

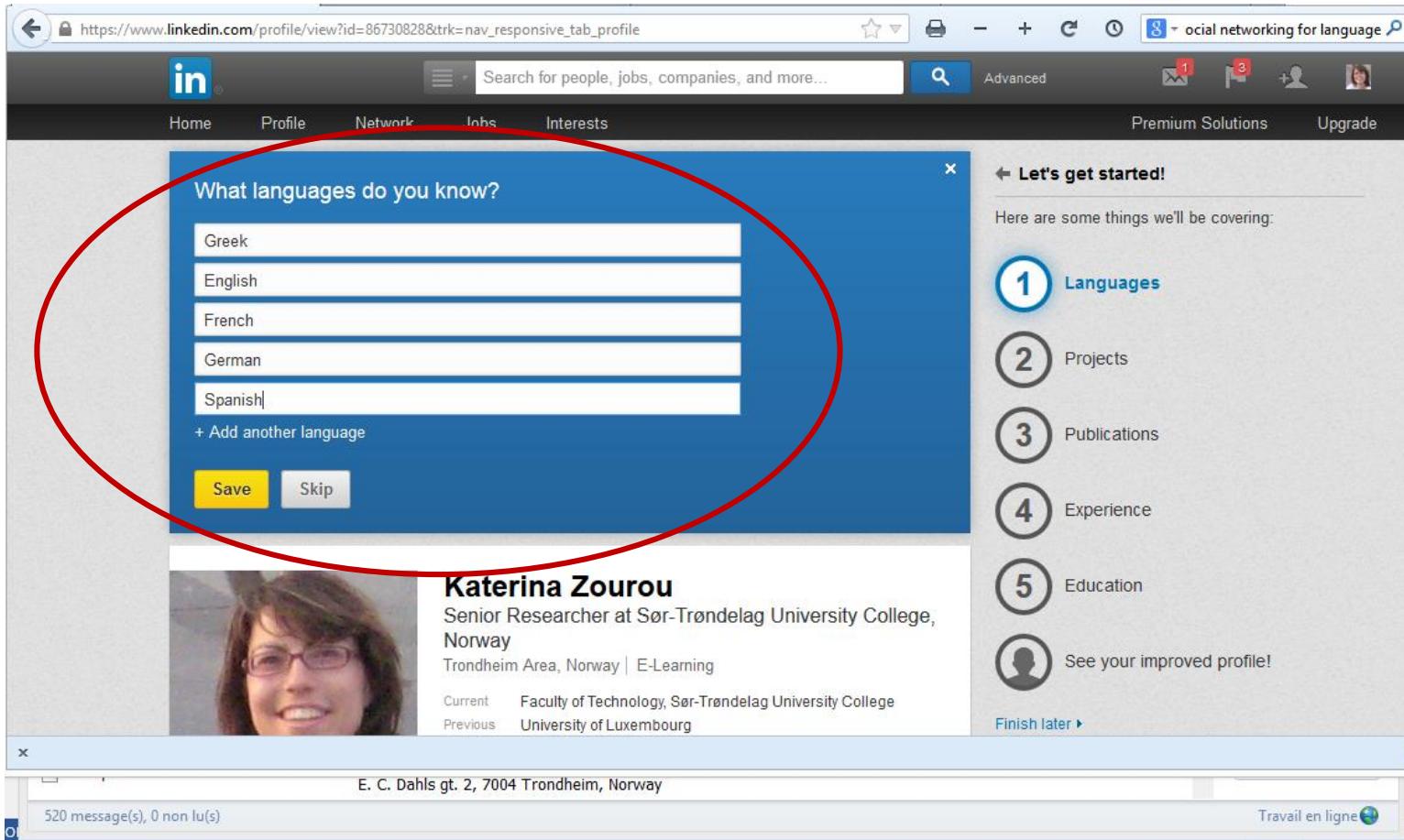
# Languages and social media: three opportunities and one threat

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1. Social media designed to enhance multilingual practice

## Example 1: Profile on a social networking site



The screenshot shows a LinkedIn profile page for Katerina Zourou. A red oval highlights a form titled "What languages do you know?". The form contains five input fields with the following text: Greek, English, French, German, and Spanish. Below the fields is a link "+ Add another language" and two buttons: "Save" (yellow) and "Skip" (grey). The profile information below the form includes a profile picture of Katerina Zourou, her name, title "Senior Researcher at Sør-Trøndelag University College, Norway", location "Trondheim Area, Norway | E-Learning", and current employer "Faculty of Technology, Sør-Trøndelag University College". The previous employer is listed as "University of Luxembourg". The page also features a "Let's get started!" section with a numbered list of profile completion steps: 1 Languages, 2 Projects, 3 Publications, 4 Experience, 5 Education, and "See your improved profile!". The browser address bar shows the URL "https://www.linkedin.com/profile/view?id=86730828&trk=nav\_responsive\_tab\_profile".

Social  
networking sites  
as glorification  
of a **user profile**

Languages as a  
component of a  
user profile

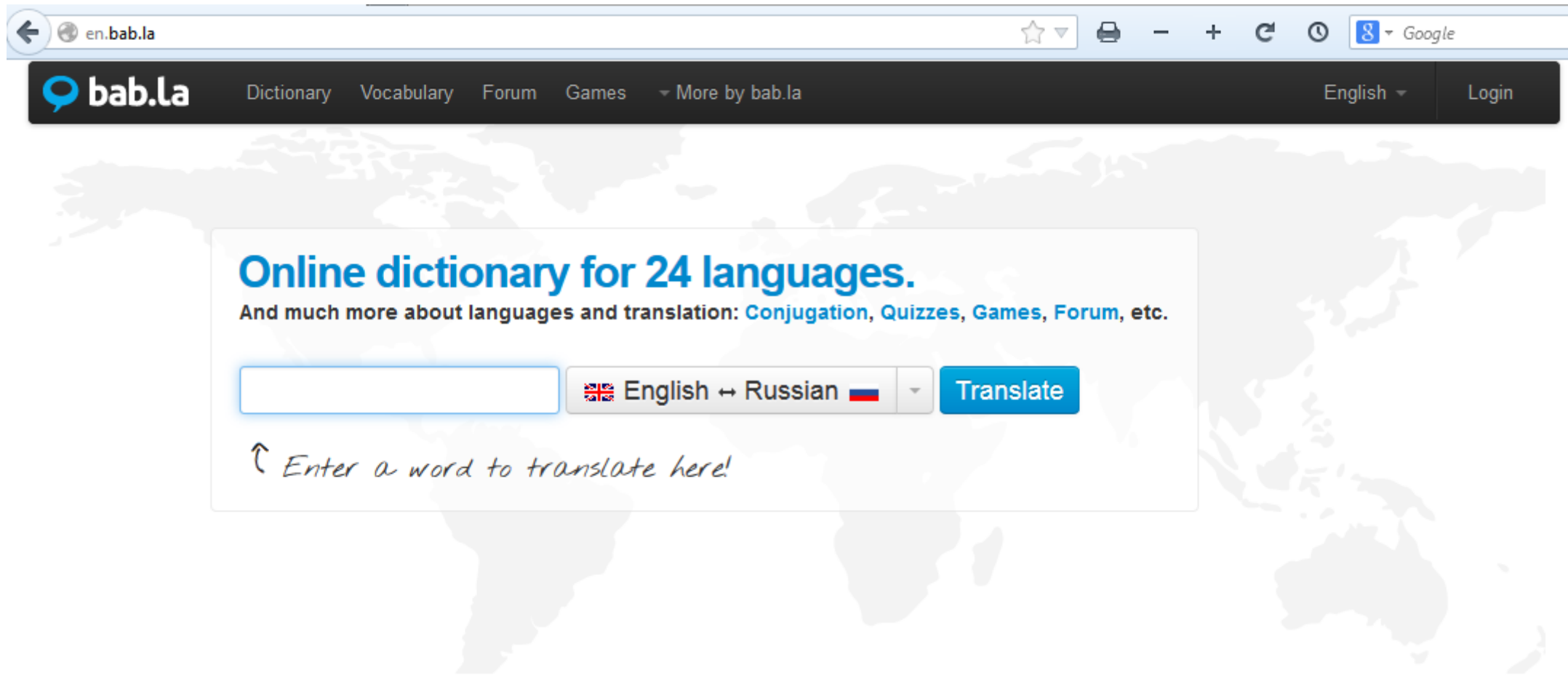
Culture of sharing

# Culture of Sharing

Technically enhanced  
but socially empowered

Horizontal structures of content creation and distribution,  
bottom-up collective initiatives for knowledge co-creation and social  
participation


# Example 1: Bab.la, a free crowd sourced dictionary



The screenshot shows the Bab.la website interface. At the top, there is a browser address bar with "en.bab.la" and a search bar with "Google". Below the browser bar is a dark navigation bar with the Bab.la logo and links for "Dictionary", "Vocabulary", "Forum", "Games", and "More by bab.la". On the right side of the navigation bar, there are "English" and "Login" options. The main content area features a light gray world map background. A central white box contains the text "Online dictionary for 24 languages." and "And much more about languages and translation: Conjugation, Quizzes, Games, Forum, etc.". Below this text is a translation tool with an empty input field, a dropdown menu showing "English ↔ Russian", and a blue "Translate" button. A handwritten-style note below the input field says "Enter a word to translate here!" with an arrow pointing to the input field.

# Example 2: Web 2.0 language learning communities

 **Turkan.abay**

 Add Friend

 Send Message

 Send Gift!



Info

Culture

Submissions

Courses

Flashcards

**Reviews**

Gifts

 Friends (4)



B-a-nay-a-t



## Reviews Contributed by turkan.abay

Date	Submitted By	Exercise	Feedback Rating
2013-01-08	Teodora	Describing People	 Helpful
2013-01-02	amenasultani	Describing People	No Rating
2012-12-26	mohannad	What are you wearing?	No Rating
2012-12-26	asadaltaweel	Weekly Routines	 Extremely Helpful
2012-12-26	shibata_isamu	Describing People	No Rating
2012-12-26	djacobs7	Describing People	No Rating
2012-12-26	meriem57	Describing Objects	 Helpful
2012-12-25	Sam	Describing People and Objects	 Helpful
2012-12-25	portsupervisor2003	Describing People	No Rating
2012-12-25	basha	Professions	No Rating
2012-12-24	hanna	Describing Objects	No Rating
2012-12-24	felicidadeprasempre2	Describing People	 Helpful
2012-12-24	Olga	Describing People	 Helpful
2012-12-24	Ana Toré	What are people doing?	 Extremely Helpful

Ease, speed, intuition, fun

Rediscovering the fun component of learning?



# Facebook page of Deutsche Welle Learn German

facebook  Trouvez des personnes, des lieux ou d'autres choses

DW - Learn German Journal Récente

DW - Learn German il y a 10 heures

Wie könnte der Satz weiter gehen?

Ich wäre glücklich, wenn ...

#Konjunktiv  
Voir la traduction

J'aime · Commenter · Partager 1

71 personnes aiment ça. Meilleurs commentaires ▾

Écrire un commentaire...  
Appuyez sur Entrée pour publier.

 **Hadi Raha** Ich wäre glücklich,wenn ich perfekt Deutsch sprechen würde(verb)  
Ich wäre glücklich,wenn ich so viel Geld hätte(Nomen)  
Ich wäre glücklich,wenn ich zufrieden wäre(Adj)  
J'aime · Répondre · 8 · il y a 7 heures via mobile

DW - Learn German a répondu · 2 réponses · il y a 6 heures

 **Kurosch Salehi** ich die Prüfung bestehen würden.  
Voir la traduction  
J'aime · Répondre · 1 · il y a 10 heures

DW - Learn German a répondu · 2 réponses · il y a environ une heure

 **Aga Szu** Ich wäre glücklich, wenn ich am Samstag eine Prüfung bestehen würde.  
Voir la traduction  
J'aime · Répondre · 1 · il y a 10 heures

DW - Learn German Wir drücken dir auf jeden Fall die Daumen! Viel Erfolg bei der Prüfung, du schaffst es!!  
J'aime · 1 · il y a 7 heures

Votre réponse...

 **Александр Курилов** Ich wäre glücklich, wenn ich perfekt die deutsche Grammatik könnte.  
J'aime · Répondre · 10 · il y a 10 heures

 **董俊逸** wenn ich eines Tages Deutsch fließend sprechen koennte.  
Voir la traduction  
J'aime · Répondre · 7 · il y a 10 heures via mobile

 **Javier Esteve** ... wenn ich das B2 Zertifikat bestehen würde.  
J'aime · Répondre · 6 · il y a 10 heures

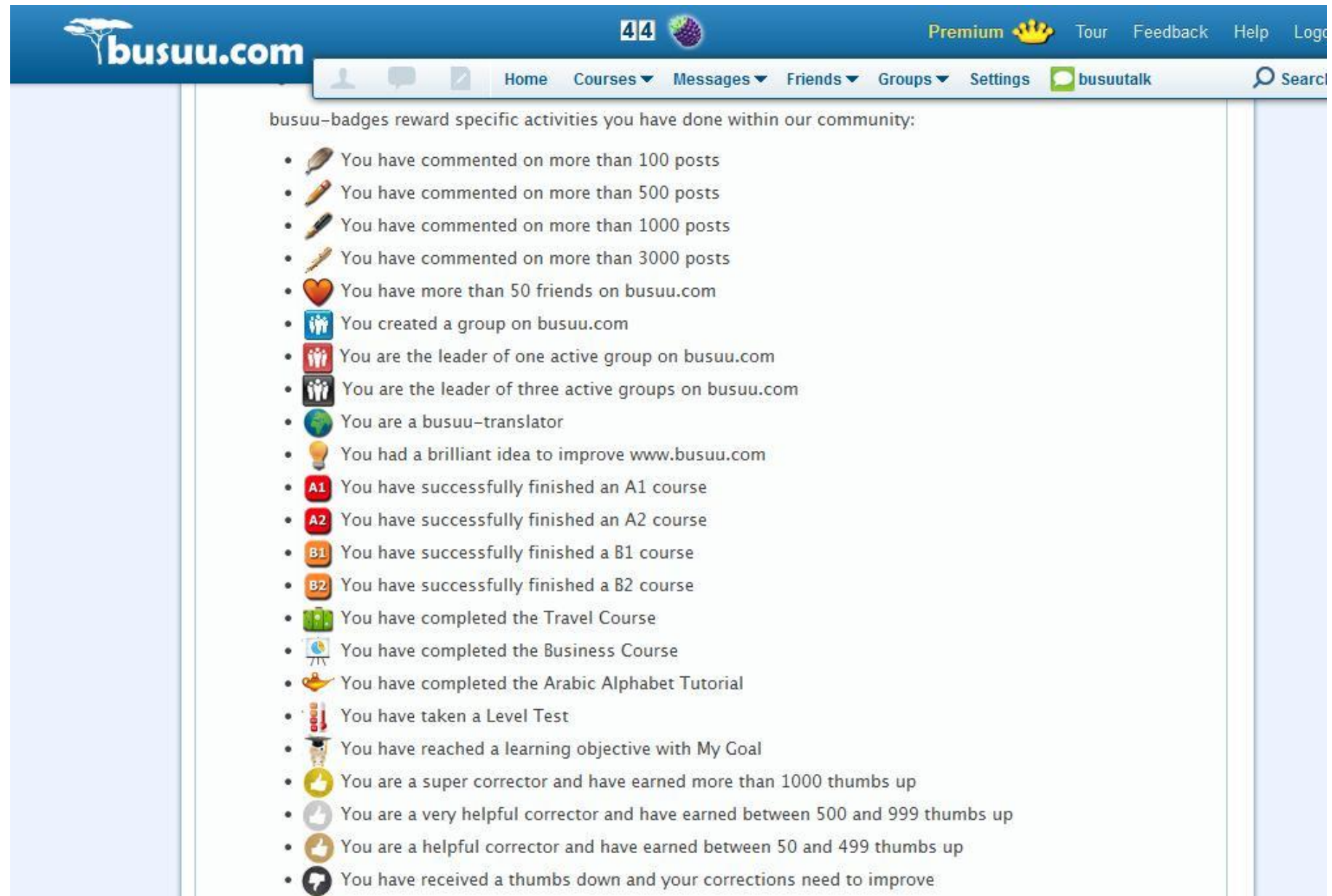
 **Irma Tunadze** Ich bin immer glücklich, wenn ich und meine Familie gesund sind  
Voir la traduction  
J'aime · Répondre · 3 · il y a 10 heures

 **Adria Balasch** Ich wäre glücklich, wenn ich mehr Geld auf meinem Konto hätte.  
Voir la traduction  
J'aime · Répondre · 2 · il y a 9 heures

 **Barbie Haeronwen Miao** Frieden auf der ganzen Welt herrschte  
Voir la traduction  
J'aime · Répondre · 2 · il y a 10 heures
























 **Ibtissem Bassima** wenn ich Auto hätte 😊  
J'aime · Répondre · 2 · il y a 10 heures via mobile

# Example 2: Game based learning with social media



The screenshot shows the busuu.com website interface. At the top, there is a blue navigation bar with the busuu.com logo on the left, a user profile icon, a notification bell with '44', and a 'Premium' badge with a crown icon. To the right of the navigation bar are links for 'Tour', 'Feedback', 'Help', and 'Log out'. Below the navigation bar is a secondary menu with icons for Home, Courses, Messages, Friends, Groups, Settings, and a 'busuutalk' chat icon. A search bar is located on the far right of this menu.

The main content area displays a list of achievement badges under the heading "busuu-badges reward specific activities you have done within our community:". The badges are represented by small icons followed by text descriptions of the activities.

-  You have commented on more than 100 posts
-  You have commented on more than 500 posts
-  You have commented on more than 1000 posts
-  You have commented on more than 3000 posts
-  You have more than 50 friends on busuu.com
-  You created a group on busuu.com
-  You are the leader of one active group on busuu.com
-  You are the leader of three active groups on busuu.com
-  You are a busuu-translator
-  You had a brilliant idea to improve www.busuu.com
-  You have successfully finished an A1 course
-  You have successfully finished an A2 course
-  You have successfully finished a B1 course
-  You have successfully finished a B2 course
-  You have completed the Travel Course
-  You have completed the Business Course
-  You have completed the Arabic Alphabet Tutorial
-  You have taken a Level Test
-  You have reached a learning objective with My Goal
-  You are a super corrector and have earned more than 1000 thumbs up
-  You are a very helpful corrector and have earned between 500 and 999 thumbs up
-  You are a helpful corrector and have earned between 50 and 499 thumbs up
-  You have received a thumbs down and your corrections need to improve

A threat: cultural/linguistic  
hegemonies

- A (very) small number of languages dominating all social network based multilingual practice?
- A two (or several) speed train with lesser used languages lagging behind?
- Open Educational Resources to follow this largely monolingual landscape?