

A Survey on International Chinese Online Education Platform

-- A Case Study of Wukong Chinese

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Abstract

With the development of China's economy and culture and the promotion of China's status in the world, people around the world are increasingly enthusiastic about understanding Chinese culture, and the demand for Chinese language learning is also growing. More and more people are engaged in the international Chinese language education industry. Since the outbreak of the epidemic in the spring of 2020, countless Chinese teachers have been "stuck" and students "stuck". This seems to have hindered the objectivity of the international Chinese education industry, but it has also opened up another international Chinese education model, namely online international Chinese education. Under the circumstances of global outbreak, the network for teachers and students has set up a bridge for the learning and communication, the Chinese as a foreign language classroom moved to online, from the aspect of job opportunities, it also created another for international Chinese teachers can teach Chinese as a foreign language of jobs, each big international Chinese education platform advance, based on their own platform "monkey" in Chinese, for example, From the establishment and development of the platform, selection and training of teachers, curriculum design and user experience from several aspects, analyses the status quo of the platform of the "monkey" in Chinese, tease out some of the thinking about the present situation of the platform, hoping to promote the upgrading of international Chinese online education platform, at the same time to the teachers engaged in online international Chinese education industry to provide some reference opinions.

Keywords

International Chinese; Wukong Chinese; Online Education Platform.

1. Introduction

As we all know, the 21st century is an Internet era. Big data connects users all over the world, brings people closer to each other, and makes the sharing of resources more convenient and diversified. According to China Business Information Network, traditional quality-oriented education focuses on art, sports and language, and focuses on offline scene construction and real-time teacher-student interaction, so the process of online quality-oriented education has been slow for a long time. However, in 2020, with the outbreak and spread of the COVID-19 epidemic, online education as a whole ushered in an outbreak period, with a rapid growth of users. According to the Key Laboratory of Big Data Mining and Knowledge Management of the Chinese Academy of Sciences, the market size of online education reached 313.36 billion yuan in 2019. According to the 49th Statistical Report on Internet Development in China, China's online education market maintained a stable growth in 2020, reaching 485.8 billion yuan, up 20.2% year on year. It is estimated that the market size of China's online education market will reach 590.19 billion yuan in 2022. In the development of big data in the online education market, international Chinese online education is also playing a very important role. This paper selects Wukong Chinese, an international online Chinese education platform, and hopes to

provide some references for the development of the international online Chinese education platform in the future by investigating and studying this platform in detail.

2. Current Situation of International Chinese Online Education Platform

Despite the impact of the COVID-19 pandemic, the popularity of the Chinese language has increased around the world. According to official data from China's Ministry of Education, the demand for learning Chinese continues to grow amid the pandemic, with the Confucius Institute at the University of Madrid in Spain, for example, seeing a 20% increase in the number of students. According to Hanban data, up to now, one out of every 31 people in the world outside China has learned and used Chinese. At the same time, more than a quarter of the world's countries (regions) have included Chinese teaching in their national education system, and the United States, Russia, Ireland and other countries have included Chinese as a subject in the college entrance examination. Chinese learning become no longer have to "go out" or "come in", online education platform provides not only can not go abroad the Confucius institute of professional Chinese teachers, Chinese volunteers and other international Chinese teacher a platform to show their own, a way for teachers to lambe interpreta dream stage, also provide foreign Chinese learners a never leave home can easy to learn Chinese. In addition to Wukong Chinese, there are other international Chinese online Education platforms, such as Hatu Chinese, LingoAce, Jay's Chinese, Kelly's Education, Say! Chinese Language Center & Huayang Chinese, VBP Chinese Language Center, PPtutor, XuYuan Chinese Course, etc. In other words, online education platforms are springing up like bamboo shoots after a spring rain, and its development and expansion show an inevitable trend.

3. The Formation and Development of the Wukong Chinese Platform

3.1. The Establishment of the Platform and the Teaching Object

"Wukong Chinese" was founded in Auckland, New Zealand in 2016, and its offline base headquarters was established in Chengdu, Sichuan Province in China in 2020. The Chinese teachers are divided into full-time and part-time Chinese teachers. The working place can be either working at home or teaching in the base. Wukong Chinese focuses on providing online education solutions for children aged 3 to 18. Wukong Chinese has more than 3,000 world-class Chinese teachers from all over the world, and its own original teaching and research team is composed of more than 10 years of professional experience in language teaching experts at home and abroad, with the ability to independently develop courses; Wukong has more than 300,000 students from 118 countries and regions such as the United States, Canada, Australia, Singapore, etc. Wukong maintains the first market share in the United States, Canada, Australia, New Zealand and other countries for a long time. Wukong has a scientific teaching system, a variety of customized courses, and a student-oriented education concept. Supplemented by an intelligent online communication platform -- Feishu, a teaching and learning platform -- Classin, a teacher office platform -- Wukong Studio, and a student intelligent operation platform -- Wukong Class, Wukong has a complete closed-loop learning and communication chain.

3.2. Teacher Screening and Training

who graduated from famous universities at home and abroad, 100 percent are from elite global universities, and more than 76 percent have master's degrees or above. The platform ensures that every Wukong teacher has a professional education background and rich teaching experience. At the same time, all contracted teachers are required to be 100% certified and must hold a domestic teacher qualification certificate, international Chinese teacher certificate and other relevant professional certificates. Candidates are also required to have certain teaching experience. For overseas students with no basic Chinese language, "Wukong Chinese"

can be matched with multi-language teachers for teaching. Teachers must be equipped with the required media to ensure the fluency of the course. Teaching is usually divided into one-to-one Chinese teaching, one-to-many small class teaching and large class teaching.

From recruitment to training, and then to the real teaching, the whole process has a certain cycle. Candidates often can choose through resume "monkey" in Chinese website, can also be within the teachers working in the platform, please push your resume, the platform after the screening of the candidate's resume, preferred candidates basic information communication and inform the interview of phone calls, during an interview candidates need according to platform for teaching demonstration of the topic, after the second interview inform the candidate interview results platform the personnel department. After the candidates pass the interview, they enter the training preparatory camp and begin to arrange training and assessment. After repeated training, learning and evaluation, the platform selects the teachers with excellent performance again. It is worth noting that there is still a certain elimination rate during the training period and they need to pass eight rounds of "Wukong certification". That is, resume screening - language interview - teaching simulation - background investigation - information review - contracted teacher - teaching training is a formal pass, can be formally on the job, so candidates should not be taken lightly.

3.3. Teaching Software and Curriculum

The curriculum design and teaching practice of "Wukong Chinese" fully integrates the core teaching methods of "6A" inquiry teaching method and "TPR" teaching method. It cultivates children's learning initiative in a scientific and suitable way, improves the interest of the classroom, and finally effectively improves the learning effect. "6A" is Ask, Analyse, Acquire, Act, Advance and Assess&Share, respectively. "6A" teaching method is the core teaching method of inquiry-based Learning. It focuses on allowing children to take the initiative to participate in the Learning process in the whole Learning process with the interest of exploration and the way of studying problems, so as to cultivate children's ability to think, discover, investigate and solve problems independently. "TPR" teaching method, also known as "whole body response method", is a language teaching method proposed by American psychology professor James Asher. The core is to combine language and body response. Wukong applied this teaching method in classroom teaching, by repeatedly imitating to get familiar with a certain structure and sentence pattern; By using exaggerated body language, rich expressions, with inflection and intonation, and following the principles of the use of media, the class becomes more rich and full.

According to the age of the teaching object and the different needs of Chinese learning, 'Wukong Chinese' has designed four series: Enlightenment Chinese, International Chinese, Advanced Chinese and Basic Chinese. Each series is divided into different levels, covering Chinese learning in preschool, primary and junior high schools, and creating a spiraling ladder-like learning program for overseas children. In addition, there are interesting Chinese special lessons, including ocean pinyin lessons, classic idiom lessons, graded intensive reading lessons and Chinese public welfare lessons. It is worth mentioning that in interesting Chinese special lessons, Chinese public welfare lessons are free of charge and students can participate for free. Each student can develop their own curriculum plan according to their own needs, teachers can achieve vary from person to person, according to local conditions, individualized teaching philosophy.

The teaching mode of "Wukong Chinese" class is divided into one-to-one teaching mode. Teachers and students enter the classroom on time through the registered Classin account. Generally, the classroom lasts for 30 minutes and one hour. One-to-four small class teaching -- as the name implies, there is a teacher and four students with similar Chinese level in the classroom. Besides, there are a couple more "online taipans mode" - students at the home

computer or in the open exclusive software Classin login electronic classroom, can teachers and classmates video interaction, classroom side will open the camera to six students at a time, and scroll wheel, this pattern is generally applied in the public class of large class, large classes can accommodate more than 300 students. The classroom can be equipped with exquisite courseware and game animation, and timed rush answer can be set. The teacher can know the students' answer situation very clearly in the first time, such as the correct rate of answer, the error rate and the choice of each student. The classroom is also equipped with small blackboard, dice and other teaching AIDS to assist teachers to explain the teaching, can increase the fun of the classroom, set off the classroom atmosphere.

3.4. User Experience and Analysis

The platform promotes its own courses by taking Chinese lessons for free, which is also a way for students and parents to participate in the class and experience the teaching methods and methods of online Chinese courses in a practical and objective way. The experience lesson length is usually not for 30 minutes and 60 minutes, the teacher in class for students' basic information, spend five minutes during the class time to do a grading test to determine the content of the class, at the end of the course instructor needs to do a detailed communication with parents, according to the specific condition of the students for feedback, After class, according to the students' comprehensive performance in class, fill in the experience class evaluation report, describe in detail from four aspects of listening, speaking, reading and writing, and feedback the teaching situation to the course consultant for reference. Then the course consultant will contact the parents to determine the exclusive teaching plan. Classroom platform used by the platform function is relatively complete, compared with other class platform, the design of the classroom is more comprehensive, in addition to the basic view design, writing, painting, and other operation is flexible, the teacher can be finished according to the different needs of the classroom layout, also can pass the authorization the way to let students participate in class, improve the engagement as well as convenient teachers management class order, Preventing students from scribbling on the screen or manipulating the courseware at will help to firmly control the dominant power of the class in the hands of teachers.

4. Thinking About the Development of the Platform

4.1. Advantages of Platform Development

First, teachers' teaching time is relatively free. "Monkey" in Chinese class time for elastic platform for Chinese teachers, not in office, but when meet open long minimum value in the range of the freedom to choose his own class time, but need to ensure that can open for a long time (at least 1 year) if you want to shut down during a certain period of time is required by the rules, each time period of the opening time Settings cannot be less than 2 hours, Teachers can choose flexibly according to their own time, can maximize the use of their own fragmented time, time selection is relatively free. Class time is systematized. In the open time range, each class is separated by a fixed break of 10 to 20 minutes. If it is a half-hour class, the break time is 10 minutes, and if it is a one-hour class, the break time is 20 minutes. The opening hours of teacher A are 8:00-12:00, so the classes that can be arranged for half an hour in this period can be 8:00-8:30, 8:40-9:10 and so on. A one-hour lesson can be arranged 9:20-10:20, 10:40-11:40 and so on, but not 8:15-8: Otherwise, the 15 minutes wasted within the available working time range will also affect the number of later scheduled classes. In this way, teacher A can avoid the time gap and waste too much time by arranging classes within the fixed time range, and strive to increase the number of scheduled classes within the given time range. Compared with other platforms, The platform allows teachers to "monetize" their fragmented time maximally.

Second, the curriculum is targeted. "Wukong Chinese" divides the course into different series and levels, gradually brings the children into the ocean of Chinese, supplemented by the teaching method with pictures and pictures, so that the children gradually master the Chinese "listening, speaking, reading and writing" comprehensive improvement of four aspects of skills. The curriculum is diversified, both informative and interesting. It also corresponds to HSK, YCT and other Chinese proficiency tests and international college entrance examination. It highly matches the lifestyle and cultural background of overseas children, and to some extent scientifically helps overseas children improve their comprehensive Chinese language ability and level from four aspects of listening, speaking, reading and writing.

Third, there is a clear team division of labor. Communication platform with complete chain, appropriate division of labor, educational administration, course consultant, Chinese teachers, teacher in charge teacher according to provide exclusive service for every student, the teacher is mainly responsible for teaching class's and grade's obligations, if you have any questions can be submitted for examination and approval way to feedback, then there will be staff to solve the problem step by step, This takes a lot of pressure off online teachers.

Fourth, have rich learning resources. 'Wukong Chinese ' has rich learning resources. In-service teachers can observe excellent classes and learn the teaching methods of excellent teachers to improve their teaching skills. Open multiple topic links to enhance the interaction of in-service staff, such as ' difficult post ' for in-service teachers to help solve their various types of ' difficult diseases '; 'Reading Planet 'shares its own books and books to increase communication and learning opportunities; 'Tourism Planet ' has created a new garden for employees to share local customs and cuisine, share scenery along the way and so on. In addition, there are expert lectures, regular group meetings, company annual meetings and other activities for teachers to stay at home but get a high sense of participation.

4.2. Deficiencies of Platform Development

First, the supervision and quality inspection system for teachers is too rigid. The platform has its own supervision and quality inspection team, which randomly checks the class status of each teacher regularly, aiming to continuously improve the quality of the class. The inspection items include whether the teacher's appearance, class environment and other items meet the company's regulations and requirements. The author believes that good class needs to reflect continuously improved, the quality inspection team can stand in the Angle of the third party teaching Suggestions and comments are given, is an indispensable exist, but in the process of inspection should be particular case is particular analysis, all class cannot treat as the same, the platform when the class is too curing in quality control, step by step to investigate whether a lesson through all fixed process, Too little attention is paid to teaching methods and teaching effects, which is undoubtedly putting the cart before the horse. There is cohesion between classes. Teachers also teach in line with the principle of "I +1". If a class is judged by a single class, it will be a partial generalization. Therefore, we should take a more comprehensive view of the problem, flexibly view each class, analyze the specific situation, and optimize the quality inspection procedure.

Second, the function development of platform studio is not perfect. In-service teachers have their own studio on the platform, where teachers can view the class schedule, student information, attendance records, homework correction, etc. However, due to the short time since the establishment of the studio, the development of various aspects of technology is not mature, teachers often encounter problems such as slow loading of web pages and maintenance and upgrading of the studio, which are quite inconvenient.

Third, solidify the teaching progress. Wukong Chinese students have their own learning software, Wukong Class, which allows students to review and complete assignments after Class. This software is bound to the teacher's studio. Since the homework of the student side is

automatically released by the system, the teacher needs to ensure that the class name of each class is correct and the sufficient progress is completed so that the students can do the homework correctly. There is nothing wrong with accomplishing the teaching task in line with the teaching objectives of each class, as opposed to the general situation. The platform apart from class to class teaching mode, teaching as well as one-on-one private, everybody is different, considering the age and cognitive level and understanding ability, combined with the Chinese foundation, devotion to teaching progress regardless of the teaching effect is not desirable, so need to particular case is particular analysis, optimizing the teaching way and method, is given priority to with students, Adjust schedule and content flexibly.

5. Conclusion

In a sense, any language is a mirror of national culture, customs and habits, in other words, language does not exist in isolation from culture, it is the product of social conventional, not inherited from the social life of all kinds of habits and beliefs, on the contrary, it is these habits and beliefs of the common into regulation determines the special people's way of life. Only when people have a deep and detailed understanding of the history, culture, tradition, customs, life style and life details of the target language country, can they correctly understand and apply the target language. International Chinese online education platform for learning Chinese students and teachers at home and abroad set up a bridge of communication, even in the global outbreak of environment, students still have a class, the teacher still have classes to teach, and not only that, in under the help of science and technology, the class and come back to see, students learn by lesson video replay again oneself learn not solid part, Teachers can reflect on their own classroom and further improve their Chinese teaching skills, which is a win-win situation.

Online education is still in the big stage and has huge room for development. The Internet market is booming, and the online education platform in the future will certainly be able to become one of the convenient and necessary ways for people to acquire knowledge and learning life experience. Because of this, it is urgent to optimize the international Chinese online education platform. The international Chinese online education platform must be able to develop well in the long run, must look at the problem with a sustainable development perspective, correctly view the market demand and competition, must rely on the development of technology, keep pace with the times, constantly update and integrate the optimal resources of the network, develop a variety of media courseware resources suitable for different characteristics to assist teaching, and optimize platform services. Targeted to solve various problems of the platform, to better serve the Chinese teaching, truly effective 'teaching' and 'learning'.

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