duolingo

SOCIAL PSYCHOLOGY EXPERIMENT

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THE JOURNEY

TARGET AUDIENCE

Indian citizens with 12+ age having a smart phone and browsing Hindi or English language

HYPOTHESIS

Duolingo lacks unfamiliarity/familiarity way of learning a language

RESEARCH GOAL

To understand the way with which Duolingo influences people to learn languages using various elements in the application

Methods	• Usability testing • Interviews • Observations
Study design	• Repeated
Participants	4 Participants

Duration of research : 2 weeks

SOCIAL PSYCHOLOGY

PERSUASION

Persuasion is used to describe a process where a person, brand, or other factors influence another person's attitude or behavior.
Effective persuasion often relies on understanding the audience and presenting compelling arguments that resonate with their pre-existing beliefs.
To persuade effectively, it's essential to understand the values, beliefs, and needs of the person or group you're trying to persuade.
Visual aids such as charts, graphs, or multimedia presentations can enhance the persuasiveness of your message and help clarify complex information.
Persuasion requires patience and persistence. People may not be immediately convinced, so be prepared to engage in ongoing dialogue and provide additional information or reassurance as needed.

STEREOTYPE

Stereotypes are generalized beliefs or assumptions about groups of people based on characteristics such as race, gender, age, or nationality. Stereotypes can influence social perception by shaping expectations, attitudes, and behaviors toward individuals belonging to stereotyped groups. The beliefs may be positive, negative, or neutral, but they typically involve generalizations that do not account for individual differences within the group.
Stereotypes can also influence how individuals perceive themselves and their own capabilities. Stereotype threat, for instance, refers to the fear of confirming a negative stereotype about one's group, which can lead to underperformance in situations where the stereotype is relevant.

ABOUT DUOLINGO

Duolingo is an application where people can learn many foreign languages in a playful way. they have divided the lessons accordingly into interesting and interactive activities.

PERSUASION

Duolingo is trying to persuade people by making the task of learning languages into a fun activity in form of games and interesting and interactive activities.
They start by showing you 4 simple words and keep on repeating them for the user to memorize these words through mixed and audio tests. as you move forward in lessons it will show you options such that 50% information based on the previous lesson and you don't forget those.
Gamification of the main language learning fun and give a sense of accomplishment to the user and has reduced the boredom of usual way of learning.

STEREOTYPES

Duolingo flashes some kind of illustrations showing differentiation in the way people look and know they pronounce words. like an Indian person shown as a curtain with a turban and a lady wearing a dupatta on her head. these can have both positive as well as negative effects. positive effects as in people find it easy to relate through these voices and illustrations.

RESEARCH DATA

Here is a compiled video of the experimental data collected.

https://drive.google.com/drive/folders/1BNqzff8BvUQfNDfFkqvDXdcDCkhGl_oLE?dfv

SHAURYA

AGE : 18 YRS

LANGUAGE : JAPANESE

★★☆☆☆

" PROFICIENCY WITH JAPANESE LANGUAGE ! "

" MORE RELIABLE BECAUSE OF LOOKING HIDDEN! "

	DAY 01	DAY 02	DAY 03
Time Accuracy Observation	3:15 min 70%	2:50 min 75%	1:50 min 100%
Emotions	Kaise kahte ho is ke baare mein ki kaise kaise kaise