



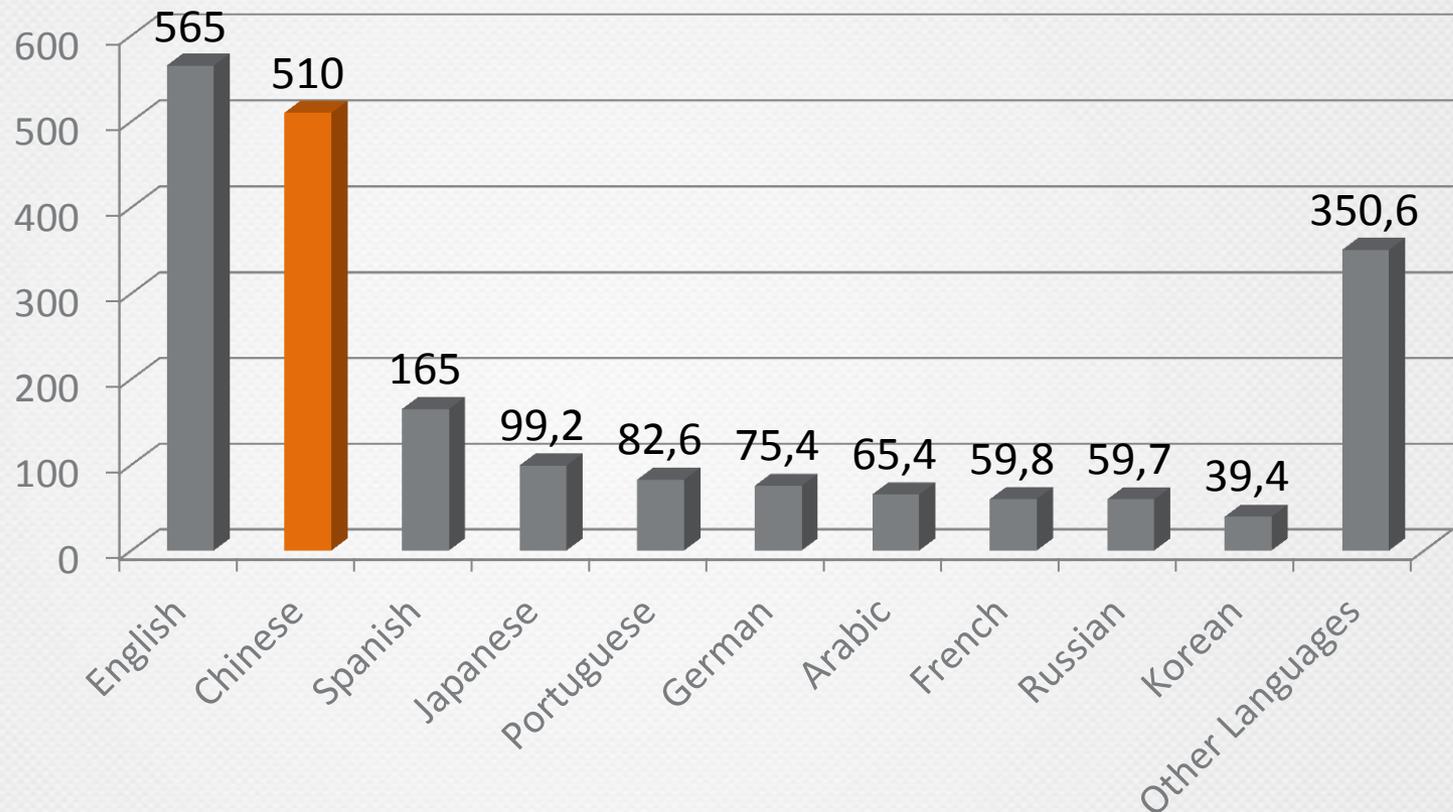
Micro Mobile Mandarin in Education

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Micro Mobile **Mandarin** in Education

Why Mandarin?

Internet Users by Language [million]



Micro Mobile **Mandarin** in Education

Why Mandarin?

Top 10 Languages	Internet Users	% of Total
English	565.004.126	26,8
Chinese	509.965.013	24,2
Spanish	164.968.742	7,8
Japanese	99.182.000	4,7
Portuguese	82.586.600	3,9
German	75.422.674	3,6
Arabic	65.365.400	3,3
French	59.779.525	3
Russian	59.700.000	3
Korean	39.440.000	2
Top 10 Languages	1.615.957.333	82
Other Languages	350.557.483	17,8
World Total	2.099.926.965	100



Micro Mobile Mandarin in Education

Microlearning - definitions

(1) Microlearning is a teaching methodology by conveying small portions of knowledge, and then, as a result of repetition, consolidating this knowledge in mind.

(2) Microlearning should be understood as a way of teaching and learning based on short-term educational activities and loosely interrelated educational activities.

(3) Microlearnig is learning by a method of "small steps", which allows to learn on request at convenient time for the learner.

(4) A learning process termed as „microlearning" may range from several seconds (e.g. using mobile phones for studying) up to 15 minutes or more.



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Microlearning - contexts

An important aspect of microlearning is its **context-sensitiveness**:

- Encoding specificity, which means that the processes of transformation and coding of information, work best when we learn to use language in a specific context, which should help to remind us about that language, when and where we have to use it.
- Intervals between repetitions. This means that learning is the most effective when the curriculum items are spread over time, than when they occur in a rapid sequence.
- Knowledge cannot be completely separated from the activities of the learner, and cultural contexts, in which it is developed. Language is better understood when it is used in a specific context and results from a personal experience.



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Microlearning - source

[Pimsleur] The brain, during a learning process, is the most effective for the first 30 min. Then the concentration falls and problems with memory occur. Based on research, he developed a language course in which each lesson lasted between 20-30 minutes.

[Stone] Developed a method of teaching languages based on an audio-visual presentation of terms without their translations. The method's objective was complete "immersion" in the target language. Learning a language is based on memorizing sounds and images.

[Leitner] Developed a system of flashcards. With the help of a number of compartments in a box with compartments or separate boxes with flashcards it is possible to learn and repeat all types of data, words, facts, or dates.

[Roth] Illustrates the effectiveness of the microlearning method based on neurobiology. The scientist confirmed that the small learning units and frequent repetition optimally support the brain during the learning process.



Micro **Mobile** Mandarin in Education

Mobile Learning

- Mobile Learning (m-learning) is a method of learning using mobile information and communication technologies.
- Mobile learning combines the possibilities offered by wireless networks, mobile technologies and e-learning, where m-learning should be understood as a specific variety of e-learning.
- According to M. Sharples, the mobile learning process always takes place "when the learner is not at a pre-designated for that purpose place or when learning occurs with the learner gains the benefits of learning opportunities offered by mobile technologies."
- Mobile learning is learning on the move, using mobile and wireless equipment (laptop, tablet, smartphone). However, in order the process of m-learning could be implemented, all of these devices must have permanent access to the Internet.



Micro Mobile Mandarin in Education

Synchronous and asynchronous micro mobile learning

Methodology	Synchronous method	Asynchronous method	Differences
<ul style="list-style-type: none">■ e-learning■ traditional methodologies■ PC	<ul style="list-style-type: none">■ The teacher is in contact with the student at the same time, it is a completely virtual relationship.■ The teacher and student are in different places, and interact with each other only through ICT tools.	<ul style="list-style-type: none">■ The student uses ready developments (files placed on the server) and solves problems on educational platforms, not communicating with the teacher.■ The whole process of education is a computer-implemented within the process of self-education.	<ul style="list-style-type: none">■ Voluminous and virtually unlimited in terms of communication.
<ul style="list-style-type: none">■ m-learning■ microlearning■ telephone	<ul style="list-style-type: none">■ Educational materials are sent (e.g. SMS or e-mail) to the student by the teacher or by a programmed application.	<ul style="list-style-type: none">■ The user gets a teaching resource, then installs it on a mobile device and uses it both for educational and practical purposes.	<ul style="list-style-type: none">■ Mostly limited by the technology of mobile devices and the psychology of using mobile devices.



Micro Mobile Mandarin in Education

Synchronous Micro Mobile Learning | Chinese for business

学生 Chinese for business | Choose the lesson

Microlearning - select a topic

Lesson subject	Frequency of e-mails delivery	Lesson status
<input checked="" type="checkbox"/> On a trade fair	every day	in progress
<input type="checkbox"/> Making an appointment	every day	
<input type="checkbox"/> Meeting of prospectation	every day	
<input type="checkbox"/> Business Lunch	every day	unavailable
<input type="checkbox"/> Visit of the factory	every day	unavailable
<input type="checkbox"/> Reception of a counter visit	every day	unavailable
<input type="checkbox"/> Official meeting	every day	unavailable
<input type="checkbox"/> Contact with the local government with the new partner	every day	unavailable
<input type="checkbox"/> Dealing with a problem	every day	unavailable
<input type="checkbox"/> Keeping social contacts	every day	unavailable

Save

Help

Select a topic

About Microlearning

Products

- Chinese for you
- Chinese for children
- Chinese for students
- Chinese for business
- Chinese for tourists

CHINESE FOR EUROPEANS 欧洲人学中文

Greetings (1)

您好! *Nin hao!* - Hello!

[link to the listening file](#)

Nin hao is the formal form of saying "hello".

您 is the polite form of "you", used when addressing superiors or elders.

The informal "hello" greeting is 你好 *Ni hao*.

你 is the informal form of "you".

学生 Chinese for business | On a trade fair

Dialogue

In order to meet the market demand and to expand the activities of the company, Michael has arrived on a trade fair in China for the first meeting with a potential supplier, China Southern Lighting Equipment.

Advice:

- It is a requirement of social protocol to hand over and to receive the business card with both hands. The same goes for handing over documents or gifts in a formal or business related situation. This is a traditional token of respect.

On a trade fair

show chinese characters show pinyin notation show chinese characters and pinyin notation

Mr. Li 您好! 欢迎您来我们的展台!

Nin hao! Huānyíng nín lái wǒmen de zhǎntái!

Michael 早上好! 我叫迈克。这是我的名片。

Zǎoshang hǎo! Wǒ jiào Mǎikè. Zhè shì wǒ de míngpiàn.

Context Menu

Dialogue

Vocabulary

Exercises

1. On a trade fair

Help

Select a topic

Received emails

About Microlearning

Products

- Chinese for you
- Chinese for children
- Chinese for students
- Chinese for business
- Chinese for tourists

Exercise 2

Put the dialogue in the correct order.

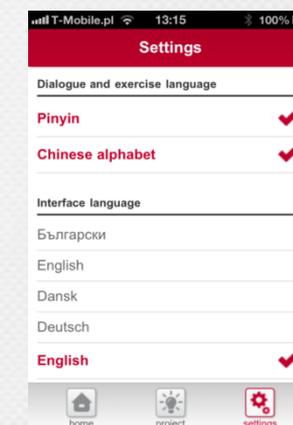
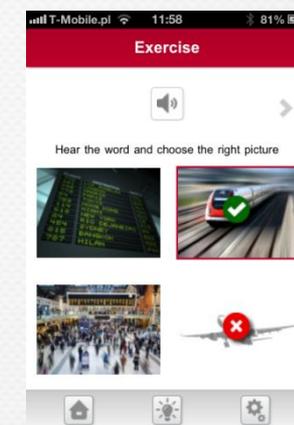
1. -----
2. 谢谢!
[Xièxiè!]
3. 您好! 您能用电子邮件给我发个报盘吗?
[Nin hao! Nín néng yòng diànzǐ yóujiàn gěi wǒ fā ge bàopán ma?]
4. 当然啦!
[Dāngrán la!]

您好! 欢迎您来我们的展台!
[Nin hao! Huānyíng nín lái wǒmen de zhǎntái!]



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Asynchronous Micro Mobile Learning | Chinese for tourists





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