We have been actively establishing research centers: Benesse Educational Research & Development Center in 2005, Benesse Institute for Child Sciences and Parenting Research in 2012. As Benesse Corporation’s in-house think-tank, we conduct research on a wide-range of subjects from infants to university students, working adults, parents, and teachers.

In 2013, these research organizations were consolidated to establish Benesse Educational Research and Development Institute (BERD). Taking a comprehensive approach to changes in childrearing and the educational environment, BERD conducts research on the skills required by future society, methods of acquiring such skills, and assessment.

We hope to see our research continue to contribute to society.

Kenichi Arai, Chairperson, BERD Board of Directors

Benesse Educational Research and Development Institute (BERD)
Research Themes

Child Sciences and Parenting Research Office

The Child Sciences and Parenting Research Office supports the first stage of Benesse's many business areas that span prenatal development to adulthood. Our primary mission is to produce knowledge and research that will inform and support families with infants in healthy child-rearing practices. Another important area is early childhood and early childhood education in Japan and abroad to ensure that children get a good start on a lifetime of learning.

Elementary and Secondary Education Research Office

Children are our future, but today when the social and educational environment is undergoing such dramatic changes, what qualities and abilities will they need to acquire to prepare them for the responsibilities that lie ahead? What type of family, school, teacher, and social environment foster growth and development in children? The Elementary and Secondary Education Research Office conducts research to answer these questions and then makes the findings available in the form of recommendations to both domestic and international partners. Our activities include conducting a parent-child panel survey in joint research with The Institute of Social Science, The University of Tokyo to examine the life and learning processes of children.

Curriculum Research and Development Office

The environment surrounding higher education is now undergoing dramatic change to meet the needs of globalization, technological innovation, and society. How should instruction and learning in higher education be organized? How should these changes be assessed and applied in subsequent instruction and learning? Based on the results of surveys on children in elementary and secondary education, the Higher Education Research Office identifies situations and factors that influence learners' ability to continue learning and proposes ways to reform higher education to support the transition to society. Research and development focuses on the following:

- Digital media use by children
- Awareness of prenatal/postnatal support for mothers and current situation
- Research on factors that elicit learners' independence and ways to support them,
- Quality of ECEC

Global Education Research Office

Ongoing globalization requires that we all become global citizens. The Global Education Research Office classifies important issues of English education in Japan through research surveys of children, teachers and parents on English education and provides a framework for English education from infants to adults and opportunities for discussion of related issues. Building on knowledge gained through our research, we aim to continue to survey and study education for global citizens.

Assessment Research and Development Office

Our mission is to contribute to excellence in education by developing methods and tools that foster these skills, and the assessment of the learning outcomes. The use and application of information and communications technology (ICT) in learning, together with active learning, which has been studied by the ICT Education Research Office, plays an important role in developing children's ability.

High Education Research Office

The Higher Education Research Office scientifically studies environments of higher education that develop and strengthen the ability to continue learning and proposes ways to reform higher education to support the transition to society. Research and development focuses on the following:

- Research on how university education supports the development of comprehensive competences involving “goals instruction assessment” in higher education,
- Research on new approaches for the development of better transfer to society, and development in various areas in line with current issues involving the reform in higher education.

Survey on English Instruction in Japanese Lower and Upper Secondary Schools