

## THE APPLICATION OF MOBILE APP BILIBILI IN ENGLISH LEARNING IN THE MOBILE INTERNET ERA

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### **ABSTRACT**

*With the rise of the "Internet +" education model, mobile learning and mobile applications have become increasingly important and popular. For China's foreign language teaching and learning, how to promote the deep integration of information technology and education by virtue of the Internet, so as to nurture the autonomy of college students, is very challenging and pressing. Based on a brief account of mobile learning and English learning apps, and a detailed analysis of the questionnaires, the paper attempts to explore how to employ Bilibili as a learning platform to implement English mobile learning, aiming to provide a reference for English mobile learning.*

**KEYWORDS:** Application, Bilibili, English Learning, Mobile App

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