



How is multimedia material for language training used and evaluated?

Results of an Analysis of Feedback to
the German EUROMOBIL programme



The German EUROMOBIL Programme

Global Target Skills

- Basic vocabulary
- Raising awareness of genre specific features & mechanisms of interaction in spoken language
- Preparation for intercultural contacts

Download free of charge since July 2003

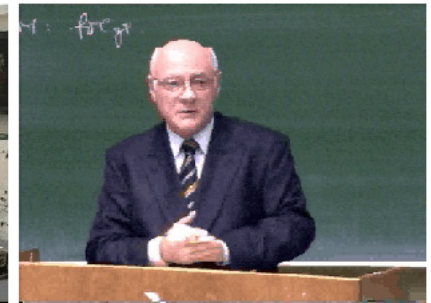
Studien-beratung

Vorlesung

Seminar

Prüfung

Wählen Sie einen Menüpunkt aus.



GLOSSAR ?



FALSCH

RICHTIG



Gut zu wissen

EXIT

Study Advice, Lecture, Seminar, Exam



Downloads & Orders by August 10, 2007

German programme: 803

English programme: 1855

Hungarian programme: 163

Finnish programme: 332

Total: 3153



Research questions

1. Who uses the programme?
2. Why is the programme used?
3. How is the programme used?
4. How is the programme evaluated by users?



Data gathering

- Web questionnaire:
<http://www.euro-mobil.org/feedbackEN.htm>
 - A. Background questions
 - B. Use and distribution of EUROMOBIL
 - c. Evaluation of EUROMOBIL
 - Multiple choice (MC)
 - Open-ended questions (OQ)



Data gathering

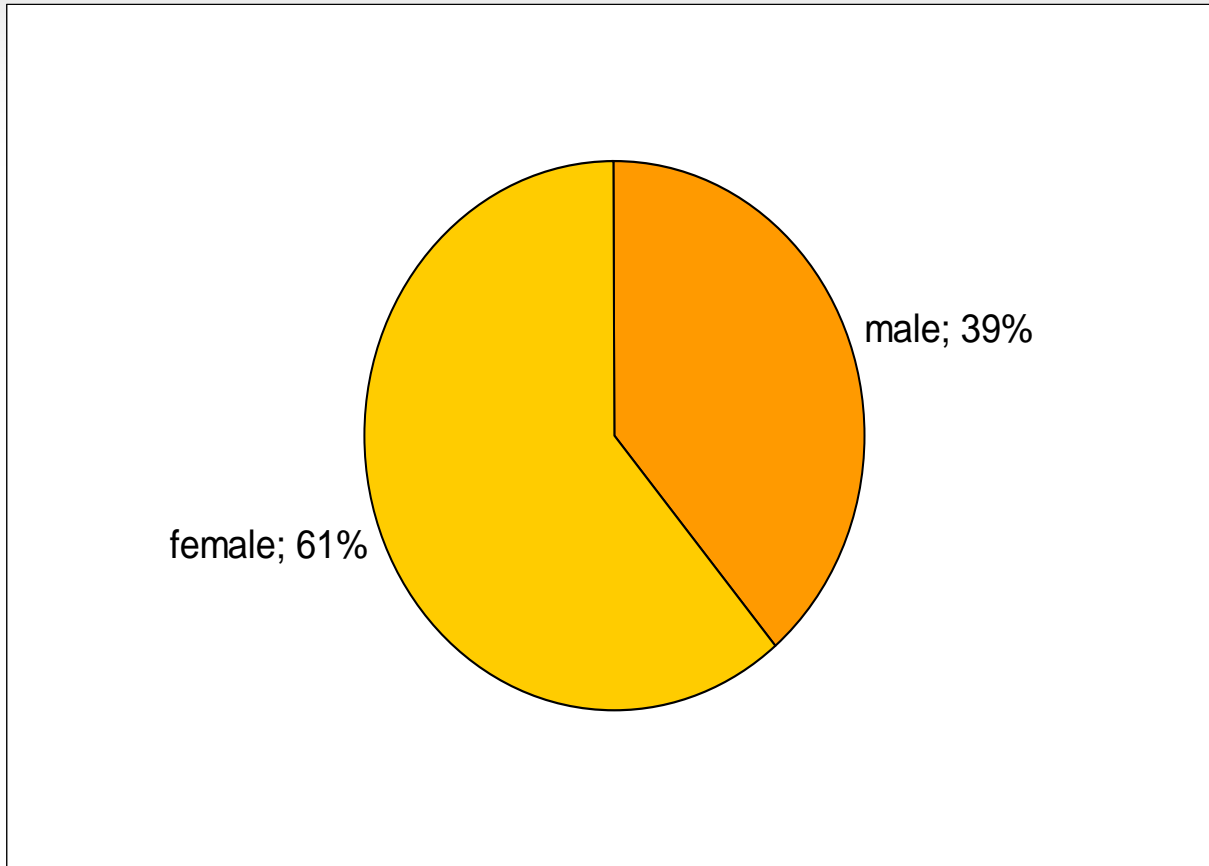
- E-mail with feedback request to all who had ordered a download password or CD
 - 572 recipients
 - 1st round on 19th March: 245 recipients
 - 2nd round on 16th April: 260 recipients (15 new)
 - 3rd round on 22nd May: 296 recipients (36 new)
 - 4th round on 4th July: 276 new recipients

→ 72 respondents



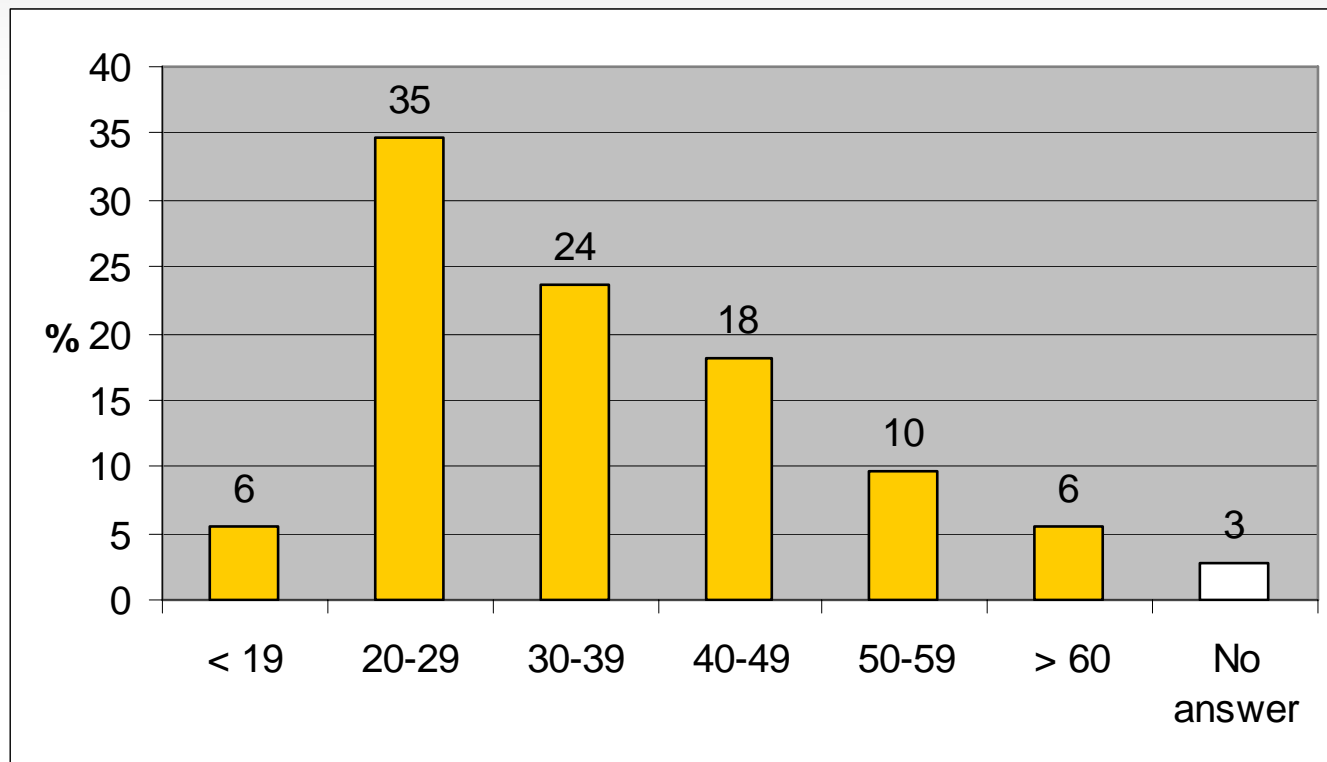
A. Background questions (MC)

1. Gender



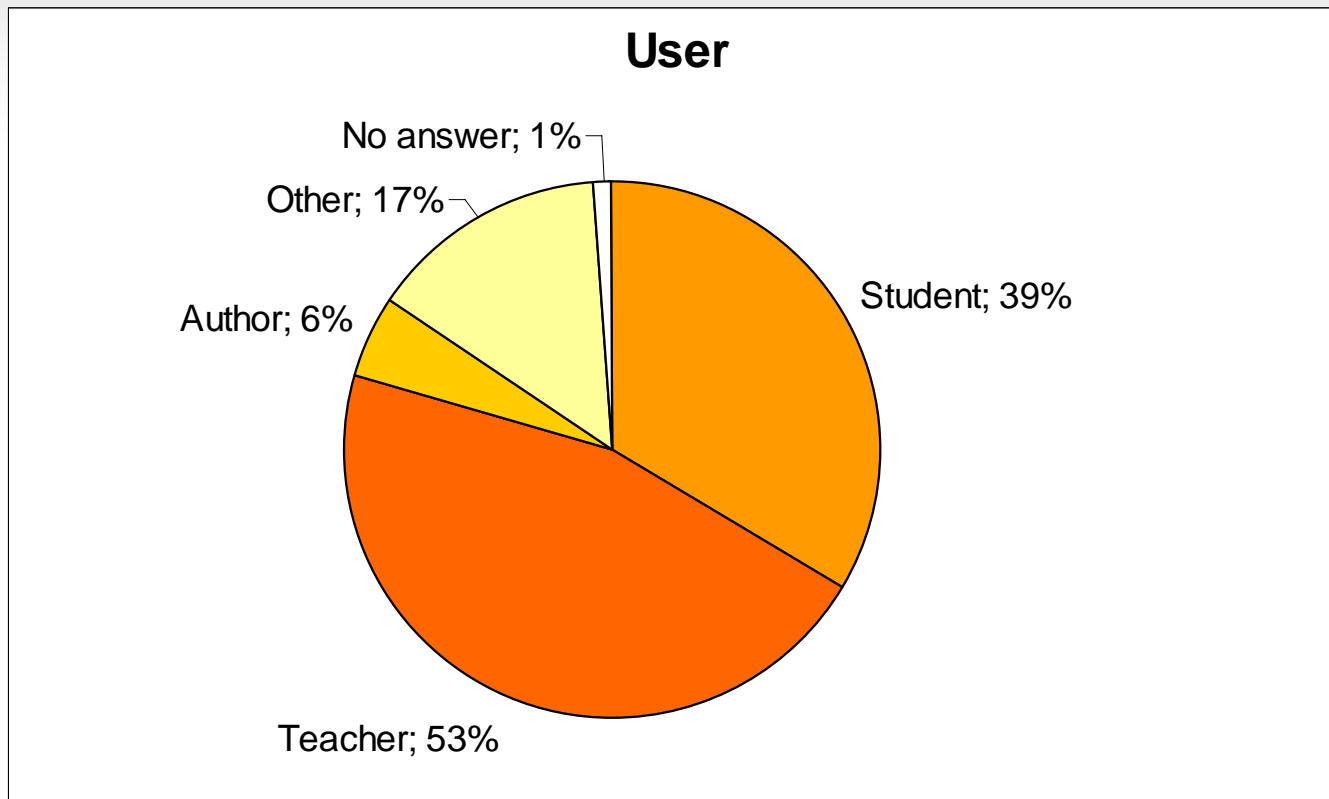


2. Age (OQ)



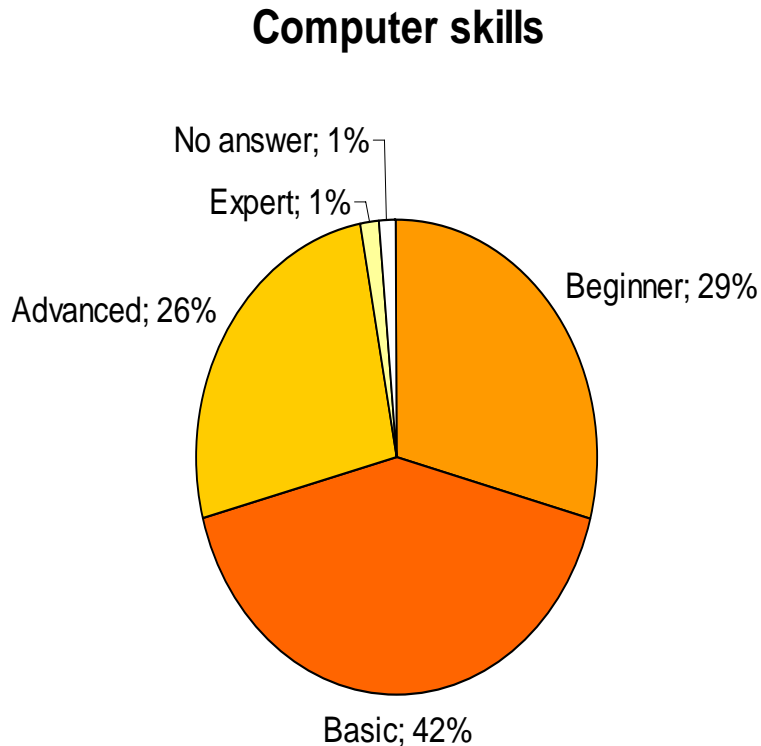


3. Which category do you belong to? (You can choose more than one alternative, MC)





4. Assess your computer skills. (MC)



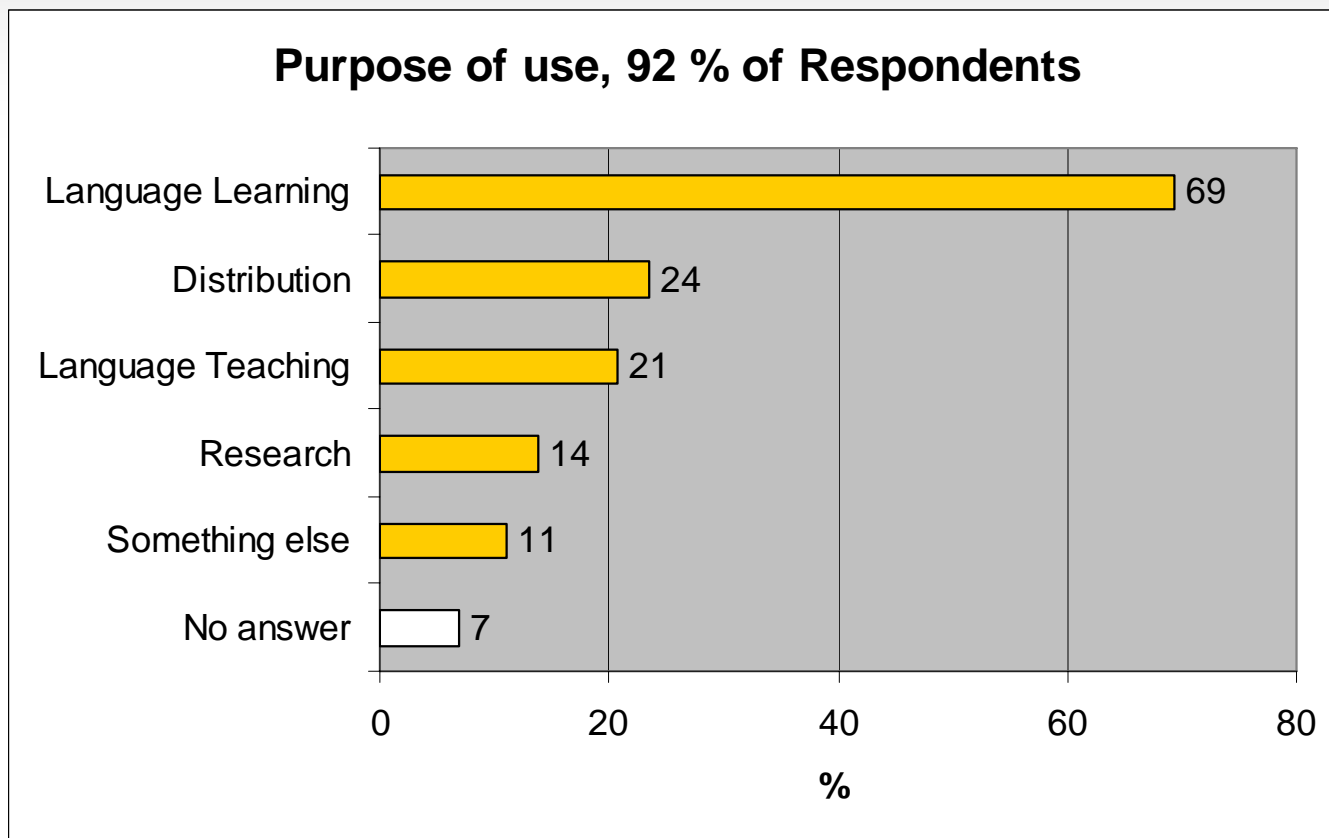
- **Beginner:** basics of text processing, e-mail & information search
- **Basic:** above skills and additionally able to download & install programmes
- **Advanced:** is aware of & masters the different possibilities of using computers, knows the basics of programming such as producing websites
- **Expert:** knows computers like the back of one's hand



B. Use and distribution (MC)

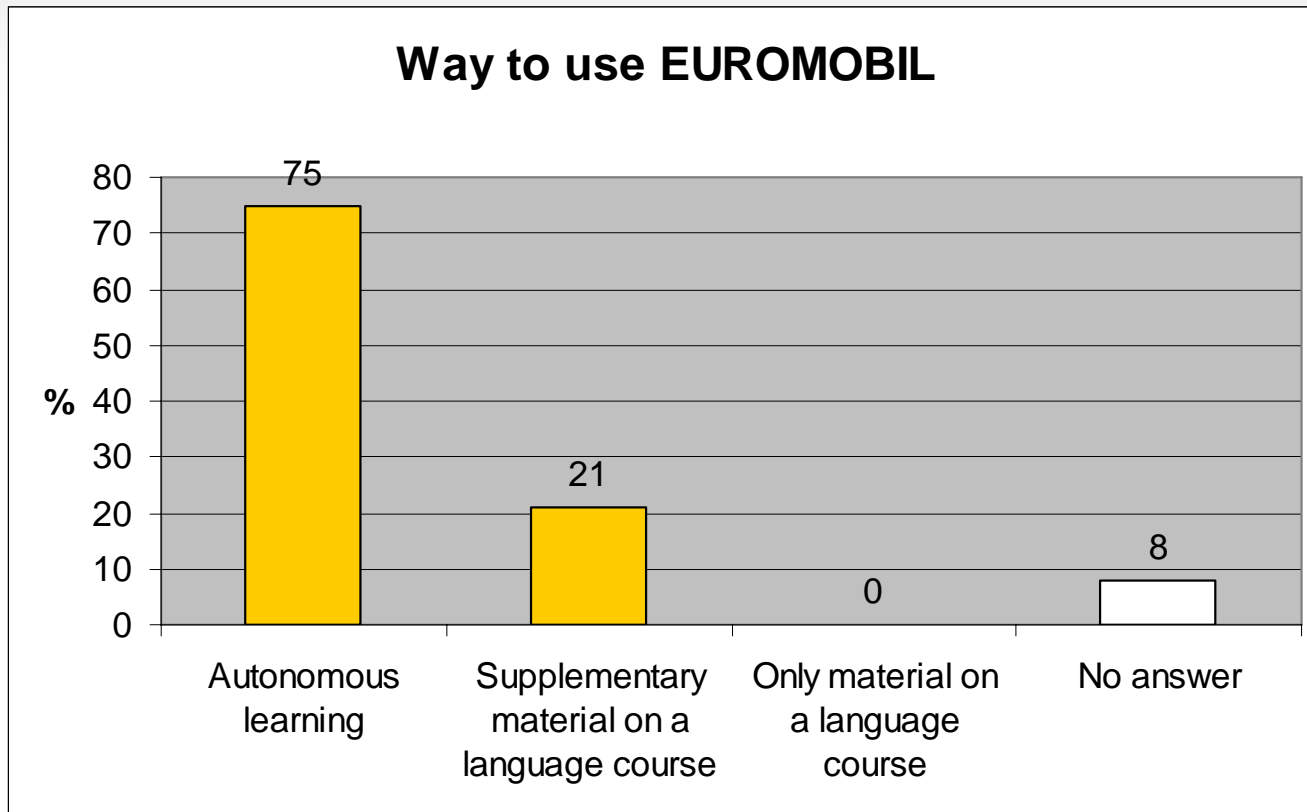
7. How do you use EUROMOBIL?

(You can choose more than one alternative.)



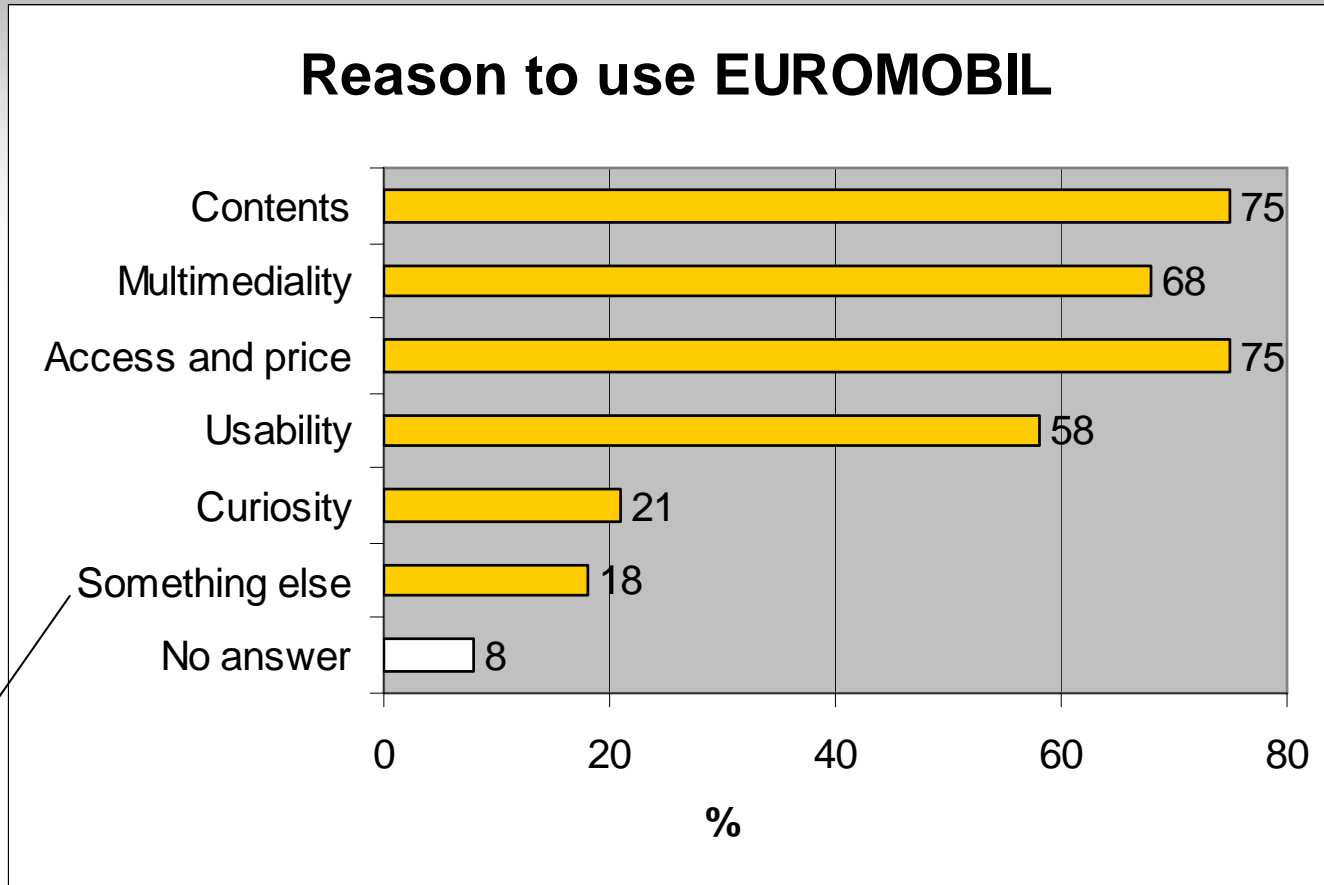


8. Have you used EUROMOBIL for self study or on a course?





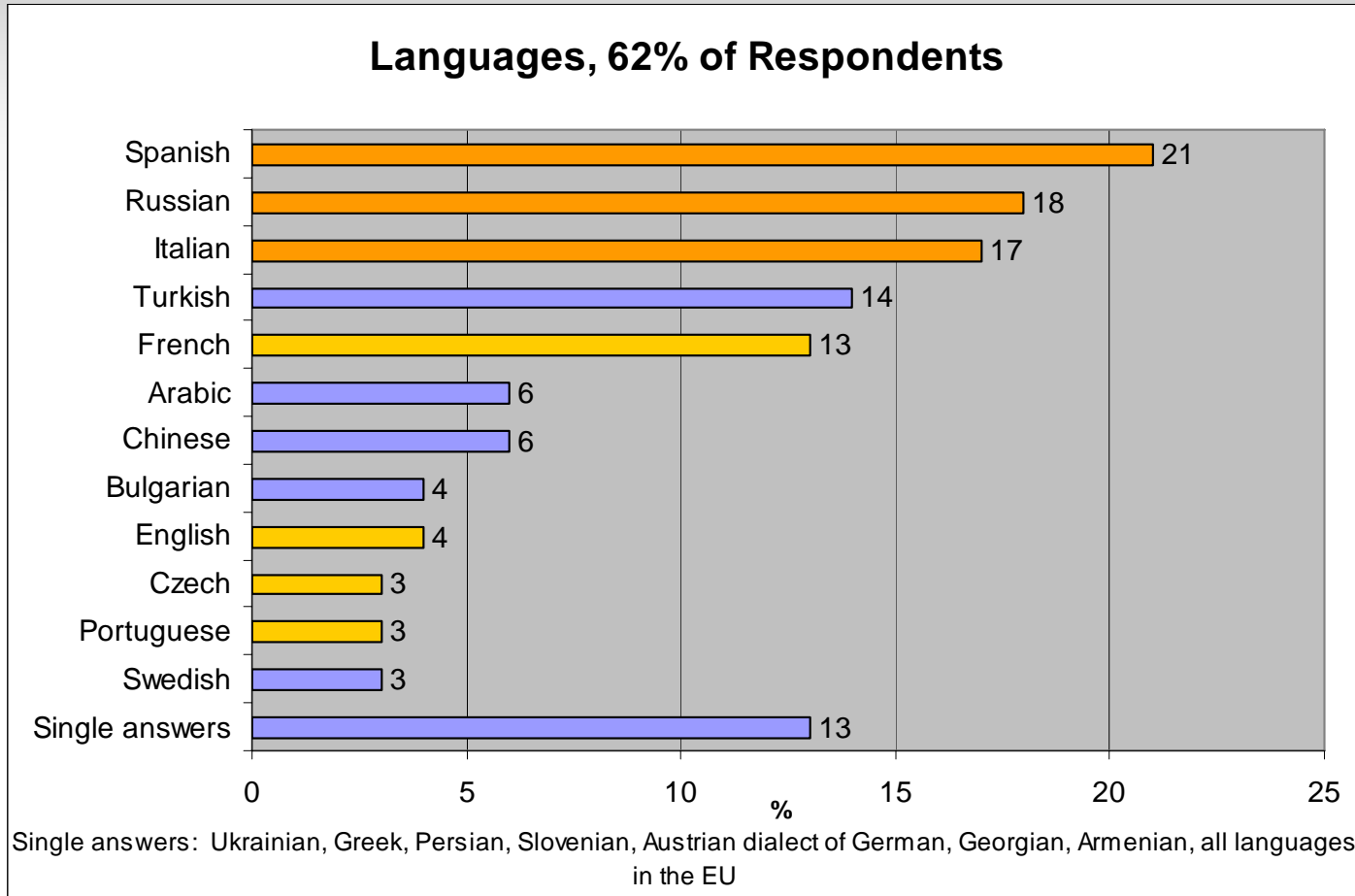
9. Why have you used EUROMOBIL?



"I bumped into it on a course and I've been trying to maintain my knowledge of the language with the help of the programme ever since."



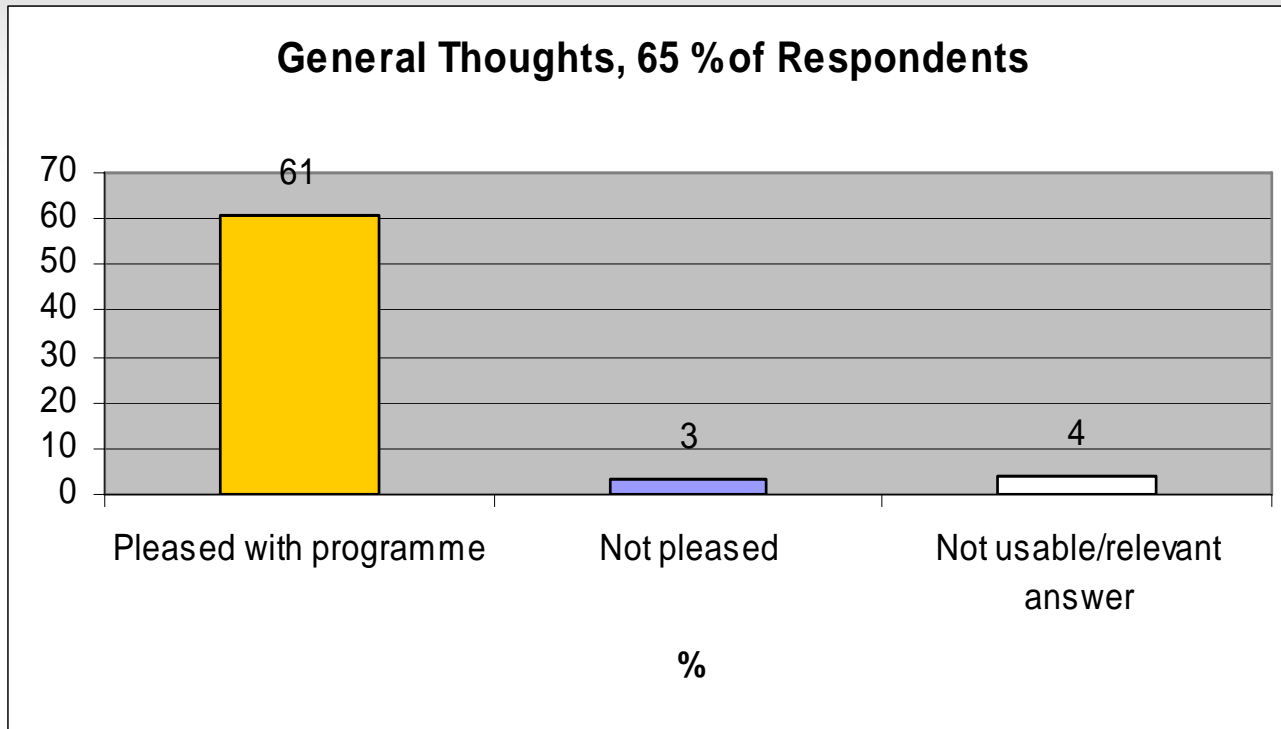
11. For which other languages should EUROMOBIL also exist? (OQ)





C. Evaluation of EUROMOBIL (OQ)

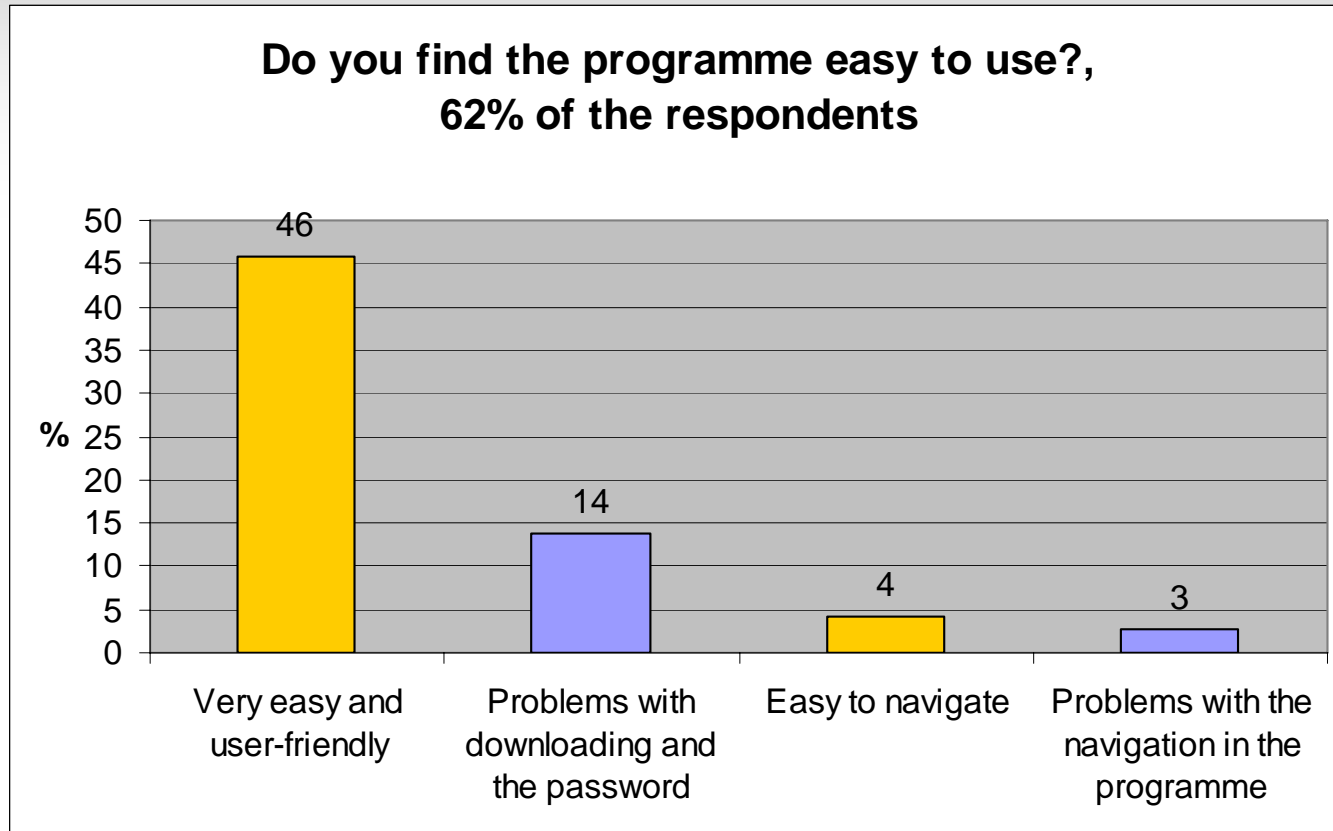
12. How good, useful and interesting do you find EUROMOBIL? Please explain why you like or do not like the programme.



„Better than any other software I've used before.“
„There should be more activities“



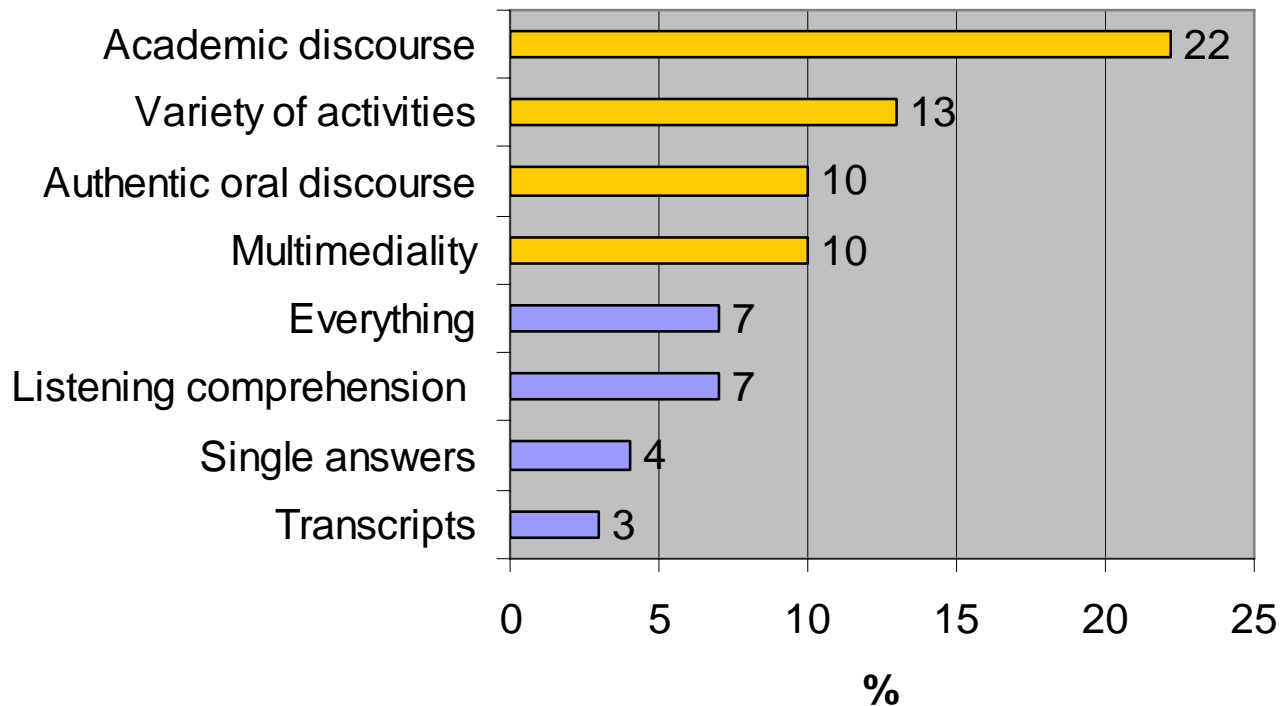
13. Do you find the programme easy to use (downloading, navigation, support in the programme etc.)?





14. What is best about the programme? Please, give your reasons. (As regards content/activities)

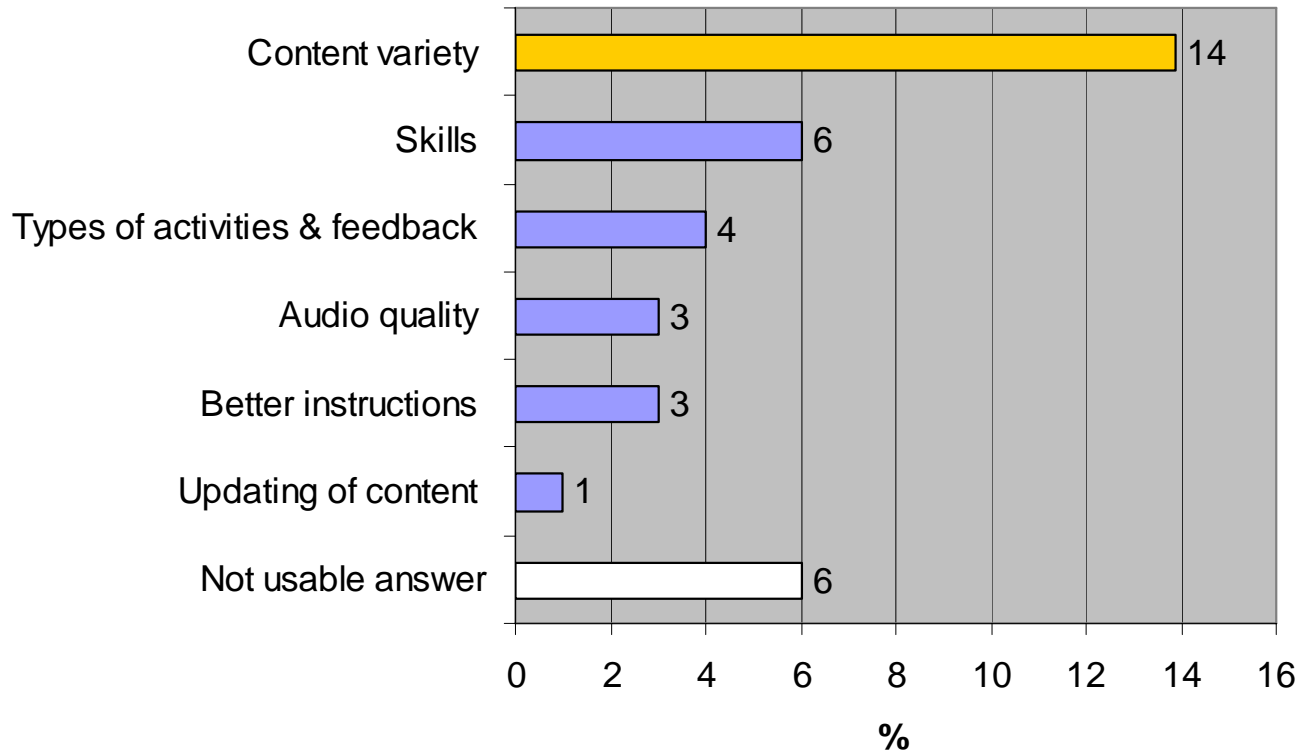
Best about the Programme, 40% of the Respondents





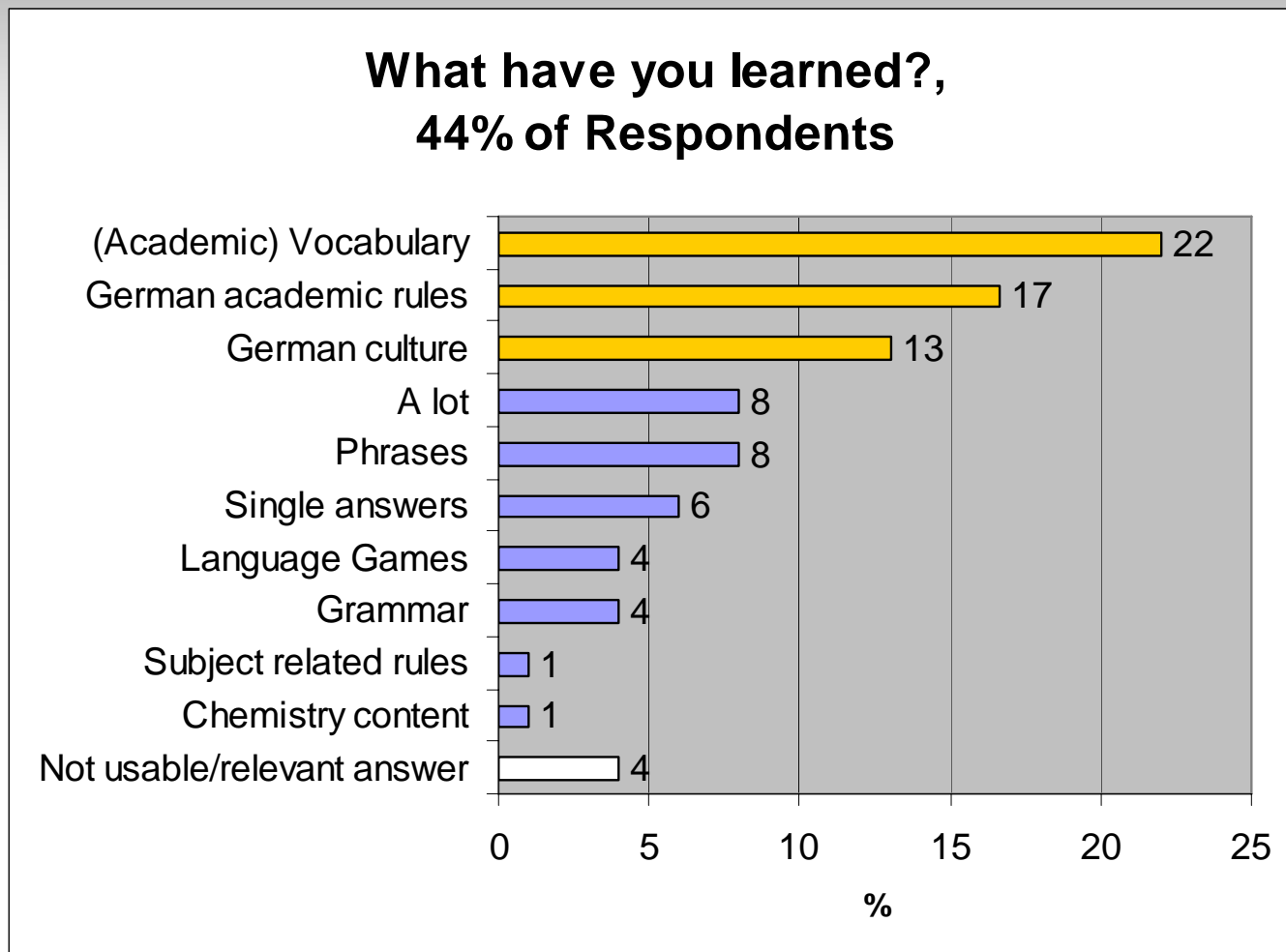
15. What could be improved? Please, give your reasons. (As regards content/activities)

**Suggestions for Programme Improvement,
26% of Respondents**



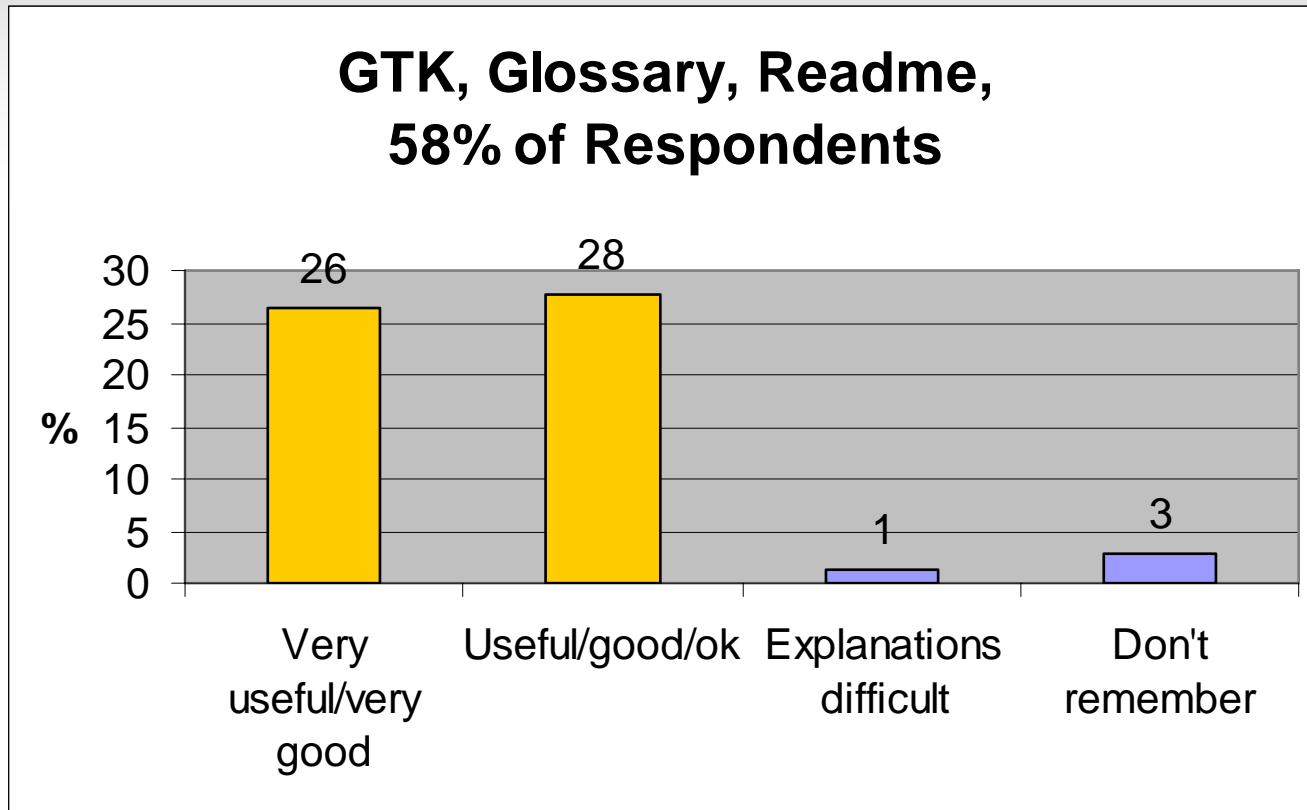


16. What have you learned from the programme?



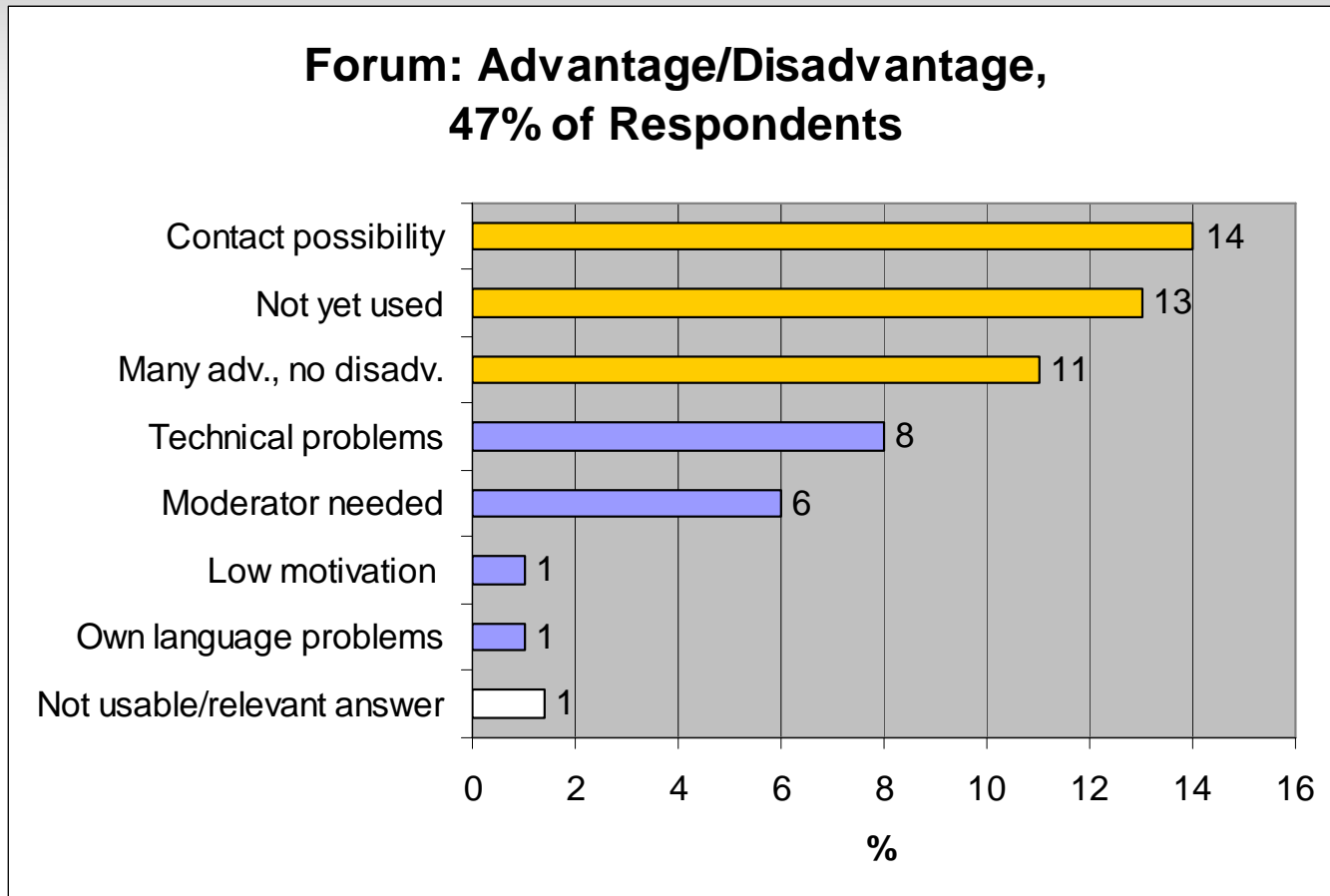


17. How useful are the supplementary parts of the programme "Good to know", "Glossary" and "Read me"?





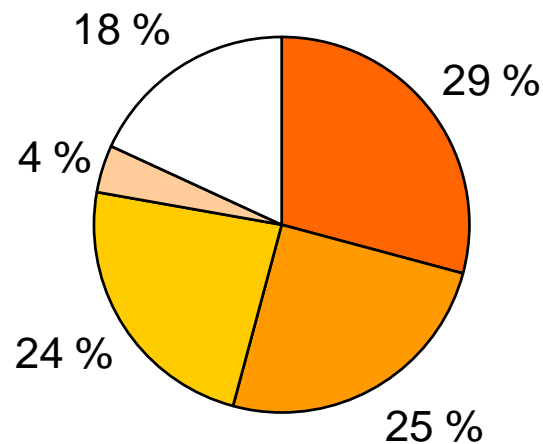
18. What are, in your opinion, the advantages and disadvantages of the online EUROMOBIL-forum?





19. Are you motivated to use the online EUROMOBIL-forum? (MC)

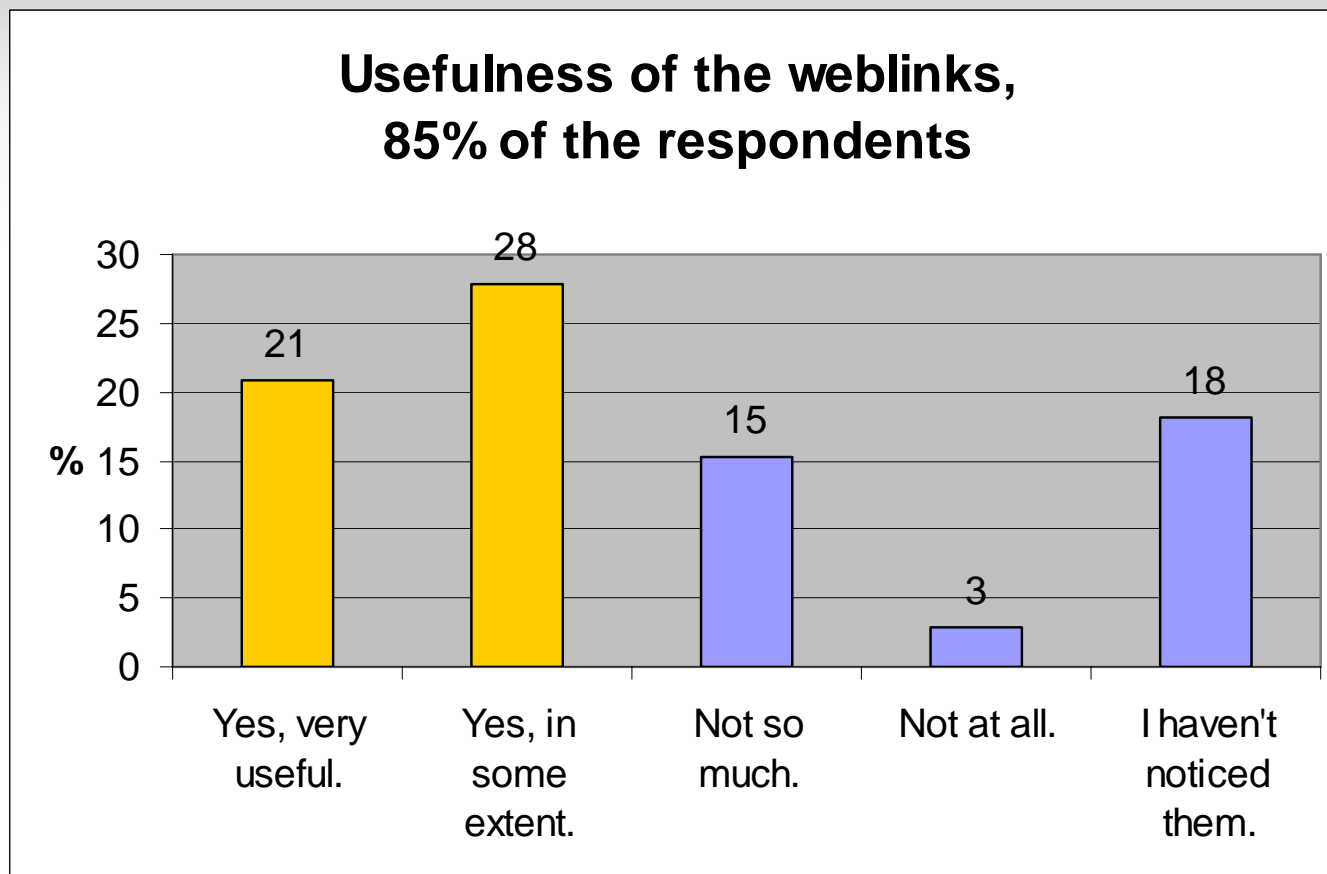
Motivation to use EUROMOBIL-forum



- Yes, I'm very motivated.
- Yes, I'm motivated to some extent.
- Maybe, I don't know yet.
- No, I think it's unnecessary.
- No answer

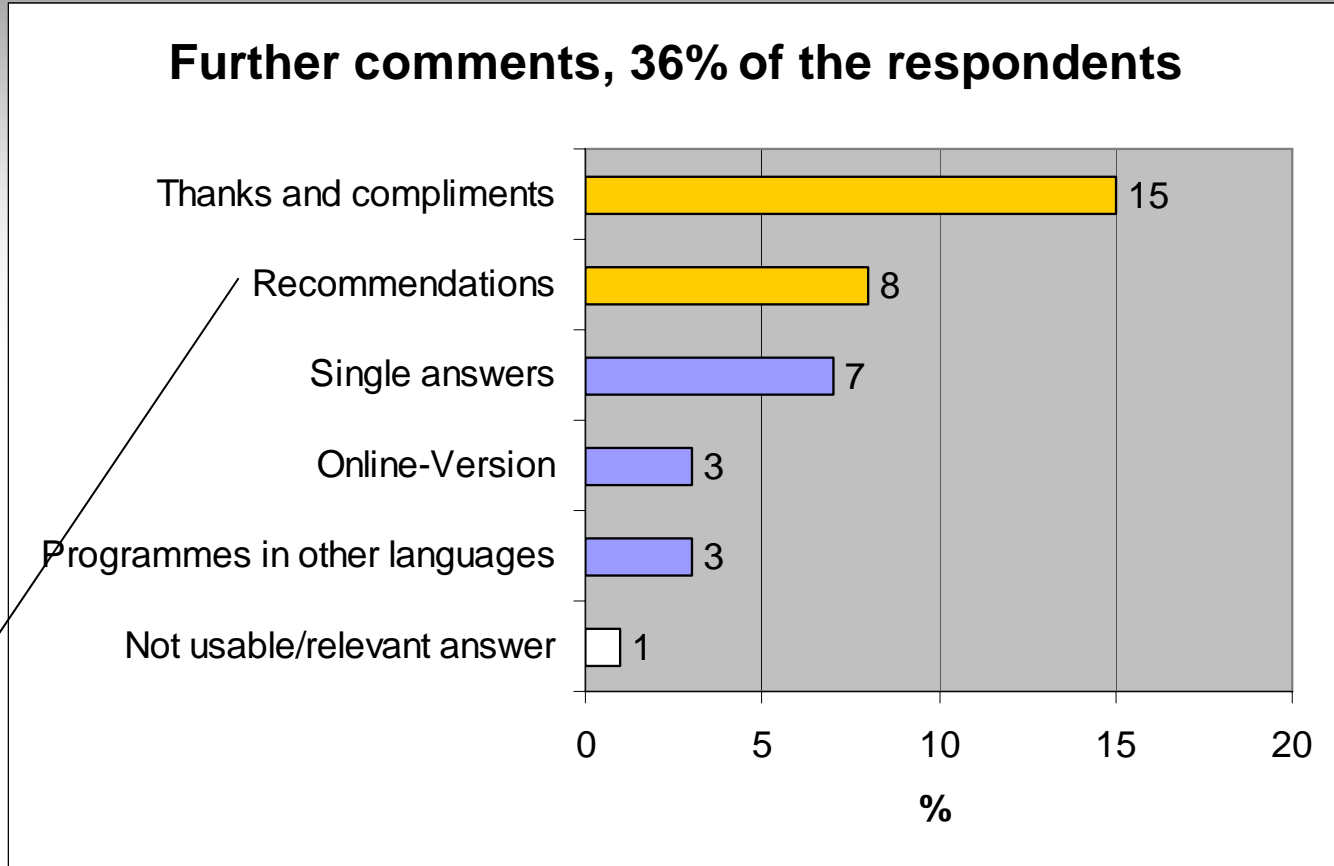


20. Have the links on the EUROMOBIL website www.euro-mobil.org been useful to you? (MC)





21. Further comments



As a COMENIUS teacher and consultant I will recommend the programme to my partner schools in Poland, Romania, Italy, Turkey, Bulgaria and Greece. In addition, I will draw my consultant colleagues' attention to the programme.

Conclusions (1)

- Low response rate
 - Questionnaire with multiple choice questions?

Conclusions (2)

- Who uses the programme?
 - 71 % basic & beginner computer skills
 - Need for user friendly material
- Why is the programme used?
 - 75 % contents, access & price
 - "For Columbia the easy availability is an important factor."*
 - Distribution free of charge = advantage
- How is the programme used?
 - 75 % autonomous learning, 21 % supplementary material
 - "I expect you to produce EUROMOBIL for further languages [...]"*
 - Need for more languages: Spanish, Russian, Italian, Turkish (and others)

Conclusions (3)

- How is the programme evaluated by users?
 - Majority: positively, only one negative response
 - „Contentwise the programme is clearly and well structured. The students in a preparatory course for an Erasmus exchange liked the programme and found it useful. Especially the interactive listening activities found approval and caused learning achievements.“*
 - „The commercial products are weaker than EU-supported products. The EU commission supports serious projects.“*
- Need for EU supported target group specific multimedia material

Conclusions (4)

- Forum:

- Majority: advantage; 54 % very motivated or motivated to some extend

”Students from different countries can discuss with each other topics that interest them, i.e., language and cultural differences.”

→ Why is the forum used so rarely?

Conclusions (5)

- Suggestions for improvement:
 - Mac compatibility
 - Involvement of Austria and Switzerland
 - Updating of content (Bologna)

„Disadvantage: The developments of the Bologna process were too fast to take them into account in designing the project. That means that some information concerning studying in Germany is outdated. In this respect one just has to inform the course participants anew. But this does no harm to the language learning goals.“

→Where to get funding for updating the material?

- More authentic examples of academic discourse

„Unfortunately there is too little material for this subject area, because I want to work with authentic material, because I want to use examples.“

→Need for representative corpora for academic German