

# FSTE Conference 2019

From a foe to a friend – forging a new alliance in  
Mobile Assisted Language Learning (MALL)

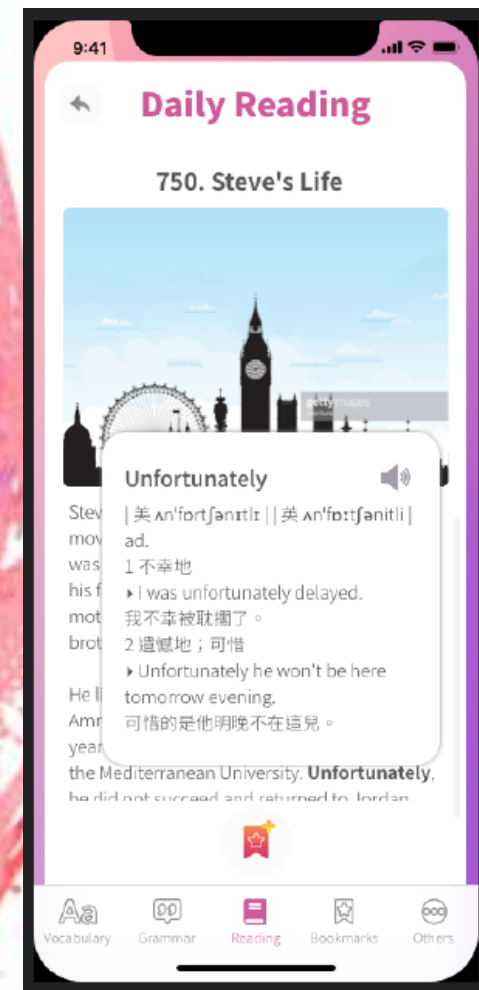
School of Continuing and Professional Studies  
The Chinese University of Hong Kong

Carrie Cheng, Faith Ng & Bethany Chan



# iLearn English

## Mobile App for English Learning







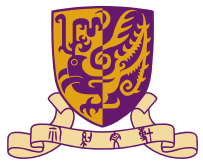
# Why m-learning?

## Growing trend of m-learning globally

This strategy has resulted in an even wider acceptance and adoption of the mobile technologies across the various sectors of human endeavors, including education” (Mberia, Ofafa, Muathe & Muli, 2013; as cited in Mugo, Njagi & Chemwei, 2017).

## M-learning as solutions to challenges faced by education

With mobile technologies, educators saw a chance of designing instructional content and pedagogy around the mobile nature of the learner (Sharples, 2007). Mobile learning therefore has emerged as one of the solutions to the challenges faced by education... (Mehdipour & Zerehkafi, 2013).



# Why m-learning?

- 1 Fully online courses
- 2 Mobile-enabled learning
- 3 Adaptive learning technology
- 4 Digital examinations
- 5 Mooc
- 6 Open Education Resources (OER)

Among the top 10 T&L trends, 6 are tech-related (as cited in HKU, 2017)



# Why m-learning?



**110 times** a day



**2-3 hours**





# Strength of m-learning

Increase access to information



01



Support multiple devices

Encourage learning flexibility



02



Boost completion rate

Improve retention rate



04



Enhance continual learning path

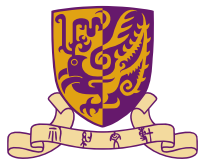
Reduce carbon footprint



06

07





# Comparing e-learning with m-learning

E e-learning

M m-learning

Specific skills & in-depth knowledge

Detailed & complex, more media & interactivity

Computers & laptops, tethered to desk

Longer & broader, 20-30 minutes

PATTERN



MEDIUM



STRUCTURE



TIME SPAN

Quick access to bits of information, on the go

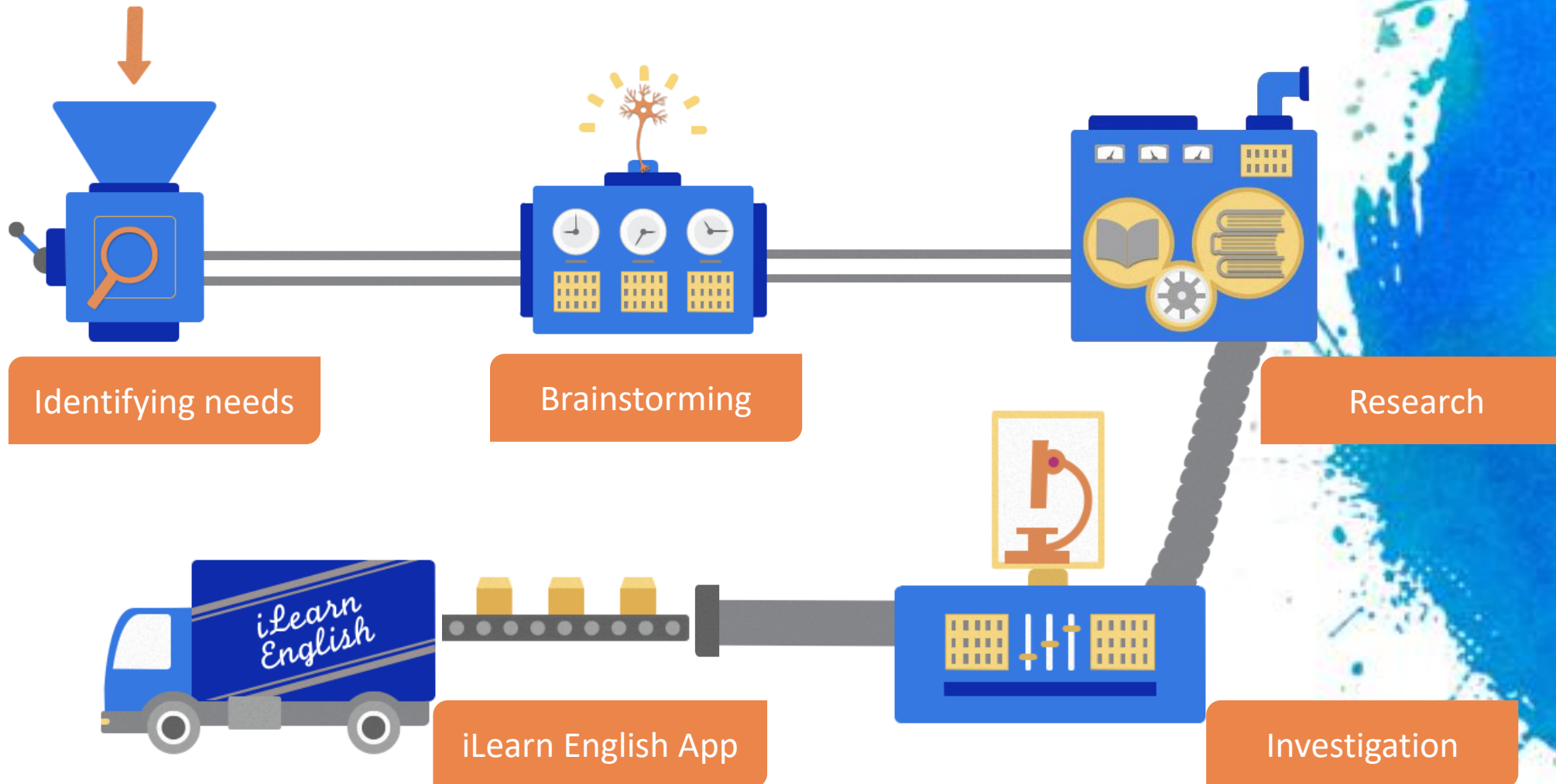
Compact info, 1 idea & simple navigation

Mobile devices, portable & readily accessible

Bite-sized, 3-10 minutes



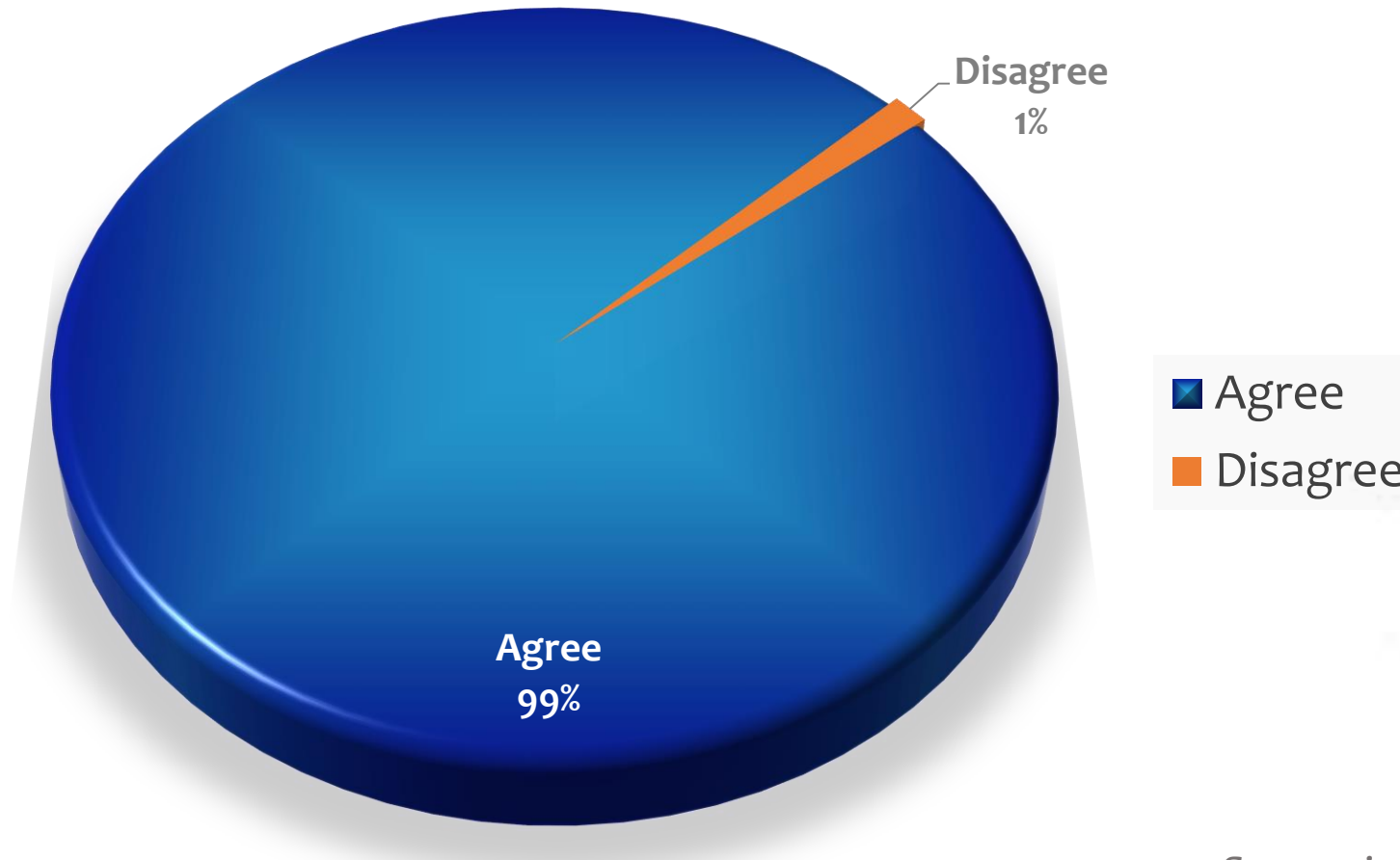
# How did iLearn English begin at CUSCS?



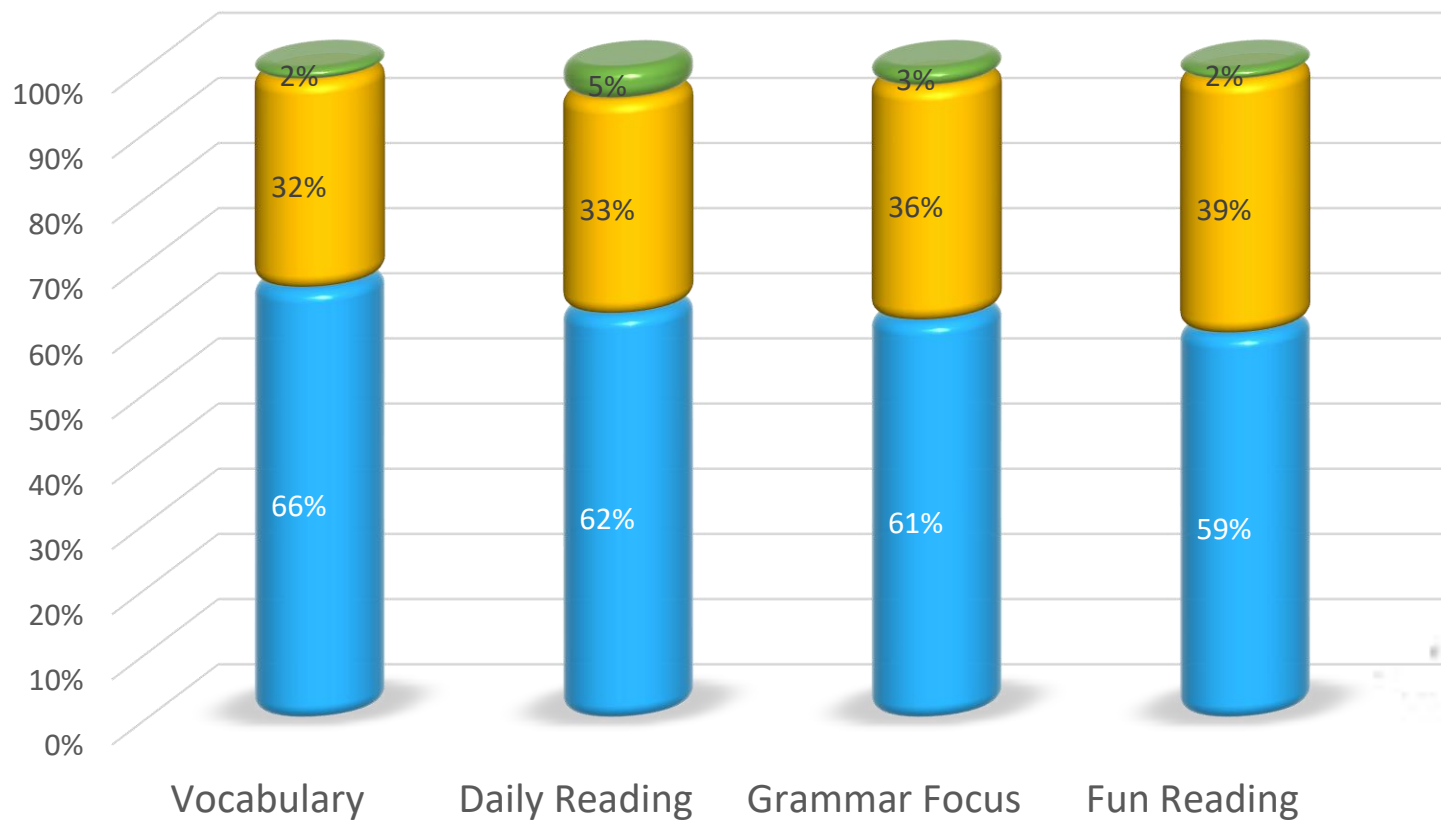




# Identifying needs



Survey in Jan 2018



## Language components

■ Agree ■ Neutral ■ Disagree

Survey in Feb 2019



# Design features



1

Simple  
navigation



2

Low info  
density



3

Visual  
clarity



4

Responsive  
taps



5

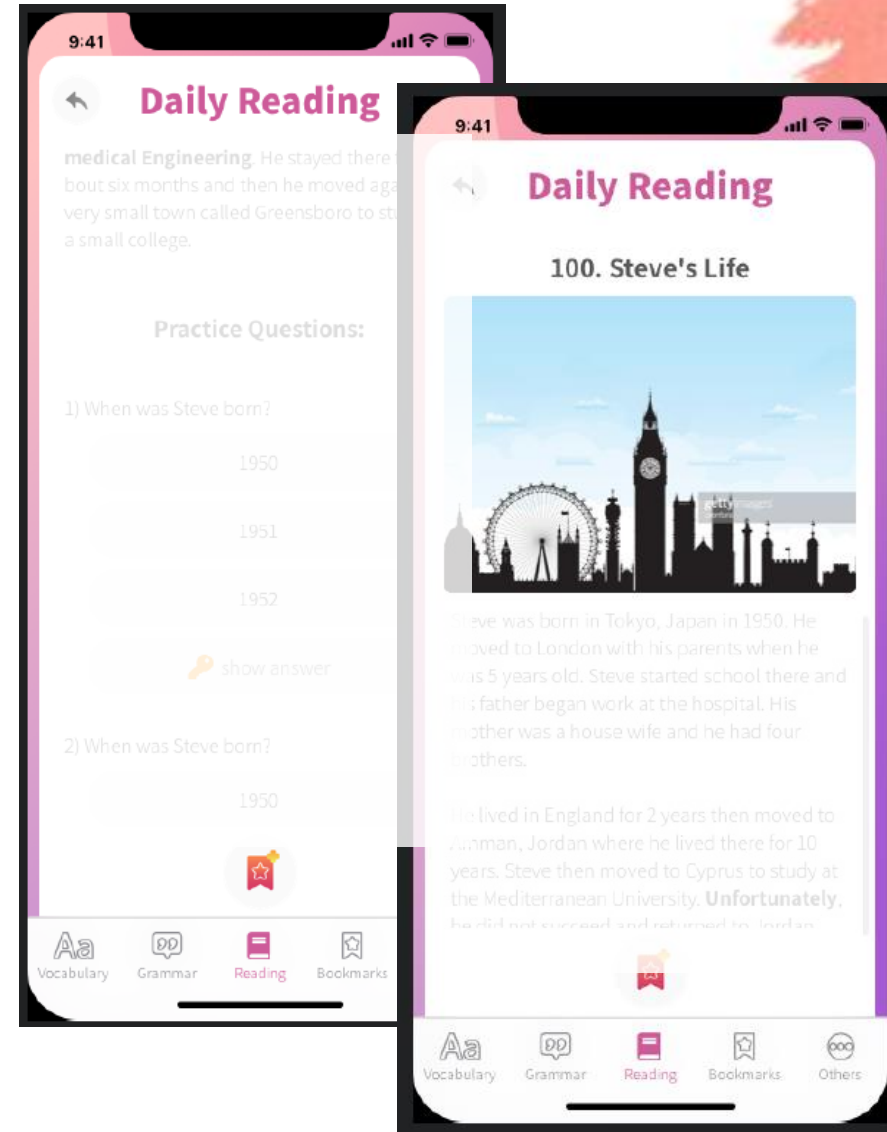
Minimised  
scrolling

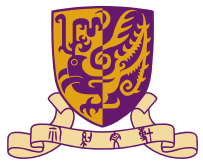




# Features

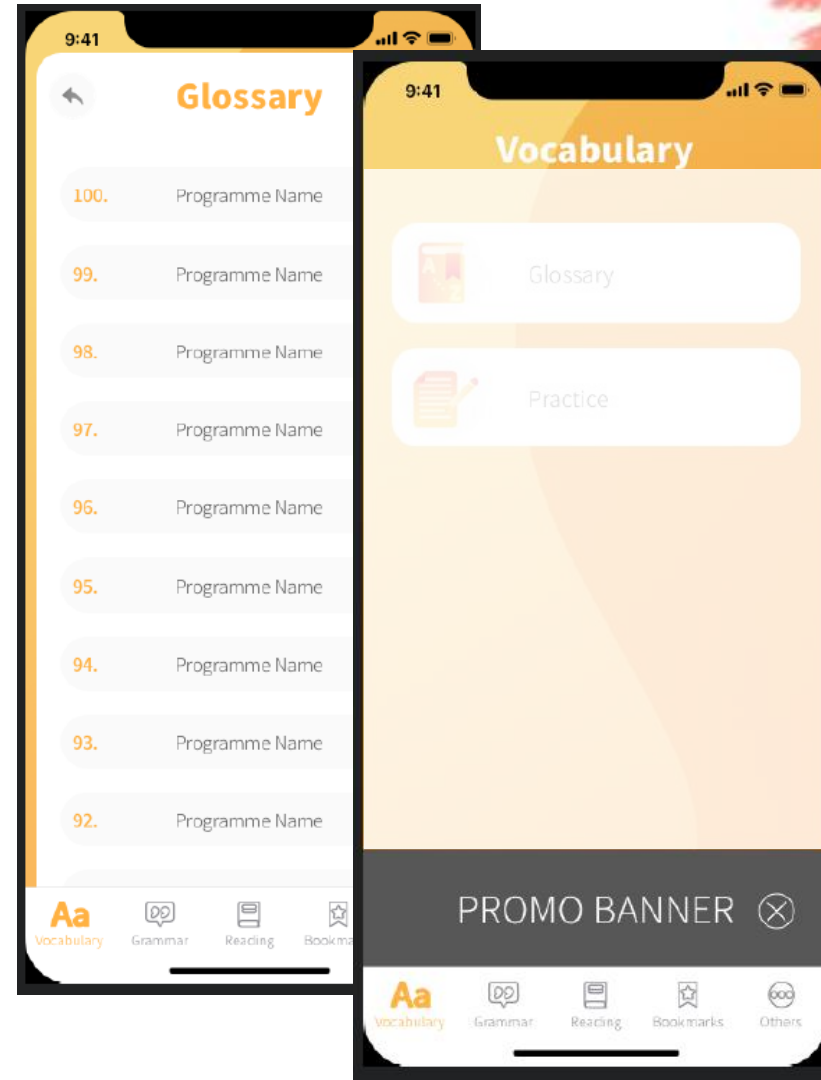
- Daily Reading
  - Bolded lexicons
  - Instant explanation
  - Authentic pronunciation
  - Interactive practice





# Features

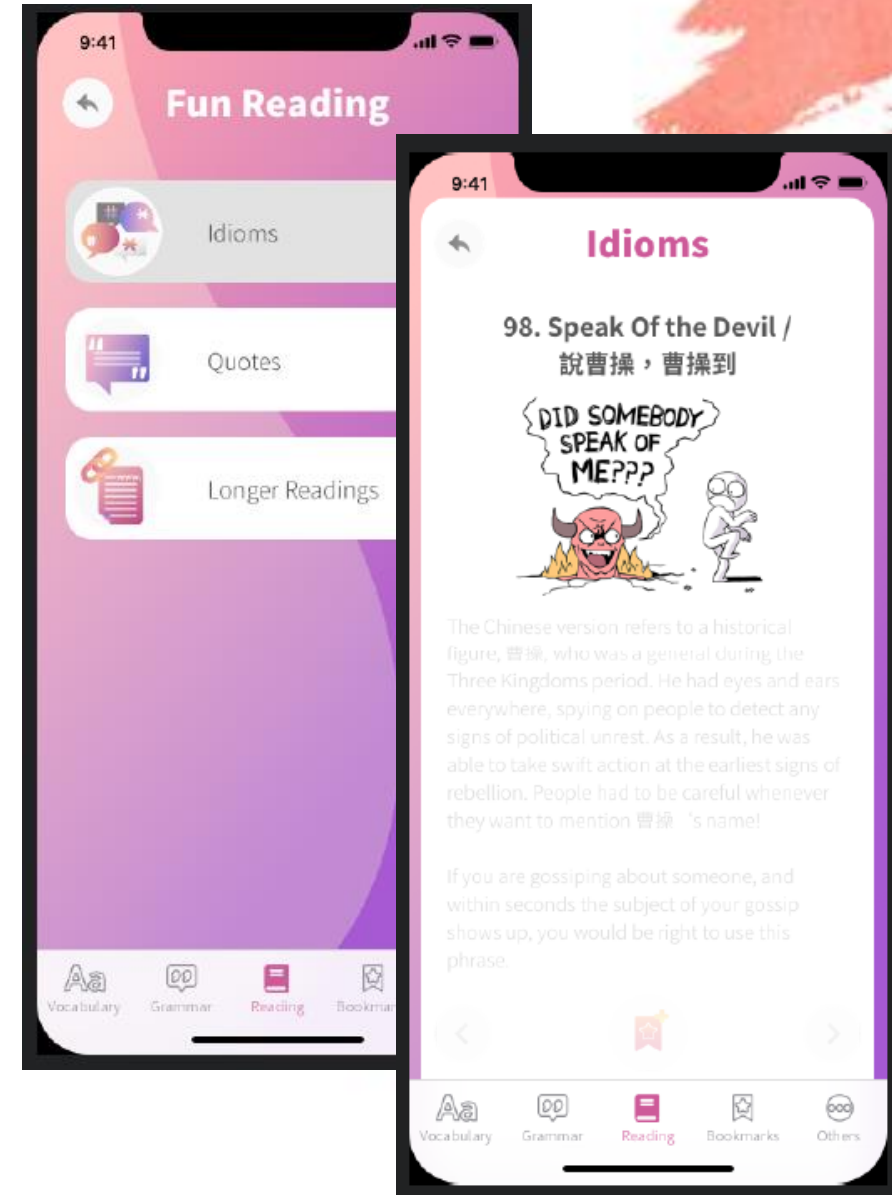
- **Vocabulary Bank**
  - Accessible to all full-time programmes at CUSCS
  - Extensive coverage of HD and DFS Common Core Courses
  - Programme specific vocabulary bank





# Features

- Fun Reading
  - Well-illustrated idioms
  - Popular quotes
  - Authentic example sentences
  - Bilingual key words

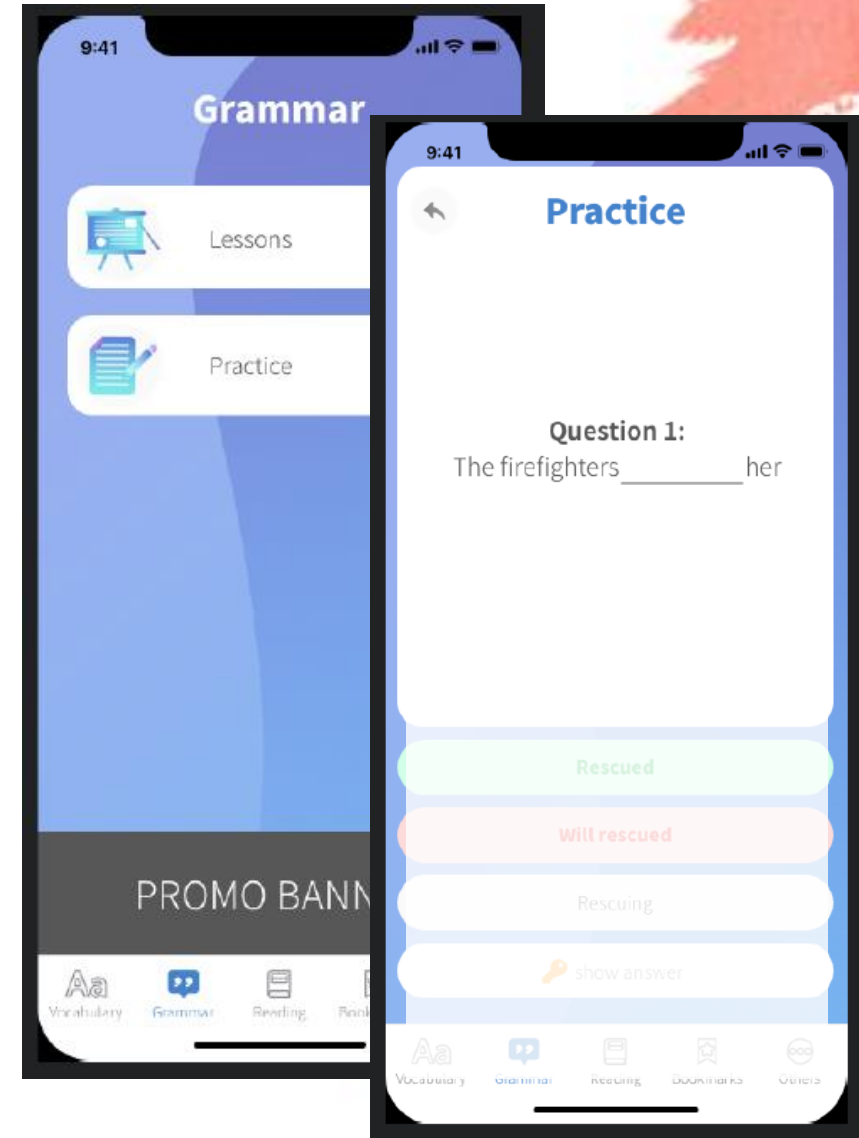


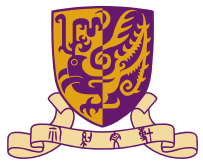




# Features

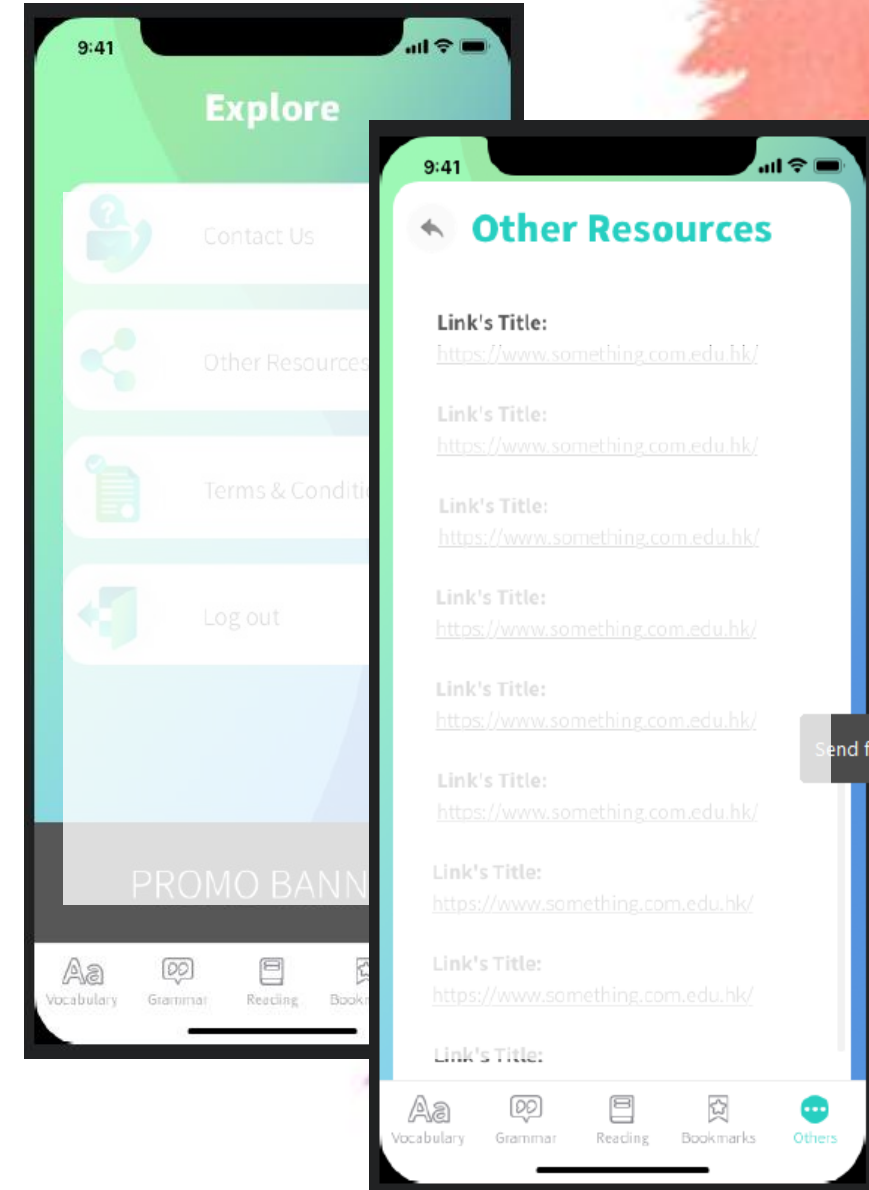
- Grammar Focus
  - Reader-friendly explanation
  - Contextual examples
  - Interactive practice





# Features

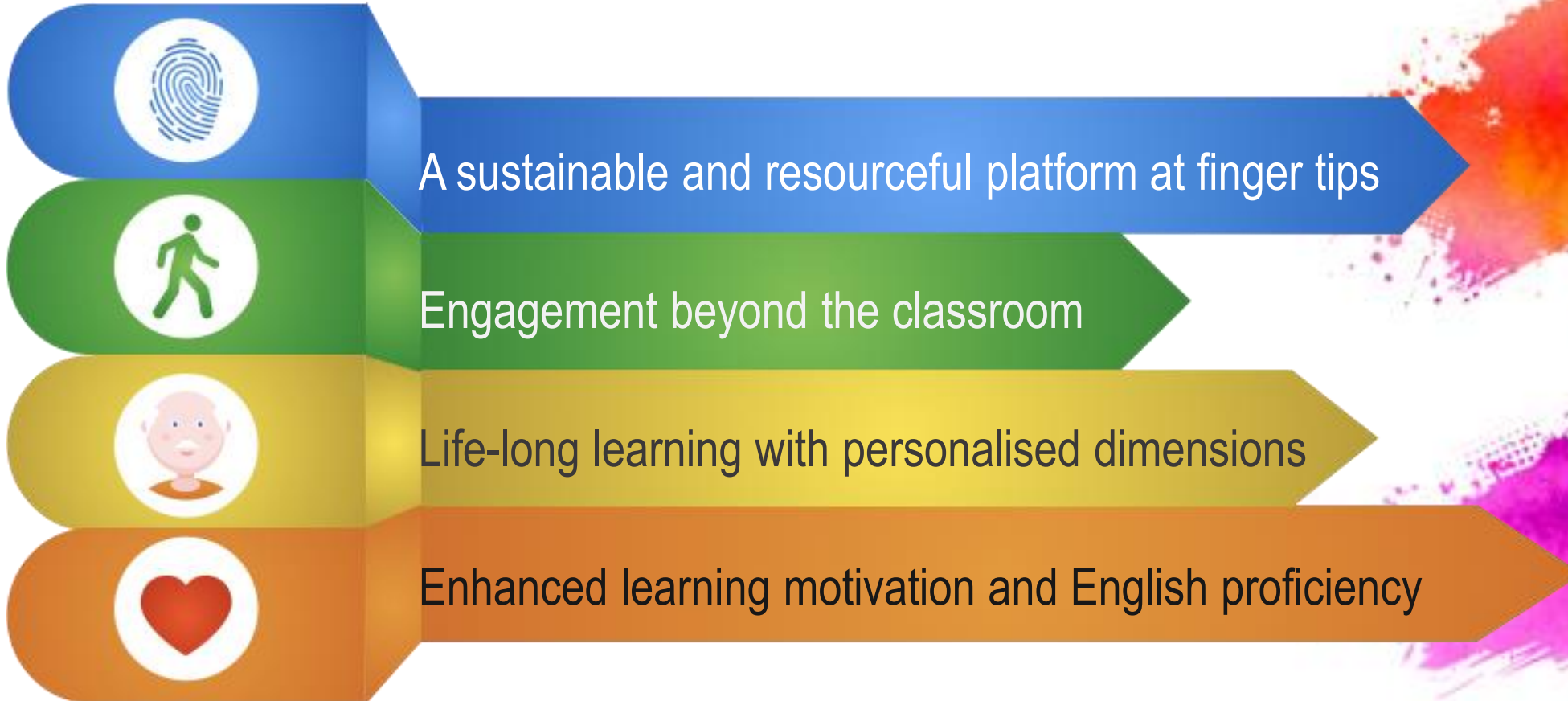
- Explore More
  - Encourage further studies
  - Rich resources
  - Easily accessible to other resources



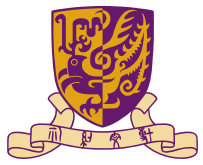


**CUSCS**  
香港中文大學專業進修學院  
School of Continuing and Professional Studies  
The Chinese University of Hong Kong

# To sum up







# Thank you!