

# The digital revolution in language teaching and learning

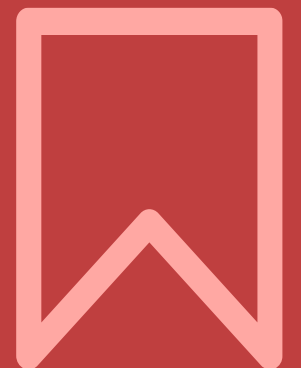
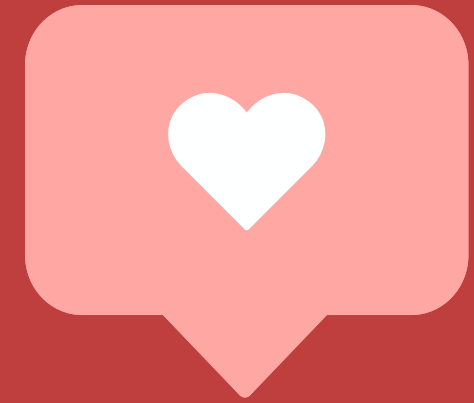
New concepts and approaches to learning:

- Mobile-assisted language learning (MALL)
- Microlearning
- M-learning

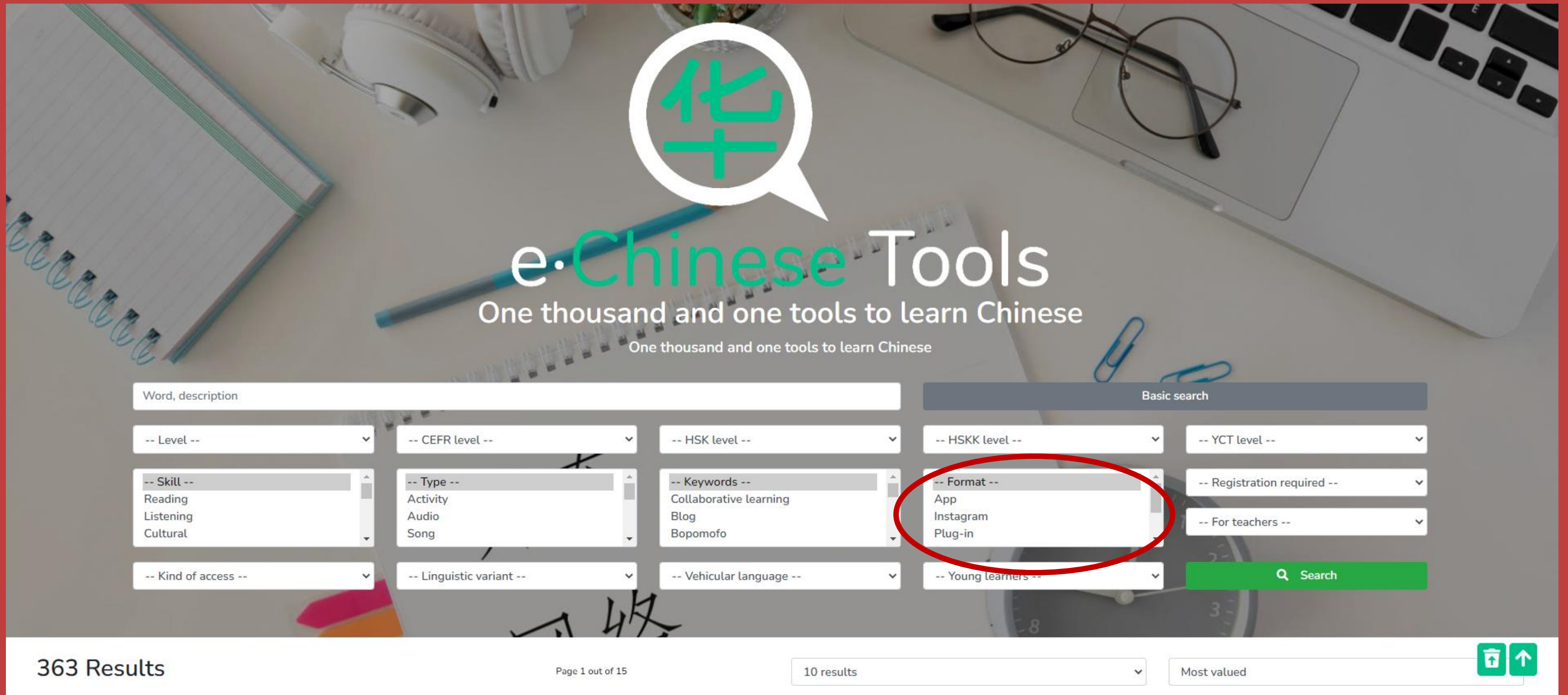


# Objectives

- To analyse a sample of 100 Instagram accounts for learning Chinese
- To assess the pros of this medium from the perspective of teachers
- To offer tips to foster best practices



# Method



The image shows the homepage of the 'e.Chinese Tools' website. The background is a collage of study-related items: a laptop, glasses, a pen, a notebook, and a clock. At the top center is a logo featuring the Chinese character '华' (Huá) inside a white speech bubble. Below the logo, the text 'e.Chinese Tools' is displayed in a large, green and white font. Underneath, the tagline 'One thousand and one tools to learn Chinese' is repeated twice. The main section contains a search interface with a large text input field labeled 'Word, description'. To the right of this field is a 'Basic search' button. Below the input field are several filter categories, each with a dropdown menu. The 'Format' dropdown menu is highlighted with a red circle and contains the options 'App', 'Instagram', and 'Plug-in'. At the bottom of the page, there is a footer section with '363 Results' on the left, 'Page 1 out of 15' in the center, and a search results configuration area on the right. This area includes a dropdown for '10 results', a 'Most valued' button, and two small green icons (a trash can and an upward arrow).

One thousand and one tools to learn Chinese

One thousand and one tools to learn Chinese

Word, description

Basic search

-- Level --

-- CEFR level --

-- HSK level --

-- HSKK level --

-- YCT level --

-- Skill --

Reading

Listening

Cultural

-- Type --

Activity

Audio

Song

-- Keywords --

Collaborative learning

Blog

Bopomofo

-- Format --

App

Instagram

Plug-in

-- Registration required --

-- For teachers --

-- Kind of access --

-- Linguistic variant --

-- Vehicular language --

-- Young learners --

Search

363 Results

Page 1 out of 15

10 results

Most valued

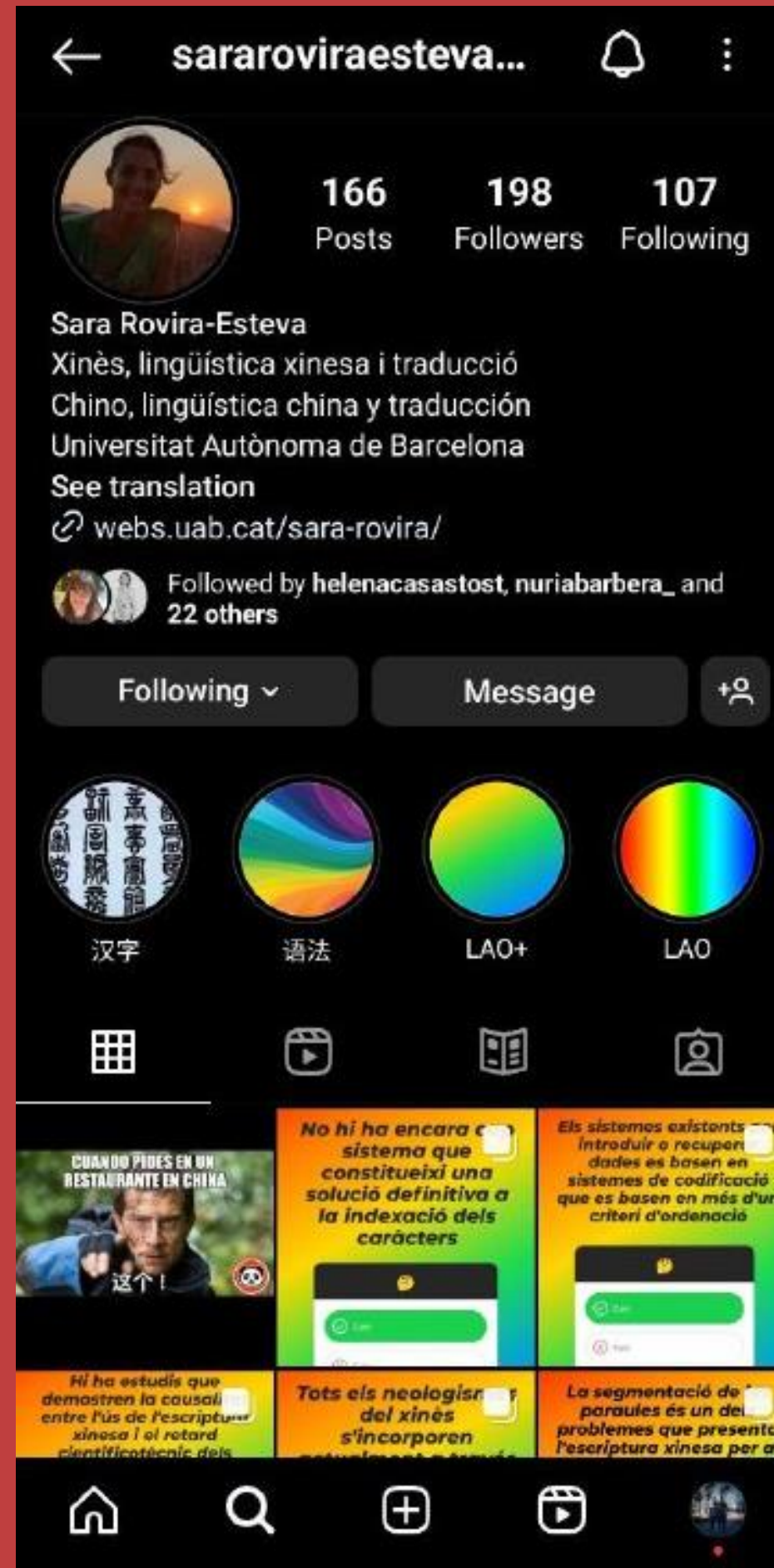


# New items for the analysis

Kind of account (personal/  
institutional, male/female)

Correct use of pinyin

Use of colours or styles  
to organise information



Number of followers

Number of posts

Use of 'highlights'

Frequency of posts

# Language of instruction

- 81 - English (monolingual)
- 15 - bilingual
- 20 - Spanish
- 11 - Standard Chinese (monolingual)

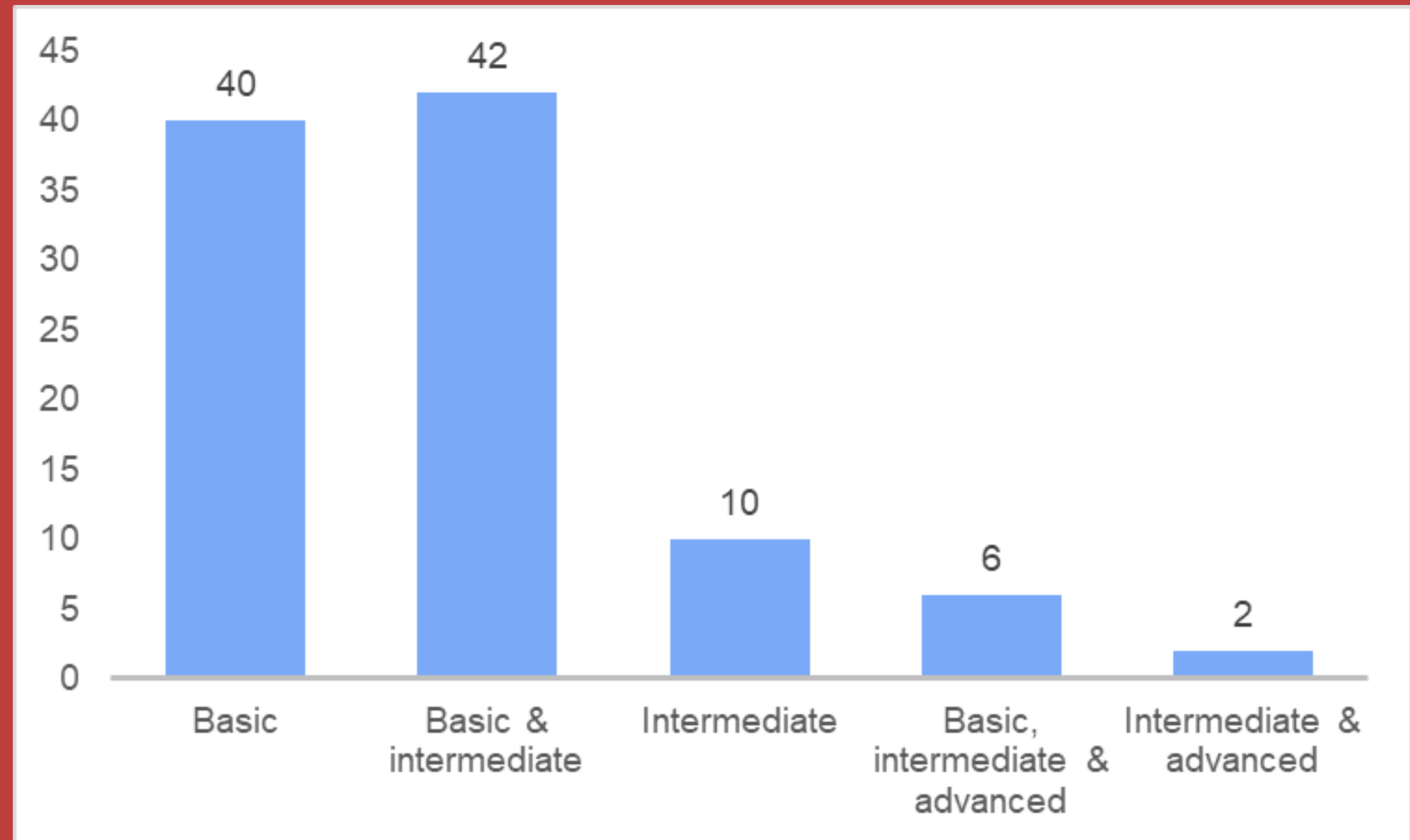
# Language of study

100 普通话  
+1 粵  
89 简体字  
9 繁体字



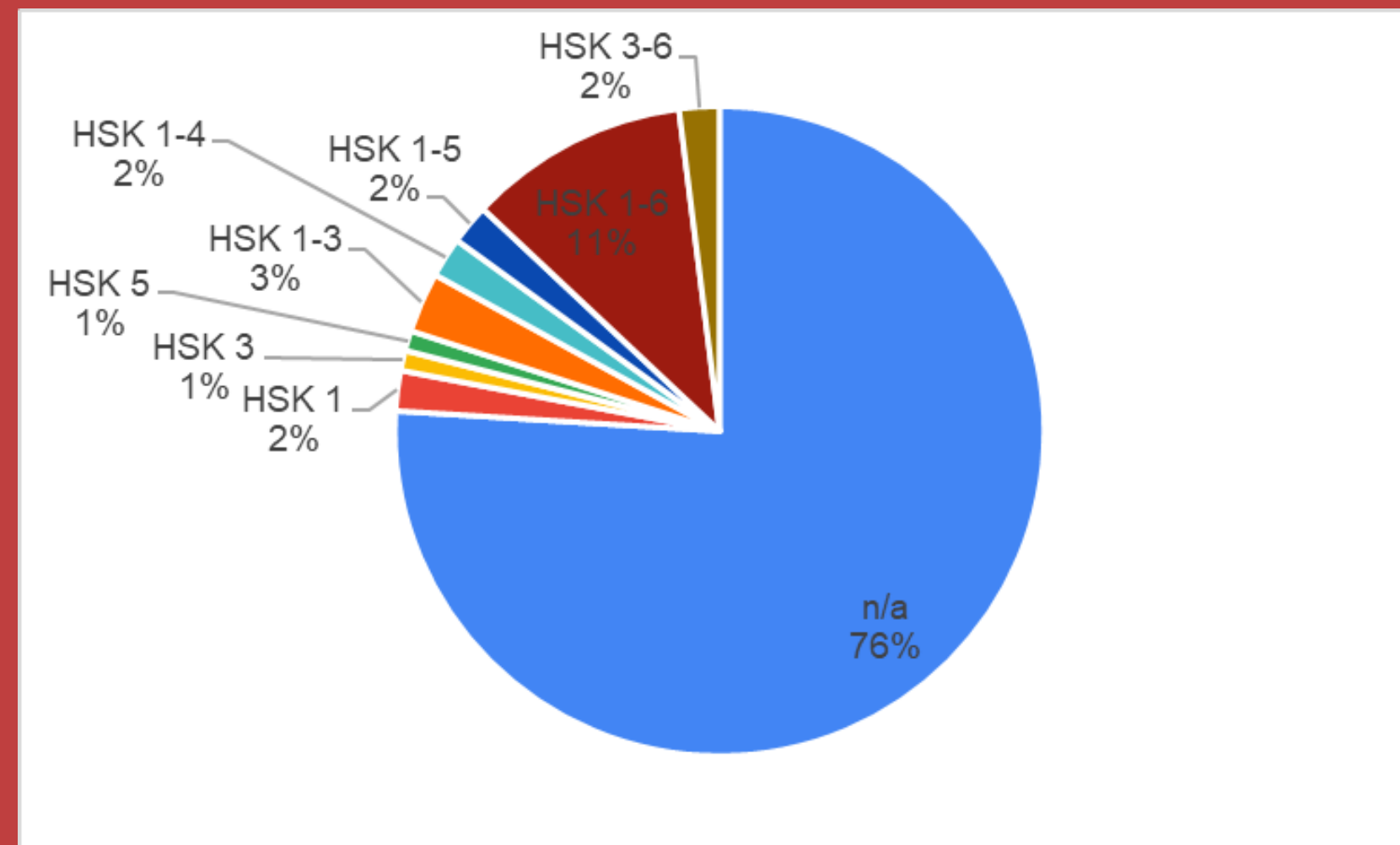
# Language levels

- Most accounts focus on basic and intermediate levels
- Accounts cover many levels (making them less relevant for potential users)
- Less accounts focus on advanced levels



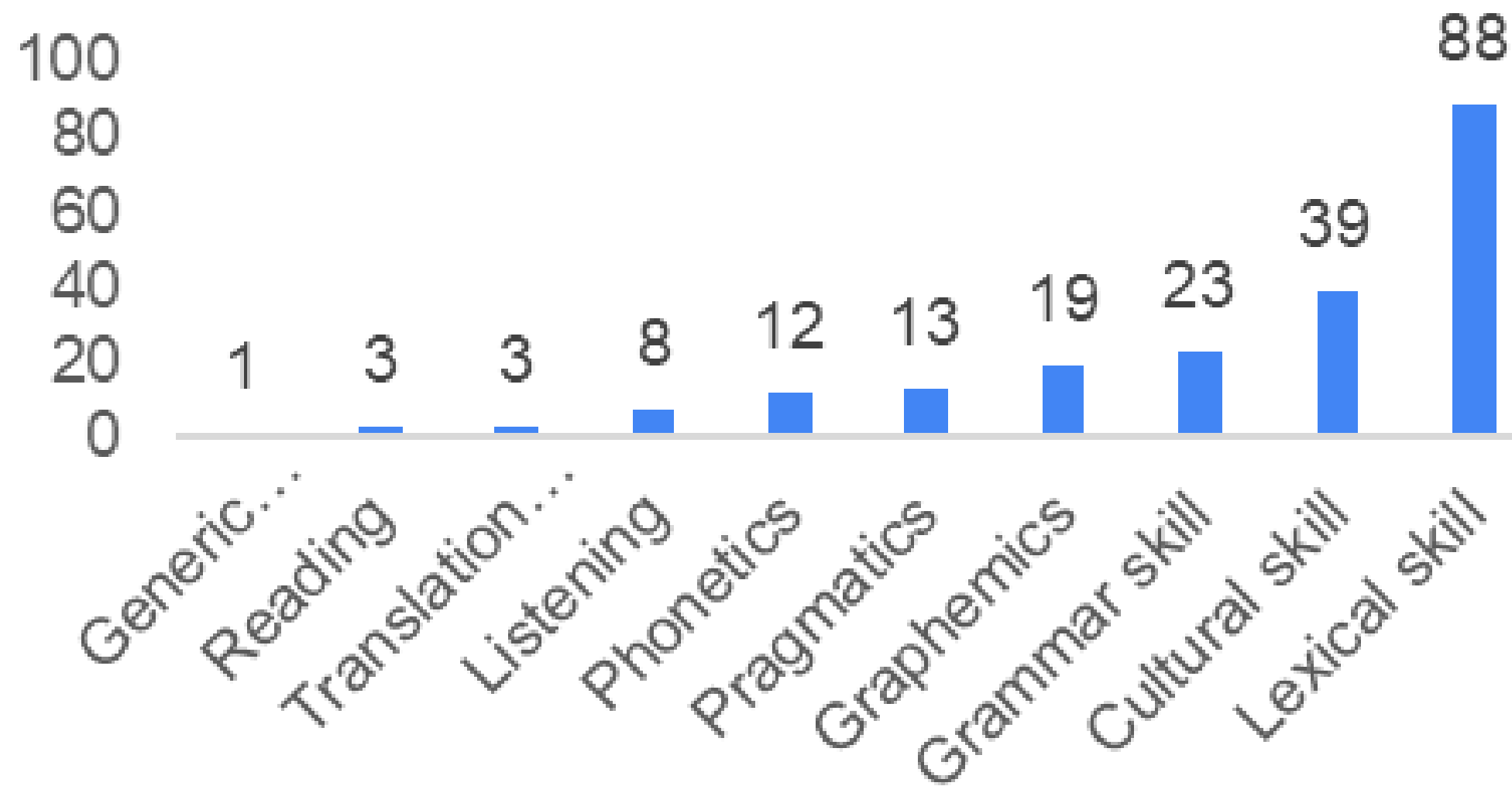
# Language levels

- No accounts use CEFR to indicate levels
- Only 24% of the accounts indicates HSK levels
- 11 accounts cover all HSK levels





# Skills



# Use of Hanyu Pinyin



3/3  
This vase is not only impractical,  
but also expensive.

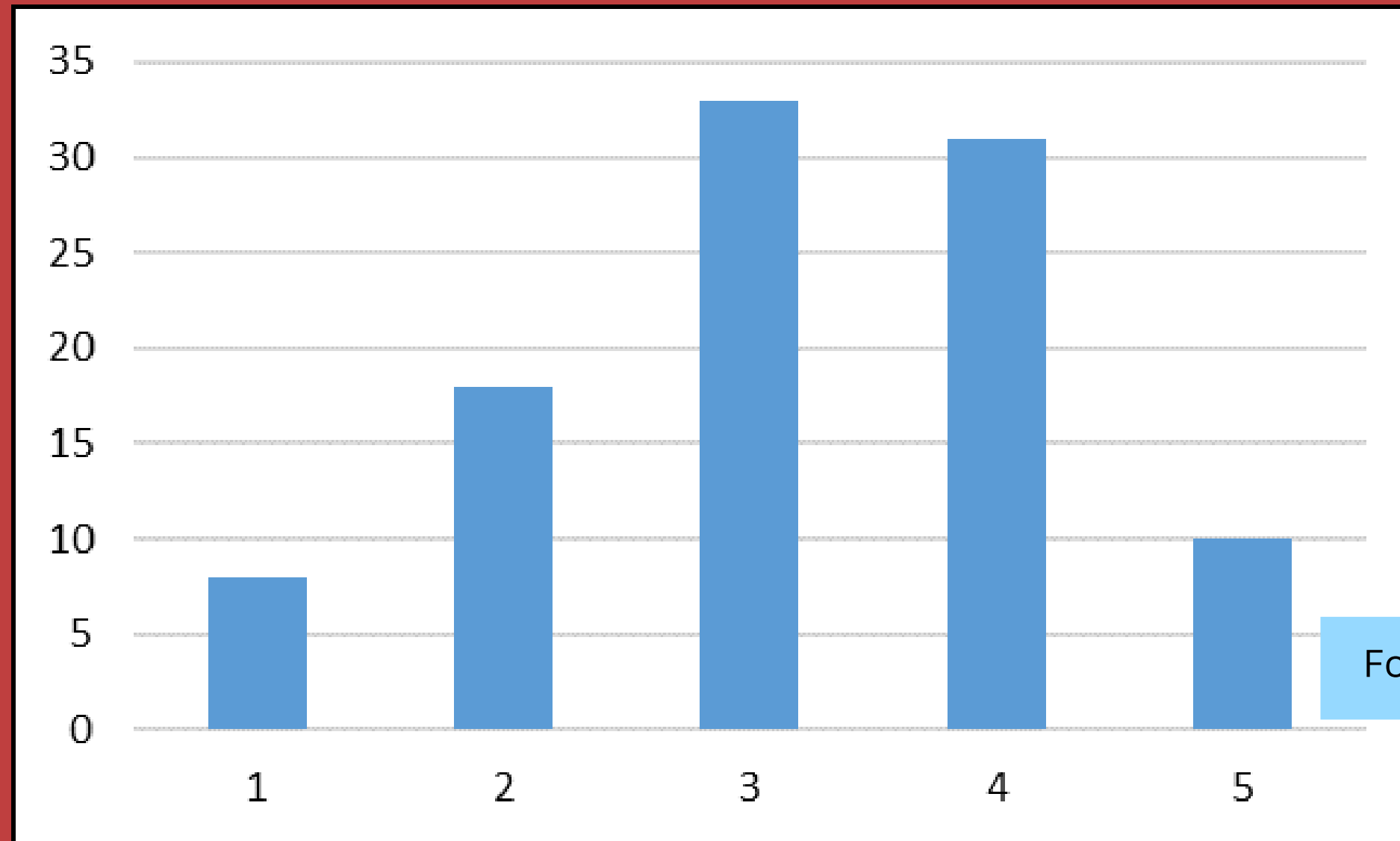
zhè ge huā píng bù dàn bù shí yòng

这个花瓶不但不实用，  
這個花瓶不但不實用，

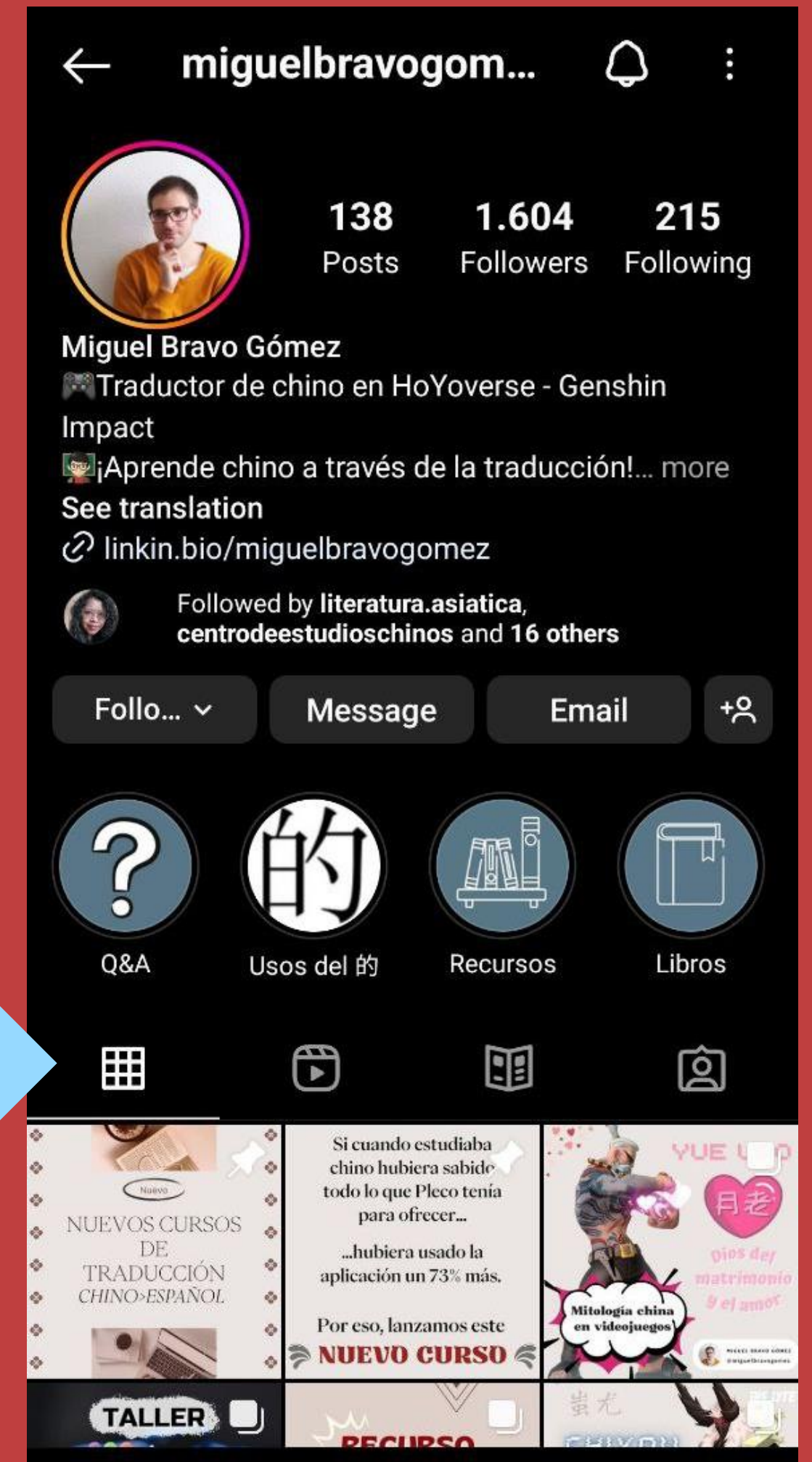
ér qiě jià gé áng guì  
而且价格昂贵。  
而且價格昂貴。



# Overall quality



For example...





# Good practices

Templates  
Use of ortho-  
typographic resources  
to organize  
information  
(headings, layout,  
colors, etc.)





# Good practices

Hashtags:  
Consistent  
Multilingual  
Meaningful  
Text in the  
description to enhance  
accessibility



21. 苹果 (píngguo) - apple
22. 葡萄 (pútáo) - grape
23. 芒果 (mángguǒ) - mango
24. 梨 (lí) - pear
25. 橙子 (chéngzi) - orange

#china #chinese #learnchinese  
#onlinelesson #chinesevocabulary  
#chinesewords #vocabulary #mandarin  
#learnmandarin #учимкитайский  
#китайский #китайскийязык #hsk #hsk1  
#hsk2 #hanyu #chinesecharacters #汉语 #  
中文 #普通话 #zhongwen #putonghua  
#chinainsider #chinatravel

View all 2 comments

chinesewithrichard 1. Follow me on IG.  
2. Subscribe to my youtube channel-  
👉 <https://www.youtube.com/c/RichardChineseLanguage>

Chinese Grammar  
连 + S + 都/也 + Vphr  
Even + S + Vphr  
--  
杰克太忙了, 连午饭都忘了吃。  
杰克太忙了, 連午飯都忘了吃。  
Jack was too busy. He even forgot to eat lunch.  
--  
这道题很难, 连老师也不会回答。  
這道題很難, 連老師也不會回答。  
This question is very difficult. Even the teacher can't answer it.  
--  
①男朋友 ②连一个 ③也没有  
① 男朋友 ②連一個 ③也沒有  
瑞秋很丑, 她\_\_\_\_\_。  
Rachel is ugly. She doesn't even have a boyfriend.

#chineselanguage #learnchinese #learnchineseonline  
#chinesewithrichard #studychinese #中国語勉強中



# Good practices

Pinyin:

Word separation

Capitalisation

Punctuation

kěndìng  
肯定

@bitesizedchinese

Nǐ **kěndìng** tā huì lái ma?  
你**肯定**他会来吗?  
**Are you sure** he will come?  
Are you *certain*?

quèdìng  
确定

Nǐ **quèdìng** tā huì lái ma?  
你**确定**他会来吗?  
**Are you sure**he will come?  
Can you *confirm* it?

Hanbridge Mandarin | HSK Grammar

HSK3

yī yě dōu bù méi  
一+M+N+也/都+不/没+V no V even one N

e.g.

Wǒ yí ge píngguǒ yě / dōu bù chī .  
我一个苹果也/都不吃。  
I'm not eating even one apple.

Wǒ yí ge píngguǒ yě / dōu méi chī .  
我一个苹果也/都没吃。。  
I haven't eaten one single apples.

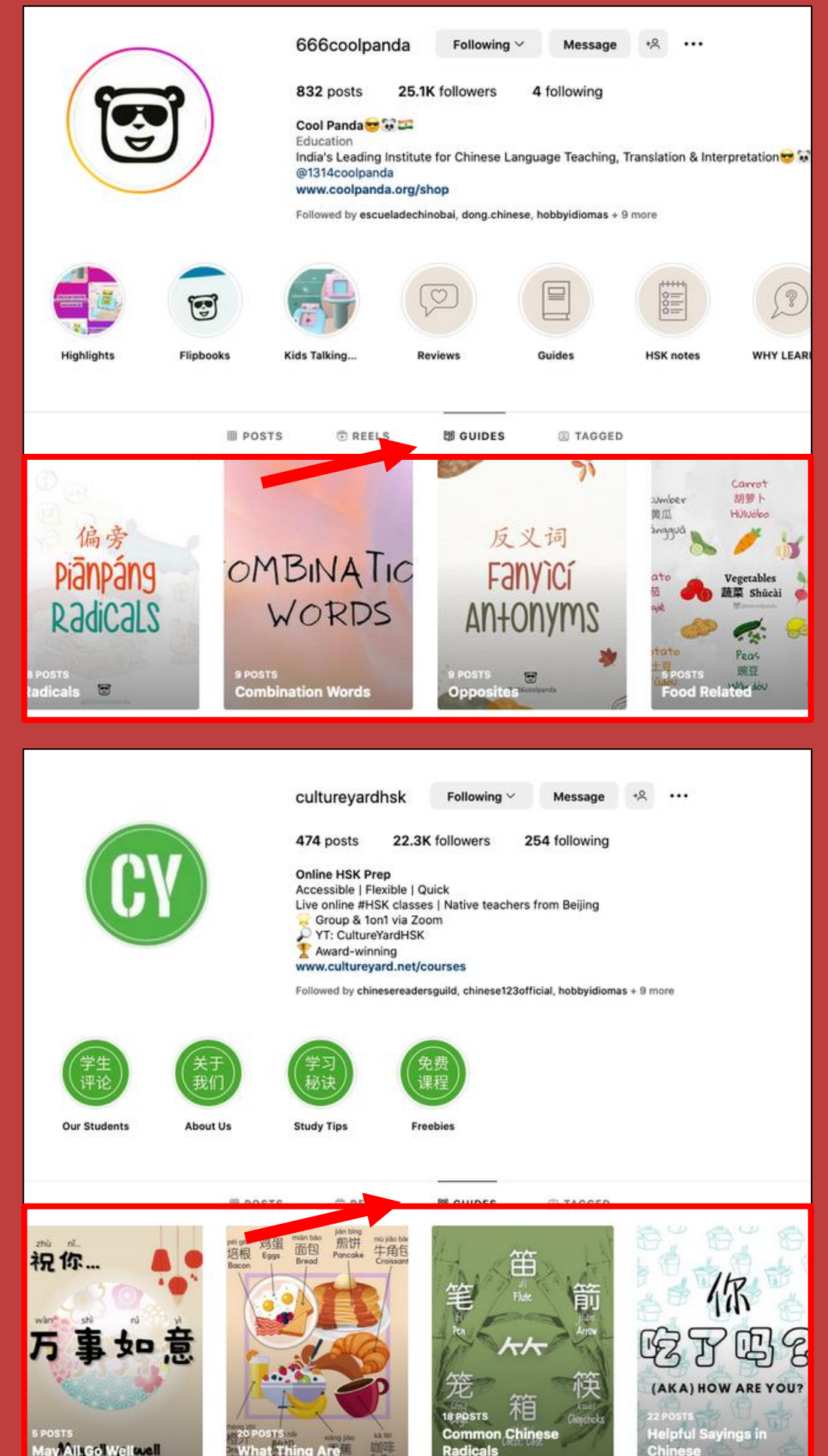
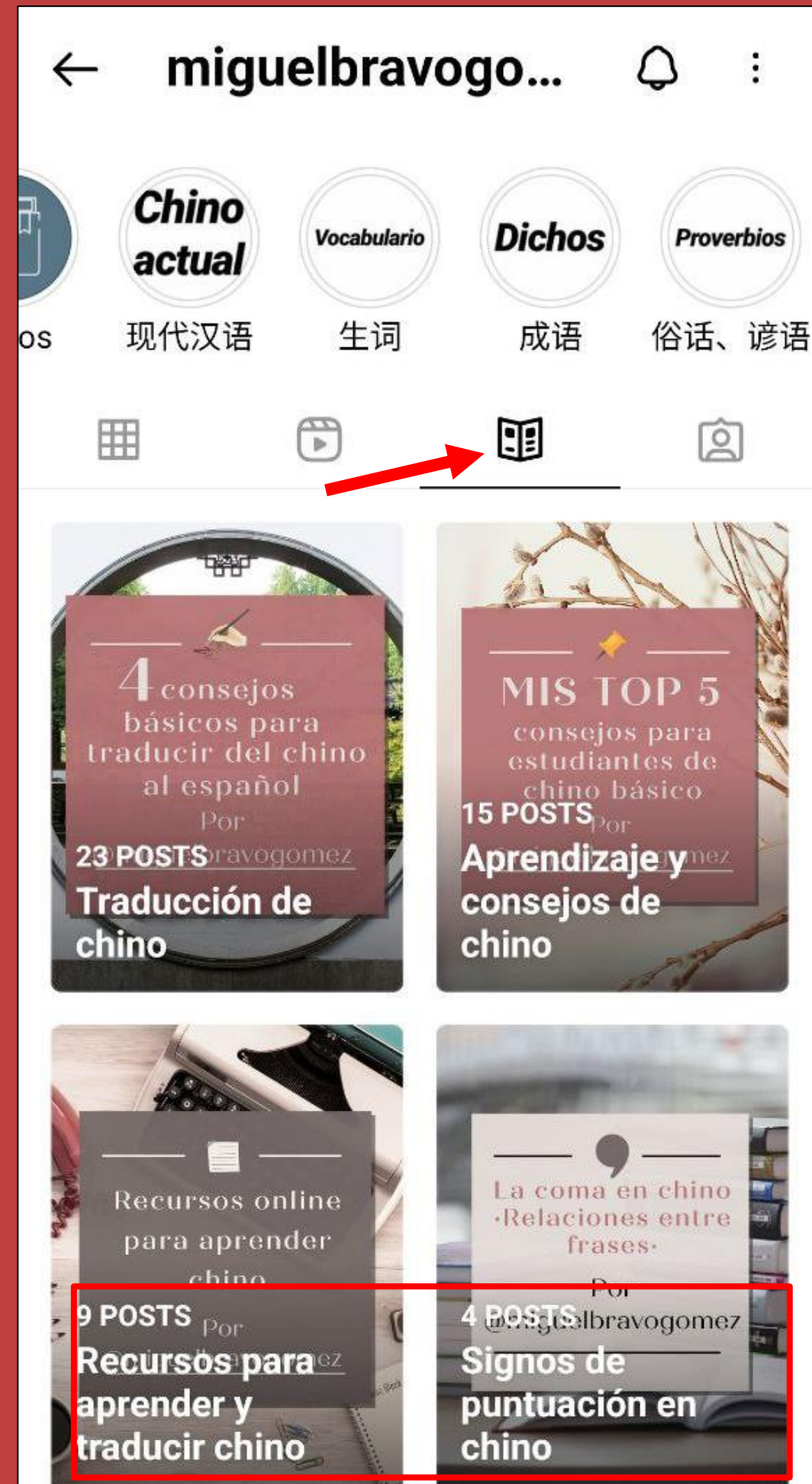
Make your own sentence

# Good practices

## Guides:

# Grouping of own or third-party content by topics

Review or expand  
class content by  
commenting or  
labeling materials  
from other teachers





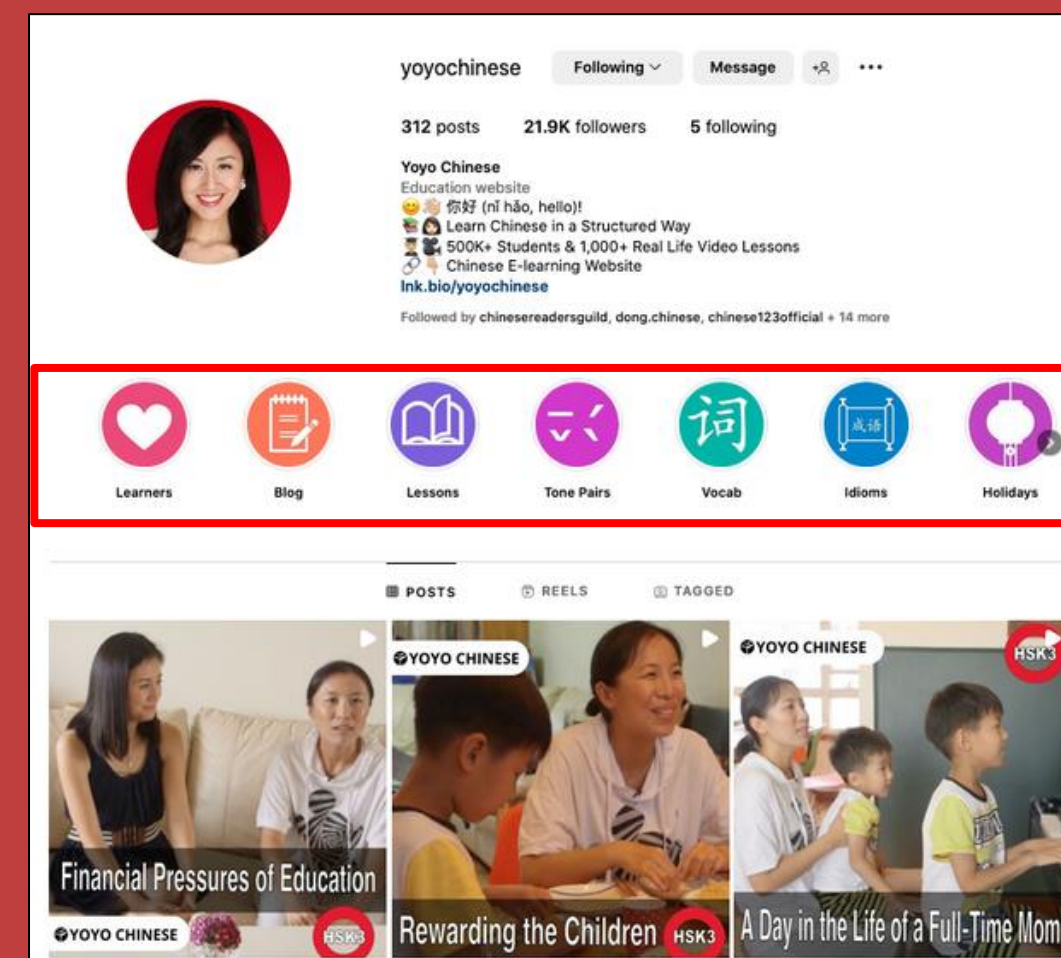
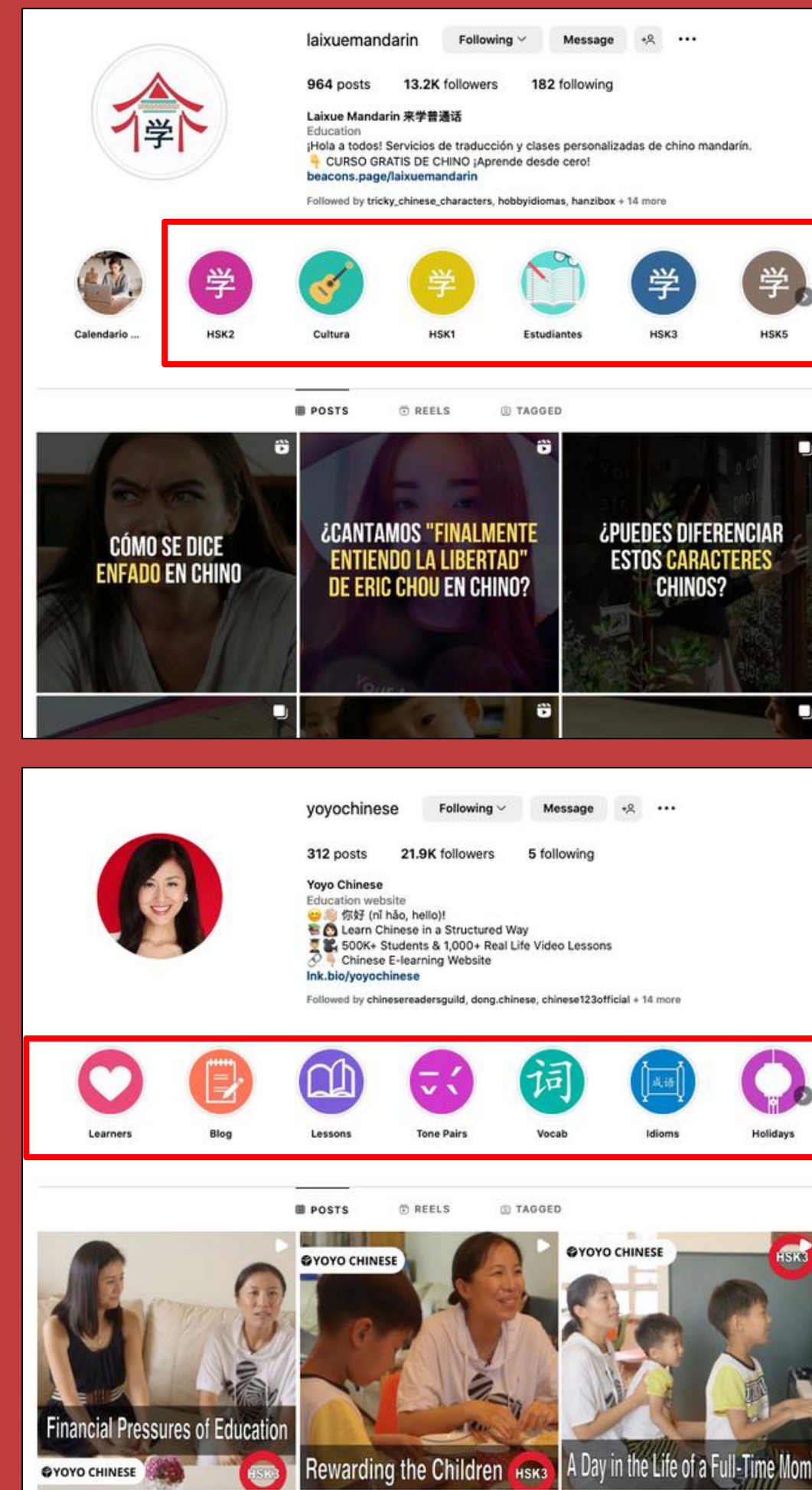
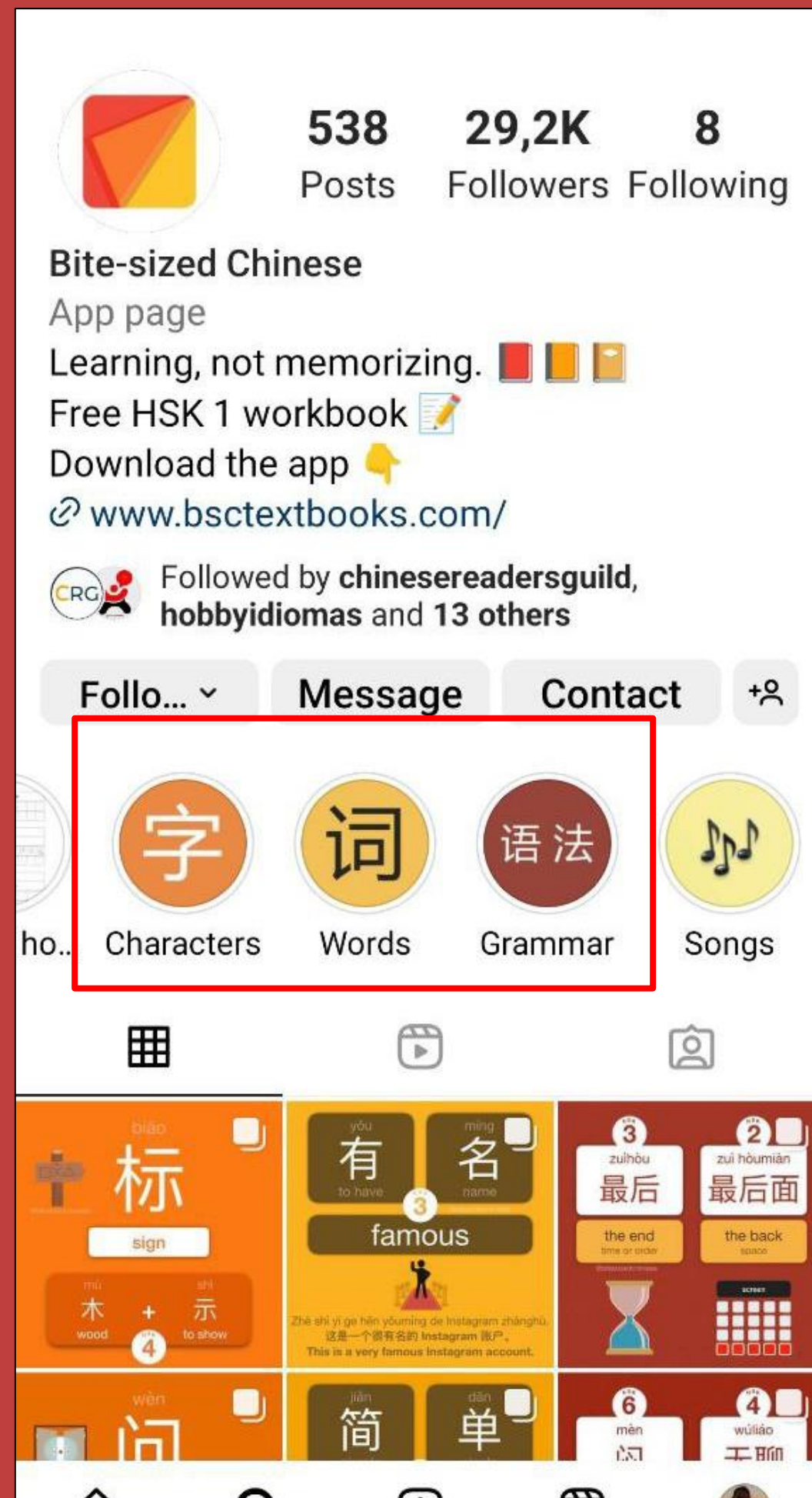
# Good practices

Highlights:

Skills

Levels

Topics



# Conclusions

- First study on Instagram evaluating its potential for TCFL and critically analysing a sample of 100 accounts.
- The analysis has provided us with a panoramic view of the current offer.
- Communicative skills are the ones with less presence.
- Most materials are not accessible.
- Lack of rigour and poor use of pinyin.
- Many instagrammers do not view their accounts as a long-term resource, lacking organized guides, highlights, or visually oriented content for easy information retrieval.
- Formal aspects and content are both key elements for good practices.





THANK  
YOU

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