[13] and in business and in the charitable sector.[14] As of 2013[update], the use of the term director for senior charity staff is deprecated to avoid confusion with the legal duties and responsibilities associated with being a charity director or trustee, which are normally non-executive (unpaid)
roles. The term managing director is often used in lieu of chief executive officer. Business publicists since the days of Edward Bernays (1891-1995) and his client John D. Rockefeller (1839-1937) and even more successfully the corporate publicists for Henry Ford, promoted the concept of the "celebrity CEO". Business journalists have often adopted
this approach, which assumes that the corporate achievements, especially in the arena of manufacturing, are produced by uniquely talented individuals, especially the "heroic CEO". In effect, journalists celebrate a CEO who takes distinctive strategic actions. The model is the celebrity in entertainment, sports, and politics - compare the "great man
theory". Guthey et al. argues that "...these individuals are not self-made, but rather are created by a process of widespread media exposure to the point that their actions, personalities, and even private lives function symbolically to represent significant dynamics and tensions prevalent in the contemporary business atmosphere".[15] Journalism
thereby exaggerates the importance of the CEO and tends to neglect harder-to-describe broader corporate factors. There is little attention to the intricately organized technical bureaucracy that actually does the work. Hubris sets in when the CEO internalizes the celebrity and becomes excessively self-confident in making complex decisions. There
may be an emphasis on the sort of decisions that attract the celebrity journalists.[16] Research published in 2009 by Ulrike Malmendier and Geoffrey Tate indicates that "firms with award-winning CEOs subsequently underperform, in terms both of stock and of operating performance".[17] Main article: Executive compensation § Controversy
Executive compensation has been a source of criticism following a dramatic rise in pay relative pay was 20-to-1 in 1965 in the US, but had risen to 376-to-1 by 2000.[18] The relative pay differs around the world, and, in some smaller countries, is still around 20-to-1.[19] Observers differ as to
whether the rise is due to competition for talent or due to lack of control by compensation committees. [20] In recent years, investors have demanded more say over executive pay. [21] Main article: Gender diversity § In the boardroom Lack of diversity amongst chief executives has also been a source of criticism. [22] In 2018, 5% of Fortune 500 CEOs
were women.[23] In 2023 the number rose to 10.4% of for Women CEO's of Fortune 500 companies.[24] The reasons for this are explained or justified in various ways, and may include biological sex differences in psychology and interests, maternity and
career breaks, hypergamy, phallogocentrism, the existence of old boy networks, tradition, and the lack of female role models in that regard. [25][26][27] Some countries have passed laws mandating boardroom gender quotas. [28] In 2023 Rockefeller Foundation awarded a grant to Korn Ferry to research strategies and then action a plan to help more
women to become CEO's.[29] See also: Toxic leader There are contentious claims that a significant number of CEO's have psychopathic tendencies, often characterized by power-seeking behavior and dominance. These individuals can often conceal their ruthlessness and antisocial behavior behind a facade of charm and eloquence. Traits such as
courage and risk-taking, generally considered desirable, are often found alongside these psychopathic traits thrive in chaotic environments and are aware that others do not. As a result, they may intentionally create chaos in
the workplace.[30][31] This perspective is explored in the book Snakes in Suits, co-authored by Robert D. Hare. However, Scott Lilienfeld has argued that the attention given to psychology Today, has linked
psychopathic traits in managers to workplace bullying, employee dissatisfaction, and turnover intentions. Despite this, Bunea cautions that excessive worry about supposed psychopathic managers could discourage individuals from pursuing careers in corporations and deter employees from addressing issues with difficult bosses.[32] CEO succession
CEO of public schools City manager Executive officer Founder mode Glass cliff List of books written by CEOs List of chief executive officers Occupational Information Network Prime minister United States Department of Labor ^ a b Lin, Tom C. W. (April 23, 2014). "CEOs and Presidents". UC Davis Law Review. SSRN 2428371. ^ Westphal, James D.,
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advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. At Duolingo, we take test security seriously. That's why we broke free from the test center model when we first designed the Duolingo
English Test: our digital-first design improves access to testing, while designing out some of the biggest security risks of in-person testing, staying one step ahead of attackers is crucial to maintaining a fair and reliable experience for everyone. That's why
we took our security efforts to the next level by enlisting an elite team of ex-spies from around the world to do what they do best—try to hack the DET. Here's how it all went down. Why we hired a team of ex-spies to hack the DET. Here's how it all went down. Why we hired a team of ex-spies to hack the DET.
professionals. So, who better to challenge our test's defenses than a team of former spies with years of experience in espionage, intelligence, and covert operations? We gave this expert team full freedom to exploit the DET in any way they could. Their mission was simple: try every trick in the book—whether it was common tactics like fake IDs or
advanced methods like deepfakes—and find ways to cheat the test. Their goal? To see if our test could catch them in the act. The "War Room" of cheatersOur ex-spies didn't hold back. They set up a war room, working for months to devise dozens of potential cheating strategies. This wasn't just about testing the obvious methods. These pros tackled
everything from the most mundane to the highly sophisticated: False identification: Trying to impersonate another person with a fake ID or altered credentials. Deepfakes: Using cutting-edge technology to simulate a different face or voice to fool the system. Outside assistance (human or AI): Trying to impersonate another person with a fake ID or altered credentials. Deepfakes: Using cutting-edge technology to simulate a different face or voice to fool the system. Outside assistance (human or AI):
from another person or ChatGPTWith unlimited testing opportunities, the ex-spies had the chance to explore every angle. But there was one catch: Our security team wasn't allowed to know which tests belonged to them. Their tests were mixed in with the millions of legitimate DET tests taken by users around the globe. No attack too small or
common ways people try to cheat during in-person tests is by bribing proctors, there was no opportunity for bribery, eliminating one of the biggest cheating vectors from traditional exams. Leaked questions: The spies attempted to steal and
leak questions before the test. However, the adaptive nature of the DET means each test is unique, making it virtually impossible for any leaked questions to provide an advantage. The identical twin test: Perhaps the most interesting (and boldest) attempt was when they had identical twins try to take the test for one another. But even this creative
identify areas where we can further improve security, showing us how even the most secure systems can always get better. Security is an ongoing battle, and we are committed to staying ahead of emerging threats. We'll be repeating this exercise regularly, constantly refining and upgrading our security protocols to ensure that the DET remains one of
the most secure and reliable English proficiency tests in the world. A secure future for the DETThe lessons learned from this high-stakes, spy-led penetration test will continue to guide our security efforts. At Duolingo, we believe that secure testing is the key to fair testing—and by challenging ourselves with the best, we ensure the integrity of the DET
вами не совсем приятным опытом недавних пары месяцев, точнее, опытом моих учеников и подписчиков моего канала на YouTube Dima English - некоторые из них утверждают, что администрация теста Duolingo заблокировала их аккаунты без права восстановления просто ни за что - система безопасности и прокторы посчитали
что кандидат во время прохождения теста пользовался сторонней помощью. А Дуолинго тест такого не прощает. Все было бы понятно, если бы не тот факт, что кандидаты кричат в один голос: они не пользовались ничьей помощью! Ну неужели Дуолинго так? У многих
абитуриентов для поступления в колледжи за рубежом тест Дуолинго был своего рода спасительным кругом - по сравнению с IELTS или ТОЕFL нам сдавать Дуолинго тест все-таки проще как технически, так и психически. Многие люди отдали несколько месяцев своей жизни и немало денег на подготовку к Duolingo English Test
вместе с опытным репетитором, и времени на подготовку к IELTS или ТОЕFL уже просто обалдевает: я себе спокойно присел сдавать свой любимый Дуолинго, все выполнял честно и искренно, а меня взяли и забанили навсегда! Один мой ученик после
такого бана написал, естественно, апелляцию в администрацию Дуолинго и попросил пересмотрели) - и все равно оставили вечный бан в силе! Мне лично ученик говорил, что он сдавал тест самостоятельно, даже
opportunity to take proficiency assessment exams. The company was founded in 2011 as a private beta and then released to the public the following year. It is now one of the biggest and most successful companies of its kind with more than 300 million users around the world. Since it was founded, the company has expanded rapidly, achieved any
things, and has some unbelievable statistics. Here are 20 things that you probably didn't know about Duolingo and he is also the CEO of the company. This Guatemalan entrepreneur is also known for being one of the pioneers in crowdsourcing and as the
founder of reCAPTCHA, which he sold in 2009 to Google. Although he was raised in Guatemala, he moved to the United States to study for a degree in mathematics from Duke University, and then studied for his Ph.D. in Computer Science Department
of Carnegie Mellon University. He has won multiple awards for his research and has been recognized as one of the most influential people in his field. 2. The Other Co-Founder is Severin Hacker. Born in Zug, Switzerland, Hacker achieved his BS in Computer Science at ETH
Zurich, When he had completed his degree, he moved to Pittsburgh to study for his Ph.D. in Computer Science at Carnegie Mellon University. This is where he met Luis von Ahn, who was a by-product of their initial idea. Hacker has also
been involved in the development of many other technology businesses and apps. He has won multiple awards for his research and innovations. 3. It Was Inspired by Poor Education in Guatemala. For children growing up in
Guatemala and many other areas of South America, there is only a 30 percent chance of them learning to read and write. One way that people who live in this part of the world try to broaden their learning opportunities is to learn English. Most who do this learn online or through local courses. However, these come at a cost, and this means that poor
people do not have the same opportunities. Von Ahn wanted to give people from all socio-economic backgrounds the same opportunities to learn by providing a free language-learning platform. 4. Duolingo Was Funded by Grants Luis von Ahn was awarded a MacArthur fellowship for his innovative work in the field of computer science. The money
from this fellowship along with a National Science Foundation grant was used to sponsor the development of Duolingo. Money was then raised from other sources to launch the product. This round of funding was led by New Enterprise
Associates. Their total funding was brought to $18.3 million thanks to the participation of Union Square Venture' phase and raised a further round of funding led to investment from Google capital and brought the total
funding raised to $83.3 million. 5. The Courses Are Free Most language-learning platforms make money by selling their courses. However, Duolingo is different because all the language courses are completely free. This does not mean that the company does not make money, though, as they have income streams from several sources. Some of their
money is made from advertising revenue. They also make money from add-ons and exams. Although users must pay to take the exams provided by competition is that they focus on the product. He
used competitor Rosetta Stone as an example of how his company differs. Rosetta Stone was already a well-established language-learning platform when Duolingo was founded. This company had more than 1,000 employees and much of the focus was on marketing to make money from course sales. Von Ahn says the focus at Duolingo has always been
on the product and this is what helped them to surpass the results of their competitors. Most of the workforce at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo work directly on the product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product improvement. 7. Volunteers Create Courses Although almost half of the staff at Duolingo works on product impr
employees who contribute to the content of the course. There are also volunteers who provide course content because they are passionate about the mission of the app who are trying to learn new languages. 8. There Are More Than 200 Employees Duolingo began as just Luis von Ahn and Severin Hacker
working together. The product was then developed with the involvement of Vicki Cheung, Antonio Navas, Brendan Meeder, Marcel Uekermann, Jose Fuentes, and Hector Villafuerte. Now, the company has more than 200 employees. Von Ahn has said that although the headquarters of the company is based in Pittsburgh, approximately 85 percent of
the employees are from elsewhere. They attract the best employees by offering them an excellent package, which includes relocation fees for when they move to Pittsburgh for the job. 9. Duolingo Uses Amazon Web Services buolingo uses a wide range of services that are part of the Amazon Web Services suite of products. Some of these includes relocation fees for when they move to Pittsburgh for the job. 9. Duolingo Uses Amazon Web Services buolingo uses a wide range of services buoling
Amazon Virtual Private Cloud, Amazon Elastic Compute Cloud, Amazon Elastic Compute Cloud, Amazon Elastic Compute Storage Services, Amazon DynamoDB, and Amazon Elastic Compute Storage Services, Amazon Elastic Compute Cloud, Amazon Elastic Compute Storage Services, Amazon Elastic Compute Cloud, Amazon Elastic Compute Storage Services, Amazon Elastic Compute Cloud, Amazon Elastic Compute Cloud, Amazon Elastic Compute Cloud, Amazon Elastic Compute Storage Services, Amazon Elastic Compute Cloud, Amazon Elastic Cloud, Amazon Elastic
and stalked if they do not continue to use the app. Duolingo acknowledged this meme as part of an April Fool's Day joke when they released a video. The video featured a fictitious premium feature where are users are reminded to use the app by a visit from Duo in person. 11. It Was the Subject of an SNL Skit Duolingo has become a topic that has
been highlighted in popular media. One example of this is when the skit parodied Duolingo Forum. In an episode of SNL that was hosted by Kristen Stewart, the skit parodied Duolingo for Talking to Children'. 12.
The App has Won Awards The Duolingo app has won multiple awards since it was launched. The first of these was in 2013 when Apple named it the iPhone App of the Year. Crunchies then awarded app in the education category on
Google Play. Finally, it won the 2015 Play & Learning category by Design to Improve Life. 13. The Company is Also Award-Winning The Company is
Workplaces Award and was included in Entrepreneur Magazine's Top Company Culture List. In the same year and the following year, Duolingo was included on CNBC's Disruptor 50 lists. Duolingo was named by Forbes as a Next Billion-Dollar Startup 2019 and TIME Magazine included it in their list of 50 Genius Companies. 14. Schools Can Use
Duolingo Duolingo is not only something that individuals can use to teach themselves a new language, but also something that can be used as a learning tool by teachers in the classroom as part of the learning experience. It allows teachers to monitor
and track their students' progress while learning a new language. 15. There Are Two Courses in Fictional Languages While most of the language courses and intended to serve a practical purpose, there are also some courses that are just for fun. These include the two courses in fictional
languages; Klingon and High Valyrian. The former is the fictional language spoken by the Klingons in the Star Trek Universe. High Valyrian is a fictional language that is used in some of the novels by George R. R. Martin. 16. The English Course for Spanish Speakers Has the Most Active Users There are currently 96 language courses offered by
Duolingo in 23 languages, with many more courses in beta or being developed. As of December 2020, the most popular course available teaches English to Spanish speakers. There are 27.3 learners who access this course on the app or website. This course was released in March 2012. 17. English is Available in the Most Languages The 23 languages.
that you can learn with Duolingo are delivered in a number of different languages. While some are available only for speakers of one or two languages, others are available in the most languages variations is Spanish as
this is available for speakers of English, French, Italian, Portuguese, German, Catalan Guarani courses, as these courses are currently only available to Spanish speakers are the Catalan and Guarani courses, as these courses are currently only available to English speakers are the Catalan and Guarani courses, as these courses are currently only available to English speakers. 18. The Duolingo Database is Constantly Updated
According to the statistics on Expanded Ramblings, the Duolingo database is constantly updated to keep track of its users and statistics relating to the various courses. It is mindblowing to learn that the database is updated a staggering 300,000 times per second. This constant updating is important as the product is constantly being developed and it
allows the company to track the popularity of different courses. 19. The Company is Worth $700 Million Considering all the Duolingo courses are free to users internationally, it is surprising to learn that this competitors in its field to
become the most valuable online language education company in the world. As the popularity of Duolingo continues to grow and they are continuously adding more courses, it is likely that the value of this company will continue to increase. 20. Seven Billion Exercises Are Completed Each Month As more than 300 million people use Duolingo each
month and each user spends approximately ten minutes per day learning a language, this amounts to a lot of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month. In fact, the combined total of the number of exercises completed by all the users is approximately seven billion each month.
more people begin using Duolingo. Share on X (Twitter) Share on Facebook Share on Reddit Share on Reddit Share on WhatsApp American educational technology company Duolingo, Inc. Duolingo
Greek Hindi Hungarian Indonesian Italian Japanese Korean Polish Portuguese Romanian Russian Spanish Swedish Tagalog Tamil Telugu Thai Turkish Ukrainian Vietnamese Traded as Nasdaq: DUOL (Class A)S&P 400 componentFounded2011; 14 years ago (2011)HeadquartersPittsburgh, Pennsylvania, U.S.Area servedWorldwideFounder(s)Luis von
AhnSeverin HackerKey peopleLuis von Ahn (CEO)Severin Hacker (CTO)IndustryOnline educationProducts Duolingo ABC Duolingo ABC Duolingo ABC Duolingo ABC Duolingo English Test ServicesLanguage, music, chess, and math courses and language assessment. Revenue US$748 million (2024)Profit US$88.6 million (2024)Profit US$88.6 million (2024)Total assets
US$1.3 billion (2024)Total equity US$825 million (2024)Employees≈ 830 (December 2024)URLduolingo.comAdvertisingYesRegistrationYes[a]Users130 million MAU (Q1 2025)LaunchedNovember 27, 2011; 13 years ago (2011-11-27) (private beta)June 19, 2012; 12 years ago (2012-06-19) (public release)Current statusOnlineNative client(s) onAndroid
iOS, iPadOS[1][2][3][4] Duolingo, Inc.[b] is an American educational technology company that produces learning apps and provides languages such as Welsh, Irish, and Navajo, and even constructed languages such
as Klingon.[6] It also offers courses on music,[7] math, and chess.[8] The learning method incorporates gamification to motivate users with points, rewards and interactive lessons featuring spaced repetition.[9] The app promotes short, daily lessons for consistent-phased practice. Duolingo also offers the Duolingo English Test, an online language
assessment, and Duolingo ABC, a literacy app designed for children. The company follows a freemium model, with optional premium services like Super Duolingo and Duolingo ABC, a literacy app designed for children. The company follows a freemium model, with optional premium services like Super Duolingo and Duolingo ABC, a literacy app designed for children. The company follows a freemium model, with optional premium services like Super Duolingo and Duolingo ABC, a literacy app designed for children.
active users, Duolingo is the most popular educational app in the world.[10][11][12] Over 10 million people have a Duolingo streak longer than a year.[13] In total, learners on Duolingo from 2012 to 2020 found comparatively few studies on the
platform's efficiency for language learning but identified several studies that reported relatively high user satisfaction, enjoyment, and positive perceptions of the app's effectiveness.[15] The company has also been recognized for its successful marketing tactics and strong brand engagement.[16][17] The idea of Duolingo was formulated in 2009 by
Carnegie Mellon University professor Luis von Ahn and his Swiss-born post-graduate student Severin Hacker, wanted to work on an education-related project. [20] Von Ahn stated that he saw how expensive it was for people in his community in Guatemala to
learn English.[21][22] Hacker (co-founder and current CTO of Duolingo) believed that "free education will really change the world"[23] and wanted to provide an accessible means for doing so. He was recognized by the National Inventors Hall of Fame for his contributions to language learning and technological development.[24] The Duo mascot is a
crowdsourced translation service, was replaced by a Duolingo English Test certification program, advertising, and subscription. [29][30] Duolingo logo from 2011 to 2019 In October 2011, Duolingo announced that it had raised $3.3 million from a Series A round of funding, led by Union Square Ventures, with participation from author Tim Ferriss and
actor Ashton Kutcher's investing firm A-Grade Investments.[31] Duolingo launched a private beta on November 30, 2011, and accumulated a waiting list of more than 100,000 people by December 13.[32][33] It launched to the general public on June 19, 2012, at which point the waiting list had grown to around 500,000.[34][35] In September 2012,
Duolingo announced that it had raised a further $15 million from a Series B funding round led by New Enterprise Associates, with participation from Union Square Ventures. [36] In November 2012, Duolingo released an iPhone app, [37] followed by an Android app in May 2013, at which time Duolingo had around 3 million users. [38] By July 2013, it
had grown to 5 million users and was rated the No. 1 free education app in the Google Play Store. [39] In February 2014, Duolingo announced that it had raised $20 million from a Series C funding round led by Kleiner Caufield & Byers, with prior investors also participating. [40] At this time, it had 34 employees, and reported about 25 million
registered users and 12.5 million active users; [40] it later reported a figure closer to 60 million users. [41] In June 2015, Duolingo announced that it had raised $45 million. The round valued the company at around $470 million, with 100 million registered
users globally, [29][41] In April 2016, it was reported that Duolingo announced that it had raised $25 million in a Series E funding round led by Drive Capital, bringing its total funding to $108.3 million. The round valued Duolingo at $700 million, and the company reported passing
200 million registered users, with 25 million active users.[44] It was reported that Duolingo had 95 employees.[45] Funds from the Series E round would be directed toward creating initiatives related educational flashcard app, TinyCards, and testbeds for initiatives related to reading and listening comprehension.[46] On August 1, 2018,
Duolingo surpassed 300 million registered users. [47] In December 2019, it was announced that Duolingo raised $30 million in a Series F funding round from Alphabet's investment company, Capital G. [22] The round valued Duolingo raised $30 million active users at this time. The headcount at the company had increased to
around two hundred, and new offices had been opened in Seattle, New York, and Beijing.[48] Duolingo planned to use the funds to develop new products and further expand its team in sectors like engineering, business development, design, curriculum and content creators, community outreach, and marketing.[49] Duolingo in 2017 In October 2013,
Duolingo launched a crowdsourced language incubator. [50] In March 2021, it announced that it would be ending its volunteer contributor program. The company said that language courses would instead be maintained and developed by professional linguists aligning with CEFR standards. [51] [non-primary source needed] On June 28, 2021, Duolingo
filed for an initial public offering on NASDAQ under the ticker DUOL.[52] From August 2022, the Duolingo overhauled its interface, changing its course structure from a tree-like design, where users could choose from a range of lessons
after completing previous ones, to a linear progression. This update has been criticized by users across social media outlets, such as Reddit and Twitter.[21] CEO Luis von Ahn stated that there were no plans to reverse the changes.[54] In October 2022, Duolingo acquired Detroit-based animation studio Gunner; it is the studio that produces art assets
and animation for Duolingo and Duolingo ABC and its marketing campaigns. [citation needed] In March 2023, Duolingo officially announced the planned Duolingo max, a subscription tier above Super Duolingo, in their blog. [55] In October 2023, Duolingo officially announced the planned Duolingo officially announced the planned Duolingo Max, a subscription tier above Super Duolingo officially announced the planned Duolingo officially announced the planned Duolingo Max, a subscription tier above Super Duolingo officially announced the planned Duolingo officially announced the planned Duolingo Max, a subscription tier above Super Duolingo officially announced the planned Duolingo officially announced the planned Duolingo Max, a subscription tier above Super Duolingo Max, a subscription tier above Sup
Duolingo fired around ten percent of its' contract workforce and announced plans to replace them with AI.[58][59] The company acquired Detroit-based design studio Hobbes in March.[60] CEFR based language courses for learners of English, Spanish, French, Italian, Chinese (Mandarin), Japanese, Korean, Portuguese, and German are available for
all users.[61] Additional courses are also available for speakers of English (Arabic, Czech, Danish, Dutch, Esperanto, Finnish, Greek, Haitian Creole, Hawaiian, Russian, Scottish Gaelic, Swahili, Swedish, Turkish, Ukrainian, Vietnamese,
Welsh, Yiddish, Zulu), Chinese (Cantonese)), Arabic (Swedish), and Spanish (Catalan, Russian, Swedish), and Spanish (Ca
(formerly known as Duolingo Plus), offers unlimited retries and access to some additional types of lessons. It is otherwise identical to Duolingo for Schools.[63][64][non-primary source needed] Duolingo Max is a subscription above Super Duolingo that adds additional functions using generative AI: Roleplay, an AI conversation partner; Explain My
Answer, which breaks down the rules with a modified GPT-4 when the user makes a mistake; and Video Call, where users can have video chat with one of the characters, which currently includes only Lily. Intended to provide immersion through conversation.[65][non-primary source needed] Duolingo for Schools is designed to help teachers use
Duolingo in their classrooms, It allows teachers to create classrooms, assign lessons, track student progress, and personalize learning, 66 [[non-primary source needed] Main article: Duolingo English Test The Duolingo English 
English. It is a computer-based test scored on a scale of 10-160, with scores above 120 considered English proficiency. The test's questions algorithmically adjust to the test-takers' ability level. The test's questions algorithmically adjust to the test-takers' ability level. The test's questions algorithmically adjust to the test-takers' ability level. The test's questions algorithmically adjust to the test-takers' ability level.
learning elementary mathematics. It was announced on YouTube on August 27, 2022.[69] On October 11, 2023, the company released Duolingo Music, [57] a new platform within the existing app that provides basic music learning through piano and sheet music lessons. [70][71] Duolingo introduced chess lessons in beta in April 2025, with an initial
rollout planned for iOS in English by May. The lessons are structured around the Elo rating system, gradually increasing in difficulty to match the user's skill level. Learners can play mini-matches or full games against Duolingo's virtual chess coach, Oscar, whose difficulty also scales with progress. At launch, users are not able to play against each
other.[72][73] Duolingo ABC is a free app designed for young children to learn letters, their sounds, phonics, and other early reading concepts. Released in 2020, it does not contain ads or in-app purchases. As of April 2024, iOS and Android versions are available, but only in English.[8][74] On Duolingo, learners learn by doing, engaging with the
course material.[75] Lessons are designed to be brief, allowing users to learn in manageable chunks.[76][77] Duolingo uses a gamified approach to learning, with lessons that incorporate translating, interactive exercises, quizzes, and stories.[78] It also uses an algorithm that adapts to each learner and can provide personalized feedback and
recommendations. Duolingo provides a competitive space, [79] such as in leagues, where people can compete with randomly selected worldwide player groupings of up to 30 users. Leagues are determined by the number of experience points
earned in a week. Badges in Duolingo represent achievements earned from completing specific objectives.[80] Users can also create their own avatars.[81][82] Any lesson completed in Duolingo's "Friend Streak" lets users maintain streaks with
up to five friends.[84] Streaks encourage consistent daily practice and help build a habit of regular learning. The app has a personalized bandit algorithm system (later the A/B tested variant recovering difference softmax algorithm) that determines the daily notification that will be sent out to the user.[85] The Duolingo Score is an estimate of users'
proficiency in the language they're learning in CEFR-aligned courses. Duolingo Score provides a granular assessment of what a student has learned and they can do with the language. [86] DET is using a similar scoring system. The most developed CEFR-aligned courses (French, English and Spanish) cover Duolingo Score from 0 to 130. Duolingo
Score CEFR level Student can... 0-9 very early A1 talk about themselves and where they live and ask and answer simple questions 20-29 high A1 discuss their daily routine, order food at a restaurant, and chat a little 30-59 A2 have basic conversations about familiar topics.
including weather, shopping, hobbies, and holiday plans 60-79 early B1 handle common situations while traveling, ask for directions, and make reservations 80-99 high B1 share their opinion, tell stories, and navigate most daily situations 100-114 early B2 have deep discussions about their interests and understand news, movies, and jokes 115-129
high B2 express themselves in most situations and uses the language in professional and academic scenarios 130-160 C1 and C2 easily understand all that they hear or read and expresses nuanced thoughts in sophisticated language Duolingo operates on a freemium business model, offering free access to its learning platforms with ads. Revenue is
primarily generated through subscriptions, which remove ads, and provide other perks like unlimited hearts and generative AI. The app also generates income from in-app purchases of virtual currency (Gems) and power-ups that enhance the learning experience. Another key revenue stream is the Duolingo English Test (DET), a low-cost English
proficiency test. [87] In April 2020, it passed one million paid subscribers; [88] it reached 2.9 million in March 2022, [89] and 4.8 million at the end of March 2023, compared to $250.77 million in 2021, [91] $36 million in 2018, [92] $13 million at the end of March 2023, compared to $250.77 million in 2021, [91] $36 million in 2018, [92] $13 million at the end of March 2023, compared to $250.77 million in 2021, [91] $36 million in 2018, [92] $13 million at the end of March 2023, compared to $250.77 million in 2021, [91] $36 million in 2018, [92] $13 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 2023, [93] and 4.8 million at the end of March 202
in 2017,[47] and $1 million in 2016. In May 2022, it was reported that 6.8% of its monthly active users paid for the ad-free version of the app.[93] A 2017 study found no significant difference between elementary students learning Spanish through the "gamification" of the Duolingo app and those learning in classroom environments, with both groups
demonstrating a similar increase in achievements and self-efficacy. [94] Duolingo's occasional use of 'erratic' phrases—such as "The bride is a woman and the groom is a hedgehog" or "The man eats ice cream with mustard" [95]—is reportedly derived from research published in 2018 by psychologists at Ghent University in Belgium, [96] which
concluded that such "semantically unpredictable sentences" were more effective for language learning than conventional and predictable phrases, based on the concept of "reward prediction errors", in which unexpected or surprising outcomes are more rewarding and thus encourage further learning. [97] [95] A 2022 study on adults using Duolingo as
their only language learning tool, published in the journal Foreign Language Annals, found that participants who completed a course had similar reading and listening proficiency to university students after four semesters of study, concluding that Duolingo could be an effective tool for language learning. [98] Another 2022 study of Malaysian students
learning French, published by the National University of Malaysia Press, found that the app facilitated the acquisition of vocabulary and concluded that it was "well suited" for beginners in this regard.[99] According to Duolingo's own 2021 study, five sections of the app are roughly equivalent to five semesters of university instruction, and Duolingo is
an "effective tool [...] at an intermediate level".[100][101] A 2023 study funded by Duolingo English learners in Colombia and Spain were found to gain significantly more proficiency than students in a classroom, except for listening.[103] Some language
professionals have criticized the app for its limitations and gamified design.[104] Players have also reported that "gamification" has led to cheating, hacking, and incentivized game strategies that conflict with actual learning.[105] In March 2022, Duolingo forums were discontinued,[106] and sentence discontinued,[107] The change
has been criticized on some social media sites. In January 2023, Duolingo's data on over 2.6 million users' usernames, and phone numbers was sold in a hacker forum. Duolingo later stated that they would investigate the "dark web post".[108] They concluded that the data was obtained by scraping publicly available information based on an
exposed application programming interface (API).[109][110] Duolingo's spokesperson states that the API is intentionally publicly visible. Since the end of October 2023, Duolingo has stopped updating its Welsh course to "focus on languages in higher demand". Some users criticized this decision because it came at the expense of learners of a
language with limited resources on the market and the potential halting of the Welsh Government's "Cymraeg 2050" strategy to promote Welsh language courses like Spanish or French are well developed, other courses for less studied languages like Ukrainian
cover very little grammar and vocabulary.[113][114] In 2025, CEO Luis von Ahn announced Duolingo would become an "AI-first" company and would be replacing contracted workers with artificial intelligence through automation.[115][116] This decision was met with public outcry, leading many users declaring they have ended their learning streaks
in protest.[117] In 2013, Apple chose Duolingo as its iPhone App of the Year, a first for an educational application.[118] That year, Duolingo ranked No. 7 on Fast Company's "The World's Most Innovative Companies: Education Honorees" list "for crowdsourcing web translation by turning it into a free language-learning program".[119][120][121]
Duolingo won Best Education Startup at the 2014 Crunchies, [122] [123] and was the most downloaded 'education app' in Google Play in 2013 and 2014. [124] In July 2020, PCMag named it "The Best Free Language Learning App". [125] As a company, Duolingo has likewise won several awards and recognitions. In 2015, it was announced as that year's
Index Award winner in the Play & Learning category by The Index Project. [126] It won Inc. magazine's Top Company Culture List 2018, [127] made Entrepreneur magazine's 50 Genius Companies. [132]
Duolingo was named one of Forbes's "Next Billion-Dollar Startups 2019".[133] In 2023, Duolingo won a Design Award during the 2023 edition of the Apple Design Awards.[134] Duo, the mascot of Duolingo has brand characters that are used for engagement and creating storylines.[135][136] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[134] Duo, the mascot of Duolingo has brand characters that are used for engagement and creating storylines.[135][136] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[134] Duo, the mascot of Duolingo won a Design Awards.[135][136] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[135][136] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[136] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] Beatrice "Beat of Duolingo won a Design Awards.[138] The main characters include:[137] T
Boateng: [138] Born on January 1, 2000, [138] Bea is a smart and energetic young girl. Duo Keyshauna Renee Lingo: Commonly known as Duo or Duo the Owl, he is the company's green owl mascot. On February 11, 2025, Duolingo announced, as part of a publicity stunt, that Duo had died, [139] [140] [141] after being hit by a Tesla Cybertruck. [142]
[143][144] Later, Duolingo put up a website where the users of the app would have to work together to obtain 50 Billion in-app experience to resurrect Duo.[145] The company also stated the character's birth date as 1000BC, and his full name
as Duo Keyshauna Renee Lingo.[147][148] Duo served as the motivational face of the app, encouraging users to complete their lessons and maintain their learning streaks. Duo has become a well-known internet character, often depicted humorously as aggressively reminding users to not miss their streaks. Over time, Duo has gained a significant
reputation in memes for being persistent—even threatening—about keeping users on track with their lessons. According to Duolingo Brand Guidelines, "Duo is a boy" and communicates through text only.[149] Eddy: An optimistic character with a passion for sports, father of Junior. Falstaff: An older, intellectual grizzly bear with a love for literature
Junior: A curious and eager young boy. Lily: A teenage girl known for her sarcastic, emo, and indifferent personality, often expressing a lack of enthusiasm but secretly caring about her friends. She is one of the main characters in Duolingo's cast of mascots used in video call feature. [150] Lin: A creative and adventurous artist and motorcyclist. Lucy:
A venturesome elderly lady, grandmother of Lin. Oscar: A high school teacher and a prim connoisseur of art and culture. Vikram: A calm and responsible professional. Zari: A confident and enthusiastic Middle Eastern teenage girl. She dresses in pink and blue and wears a headscarf/hijab. She is Lily's best friend. Minor characters include: Priti:
Vikram's wife. Mélissa Odile All characters mentioned above are human, with the exceptions of Duo, who is a bear. Due to the app's frequent reminder notifications, Duolingo's mascot, a green cartoon owl named Duo, has been the subject of Internet memes antagonising him, with the character often depicted stalking or
threatening users if they do not continue using the app.[151][152] Duolingo has leaned into its online reputation and has adjusted its social media and marketing strategies accordingly.[153] Acknowledging the meme, Duolingo released a video on April Fools' Day 2019, depicting a facetious new feature called "Duolingo Push". In the video, users of
"Duolingo Push" are reminded to use the app by Duo himself (depicted by a person wearing a Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume), who stares at and follows them until they comply.[154][155] It was also acknowledged during Duolingo mascot costume).
have been harmed by Duolingo's owl mascot.[156] This was further referenced by the company in its 2024 April Fools' Day skit "Duo on Ice", in which the owl, in a mix of Spanish and English, admitted to having an appetite for human flesh, and if the user failed to continue their streak, they would "eat their head like a praying mantis."[157] In
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February 2020, as part of the company's partnership with the developers of the video game Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 2, a skit depicting Duo and the red Angry Birds 3.

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and humor, including elements of dark comedy, and "kidnapping children" as a joke.[159] In November 2019, Saturday Night Live parodied Duolingo for Talking to Children".[160] The 2023 film Barbie contains a running gag where the
husband of disgruntled Mattel employee Gloria uses Duolingo to learn Spanish, Gloria's native language. Duo's Taqueria (a Mexican taco restaurant) in Pittsburgh, Pennsylvania, operated by Duolingo. The taqueria offers a variety of authentic Mexican taco restaurant) in Pittsburgh, Pennsylvania, operated by Duolingo. The taqueria offers a variety of authentic Mexican taco restaurant) in Pittsburgh, Pennsylvania, operated by Duolingo. The taqueria offers a variety of authentic Mexican taco restaurant encourages patrons to order in
Spanish, aligning with Duolingo's mission of making language learning fun and accessible. Duolingo is headquartered in Pittsburgh, Pennsylvania, and has office in New York, [163] Detroit, [164] Beijing, and Berlin. [165] In 2024, Duolingo is headquartered in Pittsburgh, Pennsylvania, and has office in New York, [163] Detroit, [164] Beijing, and Berlin. [165] In 2024, Duolingo is headquartered in Pittsburgh, Pennsylvania, and has office in New York City, featuring fun and accessible.
an art gallery in which the company's characters are depicted in the style of famous historical paintings. The gallery showcases moving images of Duo and other characters in a range of artistic styles.[168][169] Distance education Language education Language pedagogy
Mathematics education Music education ^ One can use Duolingo for a few lessons before requiring an account to progress. ^ Pronunciation: /ˌdjuːoʊˈlɪŋgoʊ/ (DEW-oh-LING-goh) ^ "Duolingo, Inc. 2024 Annual Report (Form 10-K)". U.S. Securities and Exchange Commission. February 28, 2025. Retrieved March 2, 2025. ^ "Migrating Duolingo's
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