Language Learning Platforms: A Case Study in 한국인 (Korean)
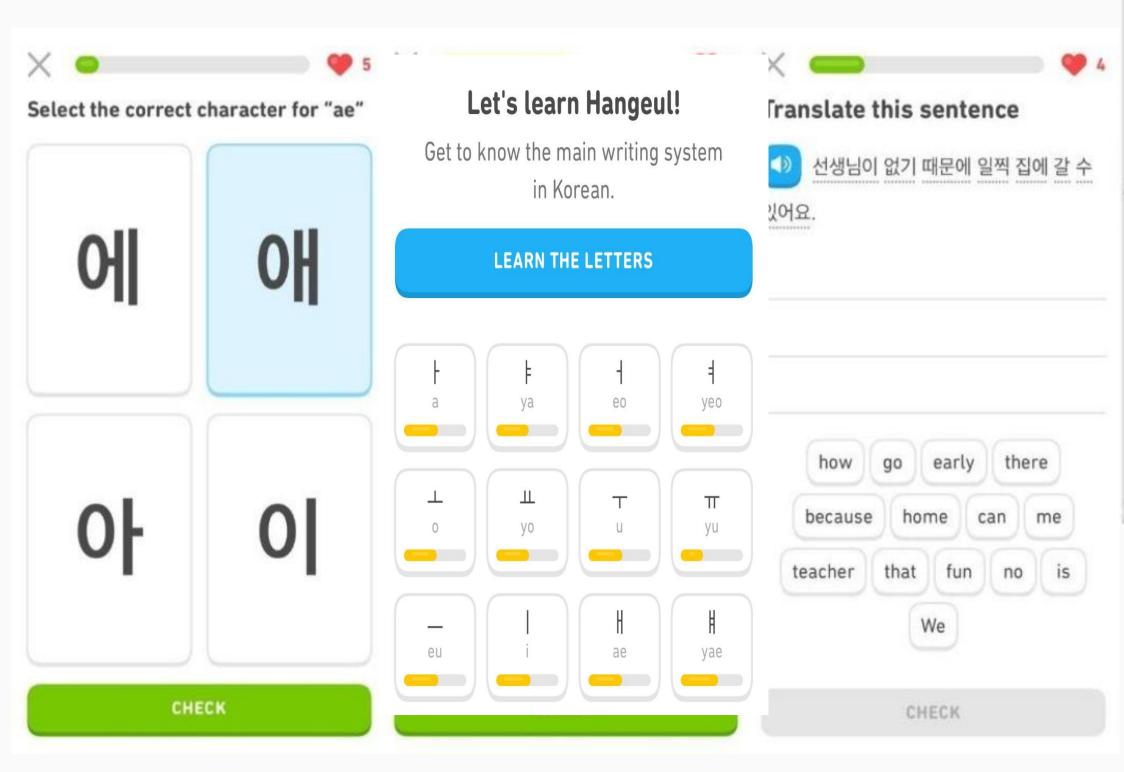
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SOIS Capstone Symposium
December 5th, 2023

안녕하세요!

Overview

This project investigates the efficacy of various language learning platforms using Korean as a case study. I decided to start learning Korean due to my family's cultural Korean heritage. I used three platforms over the course of the semester to begin learning Korean: Rosetta Stone, Duolingo, and YouTube. My goal was to compare the platforms in their effectiveness for different aspects of the language learning process.
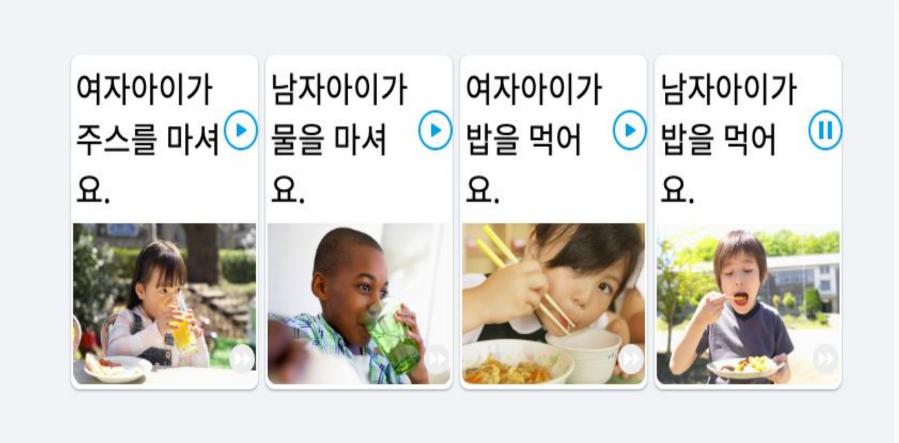

Immersive language learning: Psycholinguistic research consistently shows that an immersive bilingual-bicultural methodology is the most effective way to gain fluency (Lindholm-Leary, 2020).

	Pros	Cons
Rosetta Stone	→ *Best for:* → Immersion → long-term study → Speaking and listening → Overall variety of content	→ Longer lessons (harder for beginners) → Hangul, reading and writing difficult to learn in this format
Duolingo	→ *Best for:* → Quick daily practice → Habit formation → Hangul learning	→ Vocab choice is somewhat random → Topics, lesson structure not intuitive or based on common use
YouTube	→ Variety of content → On-demand vocab learning → Accessible for different learning styles	→ Very self-directed → Overabundance of content for beginners → Unstructured

- *Hangul/Hangeul*: Characters of the Korean "alphabet" or writing system
- *Jejueo*: A minority language/dialect native to South Korea's Jeju Island

Korean originates from ancient Chinese languages. Before the advent of Hangul in the 1400s, dialects did not share a consistent written form

Rosetta stone- long-form study, immersive, no dependence on L1 (native language)
Duolingo- free mobile app designed to be easy to use, quick lessons and encouragement for daily practice.
YouTube- varied in its offerings depending on availability of content in the target language.

Conclusion

My overall preference for long-term use is Rosetta Stone. There are benefits to all of these platforms and others, depending on the nature of an individual's language study, as well as the particular target language. Most likely, the best method for self-directed learning is a combination of many strategies, with at least one that includes an immersion component.