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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*

INTRODUCTION

As a mobile app that integrates entertainment and interaction, Bilibili has great potential for learning. It breaks through the limitations of time, space and resources, enabling users to effectively use fragmented time for English learning. In order to explore the situation of English majors using Bilibili as a learning platform to carry out English mobile learning, and to provide references for related research and teaching in the future, we conducted a detailed survey among Business English undergraduates from Pinghu Normal School of Jiaxing University.

MOBILE LEARNING AND ENGLISH LEARNING APP

Mobile Learning

The so-called mobile learning refers to an online learning model that transcends time and space constraints. It takes advantage of mobile communication technology to bring users a new learning experience. It's generally regarded as a new way of learning and a new trend in the field of education.

English Learning App

English learning app is a kind of mobile smart terminal application. When it chiefly transmits English learning information, it's called an English learning app. With the rise of the mobile Internet and the continuous increase in the number of mobile phone users, many English learning applications have entered the mobile field and have developed rapidly, such as Hujiang English.

Features of English Learning Apps

- **Fragmentation**

Nowadays, the concept of "Internet +" is all the rage. In this era where life and time are very fragmented, the pressure from school and work makes people pursue fast-pace, high-speed and high-efficiency, hence carrying out education and learning through smart phones has become a major trend. Mobile apps allow learners to implement extracurricular learning anytime, and to check missing knowledge. For example, turn on an English learning software to recite a few words while lining up for dinner, or listen to English news while waiting for a bus.

- **Socialization**

Many learning apps have begun to be socialized. They build a social network, that is, communication between users. The socialization of learning App means that individuals can communicate and discuss with each other in the learning process, simulating offline real classrooms. Most English learning apps now emphasize social learning, such as Fun Dubbing and Fluent Speaking.

- **Initiative**

Learning a language is painstaking. If you want to improve your initiative in English learning, you have to show interest. Only when you develop interest in it, can you experience the joy of learning. For example, Bilibili can break through the previous single mode of learning English and realize situational teaching and targeted teaching, hence students will regard learning English as an interesting thing, which naturally enhances their learning initiative.

- **Personalization**

The learning process is non-linear, which indicates it's impossible for the whole class to learn exactly in the same way or at the same speed. Learning Apps provide students with online platforms for self-learning. Students can choose various learning resources according to their own needs, which helps to improve students' self-reflection ability and learning motivation. Personalized learning will give students important enlightenment, and this point-to-point targeted learning will also enable students to master the ability to learn actively.

INVESTIGATION OF STUDENTS USING BILIBILI FOR ENGLISH LEARNING

Research Objects and Investigation Methods

We conducted a survey on the learning situation of Business English majors in Pinghu Normal School of Jiaxing University by issuing questionnaires. A total of 132 valid questionnaires were received. It covered a wide range from freshmen and sophomores to juniors in the English major who are about to obtain a college diploma. The questionnaires were collected and analyzed through the questionnaire network, and 14 questions were posed according to students' understanding, application and function of Bilibili as a learning platform.

Analysis of Investigation Results

The data shows that more than 50% of students choose other Apps for English learning, nearly 80% learn English by browsing related books and materials, and 42.4% by Bilibili. This reflects the current learning habits of college students and the importance of mobile apps in mobile English learning, and also implies the potential of Bilibili as an English learning platform. For the types of videos on Bilibili (multiple choice questions): over four-fifths watch entertainment

videos, and less than half choose to watch learning videos.

Among the students who usually use Bilibili for English learning: 41.6% respondents study once or twice a week, and 13.64%study three to four times a week. In addition, nearly 45% think when they are studying, the barrage on the video plays active role in communication and interaction; and nearly 30% argue that the barrage affects their perception and experience of learning; 11.3% feel that the appropriate barrage is helpful to enhance learning motivation. Secondly, more than 70% of students have improved listening skills through Bilibili, and 56% and 53% have respectively improved vocabulary and knowledge of English and American culture. Over 60% agree that there are abundant learning resources on Bilibili, which not only meets their learning needs but also saves their time.

As shown in the pie chart, 56.06% respondents are fully able to accept Bilibili as a learning platform. Some think that although Bilibili is not the main way of learning at present, it will become an important aid for English learning in the future. Others say it will be of great help to learning and will become a main learning platform for college students in the future; 40.15% believe that it's more acceptable while 2.27% less acceptable, and 1.52% of students have never heard of it or thought about studying English on Bilibili. Further analysis shows that nearly half are very satisfied with learning videos on Bilibili, while the rest are generally satisfied.
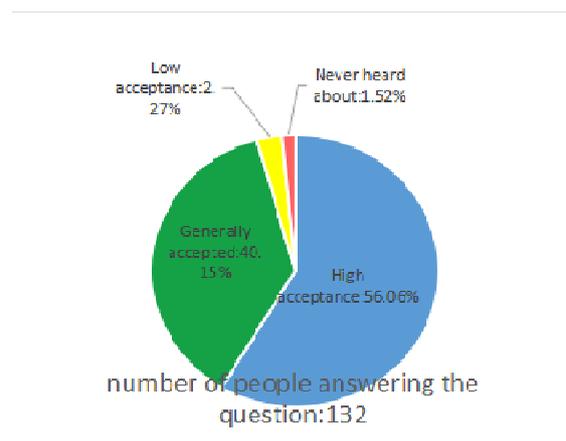

Figure 1

IMPLEMENTING ENGLISH MOBILE LEARNING VIA BILIBILI

Bilibili's Advantages

China's Bilibili breaks through the limitations of time and space, and solves many problems of students studying in classrooms due to limited teaching time. Students can make up for their deficiencies in various aspects and further consolidate their knowledge by using Bilibili to learn. Moreover, through comments and barrage interaction on its platform, the distance between students and knowledge can be shortened, and learning attention and interest can be increased, which is conducive to innovating knowledge resources and broadening learning methods.

Bilibili, as a latecomer to the promotion of barrage culture, has rapidly expanded the user market not limited to young ACG cultural enthusiasts. This is not merely related to its strong marketing capabilities, full-level entertainment layout mode, and modern web program technology, it also relies more on its prominent and distinctive barrage culture to satisfy the audience.

Bilibili is an emerging video website. In addition to domestic bloggers, there are many foreign bloggers in the website, and the number is increasing. They have released a variety of original videos. Videos sharing the experience of learning English are widely favoured by Chinese students, most of which is their valuable suggestions for Chinese students receiving test-oriented education. This reflects to some extent that Bilibili, a domestic video portal website, has become more and more international and open.

Suggestions for Using Bilibili to Learn English

- **Improving Self-Discipline**

Bilibili isn't a single learning website, but a comprehensive website with overall content. Therefore, for students whose self-control ability isn't very good, frequently there will be cases where they are distracted from learning videos. In fact, this has always been a controversy in mobile learning, not just limited to Bilibili. To solve this problem, students must improve their self-discipline ability, make learning plans, plan daily learning volume and set goals.

- **Taking Diligent Notes**

Since Bilibili is a video portal site, the effect of audiovisual consistency is achieved, but this does not ensure that students will master it after watching the learning video. Writing skill is equally indispensable which requires students to take notes when watching learning videos, to write down relevant knowledge points and check notes repeatedly afterwards.

First of all, it helps to improve the concentration of online learning, because it is easy to be distracted by just looking but not thinking. Secondly, it is helpful for students to internalize the knowledge by writing down useful points. Taking notes requires the coordination of eyes, ears, brain and hands, in order to mobilize the enthusiasm of learning and help students think and understand the content of the learning video actively. Furthermore, taking notes can overcome the problem of poor memory because it is easy for one to get tired by relying on eyes and ears alone. Instead, it is easier to remember what you write.

- **Reasonable Use of Fragmented Time**

For English learning, there are no more than five modules: writing, grammar, listening, vocabulary and reading. As a comprehensive and innovative video website, the types of learning videos on Bilibili are very abundant. For example, you can listen to VOA or BBC on Bilibili after getting up early, so as to keep up with current affairs and politics, and to understand the latest developments in the world. For English learners, it's not only necessary to master listening, speaking, reading and writing, but also to expand their own knowledge. As for Business English majors, business etiquette and current events in various countries deserve more attention, and Bilibili can aid them to broaden relevant knowledge.

CONCLUSIONS

Under the background of the "Internet +" era, the effective combination of the "Mobile App" and "Mobile Learning" can broaden Bilibili's advantage of application in English learning. With mobile learning's in-depth development in networking, contextualization and standardization, Bilibili will definitely keep offering new resources and ideas for English teaching and research, and continue to provide a high-quality learning platform for the public.

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