

**2016 STARTALK Fall Conference**



**NOVASTARTALK  
eTower**

**An OER for Higher Chinese Language  
and Cultural Proficiency**

# AGENDA

- ◆ What is eTower?
- ◆ Goals of eTower
- ◆ Module Construction
- ◆ Technology
- ◆ Site Demo
- ◆ Future Plans



## WHAT IS eTOWER?

- ◆ Online, interactive learning module to teach Chinese language and culture
- ◆ Differentiation of activities to support multiple learner levels
- ◆ Integrated performance assessments
- ◆ An open educational resource (OER) free for all to use

# MODULE CONSTRUCTION

## Curriculum



- ◆ Pre-Assessments
- ◆ Authentic cultural materials from the public domain
- ◆ Integrated performance assessments
- ◆ Post-Assessments

## Design



- ◆ Interactive learning modules
- ◆ Lessons designed around the Song dynasty painting **Qingmingshanghetu**
- ◆ Media embedded onto a responsive, mobile-friendly website

## Resources



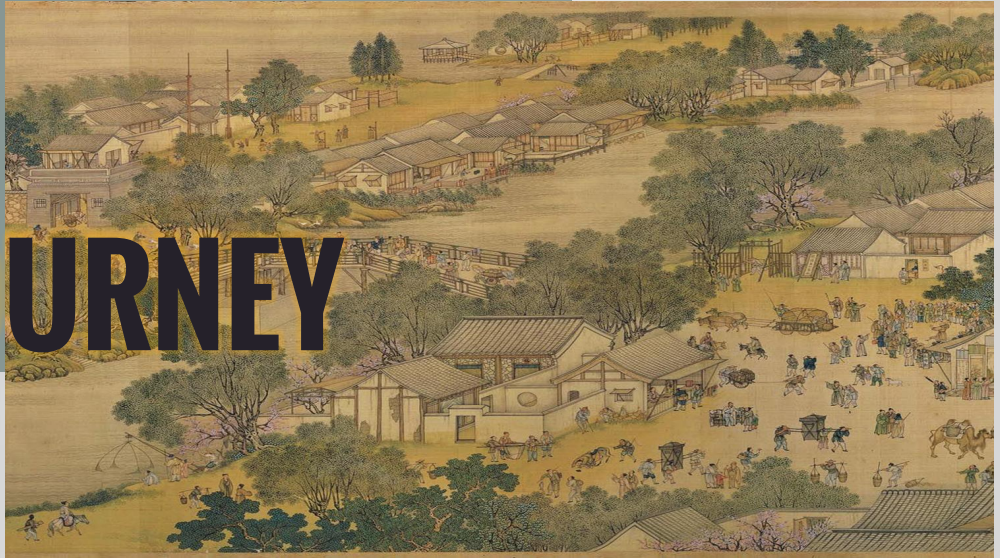
- ◆ Connections to external proficiency exams
- ◆ Links to places to earn credit for prior learning
- ◆ Resources for educators looking to use the learning modules in their classroom

## **GOALS of eTOWER**

- ◆ Bridge students to next proficiency level
- ◆ Offer students further studies where none are available
- ◆ Offer resources for teachers to incorporate into their Chinese lessons
- ◆ Create an OER that both students and teachers can use freely

# THE JOURNEY

*Let's get started!*





Our sample module was very well received by students and teachers. We have actively promoted its usage and seeking feedback from teachers and students. We have presented our NOVA STARTALK eTower at the following regional, national and international conferences:



FLAVA (Foreign Language Association of Virginia) annual conference, National Chinese Language Conference, the 2<sup>nd</sup> CLTA International Symposium on Chinese Language Teaching and Learning, the 9<sup>th</sup> International Conference and Workshops on Technology and Chinese Language Teaching. Our entire team will present a one-hour eTower workshop at upcoming 2ND ONLINE CHINESE TEACHING WORKSHOP at the Michigan State University.

- Because of the online environment, we break up our content in smaller chunks so we can sufficiently scaffold each learning steps. In this way, learners who are using our modules on their own will get timely feedback and find success early and often every step of the way.
- We also plan to put learning strategies training as an integral part of our instructional content to ensure student success.

Along with promoting all three modes of communication ability in our learners, we also emphasize Chinese character literacy and cultural competence. Therefore, we have not only communicative goals but also itemized literacy focus and cultural competency learning objectives for each part of our instructional modules.



# Qingmingshanghetu

## Along the River During the Qing Ming Festival

- ◆ Painting became the focus of the lesson
- ◆ Made the connection between culture and ancient Chinese wisdom

Website and Learning Modules



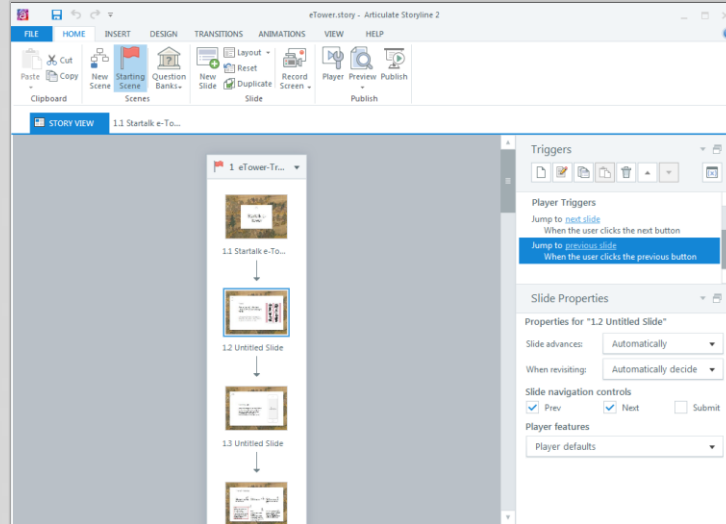
**Demo of eTower**

Website and Learning Modules



**Technology Used**

# LEARNING ENVIRONMENT: Storyline



<https://www.articulate.com/products/storyline-why.php>

# AUDIO RECORDING: Audior

 **Audior** [Features](#) [Blog](#)

[Pricing & Purchase](#)

## Record Voice Online

🎵 Audior is a web application that records your website visitors' voice online, on your website, using their microphones. The recorded audio is stored as mp3 on your web server or offered for download to the user.



<http://audior.ec/>



# MEDIA: Wikimedia Commons

The screenshot shows the Wikimedia Commons interface for the category "Along the River During the Qingming Festival". The page includes a sidebar with navigation options, a main content area with category details, subcategories, and a grid of media files. The sidebar contains links for "Main page", "Welcome", "Community portal", "Village pump", "Help center", "Language select", "Participate", "Upload file", "Recent changes", "Latest files", "Random file", "Contact us", "Pin/Unpin", "Create a book", "Download as PDF", "Printable version", "Tools", "What links here", "Recent changes", "Special pages", "Permanent link", "Page information", "RSS feed", "Nominate category for discussion", "In Wikipedia", "Deutsch", "English", "Español", "Español", "Français", "Français", "日本語", "日本語", "ქართული", "ქართული", "Nederlands", "Norsk bokmål", "Polski", "Pycckий", "Simple English", "Tiếng Việt", and "Tiếng Việt". The main content area features the Wikimedia Commons logo, a search bar, and the category title "Category:Along the River During the Qingming Festival". Below the title, it states "From Wikimedia Commons, the free media repository". The English title is "Along the River During the Qingming Festival" and the Chinese title is "清明 (節日)：清明上河圖". The "Subcategories" section lists three subcategories: "Along the River During the Qingming Festival in Hengdian World Studios (4 F)", "Animated Version of the Riverside Scene at Qingming Festival (3 C, 4 F)", and "Along the River During the Qingming Festival (Ceramic painting) (32 F)". The "Media in category 'Along the River During the Qingming Festival'" section shows a grid of 14 media files, including images and videos, with their respective titles and file sizes.

Category:Along the River During the Qingming Festival

From Wikimedia Commons, the free media repository

English: Along the River During the Qingming Festival  
中文 (繁體)：清明上河圖

Subcategories

This category has the following 3 subcategories, out of 3 total.

**A**















- Along the River During the Qingming Festival in Hengdian World Studios (4 F)
- Animated Version of the Riverside Scene at Qingming Festival (3 C, 4 F)

**C**

- Along the River During the Qingming Festival (Ceramic painting) (32 F)

Media in category "Along the River During the Qingming Festival"

The following 51 files are in this category, out of 51 total.

						
Along the River 7-119-3 portion.jpg 476 KB	Along the River 7-119-3.jpg 7.69 MB	Along the River During the Qingming Festival (detail of original).jpg 142 KB	Alongheriver BridgeDetail.jpg 37 KB	Alongheriver QingMing.jpg 18.43 MB	Banjing city gate.JPG 533 KB	HK Wetland Park Along the River During the Qingming Festival.JPG 1.89 MB
						
Qingming Festival 1.jpg 130 KB	Qingming Festival 2.jpg 127 KB	Qingming Festival 3.jpg 139 KB	Qingming Festival 4.jpg 157 KB	Qingming Festival 5.jpg 205 KB	Qingming Festival Detail 1.jpg 154 KB	Qingming Festival Detail 10.jpg 114 KB

<https://commons.wikimedia.com>

# WEBSITE: HTML5 Up

**HTML5 UP**

... makes **spiffy HTML5 site templates** that are:



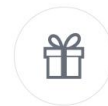
Fully  
Responsive



Built on intelligent  
HTML5 + CSS3



Super  
Customizable

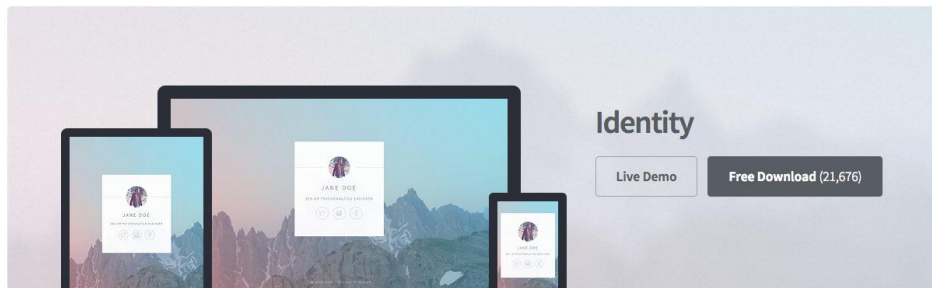


100% Free under the  
Creative Commons

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Get notified when I release new stuff!

Follow @n33co



<http://html5up.net/>

## OTHER RESOURCES

**FreePik**



Stock photos, vector illustrations and image templates that we used for the various slides and interactions in the learning modules

<http://www.freepik.com/>

**YouTube**



Videos shared in this forum intended for people to connect, inform, and inspire others across the globe. Largest global distribution platform.

<https://www.youtube.com/>

## OTHER RESOURCES

### WeVideo



An online web editor that can be used to trim video clips and add music and effects; Excellent for digital storytelling projects

<https://www.wevideo.com/>

### MERLOT



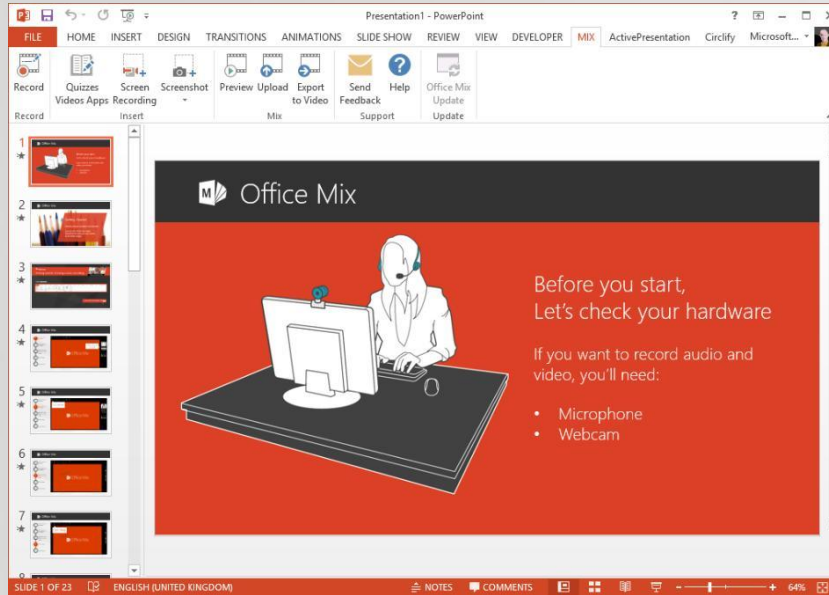
A collection of curated, peer-reviewed open educational resources, with a specific collection for World Languages

<https://www.merlot.org/>

Free Tools for Making Your Own  
Learning Modules

**Additional Resources  
for Creating OER**

# ALTERNATIVES TO STORYLINE: Office Mix



<https://mix.office.com/>

# ALTERNATIVES TO STORYLINE: PlayPosit

The screenshot shows the PlayPosit dashboard with a blue header containing the logo and navigation links: DASH, BULBS, MONITOR, DESIGN, a search icon, a help icon, and a power icon. Below the header are four white cards with colored buttons:

- Search Code:** Card with a yellow dog icon and a blue button labeled "FILL OUT PROFILE".
- 14 VIDEO BULBS:** Card with a blue document icon and a light blue button labeled "DESIGN VIDEO BULB".
- 25 ACTIVE STUDENTS:** Card with a green people icon and a green button labeled "ADD STUDENTS".
- Go Premium:** Card with a red star icon and a red button labeled "UPGRADE ACCOUNT".

Below these cards is a section titled "Recent Video Bulbs" with a "View More" link. It displays four video thumbnails:

- Ancient China: Land of Ideas:** A cartoon illustration of a woman in a yellow dress at a table. Buttons: ASSIGN, SHARE.
- dating:** A man in a red shirt talking on a phone. Buttons: ASSIGN, SHARE.
- PSY 231:** A grey background with a white speech bubble icon. Buttons: ASSIGN, SHARE.
- how to make chowmein:** A bowl of stir-fried noodles with vegetables. Buttons: ASSIGN, SHARE.

<https://www.playposit.com/>

# ALTERNATIVES TO STORYLINE: Blendspace

China Bronze by Lin

1 OVERVIEW **T**  
Objectives:  
• Language  
• Cultural

2  
老师，明天  
我们做什么？  
Bronze

3 The Bronze Age  
Video thumbnail showing a bronze artifact.

4 Animoto - 青铜器  
Animoto thumbnail showing a video player interface.

5 Shang - Wine Conta...  
Our trip to Freer Gallery.

6 Intro Chinese Bronz...

<https://www.blendspace.com/>



## ALTERNATIVES TO AUDIOR

- ◆ **Vocaroo**

<http://vocaroo.com/>

- ◆ **SoundCloud**

<https://soundcloud.com/>

- ◆ **AudioPal**

<http://www.audiopal.com>



## **FUTURE PLANS FOR eTOWER**

- ◆ Continue to build out learning modules
  - ◆ Connect pre- and post-assessments with customized feedback
  - ◆ Scaffolded help with tracking
- ◆ Create user accounts to track progress
- ◆ Incorporate digital badging into modules
- ◆ Collect data for research and application use

For future plans, whenever possible, we plan to introduce high frequency vocabulary and linguistic functions in sequence within our themes. We also plan to take advantage of and build upon the existing NFLC materials (such as Read Chinese) for additional leverage.

# THANKS!

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**Questions?  
Comments?**



# CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ◆ Presentation template by [SlidesCarnival](#)
- ◆ Photographs by [Unsplash](#)