

**MGT1022 - LEAN STARTUP MANAGEMENT**

**CASE STUDY**

**TITLE:**

***How Duolingo an Web and Mobile Application can assist us in learning a second language***

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**How Duolingo a Web and Mobile Application can assist people in learning a second language**.

**A Case Study**

**ABSTRACT:**

This study is aiming at how duolingo a free language learning platform can assist us in learning a second language. For this, Duolingo, one of the most famous apps is studied on the basis of limitations and to extents through which it is perceived by the users.

**INTRODUCTION:**

In the digital world it is easy to access information from any part of the world and also to communicate to anyone from any part of the world is made possible by the internet. But during the tougher times of Pandemic, outbreak of the COVID, it is difficult for teachers to teach the students in classroom which is the traditional method being followed for ages, hence the usage of online platforms like Microsoft Teams, Google Classroom, Zoom comes into picture. Even in these platforms, the efficiency of the student being able to understand to the fullest as compared to before is still a doubt. But these mobile learning applications provides a new normal way for students to overcome their struggles for learning in their tougher times. One among those applications that provide students with several activities in learning the several aspects of the additional languages is Duolingo.

**WHAT IS DUOLINGO?**

Duolingo is a language-learning platform that can be accessed by website and Android or iOS which was launched in June, 2012. It falls under the category of Mobile Assisted Language Learning (MALL). Babbel, Busuu, Anki, Conjuverb, Drops are some of the Mobile Assisted Language Learning (MALL) apps used alongside with Duolingo. It is accessible by many mobile formats which becomes an example for M-Learning that is it can be used in any computing devices such as tablets, laptops, PCs, smartphones, etc.

**LEARNING FORMAT IMPLIED IN DUOLINGO COURSE:**

For any given course, let it be Spanish or French, the breakdown of activities for a given language is as follows:

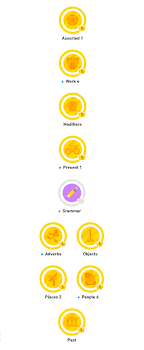
1. Write a vocabulary of the item seeing the picture of it.
2. Translate the given sentence into your native language.
3. Translate the sentence into the language that you are studying.
4. Pronounce a sentence through a voice recognition software.
5. Arrange a series of jumbled words so as to produce a sentence.
6. Choose a word in the language being studied so that it matches the word in your native language.
7. Write a sentence that you hear in the language being studied.

These activities can change over time and Duolingo provides the activities with slight differences to different users which allows itself to finetune on which activity to use more often and which to not based on

the reviews. These are the basic level activities given by Duolingo to the users

**COURSE STRUCTURE:**

Duolingo consists of a tree like structure which consists of different levels and each level has different level of skills. For example, if we take a Spanish course, the tree structure is as follows,



The levels, lessons and skills differ from language to language. For example, if we take Spanish, there are 66 skills for 330 lessons.

The difficulty of the skills and lessons increases by completing each node in the given tree.

**EFFECTIVENESS OF DUOLINGO:**

When it comes to fluency, with recent upgrades Duolingo has started providing some users an estimate of their fluency addition, it is said that in 2015 the fluency level was available to one half of the A\B test population and only for Spanish, German, French, Portuguese, Italian and English. In principle, the fluency level increase over the time as the learner/ user learns more words and strengthen their vocabulary skills, and it should decrease conversely if they do not keep up their strength through continued practise. the Duolingo teams warn that it will not give a 100%. Level by finishing a language tree. later on, we will see more on whether it is possible to reach / achieve a 100% fluency level based on Duolingo standards one author has managed to achieve 100% fluency level based on Duolingo standards one Author has managed to achieve 47% to 50% after more concern about this fluency level is just 'what is meant by fluency? "According to the Dictionary, fluency is the ability speak or write foreign language easily and accurately. But the fact is it is not likely that a person will be fluent in a language, just by learning the Vocabulary items and stuffs, he must be orally trained. He must try practicing to speak Freely and confidently without any fear and stammering. it is mentioned in some posters that Duolingo is not designed in such a way as to allow person to achieve in a second language.

**REAL LIFE USE AND DUOLINGO:**

If you look at Duolingo activities listed, you will see that a vast majority of them involve translation in one direction or the other. Duolingo is in many senses a modern, gamified version of the tried and tested grammar-translation method for second language acquisition, but without the systematic grammar explanation seen in that approach.

Naturally, translation plays an important part in learning a second language, particularly in the early stages, but there is much more to communication, whether in oral or written form. As such, the exercises in Duolingo do not always copy real-life language situations.

It is fairly easy to guess from the limited number of items which target item pairs with that of the base language. It is hard to imagine trying to talk with someone in a Spanish-speaking country by choosing cards with the vocabulary items you want to use, especially with only five or six pairs to choose from at a time. It must be noted that some users with accessibility issues find the choosing of items much more user-friendly than having to type in answers. However, not all users have issues with typing, and, in any case, using voice recognition could obviate this difficulty.

While the beginning learner of a foreign language may actually be, in their mind, trying to consciously choose and order vocabulary items they know in order to make a logical sentence, this will only get a person so far. Also more than one order or choice of vocabulary items will not only have the meaning required, but also be perfectly acceptable in the second language.

Speaking is more basic and in most of the cases more natural than typing and while Duolingo does occasionally throw a pronunciation exercise at the learner, It is found that it’s accuracy can be incomplete at times.

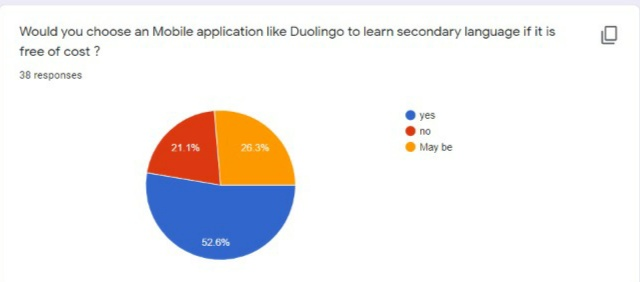
The iOS voice recognition tends to be a bit stricter about pronunciation as a rule. Of course, the software will try to guess/correct your input by looking at the context, but that is what a native listener would try to do in a real-life situation anyway. While it might not lead to perfect native-like pronunciation, use of the voice recognition function forces a person to try and make themselves understood, which is what the production side of communication is all about. One problem occasionally encountered with the voice recognition occurs with numbers, times, and dates, because the function more often than not will give the numerical equivalents rather than the words spelled out. In such cases, it is best to just type in the words. Also, iOS unfortunately has no native keyboard for Esperanto, and so dictation in the target language is not possible, at least not right out of the box.

**POSITIVE ASPECTS OF DUOLINGO:**

Duolingo may not make the person fully competent or fluent in a specific language but has its own advantages, it encourages the user to continue with the language. Duolingo evaluates a learner's vocabulary knowledge by "spaced repetition algorithm “through which the user's ability is continuously tested at a regular interval of time. Therefore, the skill ratings literally tell us how well the individual is good at the specific subject. There was also a bonus point given by Duolingo if the lessons are completed with no mistakes with motivates the users to continue learning that specific language and to hustle in making a good progress in it.

The skill (or learning) tree in a Duolingo language course organizes the lessons in manner so that the lower levels must be completed in order to reach the higher levels which in turn makes the learner less stressed about the upcoming difficulties in the credited language and also the user can view the completed lower levels anytime in case of revising the specific topic once again. It is not limited to a certain extent, it gives a repeated work based activities to users who lag in their lessons. It also forces output, and gives a of negative feedback. The "negative" portion of "negative feedback" means the users receive information about errors they make when producing or processing the target language. The feedback of Duolingo is provided on time to the learner which can’t be done in a regular traditional classroom method. The learner starts the course with zero knowledge about the specified language and ends up with a basic and maximal knowledge one can gain through a online media with is appreciable.

**FINAL OBSERVATIONS:**

From the survey conducted, 

Majority of people were willing in learning a second language through any application which is free of cost. In conclusion, although Duolingo shouldn’t be considered to be an all-in-all language-learning tool, it does excel in two cases. For beginners it constitutes an excellent introducing and reinforcing the vocabularies and helps in framing a simple sentence thus providing fundamental practice in these four skills. It can be used as a maintenance tool for keeping up with the language if someone is already coped up with the language. Even though of having some drawbacks, the tool helps the learners in developing their overall knowledge in their language. At present Duolingo is a free tool and with further improvements such as providing certification exams and more competitive tests makes it a best tool for learning a second language.

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**THANK YOU**