TITLE:

Satisfaction Degree of English Learning Application for Chinese Learners – A Case Study of HUJIANG

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ABSTRACT

With the rapid increase of the number of mobile phone users, applications for English language learning have become a new means of learning tool for English learners. Since numerous learning applications have sprung up before the learners’ eyes, they have greatly influenced the learning strategies and approaches of English learners. The mobile application market is both open and confusing. Because the cost for developing new applications is relatively low, short-term survival is inexpensive. But how to improve the quality of an application and increase the satisfaction degree of users are the core of the issue related to long-term survival. In this study, HUJIANG applications, the most well known language learning application with the largest number of users in China, is chosen as the target for this investigation. The purpose of this study is to examine Chinese English learners’ satisfaction degree in mobile learning and find out their needs in achieving their learning goals. Through the investigation of such issues, application developers can provide better learning experiences for English users, strengthen the use of paid contents and extend the lifetime of applications through more profitable administration and management. The data collection for this study is conducted online among 243 HUJIANG users. They are divided into two groups: users who make use of free contents only and users who pay for access to more contents, such as live courses. The analysis result shows that the dictionary function serves as the most rewarding factor to HUJIANG users, both to users of free contents only and users of paid contents. Actually, the revenue of live courses consists of the major part of the income of the application developer, thus, the users’ satisfaction in this service has a significant impact on the application’s continuous survival. However, in this study, live course service does not function as a deciding factor for the users with payment. This implies that the application developer should enhance the contents of live courses in order to meet the relatively high expectations for users with payment. This essential step will lead to more popularity and success of HUJIANG application in the future.

Keywords

mobile learning; mobile applications; HuJiang; users’ need; satisfaction degree.