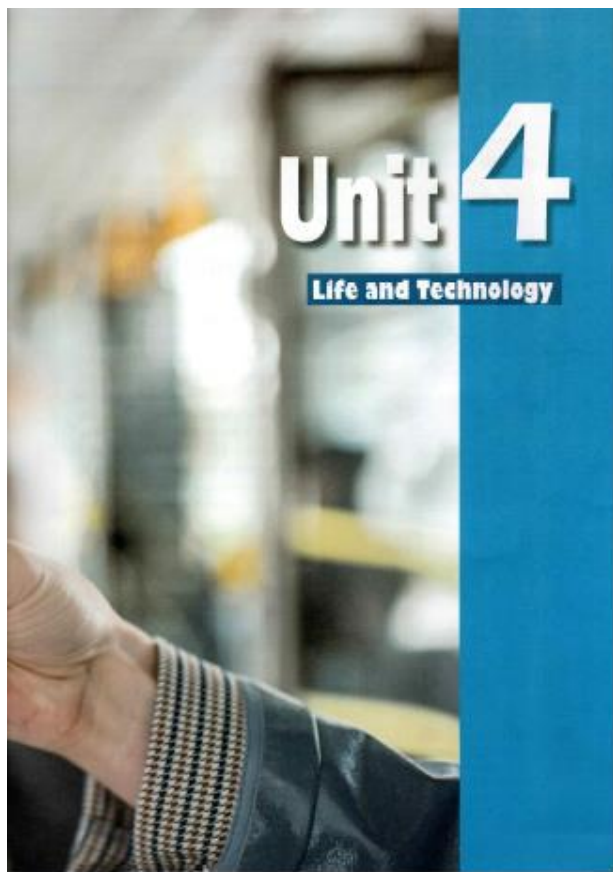




上海市英语教育教学研究基地

Shanghai Center for Research in English Language Education



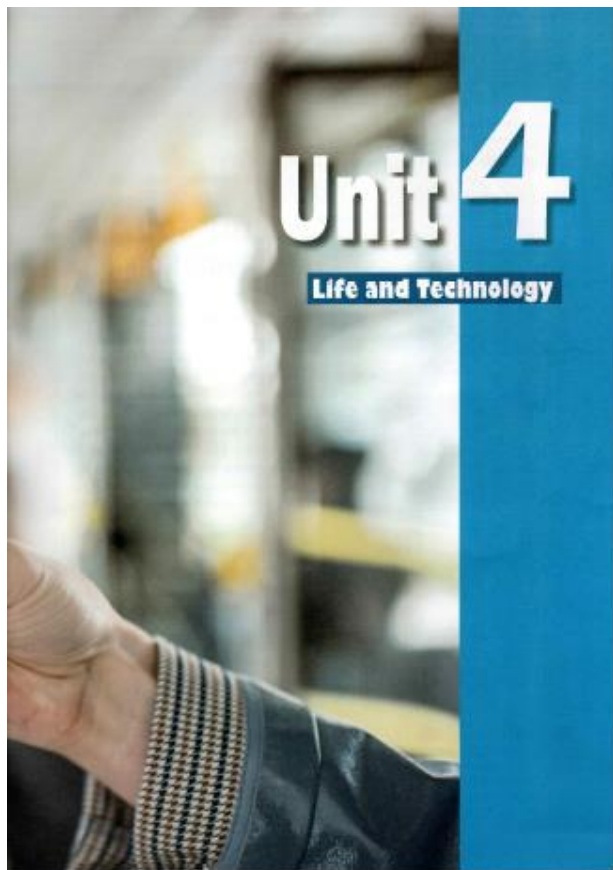
《高中英语》（上外版）

必修第三册第四单元第七课时
教学课例

主讲人：麻子琪

《高中英语》（上外版）

必修第三册第四单元



//课时	授课内容
1	Getting Started/ Reading A/Vocabulary Focus
2	Reading A/ /Grammar in Use
3	Listening and Viewing
4	Moving Forward (Writing)
5	Moving Forward (Speaking)
6	Reading B/ Critical Thinking
7	Further Exploration/ Self-assessment

学习目标 Learning Objectives:

At the end of the lesson, you will be able to ...

1. 能通过小组讨论、分组合作、同伴评价了解问卷设计的基本要素；
be aware of the three basic elements of the survey by group discussion, cooperation and peer evaluation;
2. 能充分利用问卷数据，分析问卷研究主要对象——特定app软件的特征以及受欢迎的原因，并恰当阐述个人观点，生成有效的报告；
make full use of the data of a valid survey on app and analyze the features and the reasons of the app to conclude a valid report ;
3. 能利用图表数据等进行流畅地口头表达报告调研结果。
briefly report the content of the survey results by using data and figures in the chart.

Part 1

SCREVE

Pre-task Review

Design the items of the survey on:



Which type of app of language learning tends to be more popular among different age groups of people and the reasons for the popularity.

The content of the items should include 3 checkpoints:

- A. Who the respondents are;*
- B. What the respondents do;*
- C. What the respondents think*



Checkpoints	Content	Purpose
A	Who the respondents are	
B	What the respondents do	
C	What the respondents think	

What is your age/ job...;

How often do you use the app ?

When do you usually learn the language?

Which aspect do you focus on learning the language?

Where do you usually learn?

Do you prefer to learn by yourself or with others?

Which part of the app interests you the most?

...



What is your **age/ job**...;

How often do you use the app ?

When do you usually learn the language?

Which aspect do you focus on learning the language?

Where do you usually learn?

Do you **prefer** to learn **by yourself or with others**?

Which part of the app interests you the most?

...



Please match the items with the checkpoints respectively.

	Checkpoints	Purpose	Items
What is your age/ job...; How often do you use the app ? When do you usually learn the language? Which aspect do you focus on learning?	A	To know the <i>facts</i> of the respondents	
Where do you usually learn? Do you prefer to learn by yourself or with a teacher? Which part of the app interests you? ...	B	To know the <i>behaviors</i> of the respondents	
	C	To know the <i>attitudes</i> of the respondents	

Checkpoints	Purpose	Items	Aspects
A	To know the <i>facts</i> of the respondents	<i>age, gender...</i>	
B	To know the <i>behaviors</i> of the respondents	<i>How often ? When? /Which aspect? /..prefer ... by?</i>	
C	To know the <i>attitudes</i> of the respondents	<i>Which part ...interests you the most? the reasons for</i>	

Group Work

According to the aspects of the three checkpoints, can you work in pairs and add more aspects ?

Which part of the app makes you like it?

interest

What is your highest level of education ?

level of education



Checkpoints	requirements	Aspects
A	factual	<ul style="list-style-type: none">• Demographic characteristics (e.g. age, gender, job)• Residential location• Level of education• ...
B	behavioral	<ul style="list-style-type: none">• Actions• Habits• The frequency of using a specific language learning strategy
C	attitudinal	<ul style="list-style-type: none">• Attitudes (evaluative responses to a particular target)• Opinions• Interests (preferences for particular activities)

Polish the survey

Polish the items of the survey.

Checklist :

- Which wording may be ambiguous.
- Which are too difficult for the respondent to reply to.
- Which should be eliminated, because they do not provide any unique information or because they measure something irrelevant.
- Whether the content of the items is clear and logical.
- Whether the content of the items is positive and avoids sensitive information.
- Whether the items are directed to the targeted data.

Survey on APP of language learning

1. What is your age?
2. What do you do?
3. What is your highest level of education?
4. What is your favorite language learning app?
5. How often do you use the app?
6. Why do you like it?

Part 2

SCREEN

Polish the survey

Survey on APP of language learning

1. What is your age?
2. What do you do?
3. What is your highest level of education?
4. What is your favorite language learning app?
5. How often do you use the app?
6. Why do you like it?



How often do you use the app?



How long do you use the app every day?

tips: nail down the scope

Why do you like it?



Which aspect of the app interests you the most?(elaborate content, attractive appearance, convenience)

tips: make it more exact in meaning

Survey on APP of language learning

1. What is your age?
2. What do you do?
3. What is your highest level of education?
4. What is your favorite language learning app?
5. How often do you use the app?
6. Why do you like it?

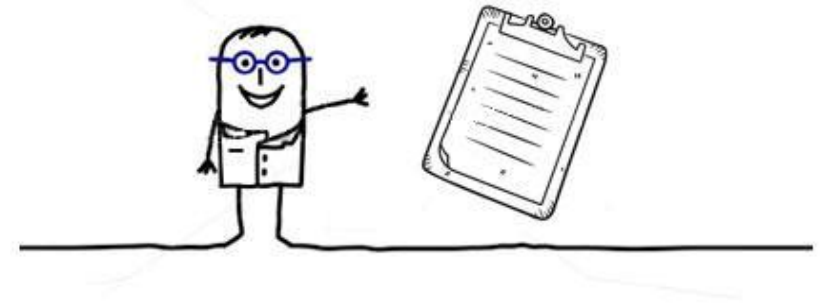
Polished:

APP for Language Learning

Age _____ Job _____ Gender _____

Name of the APP	Time spent on it per day	Which aspect do you like the most
	✧ 1 hour	✧ Appearance
	✧ 1-3 hours	✧ Content
	✧ 3-6 hours	✧ Convenience
	✧ 6+hours	

Homework (2)



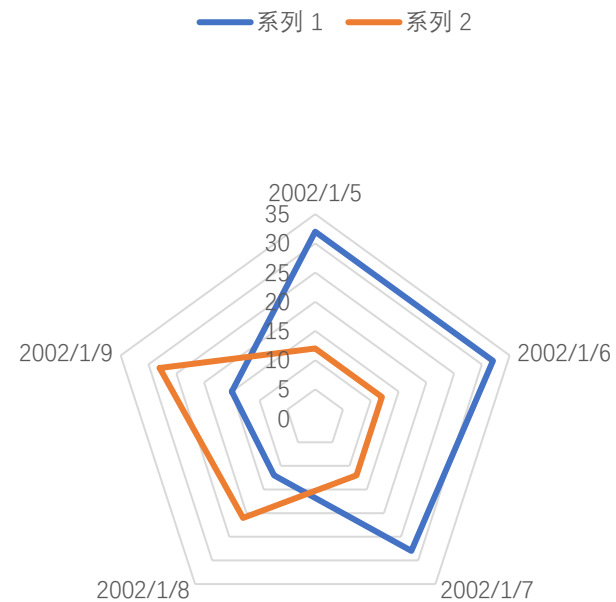
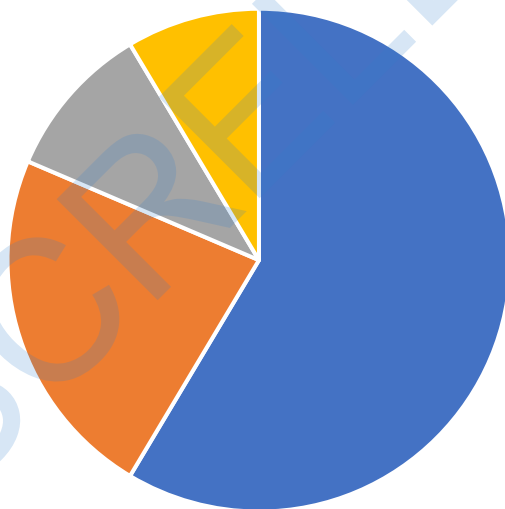
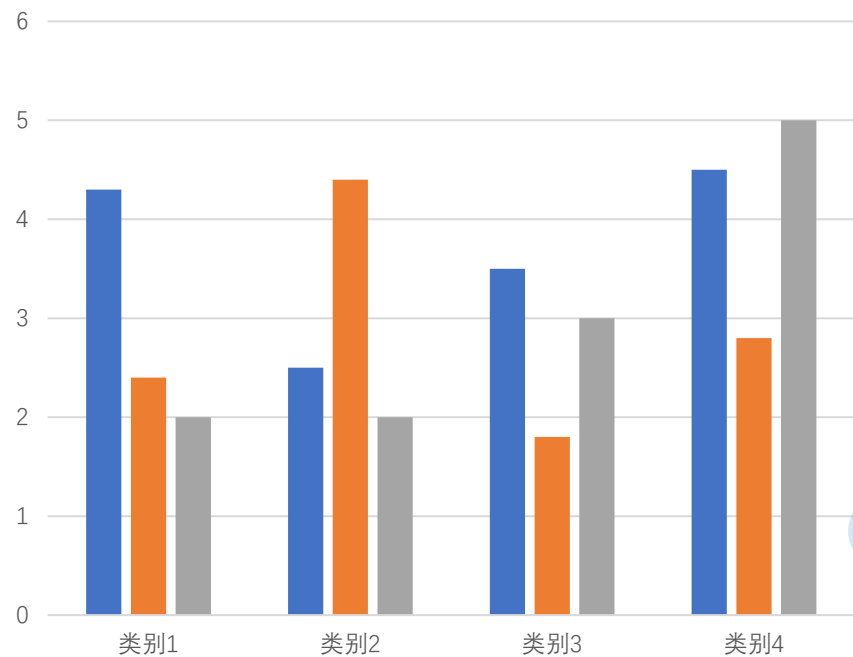
- *Pilot the survey, analyze the data and report the results.*

Task	Member	Feedback
pilot the survey		
collect the data		
data analysis		

Part 3

SCREEN

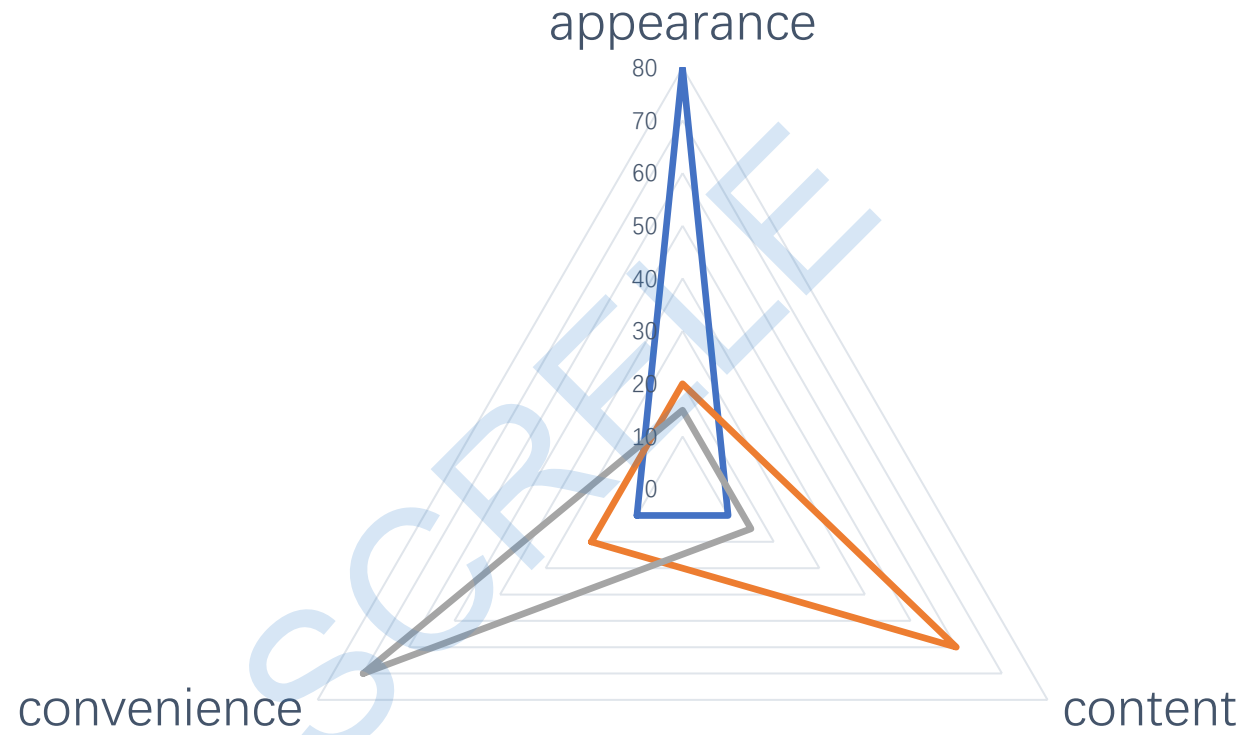
Data Analysis



Data Analysis

Survey on language learning APP

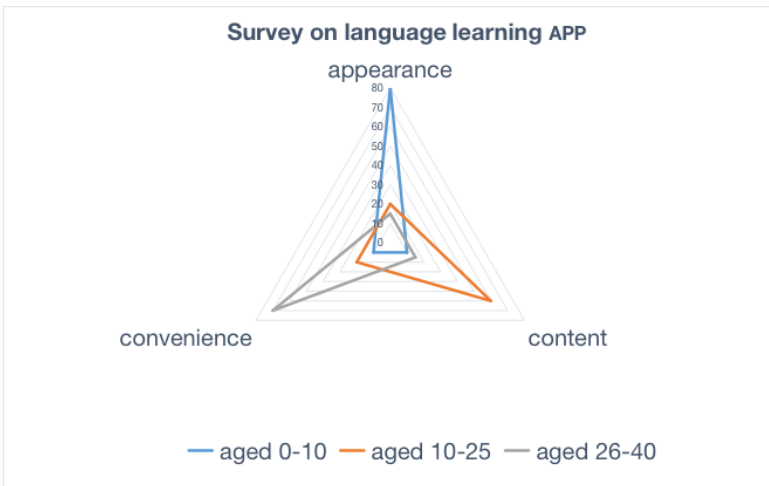
- appearance
- content
- convenience



—aged 0-10

—aged 10-25

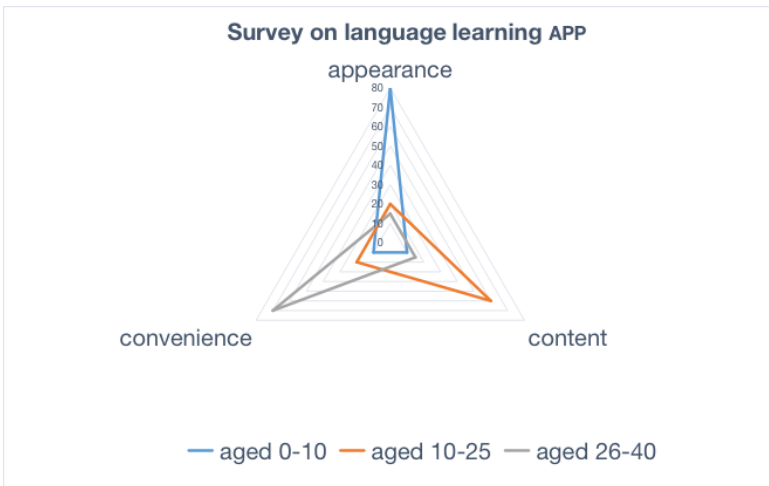
—aged 26-40



Data Analysis

Briefly report the data shown on the picture and analyze the reasons for the most popular app with the knowledge of technology features learned , you can refer to the checklist below:

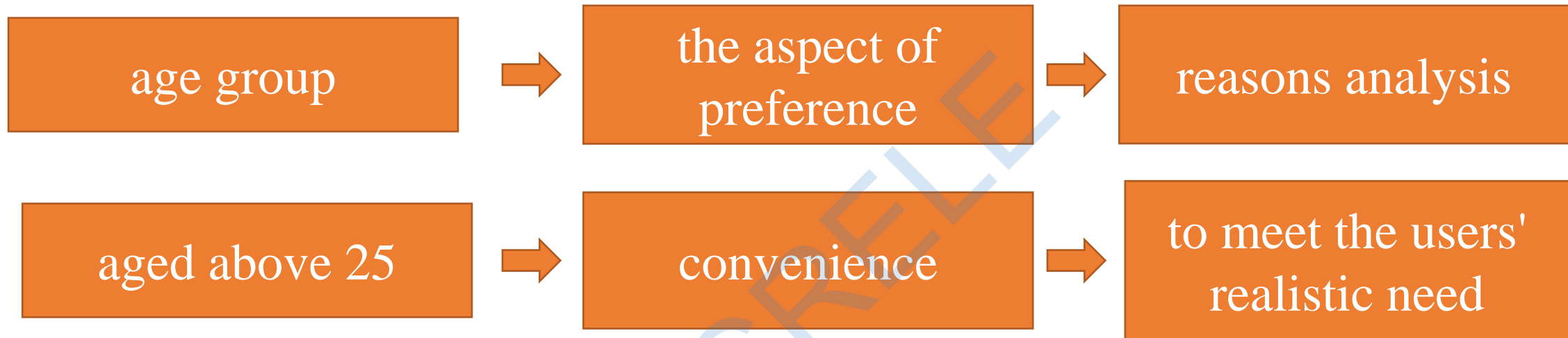
- Whether the report states clearly the relationship between different data.
- Whether the report covers all of the data.
- Whether the report's language varies in forms.
- Whether the report has stated one of the phenomena on the results clearly.



Data Analysis

- ✓ *Part i: Data analysis (the sentence structures and phrases on data analysis)*
- ✓ *Part ii: Reasons analysis (the features of technology)*
- ✓ *Part iii: Conclusion (the influence of technology)*

✓ Checklist 1: Whether the report states clearly the relationship between different data.



Out of all the data we analyzed from the chart, it is overwhelmingly noticeable that the group of people aging above 25, namely those who have worked, tend to choose the apps of convenience and high efficiency. the reasons are mainly shown as below: firstly, they have less time in searching information on app; what's more, they want to have immediate access to information they need. Thus, the smart app can meet people's realistic need.

Sample Report Structure

✓ *Part i: Data analysis (the sentence structures and phrases on data analysis)*

The chart gives information about ...,

It is clear that ,..... **marks the point at** which

Around ..% of students aged under 10, **whereas only ...%** The gap between these two proportions ... as students ..., and the figures for those aging from 11 to 25 are the same, at about ...%. aged overwhelmingly (less than ...%).

✓ *Part ii: Reasons analysis (the features of technology)*

Out of all the data we analyzed from..., **it is overwhelmingly noticeable that...**, the reasons are mainly as below:....

*e.g. Out of all the data we analyzed from the chart, **it is overwhelmingly noticeable that the group of people aging above 25, namely those who have worked, tend to choose the apps of convenience and high efficiency, the reasons are mainly shown as below: firstly, they have less time in searching information on app; what's more, they want to have immediate access to information they need.***

✓ *Part iii: Conclusion (the influence of technology)*

In this light/ In a nutshell, ...

e.g. In this light, technology plays a more and more important role in our life and makes our life more convenient and efficient.

Homework (3)

Group work:

Work out a survey on a new topic, do self-assessment and have a presentation on the report :

Which app of video (music,shopping,communication...) is more popular among the students? Why?



Thank you

SCRIVELLE

