

Issues Surrounding the Spread of English Education Using ICT

The Perspective of an English Conversation Provider

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2019.6.1

About Sankei Human Learning Co. Ltd.

We administer “Sankei Online English Conversation”

25 minute one on one lessons with Filipino teachers, available every day for 5,980 Yen per month



The screenshot shows the homepage of the Sankei Online English Conversation website. The header includes the logo '産経Online英会話' and navigation links for '企業・法人向け', '学校向け', 'お問い合わせ', '無料体験レッスン', and 'ログイン'. Below the header is a main navigation bar with links for '初めての方へ', '料金プラン', 'カリキュラム教材', '講師一覧', '予約状況', and 'よくある質問'. The main content area features a large image of a smiling man with glasses giving a thumbs up. Text on the page reads: '146円※からはじめるマンツーマン英会話レッスン', '初めての方でも安心。', and '体験レッスンは日本人講師も選べます。'. A yellow button labeled '無料体験レッスン' is positioned below the text. A small note at the bottom of the main content area states: '※ 毎日50分プランで、1日の最大レッスン数×1ヵ月（31日間）受講した場合'. At the very bottom of the page, a dark blue footer contains the text: '産経オンライン英会話は、産経グループの提供するマンツーマンSkype（スカイプ）英会話サービスです。'

Established and launched in 2012 through cooperation between Human Holdings Co., Ltd.(education)

Transcosmos Inc. (IT) and Sankei Digital Inc. (media).

About Sankei Human Learning Co. Ltd.

After founding, initial focus on individual services

2013

Start of services aimed at business (use in personnel training and self-development programs)

2014

Start of services aimed at schools and educational institutions

About Sankei Human Learning Co. Ltd.

More than 60% of our individual customers are
businesspeople

We provide **most lessons between 22:00-23:00**,
and the runner-up is 6:00-7:00

We meet the needs of customers by providing lessons
when real ESL schools can't be open for business

Three problems
for businesspeople
who can NOT continue taking
online lessons

1. No clue to choose appropriate materials
2. No one to ask questions
3. Hard to keep motivated

Learning Support Program

Duration: 2 or 3 months

Contents:

English speaking test (CASEC SPEAKING)

Study planning by Japanese staff

Weekly coaching by Japanese staff

Progress management using a smartphone application
(Studyplus)

Introduction of Filipino tutors who meet each student's needs

Learning Support Program Students

Most of them are from Japanese global companies, or foreign affiliated companies

They need to exchange ideas or information with co-workers from other country

The reason of their English study are **personnel changes**

CEFR A1 to A2 Level

What to Study in the Program

Online English conversation lessons
(more than 25mins*4times/a week)

+

Basic grammar (review of Japanese junior high school)

Basic words and phrases

Problems and Prospects

- 社会人への英語リメディアル教育のニーズはまだまだ大きく、時間と場所の制約をICTで解消する、オンライン英会話事業者はそのニーズに大いに貢献できる。
- 英語話者との会話の場を提供するだけの従来のオンライン英会話ではなく、より個人のニーズに寄り添い、教育プログラムをカスタマイズすることが求められる。
- 特に初級者、英語学習にブランクのあるユーザーには、英語だけでなく、英語の学び方、第二言語の使い手としてのあり方を学ぶ、というニーズが見受けられる。
- 産経ヒューマンラーニングでは、AIを活用したe-learning形式の教育プログラムも開発中。AIと時間の制約なく練習をし→人（講師）とさらに練習し→実社会で実践するという流れを予測。