A Study on Impact of Social Media on Learning Chinese Language for Undergraduates in UoK: Based on Facebook and YouTube

Pramodika Yasanthi[1]
Department of Modern Languages

Abstract

According to the latest data of China's economic growth and the development of Chinese companies and tourism, China's development and its impact. This is why learning Chinese is developing rapidly. At the same time, science and technology have narrowed the distance between people and contributed to socialization and globalization. The traditional classroom consists of a teacher and some students with teaching materials. It is not bad, but with the help of new learning technology, it has become easier to develop students' learning potentials and expand their learning opportunities. Nowadays, e-learning is becoming more important in education. But the students show a great interest in using Facebook and YouTube. Communication tools such as Facebook play an important role in developing interpersonal relationships. In recent years, Facebook has been introduced as one of the most convenient methods to exchange knowledge and information. YouTube is also a popular video sharing platform. There are many easy to access learning content on YouTube, which are directly related to learning purposes. Therefore, if it is possible to blend Chinese language learning with Facebook and YouTube, the outcome will be effective. This study attempts to undertake the task of compiling Chinese language learning with Facebook and YouTube. Data for the study will be collected through questionnaires and literature review. Some necessary data will be collected from the headquarters of Meta and YouTube. The sample will be a randomly selected group of final year and third year undergraduates and the lecturers of Chinese unit in Department of Modern Languages, University of Kelaniya. This study will explore the reliability and accuracy of the knowledge and information available on Facebook and YouTube. In addition it investigates the advantages and the disadvantages of using Facebook and YouTube as a Chinese learning strategy.

Key words: Chinese Language, Learning Strategy, Social Media, Undergraduates

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[1] *yasanthipramodika@gmail.com*