

GoChinese

Language learning with improved motivation and performance

June 2009



Asia Pacific ICT Grand Award,
Education & Training, 2006



Hong Kong ICT Grand Award,
eLearning, 2006



What is GoChinese & why is it catching on?

What is GoChinese?

GoChinese is a language learning platform that **instantly transforms printed learning materials** into value-added, online courses or e-textbooks.

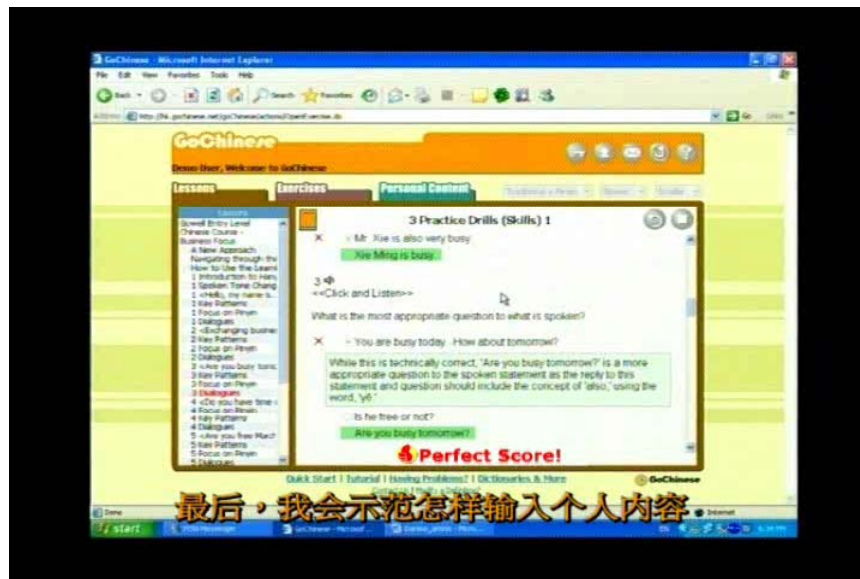


How to use it?

- Double-click or highlight text to hear the voice
- Point the cursor on words to view the definitions
- Click on the buttons that appear

What's special? Instantly creates online materials

Take GoChinese as an example. Click on the video to proceed.



Any text can be inputted directly, paste in or 'batch' uploaded into GoChinese. Voice, Hanyu Pinyin, English definitions and both character forms are auto-generated.

Online learning materials, courses or e-textbooks are instantly created

With cost and time savings; reduced complexity

Comparison of Online Publishing Processes

Significant Cost and Time Savings with GoChinese

GoChinese (3-4 weeks)	Typical production methods (Approximately 2-5 months)
<p>Minimal production work</p> <ul style="list-style-type: none">● Text content is submitted or simply paste into the platform● The platform auto-generates voice and other learning outputs● Formatting work with GoChinese's edit tools <p>No technical knowledge needed</p>	<p>Significant manual production work</p> <ul style="list-style-type: none">● Project team transforms the materials into a Flash, HTML or other format● Voice recording work● Translation work● Any changes require technical and programming knowledge <p>Technical knowledge required</p>

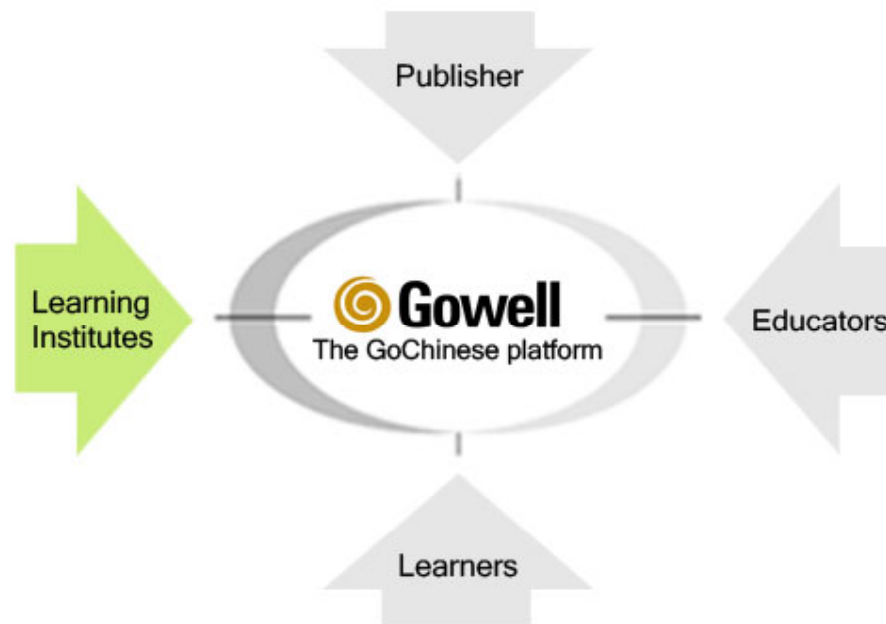
Note: For an approximately 150-page textbook.

What's special? Supports content from all sources

Flexible, collaborative publishing platform

- Rapidly produces online versions of textbooks, with automated voice and bilingual support

- Integrates in-classroom and outside classroom work
- Customization of learning materials for or from the institution



- Supports instructor-created materials
- Assesses, monitors and communicates with learners
- **Global pool** of instructor-created resources

- Personalizes learning experience, featuring instructor-assigned and any self-created materials
- Comprehensive learning functionalities

Comprehensive user functionalities

Enriched lessons

- Learners access lessons assigned to them
- Double-click, highlight or point cursor on any text or button to activate learning outputs (including voice, definitions, phonetics, annotations and **Podcasts**)

Online assessment

- Full range of auto-graded exercise types from multiple choice to matching
- Voice can also be auto-generated with the exercise sets
- Comprehensive assessment management features, with scorekeeping and “re-takes”

Authoring and content management

- Online authoring, editing and content modification tools
- Ability to control the distribution and display of specific learning materials

Feedback and reporting

- Usage reports for tracking purposes
- Score records

With a strong linguistic focus ...

Challenge #1

Chinese is a non-alphabetic, non-phonetic language

Some characters have more than one sound:

Example:	huìyì	kuàìjì
	会议	会计
	meeting	accounting

A Challenge Addressed by GoChinese

By adding phonetic elements to all text:

- All words read aloud with linguistic accuracy
- Hanyu Pinyin phonetics auto-generated for all words
- Supports textbook-style presentation of characters and phonetics

... addressing challenges with learning Chinese

Challenge #2

Comprehension: Words are not explicitly delineated & dictionary look-up is not easy

Example: pīngpāngqiú pāimài wánle

乒乓球 拍卖 完了

The ping-pong auction is finished.

pīngpāngqiúpāi mài wánle

乒乓球拍 卖 完了

The ping-pong paddle was sold.

A Challenge Addressed by GoChinese

By extracting words and looking-up definitions:

- All Chinese characters are automatically 'grouped' into words
- English definitions instantly displayed

Summary of differentiating features

Superior Technology

- **Unparalleled range of user-controlled functionalities**
- “No downloads required” structure minimises technical issues
- Easy integration with other technologies

Flexible Content

- Ability to aggregate as well as customise content at the same time
- Copyright and distribution control of content
- **Maintaining the “look & feel” of the book**

Linguistic Strengths

- Focus on linguistic accuracy

Scalability

- **Easily switch engines to teach other languages and/or provide additional bilingual support**
Content can be distributed globally with localised bilingual support

Lower Costs

- **True use of technology, auto-generating learning outputs**
Rapidly producing learning materials, an advantage over current time and production-intensive methods

Representing the future in education

Clayton Christensen, a Harvard Business School professor, recently published the widely acclaimed, *Disrupting Class*. The following is his main message:

“... during most of the 1800s, ... because the [class]room was filled with children of different ages and abilities, teachers spent most of their day going from student to student, giving personalised instruction and assignments ... But this method of teaching changed as larger enrollments forced schools to standardise.”

However,

- Every student has **own “intelligence, learning styles, varying paces and starting points”**
- To educate every student, one must find a “student-centric” model

How to address this?

- Computer-based learning – “the proper use of technology as a platform for learning offers a chance to modularise the system and thereby customise learning.”

**We addresses exactly this need.
GoChinese is a customisable, “student-centric” learning solution.**

Cutting edge, first-of-its-kind learning opportunities

In the **UK**, we are offering courses that also deliver the assessment of government recognised qualifications.

City University of New York has started using our platform as the focus of their lab resource sessions.

They are looking at the platform to support distance learning.

Nanyang Technological University in **Singapore** offers courses on GoChinese. For six semesters, students unanimously found the platform and course helpful.

- Saves teachers' time in devising and marking exams
- Integrated learning experience
- Successfully motivating **Our Lady's Convent School's** non-academic track students
- Supports projects, plays, etc.

At **Sun Yat-sen University** in **China**, GoEnglish delivers the professor's published textbooks and test preparation materials online.

With **Meephone** in **China**, GoEnglish provides the online course support for this mobile English learning provider.

Teachers at **German Swiss International School** in **Hong Kong** have been avid creators of customised learning materials.

- With multi-level classes, students work at different paces and/or independently
- Students can access the same lessons, with any real-time updates, at home
- Students create their own materials

Demonstrated effectiveness ...

“The program is **very user friendly** and students have no trouble getting into it. The **text becomes alive** and students are now happy to do independent learning. We can also better **differentiate individual learning**, [set] different paces ... the response is very positive.”

– *SIS Teachers, English Schools Foundation, Hong Kong*



“The students are enjoying it and it’s amazing to see **how I.T. motivates them**. Most of all, it is very effective. Your **scoring system works well** – a lot of them feel confident and happy about the results. For me, I like the platform’s flexibility and it **saves me a lot of admin work**. I don’t need to worry about the paper work, and they can be re-used over and over again, with some modifications.”

– *Michelle Hsu-McWilliam, Merchiston Castle School, Scotland, UK*



“My Chinese 2 **tested to a higher level** across the board than my Chinese 3 Honors students ... one thing I am certain was that my Chinese 2 students did **more authentic material reading exercises using [GoChinese]** than my Chinese 3 Honors class.”

– *Hsiao-Ning Tu, The Hill School, U.S.*



... with teachers and students

“It's great that you have the ability to **look at characters and pinyin plus the English meaning and also hear the words all at the same time.**

Being able to check your scores makes coming onto the site and doing well more like a competition and makes it more exciting as **it's a thrill to be at the top of the score board.**”

– Joan Amo, Our Lady's Convent School, UK



“It helps me **revise** for my Chinese tests and dictations.”

“Because you get to learn **everything in detail.**”

“I **learn more vocabulary** and their pinyin and meaning.”

– Nicholas Johnson, Samriddhi Nandi and Jacqueline Tsang,
English Foundation Schools, Hong Kong



“I do hope that GoChinese will be **continuously made available** to students throughout the whole university terms as it is an essential guide for us.”

– Imran Rafie, Nanyang Technological University, Singapore



Closer look at how schools are using GoChinese

1. Blend of external & tutor-created resources

GoChinese
Heathfield Year 9 General User, Welcome to GoChinese

Lessons Exercises Personal Content

Lesson Information

- GoChinese Reading Module (GCSE) - GCSE Level
- GoChinese Reading Module (GCSE) - Introductory Level (Re
- GoChinese Resource Pack (GCSE) - Intermediate Level
- GoChinese Resource Pack (GCSE) - Introductory Level
- The Practical Chinese Course - Entry Level
- Mrs. Dovell
- [General]

我的課文	Unlimited	
我的課文	Unlimited	26 March listening t...
Year 9 GCSE Book 2 lesson 5 卫生间在左边	U	26 March listening test for year 7
Year 8 GCSE Book 2 L11 my class		21/11/2008 - 31/10/2009
Year 8 my class six sentences		21/11/2008 - 30/09/2009
Year 8 reading 1		30/10/2008 - 30/09/2009
Year 9 GCSE Book 2 lesson 5 卫生间在左边		30/10/2008 - 30/09/2009
GCSE Book 1 lesson 17 He works		
Year 9 GCSE Book 2 lesson 4 我的		
2008-9 Year 8 2nd half term tes		
parts		
Year 7 GCSE Book 1 Lesson 1 你		
Year 7 GCSE Book 1 Lesson 3 你		
Year 7 GCSE Book 1 Lesson 4 爸		
Year 7 GCSE Book 1 Lesson 5 我		
Year 7 GCSE Book 1 Lesson 7 喝		
GCSE Book 2 lesson 6 你家的花园		
Year 9 GCSE Book 2 lesson 6 你		
Year 8 GCSE Book 1 L21 I watch		

Curriculum-based support, as follows:

- Wide range of **online exercises following textbook progression**
- **Reading passages** followed by online exercises

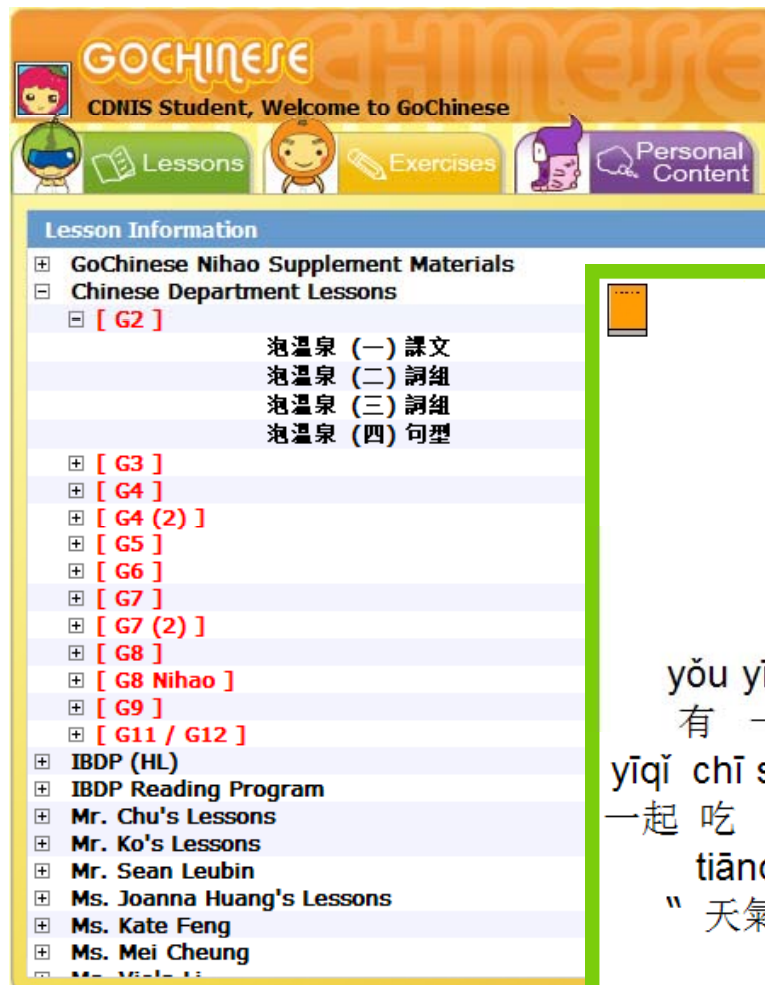
→ Adjusted for each school's focus & level

Combined with instructor-created lessons:

- Uploaded directly into the platform
- Lessons progressively displayed to students

Students enjoy this comprehensive but **personalised** learning experience

2. Supporting as early as Grade 1 learners




Initially supported Grades 5 and up, now supporting Grades 1 and up

- Usage typically during class
- Allows parents to work with their children at home
- Auto-generated usage reports to parents
- Yes, games are appealing but you need to learn to read too ...



yǒu yītiān wǎnshàng chīguò fàn hòu jiārén zuò zài
有 一 天 晚 上 ， 吃 過 飯 後 ， 家 人 坐 在
yīqǐ chī shuǐguǒ
一 起 吃 水 果 。
tiānqì lěng le bàba shuō pào wēnquán zuì
“ 天 氣 冷 了 ， ” 爸 爸 說 ： “ 泡 溫 泉 最

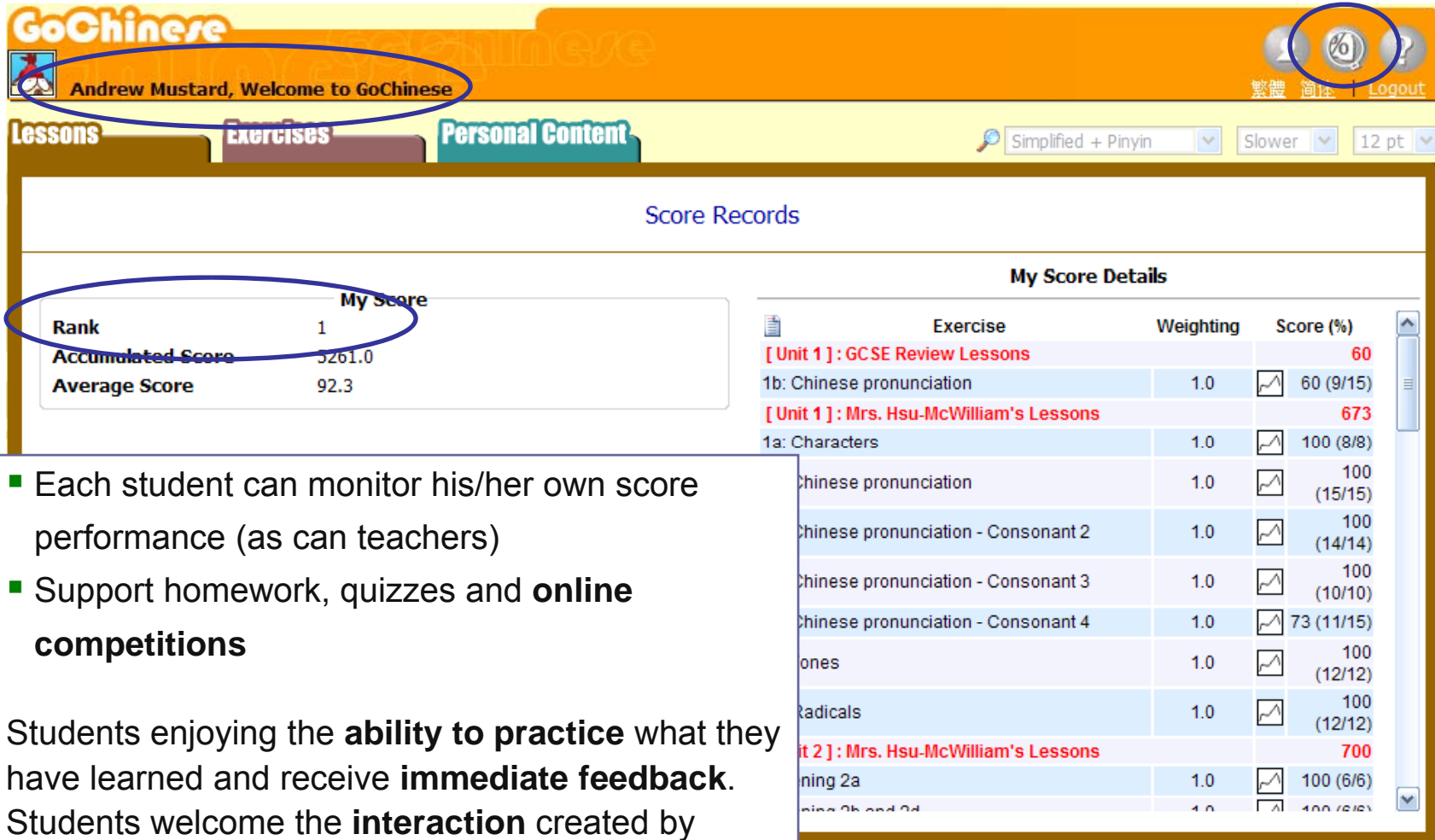
3. As well as advanced learners and beyond



The screenshot shows the GoChinese website interface. At the top, there's a header with the GoChinese logo and a welcome message for a South Island School Student. Below the header, there are navigation tabs for Lessons, Exercises, and Personal Content. A search bar and language settings (Simplified + Pinyin, Slower, 12 pt) are also visible. The main content area displays a list of resources under the heading 'Lesson Information'. The list includes various levels of Chinese lessons, from introductory to advanced, and includes links to podcasts for several items. A text box overlay on the right side of the list states: 'You can see a wide range of resources here, from beginners to IB learners.'

Lesson Information	Available Date	Learning Points
GoChinese Reading Module - Introductory Level (Revision Version)		PODCAST
GoChinese Resource Pack - Introductory Level		PODCAST
The Practical Chinese Course - Entry Level		PODCAST
"CME" Lessons		
"CME" Vocabulary List		
B SL basic oral questions		
Chinese 1st Language Lessons (1A)		
Chinese 1st Language Lessons (2A)		
Higher Chinese Lessons (1A)		
Higher Chinese Lessons (1B)		
Higher Chinese Lessons (2A)		
HKU 600 Reading Passages		
Idioms		
IGCSE (Defined Content) - Foreign Language Mandarin Chinese		
International Baccalaureate HL Summary Writing Exercises		
International Baccalaureate SL "Chinese Language and Culture"		
International Baccalaureate SL "发展汉语" (中级) 上		
International Baccalaureate SL "发展汉语" (中级) 下		
International Baccalaureate SL 中文阅读理解		
International Baccalaureate SL 发展汉语写作课程		
International Baccalaureate SL 必学词汇		
Mr. Arthur Chung's Lessons		
Ms. Li Wan's Lessons		
Ms. Ran Liu's Lessons		
Ms. Shirley Cheung Li's Lessons		
Ms. Vivian Zhang's Lessons		PODCAST

4. Scoring system can help motivate usage



GoChinese

Andrew Mustard, Welcome to GoChinese

繁體 简体 Logout

Lessons Exercises Personal Content

Simplified + Pinyin Slower 12 pt

Score Records

My Score

Rank	1
Accumulated Score	5261.0
Average Score	92.3

My Score Details

Exercise	Weighting	Score (%)
[Unit 1] : GCSE Review Lessons		
1b: Chinese pronunciation	1.0	60 (9/15)
[Unit 1] : Mrs. Hsu-McWilliam's Lessons		
1a: Characters	1.0	100 (8/8)
Chinese pronunciation	1.0	100 (15/15)
Chinese pronunciation - Consonant 2	1.0	100 (14/14)
Chinese pronunciation - Consonant 3	1.0	100 (10/10)
Chinese pronunciation - Consonant 4	1.0	73 (11/15)
ones	1.0	100 (12/12)
Radicals	1.0	100 (12/12)
[Unit 2] : Mrs. Hsu-McWilliam's Lessons		
Unit 2a	1.0	100 (6/6)
Unit 2b and 2d	1.0	100 (8/8)

- Each student can monitor his/her own score performance (as can teachers)
- Support homework, quizzes and **online competitions**

Students enjoying the **ability to practice** what they have learned and receive **immediate feedback**. Students welcome the **interaction** created by being able to **track and monitor** own progress.

5. Developing writing skills & exploratory learning

Video case study produced by Canadian International School

<http://itt.cdnis.edu.hk/showcase/v/grade4/grd4-viola-li-gochinese-man.flv.html>

This link best accessed using Firefox or Safari.

6. Recent new options with QCA qualifications

GoChinese
Alexandra Park Student, Welcome to GoChinese

Lessons Exercises Personal Content


Simplified + Pinyin Slower 11 pt

Lessons

- The Business Chinese Course - Entry Level
 - A New Approach
 - Navigating through the Course
 - How to Use the Learning Tools?
 - 1 Introduction to Hanyu Pinyin
 - 1 Spoken Tone Changes
 - 1 <Hello, my name is...>
 - 1 Key Patterns
 - 1 Focus on Pinyin
 - 1 Dialogues
 - 2 <Initial Talk and Exchanges>
 - 2 Key Patterns
 - 2 Focus on Pinyin
 - 2 Dialogues
 - 3 <Are you busy tomorrow?>
 - 3 Key Patterns
 - 3 Focus on Pinyin
 - 3 Dialogues
 - 4 <Do you have time on Monday?>
 - 4 Key Patterns
 - 4 Focus on Pinyin
 - 4 Dialogues
 - 5 <Are you free March 10th?>
 - 5 Key Patterns
 - 5 Focus on Pinyin
 - 5 Dialogues
 - 6 <How about coming at 8:30>
 - 6 Key Patterns
 - 6 Focus on Pinyin
 - 6 Dialogues
 - 7 <Drinks and documents>
 - 7 Key Patterns
 - 7 Focus on Pinyin
 - 7 Dialogues
 - 8 <A scheduled appointment>
 - 8 Key Patterns
 - 8 Focus on Pinyin
 - 8 Dialogues
 - Appendix: Helpful Phrases

hǎo
好
zǎo
早
nǐhǎo
你好
lǎoshī
老师
xiānsheng
先生

Lesson 1 Vocabulary



hào
好
zǎo
早
nǐhǎo
你好
lǎoshī
老师
xiānsheng
先生

UK schools continue to use GoChinese to deliver online courses that lead to **Entry Level UK QCA qualifications**.

- Course materials with practice exercises and highlighting the assessed skills
- Internal assessment conducted on GoChinese
- Saves teachers time in creating and marking exams

Now supporting both 'Business Chinese' and 'Practical Chinese' certifications.

7. How one school uses GoChinese in the classroom

The experience of Jeanne Thornton, South Island School in Hong Kong

First, some background:

- Our students have Mac laptops
- 8 Chinese teachers in our team
- Currently in our 3rd year of using GoChinese
- Using GoChinese with Years 7 to 11

- Use GoChinese during class, to create focus and interest with a multimedia resource directly related to our teaching
- Students doing exercises and work on GoChinese
- Some of my Year 7 classes are conducted as follows:

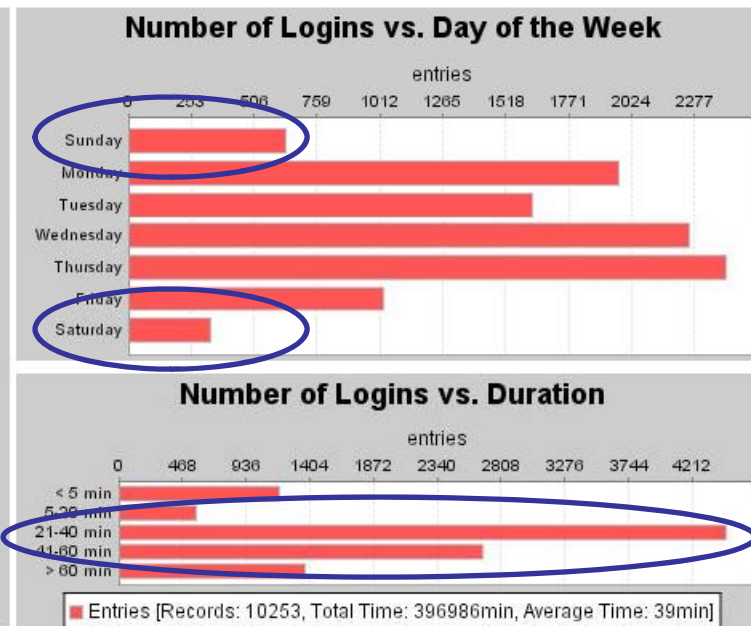
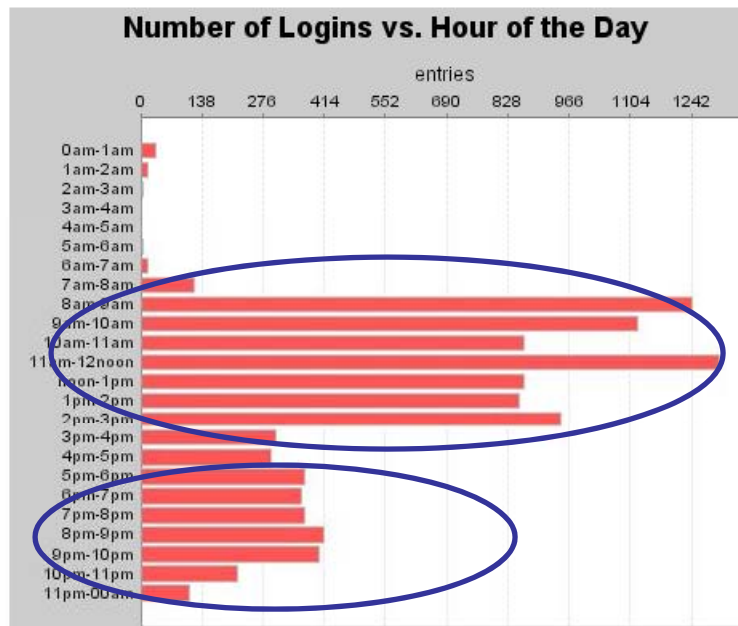
Teaching time – 30 mins

Practice – 10 mins

Students undertake GoChinese exercise sets – 20 mins

And the students are logging on at home

Jeanne's South Island School



You can see that GoChinese can be used both during class, by students during school hours and at home.

Over 10,000 logins during this year alone.
Good logins during the weekends.
Most usage between 21-40 minutes.

8. Finally, what students have been doing

- Creating vocabulary lists
- Sharing uploaded work among other students
- Competing in online competitions
- Using GoChinese to support offline competitions, such as reading competitions
- Using the many dictionary and other look-up resources

Ok, let's see GoChinese in action & all have a try!
