Goal and Target

**Project Goal**

- Contribute to economic development in Bangladesh by providing English as a tool for better access to the world economy

**Project Target**

- Improve English language skills of 25 million primary and secondary students and adult learners by 2017

To reach and impact on

**25 million** Bangladeshi school pupils and adult learners
There are two project components:

- Schools Initiative
- Media and Adult Learning Initiative

Both use mobiles as a device for content delivery.
Why Mobile?

Bangladesh media exposure - 2011

- Watch TV: 74%
- Watch BTV: 65%
- Watch C&S: 43%
- Watch both BTV and C&S: 34%
- Listen to Radio: 15%
- Own Mobile Phone: 66%
- Use Mobile Phone: 98%
- Read Newspaper: 27%
- Ever Used Internet: 5%
- Ever Used Computer: 9%
Schools Initiative
Teacher Education in Bangladesh

Weakness in structure, content, delivery:

- One shot training
- Away from classroom reality
- Little coordination between and among different structures
- Lack of implementation
- Back log of untrained teachers
Target

75,000 teachers,

10 million students

34,500 schools
Schools Initiative

Aim
• Changes in teachers’ practices
• Enhanced English language proficiency of both students and teachers

Strategy
• New learning activities for use during classroom teaching
• Continuous support for teachers:
  ‒ Face to face contact
  ‒ Print, audio video materials

Aligning all materials with existing government prescribed textbooks
Teacher Professional Development

- Mobiles are used to deliver audio materials directly to students
- Mobiles are used to deliver audio and video materials to teachers for their own professional development
Changes in classroom practice

- Baseline surveys (2009) showed teachers and students doing very little talking in their English lesson.

- Changes in classroom practice included:
  
  - Teachers and students generally talking more during lessons
  - Most of this talk was in English, one third of the lesson time for primary teachers and 50% for secondary
  - Student talk time for both primary and secondary was around a quarter (25%) of the lesson time.

(Source: Power et al, 2012)
Primary students and teachers

(Source: Shaheen et al; 2013)
Media and Adult Learning Initiative
BBC Janala

• **Two audience-focussed aims:**
  – Reduce barriers and improve perception of English learning
  – Provide accessible, affordable English language learning materials
Multi-platform project

Television

Mobile

Web & WAP

English Clubs

Audio CDs

Print
Multi-platform project

Television

Mobile

Audio CDs

Web & WAP

Print

English Clubs
Why English language teaching?

- 84% of adults (15-45) want to learn English
  - To teach children
  - To get a (better) job
- 64% are embarrassed to speak English.
- 47% consider English to be too expensive to learn.
- 44% feel that English is difficult to learn.
- 38% feel that learning English is only available to those able to afford it.
- 28% feel unable to learn English.
Scanning the market

• Higher end is well supplied – English learning apps
• SMS is popular and effective:
  – Cyprus: Vocabulary
  – Mongolia: English for work (Health sciences university)
  – India, Indonesia, China, Nigeria: Nokia Life Tools
  – Tunisia: English quizzes (US embassy, Tunis)
• Mobile web & SD-card content growing
• Voice-based services are rarer:
  – India: English Seekho (Tata Indicom)
  – Bangladesh: BBC Janala
Feature phones dominate market – particularly amongst BBC Janala target audience

Target audience is not predominately text savvy

Very few handsets support Bangla SMS – and no standard for Bangla phonetic English

Target is communicative English – and that means speaking & listening

SMS bound by 159 characters – limited amount of content
• Formative research into needs and context
• Extensive pre-testing and piloting (content and user experience)
• Monitoring and responding to audience reactions and usage patterns
  – Navigation through service – one question at a time
  – Change of focus to progressive course
  – Lesson length
  – Level, amount, speed, repetition and accent of English content
  – Need for a “teacher”
  – Style and tone of Bangla
• Evaluating impact
Other keys to success

- Partnerships – mobile operators & regulator → universal access
- Simple, memorable shortcode
- Affordability
- Strong, simple brand
- Cross-promotion and co-learning alongside other platforms
- Breadth and depth of quality content
- Bangladesh-specific content, created by experts
Reach and impact

- 24 million have used at least one of our products and 42% have recommended a product to someone else
- More than 21 million calls to the mobile service
- Strong uptake from poorest 20% of population
- 6.8 million highly exposed
- 8.8 million feel they have learned some English
- 7.7 million say that they use the English they have learned
- Perceptions of difficulty and expense changing; while motivation increasing

Reach

24 million (2011),

6.8 million highly engaged
Challenges

• Getting target group to use the services (find value and motivation)
• Sustainability of materials and methodologies (storage, updating, redevelopment locally) and services (in absence of donor funding)
• Changes in technology (mobile web, higher-end handsets) and curriculum (textbooks)
• Government uptake and resourcing
• Replacing/repairing equipment
• Maintaining and extending freedom of user experience without compromising usability
• Desire to extend media component to children’s audience