你好嗎？
“ni hao ma?”
Learning Chinese
Via VoiceThread
Meilene Roco
University of Hawaiʻi at Manoa
Online Module Prototype

Learning Pronunciation of 10 Commonly Mispronounced Chinese Surnames, Proper Salutations & Greetings Using VoiceThread
Who is this man?
What is his name?
Next President of China?

Xi Jinping
Next President of China?

“Xi Jinping”

Surname goes first
“Talk Story”

Learning Pronunciation of 10 Commonly Mispronounced Chinese Surnames, Proper Salutations & Greetings Using VoiceThread
China’s Growth

• 2\textsuperscript{nd} largest world economy
• GDP increased tenfold in past decade
• Most important \textit{importer} of U.S. goods
Tourism in Hawai‘i

• 91,000 tourists from China in 2010
• $60 million revenue from this group in 2010
• World’s top spenders:
  - Tourist dollars
  - Luxury goods
What’s Needed

• Systematically designed
• Effective & time-efficient
• Accessible
• Stand-alone
• Practical
• High ROI
Methods

• 15 U.H. grad students & alumni
• 90% Ed. Tech. graduate students
• Non-Chinese speakers
• Approx. one-hour
• 5 groups
• Confidential
Instructional Design Considerations & Implementations
Theories & Principles

• Dick & Carey’s Model of ID
• Keller’s ARCS Model of Motivation
• Gagne’s 9 Events of Instruction
• Universal Design Guidelines
• Principles of Adult Learning
• Principles of Distance Education
Why a lesson on Chinese Names?

Hawaii

- 91,000 Chinese tourists to Hawaii in 2011
- $60 million to Hawaii Economy
- Most sought after tourists in the world ~ $7,200 per person per trip (U.S. Dept. of Commerce)

Click [here](#) for article
Module Overview

Pre-Test
What You’ll Learn

Lesson 1.1 What’s In a Chinese Name
Lesson 1.2 Romanization System
Lesson 1.3 Zh + u, ang, eng, ao
Lesson 1.4 Z + eng, ao, e
Lesson 1.5 X + i, iao, ie, ü
Lesson 1.6 Forms of Address
Lesson 1.7 C + ai, ao
Lesson 1.8 Q + ian, in

Post-Test
Survey
What You’ll Learn

An Integrated Approach

1. 10 Commonly Mispronounced Surnames:
   Ex: Zhang, He, Cai
   5 initials: Zh, Z, X, C, Q
   8 finals: u, ang, ao, eng, ie, ü, e, i

2. Proper Forms of Address:
   Mister, Miss., Ms., Mrs.

3. Useful Greetings:
   hello, goodbye, good morning,
   thank you, you’re welcome

Print Guide
Lesson 1.5

習 X + i = “E”
小 X + iao = “ao” now
謝 X + ie = “ye” in yes
許 X + ü = Form lips “woo” but say “E”

- mouth stretched side to side
- tongue not touching roof of mouth
- ü – “umlaut” in French/German
- thanks - xiexie
Lesson 1.5

習 X + i
小 X + iao
謝 X + ie
許 X + ü

“E”
“ao” now
“ye” in yes
Form lips “woo” but say “E”

- mouth stretched side to side
- tongue not touching roof of mouth
- ü – “umlaut” in French/German
- thanks - xiexie
Forms of Address

Title Goes Very Last

<table>
<thead>
<tr>
<th>Examples</th>
<th>Non-Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Madame Eleanor Roosevelt</td>
</tr>
<tr>
<td>Roosevelt</td>
<td>Mr.</td>
</tr>
<tr>
<td>Eleanor</td>
<td>Mr. Ming Yao</td>
</tr>
<tr>
<td>Yao Ming</td>
<td>President</td>
</tr>
<tr>
<td>Hu Jintao</td>
<td>Pres. Jintao Hu</td>
</tr>
<tr>
<td>President</td>
<td></td>
</tr>
</tbody>
</table>

➢ Try it with your name!
Your Turn 1.7

1. Cai
2. Cao
3. Zai
4. Jian

Zaijian, Cai xiansheng (goodbye Mr. Cai)
Zaijian, Cao xiaojie (goodbye, Miss Cao)

Zao, Cai nushi (good morning, Ms. Cai)
Zao, Cao taitai (good morning, Mrs. Cao)
Feedback 1.6

Surname goes first, title goes last
Ex: Washington Mr.

<table>
<thead>
<tr>
<th>Miss</th>
<th>xiaojie</th>
<th>Mister</th>
<th>xiansheng</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Zhang xiaojie</td>
<td></td>
<td>Zhang xiansheng</td>
</tr>
<tr>
<td></td>
<td>Xie xiaojie</td>
<td></td>
<td>Xie xiansheng</td>
</tr>
<tr>
<td>Ms.</td>
<td>nüshi</td>
<td>Mrs.</td>
<td>taitai</td>
</tr>
<tr>
<td></td>
<td>Zhang nüshi</td>
<td></td>
<td>Zhang taitai</td>
</tr>
<tr>
<td></td>
<td>Xie nüshi</td>
<td></td>
<td>Xie taitai</td>
</tr>
</tbody>
</table>
Lesson 1.2

Pinyin

- “Hanyu Pinyin” 1950’s
- Evolution of many systems
- Intended to replace characters

- Pinyin ≠ English
- Tricky sounds
- Mandarin

“Peking” is an example of an older system. Now the city is denoted as “Beijing” using Pinyin.
Pinyin
“putting sounds together”

initial + final = 1 character sound

Y + ao = Yao
M + ing = Ming

X + i = Xi
J + in = Jin
P + ing = Ping
Post-Test

4. If you were Mr. Donald Johnson, how would you say your name according to the proper Chinese name order?
   a. Mr. Donald Johnson
   b. Johnson Donald Mr.
   c. Mr. Johnson Donald
   d. Donald Johnson Mr.

5. The next president of China might be Xi Jinping. Which is his middle name?
   a. Jin
   b. Jinping
   c. Ping
   d. none of the above

6. In this word “Zhang,” which part of the word is the ‘final’?
   a. ng
   b. ang
   c. g
   d. None of the above
Post-Test
Please pronounce
the following greetings & titles

1. zao
2. zaijian
3. xiexie
4. xiaojie
5. xiansheng
6. nihao
7. bukeqi
8. nüshi
Learning

n=15

Avg. 156% overall improvement

Pre-test average: 30
Post-test average: 77
Scoring of Pronunciation

0 to 5 scale

• “bukeqi” – “you’re welcome”
  bu/ke/qi

Pre-test: 4/1/0
Post-test: 4/3/4
Encouraging Results

✓ Delivered what it intended to teach

• Examples & non-examples
• Multiple means of input & representation
• Integrated approach
• Scaffolding
• Cultural knowledge
• Additional links & resources

✓ Printable guide
## Reference Guide

<table>
<thead>
<tr>
<th>Initials</th>
<th>Finals</th>
<th>Pronunciation Tips</th>
<th>Names</th>
<th>Titles &amp; Greetings</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zh</strong></td>
<td>u</td>
<td>rude</td>
<td>Zhu</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ang</td>
<td>soft a as in “ah”</td>
<td>Zhang</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>eng</td>
<td>sung, lung</td>
<td>Zheng</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ao</td>
<td>now</td>
<td>Zhao</td>
<td>nihao</td>
<td>hello</td>
</tr>
</tbody>
</table>

Notes:

<table>
<thead>
<tr>
<th>Z</th>
<th>e</th>
<th>“uh”</th>
<th>Ze</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>“ds” in reads, lids</td>
<td>eng</td>
<td>sung, lung</td>
<td>Zeng</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ao</td>
<td>now</td>
<td></td>
<td>zao</td>
<td>Good morning</td>
</tr>
</tbody>
</table>

Notes:

<table>
<thead>
<tr>
<th>X</th>
<th>i</th>
<th>Letter “E”</th>
<th>Xi</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ie</td>
<td>“ye” in yes</td>
<td>Xie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“shee”</td>
<td>ü</td>
<td>lips “woo” but say</td>
<td>üü</td>
<td>xiaojie</td>
<td>Miss</td>
</tr>
</tbody>
</table>
Time to Complete Module

- 60 minutes: 1
- 90-120 minutes: 3
- 60-90 minutes: 11
Motivation

“Adults learn best when convinced that they need to know the information.”

(O’Brien, 2004)
Areas to Improve

- Increase inter-rater reliability
- Design imperfections
  - VoiceThread “sandbox” for novice users
  - Consistent markings
  - Use fake flowers instead 😊
- Target “needed” populations
Implications

• Global Citizenship & Multicultural Competencies
• VoiceThread’s versatility in language teaching
• 21st century learning:
  - “Meet all learner needs”
  - “Beyond classroom walls”
3 Little Syllables
“ni hao ma”
Questions & Comments

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謝謝！
“xie xie”
Thank You!