

Tweet2Learn: Language learning via social media

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Social Media: Advantages

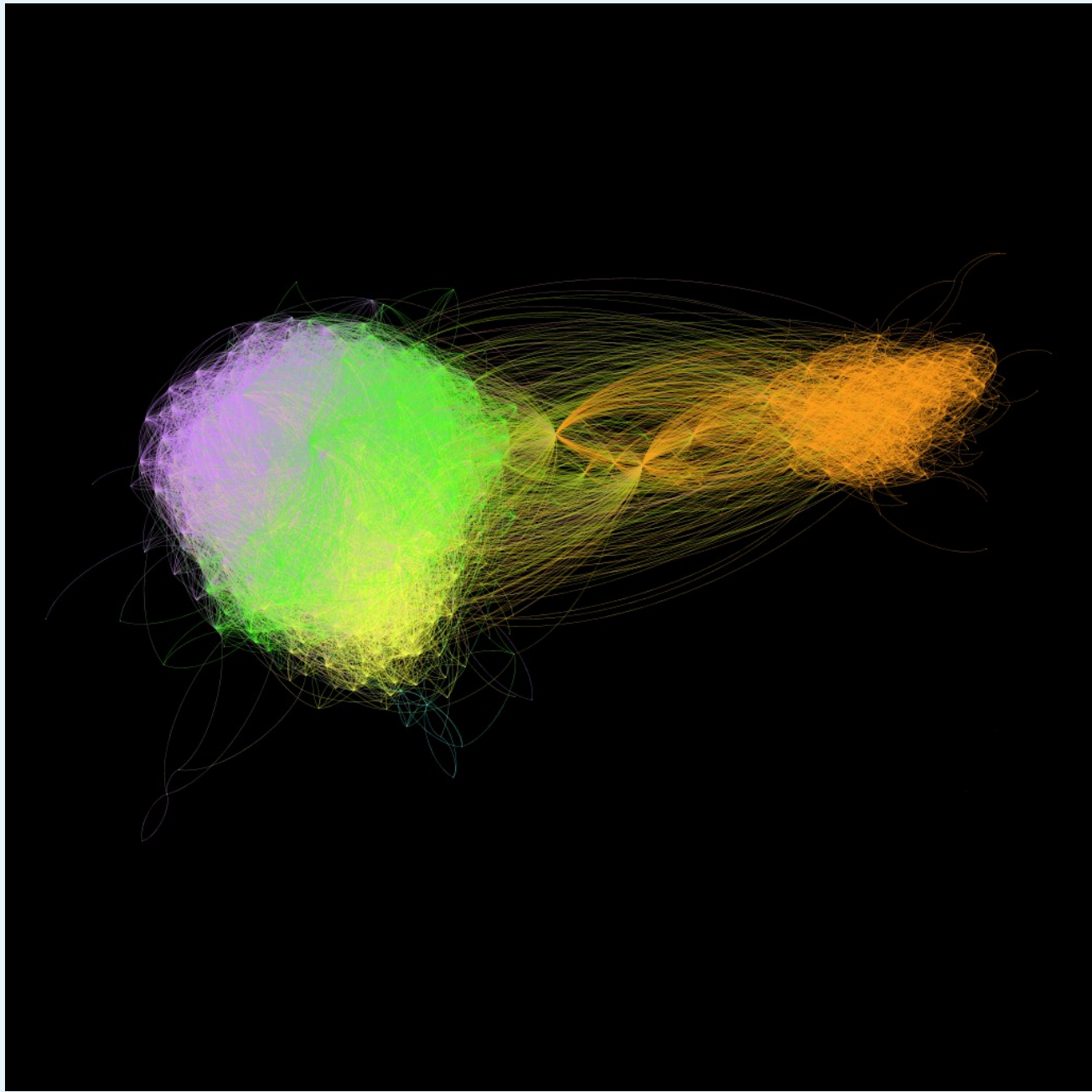
- Solves the “critical mass” problem
- Connects learners with native speakers
- Informal language, “natural” conversation
- Short bursts of communication
- Complements self-study or formal pedagogy

Social Media: Disadvantages

- Still only a complement to “real” learning
- No oral or aural component
- Spelling and grammar anxiety
- Difficulties typing the language
- Requires special effort to immerse oneself

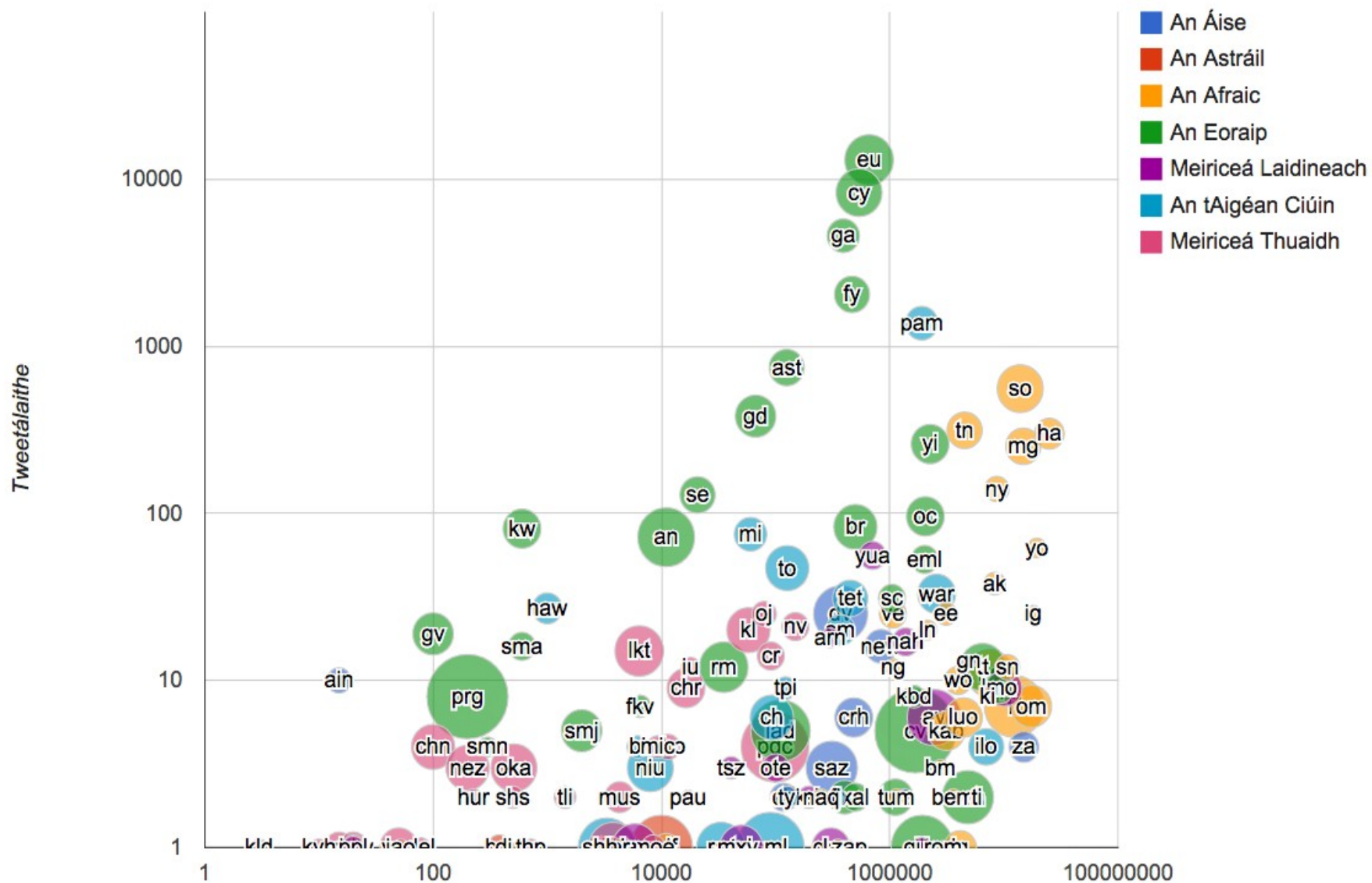
Celtic languages on Twitter

- Welsh: 14214 users, 2.1M tweets
- Irish: 7387 users, 408k tweets
- Scots Gaelic: 651 users, 86k tweets
- Breton: 330 users, 20k tweets
- Cornish: 87 users, 11k tweets
- Manx Gaelic: 22 users, 4671 tweets



Indigenous Tweets

- <http://indigenoustweets.com/>
- Community building via Twitter
- 146 indigenous and minority languages
- Over 12 million tweets



Idle No More?

- 150 most active monolingual Irish tweeters
- ~20000 users following these 150 accounts
- 2% of the tweets from this group in Irish
- 80% have no tweets in Irish
- Similar numbers for most other languages
- How to get them to join the conversation?

Tweet2Learn

- Web site and mobile app
- Helps learners use their language on Twitter
- Menu of conversational phrases
- Organized by domain/topic
- Pilot languages: Manx Gaelic, Māori, Lakota
- Coming soon: Irish, Scots Gaelic, Ojibwe

Buíochas

- Adrian Cain
- Peter Hill
- Phil Kelly
- John Paul Montano
- Mícheál Johnny Ó Meachair
- Karaitiana Taiuru