

The Swot Analysis of an Online Chinese Language Learning Application "e learning Chinese"

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Abstract

This paper mainly conducts SWOT analysis for the online Chinese learning software "e learning Chinese", clarifying the advantages and disadvantages of the software products from the internal and the outside, and gives some practical suggestions to promote the update of the software, including building a learning community, opening up a new user feedback channel, updating the online course in time, recording more real person courses, subdividing the language level and language ability of learners to give the corresponding learning resources and learning strategies.

1 Introduction

In recent years, as international exchanges grow closer, China is becoming more and more active on the world stage and the popularity of Chinese characters and Chinese culture has sparked a global boom. Other countries are also becoming increasingly connected to China. Non-Chinese people have a growing demand for Chinese learning, and the arrival of the global information age, which has spawned many online Chinese teaching software. According to incomplete statistics, by 2021, there are 272 Chinese teaching apps in service, of which only 4.41% have been updated for 10 years. In terms of access rights, the charging App accounts for 40%, 37%, and 14% of the partial charging operation. By ranking status in the App rankings, the App with a large number of users worldwide are Duolingo, Quzilet, HelloTalk, Drops, Tandem, lingodeer, Fluentu. There are also some Chinese apps that rank the most but make the list, with comprehensive

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series of class , Such as HelloChinese, Chineseskill.Besides,others include that Chinese character App such as Chineasy, exam App such as HSKOnline, reading App such as Du Chinese-Mandarin Reading4 type.[1]

In the post-epidemic era, people have certain learning habits for online learning, and the progress of technology is also giving birth to more relevant online Chinese learning software. However, the quality of these software is uneven, the whole industry still needs to develop and mature, and the quality and service of the software still need to be improved.

The research object selected in this paper is "e learn Chinese" online Chinese learning software. It is produced by Iflytek, focusing on development of global Chinese learning platform of mobile terminal software, using the hkust xunfei advanced AI artificial intelligence and Internet technology, research and development to become a specifically for overseas learning people intelligent Chinese learning software products. On October 25,2019 officially released for the first time in the world, the international version of support was accessible.Britain, Japan, Korea, Russia, Thai six languages, the international version has been launched in more than 40 countries around the world. Simultaneously, "e learn Chinese" software platform is under the guidance of the Ministry of Education and the National Language Work Committee in China, recommended by some overseas institutions,with research and development by 31 international Chinese education related alliance units(such as the Chinese Language Industry Research Institute, the Ministry of Education Language Application Institute, Beijing Foreign Studies university, Beijing Normal University and Communication university of China etc.) ,absorbing the forefront of teaching methods, improving their teaching quality. At present, the platform has covered more than 50 teaching institutions in 29 countries, among which Shandong University, Qingdao University, East China Normal University and China University of Petroleum all use this software as the official teaching software of Chinese as a foreign language.

This paper conducts SWOT analysis of the software, and analyzes the advantages,disadvantages and challenges of the software from both internal and external perspectives, hoping to obtain the improvement direction of the development of the software.

2 Review

Our research is directly related to the literature on online education of language, especially related platforms. Wu(2017) believes that the related factors of improvisation have an important influence on the effect of online learning, among which cognitive improvisation plays the most important role in the effect of online learning.[2]

Liu(2019) shows that the user experience will be an important driving force for the development of online learning platforms.[3]

Zhang(2020) analyzes the brand marketing strategy of English learning app and put forward strategic optimization suggestions: use big data to make precision marketing and reduce costs; optimize the sharing mechanism; attach importance to science and technology innovation.[4]

Wen and Liu(2023) study from the perspective of international Chinese wisdom education and think the use of textbooks will be more electronic, and the design and implementation of the teaching method will be more flexible, so as to realize students' personalized learning and teachers' instruction in accordance with their aptitude.[5]

Guo ,Zeng, and Zhang(2023) find that the intimate and immersive social factors results in continuous intention in online learning and so online learning platform providers should seriously consider building an intimate and immersive online environment for learners.[6]

3 Analysis

A detailed SWOT analysis will be given in the next part.

3.1 ISWOT Analysis

3.1.1 Strengths

The software has a stronger endorsement. It has financial support and faculty support from the Ministry of Education and a number of Confucius Studies, as well as technological support from IFlytek, which focuses on AI natural language information processing.

This is a more comprehensive software for learning Chinese as a foreign language. It not only has richer learning resources and teaching resources, but also has more practical learning tools, such as translation tools, stroke exercises and so on. In addition, on the basis of covering the systematic language learning courses, the content section of Chinese culture is also appropriately added, so that users can choose the difficulty and progress of learning according to their own situation.

By giving full use of the powerful advantages of AI, it makes users get a learning report by completing the Chinese proficiency test, making them easy to learn about the current condition, so that users can more clearly learn about their weaknesses, and they will also gain recommend remedial courses according to this one. So the software is a good tool to make Chinese learning more efficient.

Its charge is optional and suitable. Not every application is like the one, which has 3 choices of the VIP services (including more detailed courses, exercises, level tests and other useful tools), 128 CNY for one month, 518 CNY for one year, 698 CNY for forever. Actually the lowest price is lower than other apps with the same service. Users can select the most suitable choice to pay for the best value.

3.1.2 Weaknesses

Part of the learning content is not easy to understand. The part of the speech course in the software only provides the audio of speech pronunciation and the recording function of self-detection. learners have problems in imitating pronunciation in the process of self-learning, and it is difficult to learn correct pronunciation without external correction. In addition, it is indeed very difficult to explain the pronunciation of Chinese to beginners using the tongue position display diagram, which may lead to increasing the burden of learners and the fear of learning Chinese.

Human-machine interaction is not strong enough. The presentation way of learning content and learning materials is very simple, and the lack of interest and flexibility, which is easy to make learners have boring and boring emotions. At the same time, the form of interaction and feedback in the learning process is too mechanical, and the lack of emotional encouragement and recognition for learners, which is not good for the positive motivation of learners.

A user learning and communication community needs to be established. In the process of

learning, the only object of communication is the software program for learners. So they have no chance to share their learning dynamic and understand other learners and communicate with other learners community, which is no other common learners, easy to produce boring, lonely psychology, it is bad for language learning.

User feedback channel is missing. The software only sets the feedback inside the software, which allows users to feedback the problems in the process of use to it, leave the contact information and wait for the software service personnel to deal with it. The setting of this feedback channel will lead to the delayed reply time, and it is difficult to timely understand users' opinions and suggestions, thus missing the valuable opportunity to improve the performance of the software, and also leading to the decline of users' trust and loyalty to the software.

3.1.3 Opportunities

There is the solidification of the use habits of electronic products. In the information age, people have more electronic products, and the use of electronic products is becoming more and more high, so the frequency of using learning software is gradually increasing. This is a great opportunity for online educational software.

The tendency of China's policy in teaching Chinese as a foreign language is promising. With the demand of China's national development, China has more and more cooperation projects with other countries, which also means that China needs to focus on language communication. China's policy of teaching Chinese abroad is conducive to the development of the industry and encourages the emergence of more products and services related to learning Chinese as a foreign language.

The popularity of Chinese is increasing around the world, and the demand for learning Chinese is increasing. Nowadays, as the official language of the United Nations, Chinese appears in many international public places and public fields, and some countries even include it in the national education system. With the continuous popularity of specialized Chinese learning and the continuous growth of the language demand for academic education, the learning of Chinese as a foreign language has shown a younger trend, which also provides more potential consumers, a broader market and a longer development cycle for this product.

3.1.4 Threats

The entry threshold of online learning software is low, and the single module app focusing on Chinese learning is gradually developing power. There are more and more Chinese learning apps that focus on pronunciation, listening, Chinese characters and other modules. The number of products of the same type is increasing, and the market competition pressure is also increasing.

With the progress of science and technology, the product quality of peers is also gradually improving. Users' requirements for products are also getting higher and higher, which means that the software needs to constantly improve their service quality to maintain their advantages in the industry market.

With the end of the global epidemic, learners are beginning to learn more languages with their teachers and classmates offline. Online software is always difficult to achieve the teaching effect of face-to-face emotional communication in offline teaching, which is a problem that software and artificial intelligence have been difficult to solve.

3.2 Advice

Build a learning community that is open to all users. Users can share their daily learning routine, clock in every day, and team up with their peers. At the same time, the daily life on the software can also be shared to other platforms to providing a marketing and publicity window for the software.

Open up a new user feedback channel, to ensure that 24 hours of manual online for users to answer questions and collect their opinions and suggestions, and timely give the corresponding reply, do a good job in maintaining stability and update of the guarantee work.

Update the online course in time according to current affairs, and add some interesting learning content close to the present, so that learners and software can make progress together.

To enhance the human-computer interaction function, it is suggested to record more real person courses and put them into the software, and set more interactive links, such as game buttons, audio supplements, etc., so that learners can have more sense of surprise and substitution in learning, and reduce the boring mood in the learning process.

Subdivide the language level and language ability of learners, according to the principle of step by step, intensive talk and more practice, and give the corresponding learning resources and learning strategies. At the same time, the logical framework of Chinese language knowledge is more refined. With the progress of the teaching method research of international Chinese teaching in the industry, the knowledge framework of its own software is constantly improved and updated.

4 Conclusion

In the context of today's global era, the demand for international Chinese learning is increasing, and related online learning education platforms also appear. This paper makes a SWOT analysis on the representative example of such platform "e Learning Chinese", and summarizes the advantages of the software: stronger endorsement, more comprehensive resources, more advanced technology of AI, more reasonable price options. The disadvantages of it is that complex and obscure learning contents, less human-machine interaction, loss of user learning and communication community and missing of user feedback channel. The opportunities include solidification of the use habits of electronic products, the beneficial China's policy tendency in teaching Chinese as a foreign language and increasing demand for learning Chinese. The threats are more competitors focusing on the online Chinese learning, higher requirements of Chinese learners, the preference of offline language learning. Finally, it gives some practical suggestions to help the product improve and upgrade, improve its core competitiveness and customer satisfaction. At the same time, I also hope that the analysis and suggestions of this product can give the same type of products and even the progress of the whole industry market some inspiration.

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