



hihilulu

2020 White Paper

Foreword

Chinese language is the most widely spoken language by over 1.4 billion people, and China is the second economy in the world now. With its increasing influence globally, children of the future need to be equipped with Chinese language for a more competitive edge in their generations.

hihilulu strives to make learning Chinese language fun and accessible for all young children! Tapping on the multilingual potential of children under 8-year old, which is a vastly ignored age group yet with the most natural linguistic gift, hihilulu is meant to create an immersion Chinese language environment for children anywhere, anytime!

Problems encountered by non-native Chinese children in learning Chinese

The basic features of Chinese language often create psychologic and physical barriers for non-native Chinese learners to start:

Difficulty to reach literacy: Chinese is one of the analytic languages based on logogram with four different tones. And there are more than 10, 000 commonly used Chinese characters, rather than phonetic letters to present words. Literacy requires the memorization of a great number of Chinese characters, which do not constitute an alphabet or a compact syllabary. Rather, the writing system is roughly logosyllabic; that is, a character generally represents one syllable of spoken Chinese and may be a word on its own or a part of a polysyllabic word.

No easy access to interesting and rich contents to support learning.

No Chinese language environment to nurture a kid's sustained learning interests.

Lack of interesting and engaging programs: Most existing programs are for adults. No professional program designed for kids only, like Cambridge English for kids.

Short of assessment and sustained structure: Do not know how to evaluate and measure the progress of a kid.

hihilulu Online Progressive Learning Solution:

Here is how hihilulu solves the problems encountered by young non-native Chinese learners and their family:

1. Designed a spontaneous and natural language environment for kids to assimilate pronunciation, tones and image of Chinese characters:

Based on both theories of Early Language Development by neuropsychologist Wilder Penfield and of Language Acquisition Device (L.A.D) by linguist Noam Chomsky, adequate sound and image stimulation will highly engage the two hemispheres of children's brain to develop any language acquisition. Young kids have much more advantages than adults to learn such logogram language with 4 tones.

Therefore, hihilulu uses themed-based animations to create a contextualized Chinese language environment. Through repetitive audio-visual exposure to lovely kids' stories in Chinese version, children are 'immersed' in Chinese language and are able to develop authentic Chinese phonetic capability.

2. Create enough interaction in a theme-based immersive language environment

hihilulu streams over thousands of animations which are tagged by 800 mostly used Chinese words, then extends them to fun and interactive gamified exercises, such as AI enhanced voice recognition, memory puzzle, writing, flip & match games etc., in order to utilise kids' cognitive learning skill to enhance learning fun and effectiveness.

3. hihilulu Online Chinese Progressive Learning System for Kids®

This is our unique pedagogic system which contains three parts:

A level-up learning path divides 800 Chinese characters into six language levels and 10 themes;

A proficiency assessment system with over 3,000 quizzes constantly evaluates a child's Chinese level through kid-friendly, gamified test;

An algorithm to push personalised content package of animation and a chain of games based on level and kids' behaviour data

4. Blended offline and online experience

For kids below 3-year old, hihilulu provides screen-time limit and age-appropriate contents like lullaby, kids' poems, songs to train their tender ears.

Meanwhile, hihilulu provides various downloadable for learning offline, such as worksheets. A specially designed "hihilulu Immersive Flashcard" is a paper product with QR code on the back of each card. By scanning the QR code, it guides users back to a 30-second video clip of this character on hihilulu online platform. A simple gesture rends the silent paper with a "voice" in Chinese. Blending our online contents with offline supports indeed makes our product safe and fun, moreover, creates an online offline immersive Chinese language environment.

5. Instant progress report

Hihilulu aims to help parents or teachers to understand their children's learning curve and process. Our unique system can examine the language level, set benchmark of each level, track behavioural data and provide instant progress report to evaluate the learning and recommend further path of each kid to parents and educators.

In one word, hihilulu will turn Chinese language learning into an edutaining and natural early Chinese language development process for any kids anywhere.

hihilulu Atelier®: an engaging digital tool for Chinese language educators and institutions

While cooperating with both public and private institutions and language teachers, hihilulu Atelier®, a new “All-in-one” digital tool for teachers was tested and polished through the COVID-19 period.

hihilulu Atelier® aims to provide both native and non-native speaking Chinese teachers with a one-stop source. Extended from its Progressive Chinese Learning System for Kids®, hihilulu Atelier® provides in turn to Chinese language teachers a model curriculum, rich contents, management tools, data report, pop up quizzes, assessment, easy hands-on classroom activity guide and other resources in order to support their lesson plans and classroom performance.

Each well-designed course package includes: 1) course outline; 2) teaching PPT with embedded animations; 3) homework; 4) reading materials; 5) online interactive exercise and offline printable materials; and 6) assessment and progress report. Teachers or institutions can choose the desired themes to integrate into their own existing curriculum or completely follow the Atelier’s sequence to teach Chinese.

hihilulu combines video content and interactive games, teaching Chinese through the creation of a linguistic context. With its unique online Chinese Progressive Learning System for Kids®, it assesses children's levels and tracks their progress, providing a fully personalized learning experience in an entertaining and interactive way. No Chinese teacher has ever experienced such powerful data-driven supportive platform. Not alone the administration tool and management tool for them: the impact to traditional Chinese teaching is enormous!

Hear this: 2 schools who have test hihilulu Atelier® over a 6 months’ programme:

- **83%** of students got 'excellence' result after 22-week hihilulu Chinese course and final exam at a public school, which is much higher than average performance of other language course.

- After 2 months, students at New Montessori School VdM started trying to talk to each other in Chinese, which had never happened at their previous Chinese course in past 4 years. After 6 months, 95% students who are divided in beginner and intermediate level got excellence result.

These students confirmed that they love to learn Chinese with such edutaining methodology, which is different from traditional Chinese teaching and learning with textbooks. They feel confident in opening mouth to “converse” in simple Chinese in a real world connected scenario.

hihilulu method of early Chinese learning helps kid enjoy language acquisition in a natural language learning rhythm and improve their language literacy ability. After following hihilulu system, a kid should master nearly 1,000 Chinese characters, and start self-reading.