A Survey on the Effectiveness of Online Adult English Training-- A Case Study of Mint Reading

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Abstract: *As China has been playing an increasingly important role in the international arena, there is a growing demand for bilingual talents. Chinese government has attached much importance to the Adult English Training. With the advent of the Internet Plus age, English learning is no longer challenging and daunting, for the online learning platforms are mushrooming, which enable people to learn anytime and anywhere. Mint Reading, as the representative one, has catered to the learners who can only afford the fragmented learning. This paper intends to study the effect of Mint Reading on the online learners. Through the SPSS data analysis of the questionnaire, this study finds out that Mint Reading has the unmatched advantages together with the limitations.*

Keywords: *Internet Plus, Adult English Learning, Mint Reading, Questionnaire.*

1. INTRODUCTION

With the rapid development of the Internet and the popularity of smart phones, various reading software's for smart phones are emerging one after another, including Mint Reading, Fluent Reading and so on. As Mint Reading's slogan goes: "Time and read wait for no man". In June 2017, Mint Reading was officially launched, simplifying complex knowledge, taking up a small amount of daily and fragmented time, and at an affordable price, but allowing payers to continue learning because of the cost of money, and having a large number of paying users. The popularity of Mint Reading is very important, capturing the blank space in the Online Reading market. Many Chinese students generally think that reading is usually the most powerful, most stable, whose score is most attainable among the original four parts (Listening, Speaking, Reading, Writing). Mint Reading is a leader in many online reading courses. But why is Mint Reading gathering thousands of paying users instantly? Mint reading is asserting "100 days to read 3 original English books". The goal is more attainable and the reading content is more attractive. Compared with the newspapers and magazines reading that are used in "Fluent Reading", "Mint Reading" provides readers with more interesting experience. Before each reading, Mint Reading will check the students' language proficiency based on their vocabulary to recommend you an English novel which matches your level. What's more, Mint Reading fragments the entire book's reading task into ten-minute mini tasks a day, an acceptable period of time for adult. Readers only need to complete the reading tasks, and after reading, you are also supposed to finish several comprehension questions in an online multi-question form. If the goal is achieved, it is of benefit to alleviate the burden of learning and the pressure in their mind. With the aid of WeChat Moment and the Discussion Groups based on WeChat, Mint Reading formed to encourage readers to persevere in reading, and completing the daily tasks. Daily punching in the Moment can instill the sense of accomplishment into the sharers, and the paper books will be rewarded to readers who are succeed in punching at least 80 days. The mechanism can galvanize the readers to keep punching. In this way, readers are in a favorable learning ecology. As time goes by, English online learning platforms are developing one after another from online study platform to a mini English-learning program. Above all, this paper offers a thorough analysis of adult English learning based on Mint Reading.

2. RESEARCH BACKGROUND

2.1. Policy Support

Recently, under the firm leadership of the Party Central Committee with Comrade Xi Jinping at its core, China has made new progress on the educational front. We have adapted to the new

development challenges at home and evolving global landscape. With a strong sense of mission, we have served the Chinese dream of national rejuvenation. In a pioneering spirit, we have contributed to the world dream of lasting prosperity.

At the beginning of the February, a new plan called *the Modernization of Chinese Education 2035* has been promulgated by the State Council. It illuminates that the modern educational system has been established to serve lifelong learning to our people, improve the higher education and vocational education, forming a new pattern of education governance in which the whole society participates. Aiming to implement the strategy of rejuvenating China through science and technology and the strategy of reinvigorating China through human resource development, the society still lacks the person with high calibre.

With the advent of the Internet Plus, the education has been transformed into online learning form. Under the backdrop of Big Data era, the online platform for most adult education is created relying on databases.

2.2. Status Quo of Adult English Learning Motivation and Strategies

With the continuous development of adult English education, there are many people who study English motivation and learning strategies. Throughout the previous studies, the benefits and problems faced by adult English learning are as follows:

Students often have the goal-oriented mind. The adults who are learning adult English must definitely use English to assist their work or improve their ability to work. According to the survey, the learning objectives of adult English learners are to further the studies so as to increase income and enhance social status. Others are for overseas study or promotion opportunities. Therefore, their motivation for learning is very clear. Students have the faith in learning English. They all understand that the improvement that learning brings to them is related to their future salary and destiny. Therefore, they are all eager for quick success (Xiuhong Feng 2017).

They have the prominent conflict between work and study. Adult English learners mostly use fragmented time to learn while they are working. They rarely have large chunks of time and fixed locations. According to statistics, 62 percent of adult learners have families, and 92 percent have jobs. Busy work and family burden distract them from studying. This situation also makes students rarely have time to study, and the improvement of English is only based on classroom learning (Xiuhong Feng 2017). Students' English ability is uneven, and most students have memory loss. Compared with registered students, the adult learners vary in English proficiency. In cognitive psychology, adult students' cognitive ability declines and forgetting process accelerates(Limin Li, 2006). As a result, although they have great interest and practical needs in English, due to the weakness of their own English or the fact that the learning content is less related to their work, there is a huge gap between their goals and reality, which leads to slackness. Their English learning comes to a halt halfway.

Students lack language interaction and language environment, resulting in "dumb English". The English proficiency of Chinese people ranks 36th in the world.(from Education First Survey) And the emergence of Mint Reading is conducive to the construction of a lifelong learning society.Adults are not good at communicating in English because of their age, and most students don't know how to use the correct learning strategies. Most of the students are crazy to recite vocabularies, but they don't know how to put them into use. In a face-to-face class, students are absent from class for various reasons, which leads to the lack of interaction between teachers and students and between students in adult English education. Students also lack communication with teachers. Without teachers' gradually feedback, students lose interest in learning. Teachers' teaching methods are varied. In the universities, teachers can make reasonable choices about teaching objectives, teaching syllabus, and teaching methods. In the area of adult English teaching, however, teaching objects are special and the adult English teaching market is very limited. Teachers have to carry out teaching based on a large amount of teaching content in a short period of time, which leads to great learning pressure and restricts the learning efficiency of teaching objects (Xiuhong Feng,2017).

The education market for adult English teaching in China has not established perfect market access criteria. Some short-sighted training institutions, in order to pursue profit maximization and quick success, undervalue the quality of teaching. In addition, the levels of teachers' proficiency are different. Students' own conflicts between work and study, uneven English levels, and ever-weakening memory all contribute to the predicament of adult English teaching. As we all know, in the teaching of

adult English, when the teaching method can be effectively used , teachers and students can progress together. And it is wise of teacher to change the way of teaching by adopting flipped classroom. The previous "teaching after learning" (Firstly, teacher teaches in classroom, then assigns homework, and students complete the exercises after the class). However, now using modern technology to convert to "learning first" (Students first try to finish the homework, then have more in-class time to effectively communicate with teachers , and finally reviewed what they have learned after class.) The teacher's role has changed from a knowledge-based communicator to a supervisor. In order to establish a "learning-centered" educational philosophy, teachers should focus on developing students' ability to "learn how to study," including learning reading skills and the way of thinking, writing skills and language expression, and learning to innovate and create. (Di Wu 2017)

2.3. Theoretical Base

There is no doubt that the motivation belongs to Second Language Acquisition(SLA). Famous American linguist Stephen Krashen put forward the "comprehensible input", which means as "i+1". "i" represents learners' current state of knowledge , the next stage is the i+1.Only the learner can understand the input, and they also have enough knowledge to store the language and then they can output automatically (Stephen Krashen ,1977). The Mint Reading also proves this notion. Lambert pointed out that learning another language is motivated by the interest in the language or the emotional input of the language community (Lambert, 1955). In studying the relationship between second language attitudes, motivations, and academic performance, Gardner and divided motivational tendencies into instrumental and fusion tendencies (Lambert, 1959). Chinese scholar Yumei Liu has established an ARCS model based on motivation consisting of four parts: attention, relevance, self-confidence and satisfaction (Yumei Liu, 2006). And Weidong Dai draws on the social and cultural theory and the relevant motivation theory of scholars Dornyei(2009) to construct a self-system model of English learning motivation (Weidong Dai , 2013).The effectiveness of learning strategies in language learning has turned the concept into a hotly-debated issue, leading to the emergence of various definitions and classifications. It defines strategies as the learners' operations which help them acquire, store, retrieve, and use information. In the further discussion, She stated that "learning strategies are actions taken by the learners to make learning easier, faster, more enjoyable, more self-directed, more effective, and more transferable to the new situation (Cohen,D, 1988)

3. RESEARCH DESIGN AND FINDINGS

3.1. Research Objects

The research objects of this paper are adult learners who want to use English or want to better their English. The authors randomly selected 150 people from these research objects as stratified random samples.

3.2. Research Questions

This paper focuses on the following aspects :

- gender, age, education background
- three variables that affect the adult English learning
- opinion on the Mint Reading
- The motivation for the adult English learning and the strategies for adult English learning

3.3. Data Collection

This paper sets the age, gender, and academic background as variables to study the correlation between the reading effectiveness and the basic information. And the author uses the SPSS to analyze the correlation between different variants.

On November 22nd, the author released the "Survey on Adult English Learning Motivation and Strategy-- Taking Mint Reading as an Example", and then sent the questionnaire to the respondents for stratified random sampling. Before the investigation, the author explained to the respondents the purpose of the study and some of the requirements to clear away their the confusion during the questionnaire process. A total of 150 questionnaires were distributed and 141 questionnaires were returned, with a recovery rate of 94%. The questionnaire was fully validated. And the questionnaire was closed on February 1st, which lasted more than three months. Most respondents were working in

education-related fields. The number of males is 42, covering 29.79%, and the number of females is 99, covering 70.21%. 108 respondents' ages range from 18 to 30 years old. 29 respondents hold an undergraduate or master's degree.

3.4. Findings

In order to have a better understanding of the effectiveness of Mint Reading. This survey adopted the correlation analysis method to reflect and reveal the correlation between different variants. In this article, the author mainly uses Pearson related data indicators. There are 39% people who don't use the Mint Reading, and prefer the paper book or reading on the Kindle. And they think it can offer different people different training plan and its reading material is very alluring.

3.4.1. The Correlation between Personal Information and the Usage of Mint Reading

Table1. *The correlation between personal information and the usage of Mint Reading*

Pearson Correlation				
		Gender	Age	Education
The usage of Mint Reading	Correlation Index	0.012	-0.011	0.003
	Pearson Correlation Coefficient	0.886	0.893	0.973
* p<0.05 ** p<0.01				

From the above table, we can use analyze the correlation between personal information and the usage of Mint Reading. Specific analysis shows that: There is no significant correlation between gender and the usage of Mint Reading. The Pearson Correlation Coefficient values are 0.012, all are close to 0, and the P values are all greater than 0.05. There is no significant correlation between the age and the usage of Mint Reading. The Pearson Correlation Coefficient values are -0.011, all are close to 0, and the P values are all greater than 0.05, illuminating there is no correlation between education and the usage of Mint Reading. The Pearson Correlation Coefficient values are 0.003, all are close to 0, and the P values are all greater than 0.05 means that there is no correlation between the academic qualifications and the usage of Mint Reading.

With the respect of the usage of Mint Reading, 61% respondents experienced the Mint Reading. Nevertheless, the rest of respondents still didn't utilize the Mint Reading while reading. The result demonstrates that the mode of online learning appeals to many people. Still a portion of respondents prefer the paper book, magazines, and journals as well. According to the data, the people (93.62%) who are under 60 years old are hooked by Mint Reading. There is no doubt that the elderly don't attach great importance to the English learning.

3.4.2. The Correlation between Personal Information and Persistence

Table2. *The correlation between personal information and persistence*

Pearson Correlation				
		Gender	Age	Education
Persistence	Correlation Index	0.053	0.080	0.036
	Pearson Correlation Coefficient	0.532	0.346	0.671
* p<0.05 ** p<0.01				

The above stable shows that:

The correlation coefficient between persistence and gender is 0.053, close to 0, and the P value is 0.532>0.05, which indicates that there is no correlation between persistence and gender. The correlation coefficient between persistence and age is 0.080, close to 0, and the P value is 0.346>0.05, thus indicating that there is no correlation between persistence and age. The correlation coefficient between persistence and education is 0.036, close to 0, and the P value is 0.671>0.05, thus indicating there is no correlation between daily persistence and academic background.

Some respondents admit that there are too many temptations in modern life, for instance, smart phones, tablet, laptop and so on, have distracted them from intensive reading. Some adults are unable to persist because of work and family pressure. With the rapid development of economy, people's living standard has been constantly improved. More and more people would like to take good care of their family and their children. They have to devote most of their life to family and children to make them feel both eudemonic and snug.

3.4.3. The Correlation between Personal Information and their Preference of the Reading Mode

Table3. *The correlation between personal information and their preference of the reading mode*

Pearson Correlation				
		Gender	Age	Education
The preference to the reading mode	Correlation Index	-0.128	0.008	-0.060
	Pearson Correlation Coefficient	0.132	0.925	0.483
* p<0.05 ** p<0.01				

The above table illustrates that: The correlation coefficient between their preference to the reading mode and gender is -0.128, close to 0, and the P value is 0.132>0.05. So there is no strong correlation between their preference of the reading mode and gender. The correlation coefficient between their preference of the reading mode and the age is 0.008, which is close to 0, and the P value is 0.925>0.05. So there is no correlation between their preference of the reading mode and age. The correlation coefficient between their preference of the reading mode and the academic qualification is -0.060, which is close to 0, and the P value is 0.483>0.05. So, there is no correlation between their preference of the reading mode and education background.

Some are in favor of the paper book. The reasons are as follows:

- Compared with e-book, Paper books are more eye-friendly to read.

- When people read books, they have to underline some good sentences or some useful words. And the advantages of paper books are obvious. Although e-books can also be labeled, they are more troublesome to operate. The paper book is also very convenient when you look back, especially when the paper book after the label is attached. All the key points are clear at a glance. Moreover, paper books can save you the trouble of insufficient power supply.

- Today's paper books are generally developed in the direction of hardcover and collection, which makes books not only have the value of reading, but also the value of collection.

- Reading on electronic devices, especially mobile phones, people are easily bothered by other softwares including WeChat Moment, Weibo, games, etc., resulting in inefficient reading. Paper books don't have these problems.

3.4.4. The correlation between personal information and the intention of reading

Table4. *The correlation between personal information and the intention of reading*

Pearson Correlation				
		Gender	Age	Education
The intention of reading.	Correlation Index	-0.117	0.154	0.039
	Pearson Correlation Coefficient	0.167	0.068	0.645
* p<0.05 ** p<0.01				

The above figure shows that: The correlation coefficient between the intention of reading and sex is -0.117, close to 0, and the P value is 0.167>0.05, thus indicating that there is no correlation between the intention of reading and gender. The correlation coefficient between the intention of reading and age is 0.154, close to 0, and the P value is 0.068>0.05, thus indicating that there is no correlation between the intention of reading and age. The correlation coefficient between the intention of reading and the academic qualification is 0.039, close to 0, and the P value is 0.645>0.05, thus indicating that there is no correlation between the intention of reading and the academic qualifications.

The main purpose of majority of people is to learn English. However, there are still some people who choose to satisfy their own psychological gratification. Let the friends around you feel that you are studying hard and you are a good example to someone else. Still others believe that sharing your reading experience onto the WeChat Moment is entirely conducive to social intercourse.

3.4.5. The Correlation Between Personal Information and Your Evaluation of the Fees

Table5. *The correlation between personal information and your evaluation to the fees*

Pearson Correlation				
		Gender	Age	Education
Your Evaluation to The Fees	Correlation Index	0.061	0.079	0.047
	Pearson Correlation Coefficient	0.470	0.353	0.581
* p<0.05 ** p<0.01				

The above table shows that: The correlation coefficient between your evaluation to the fees and gender is 0.061, close to 0, and the P value is 0.470>0.05, which means that there is no correlation between your evaluation to the fees and gender. The correlation coefficient between your evaluation to the fees and the age is 0.079, which is close to 0, and the P value is 0.353>0.05, which means that there is no correlation between your evaluation to the fees and age. The correlation coefficient between your evaluation to the fees and the academic qualification is 0.047, which is close to 0, and the P value is 0.581>0.05, thus the explanation is there is no correlation between your opinion on the fees and the academic qualifications.

There are lots of people (29.08%) who think that Mint Reading is expensive. Although it is now a "knowledge-paying" society, it is also necessary to adapt to the people's living standard. Mint Reading should better the user experience and do some activities, including doing some survey about whether you are apt to use Mint Reading and so on, to reduce tuition fees. They may as well conduct a survey throughout the whole society, covering people from all walks of life. Then, they are willing to analyze these data, so as to provide a good reading platform for people in daily work. A more comprehensive customer-oriented service should be put into fully effect.

3.4.6. The Correlation Between Personal Information and the Improvement of the Mind Reading

Table6. *The correlation between personal information and the improvement of the Mind Reading*

Pearson Correlation				
		Gender	Age	Education
The Improvement of Mint Reading	Correlation Index	0.162	-0.102	-0.118
	Pearson Correlation Coefficient	0.055	0.231	0.162
* p<0.05 ** p<0.01				

The above table shows that: The correlation coefficient between the improvement of Mint Reading and gender is 0.162, close to 0, and the P value is 0.055>0.05, which means that there is no correlation between the improvement of Mint Reading and gender. The correlation coefficient between the improvement of Mint Reading and the age is -0.102, close to 0, and the P value is 0.231>0.05, thus indicating that there is no correlation between the improvement of Mint Reading and age. The correlation coefficient between the improvement of Mint Reading and the academic qualifications is -0.118, close to 0, and the P value is 0.162>0.05, thus can indicate that there is no correlation between the improvement of Mint Reading and academic qualifications.

Some people think that the reading materials from Mint Reading is ought to be more extensive, so as to cater to the needs of more people. And, Mint Reading can develop some reading materials for children, such as English picture books and so on. Others also believe that Mint English should use more methods to motivate users to finish the daily task.

Nowadays, most people, aware of the benefits brought by fragmented reading choose to use the Mint Reading. Despite the expensive fee, people still find that the content of Mint Reading is worth paying.

Language is always the carrier of the culture. Learners' curiosity about exotic culture can lead to good learning effect. Besides basic part of language learning, fascinating English cultures should be introduced to learners, which will also benefit their learning (Yuan Xue, 2016)

4. SUGGESTION

This paper probes into strategies of adult English training and the motivation of adult English learning on the basis of Mint reading. In view of the above data-analysis, the following suggestions are proposed for future research:

4.1. Enhancement of Customer-Oriented Experience

A customer to a company is what water to fish. Without a steady influx of clients, a company can hardly survive. Therefore, the customers' experience matters most. More and more enterprises have begun to realize that providing high-quality experience to users is an vital and sustainable advantage. User experience forms the overall impression of customers on the enterprise, defines the discrepancy between enterprises and antagonists, and determines whether customers will visit again or not.

4.2. The Advancement of Teaching Modes

The previous teaching model is no longer applicable to Adult English Training model. We should now combine the online education model with the concept of flipped classroom to make students the main

body of learning. As an old saying goes: "Interest is the best teacher for children." From the perspective of educational psychology, learning interest is a psychological feature that one tends to recognize and study to acquire certain knowledge, and is an internal force that can promote people's knowledge. Students who are interested in a particular subject will continue to concentrate on it to improve their learning. A data-analysis of a series of findings shows that the correlation between interest and achievement is close to 30% (Fenghua Yang,2018). However, this relationship is also related to gender, discipline, and grade factors, and the relationship between interest and academic achievement is stronger in the upper grades. Therefore, first of all, teachers should increase students' love for English. Students should be interested in dubbing classic movie clips, conducting English song contests, holding English speech contests, and more.

4.3. The Improvement of Teachers

The teaching method doesn't make sense. Teachers should place a higher demand on themselves and sharpen their teaching skills. It is wise of teachers to encourage students to cooperate, promote mutual exchange of ideas between teachers and students to seek common development as well. The teachers and students are supposed to communicate with each other, to promote each other, and to improve alongside.

To enhance the input and output of English. While teaching the course, teachers should encourage students to read English passages, dialogues, newspapers, and news. English language emphasizes logic and emphasizes the relationship between chapters. In the classroom, teachers may as well try to teach students in English and ask students to answer some questions in English. The teacher's powerpoint also needs to be made in English, creating a good environment for speaking English and using English.

4.4. Promotion of Diversified Learning Models

Linguists Hudson believes that language is a set of symbolic system combining sound and meaning, and the social attribute is the original attribute of language. At the same time, language is a very complex social and cultural phenomenon, which is closely related to the social and cultural context. Therefore, language learning should pay more attention to the diversity and the integration of knowledge with individual disciplines (Hudson, 2007). Meanwhile, it requires culture, society, economy, science, history and many other fields of social knowledge.

5. ENLIGHTENMENT AND CONCLUSION

Punching and reward mechanism encourage students to insist on daily learning and it is also a kind of hint to me that I have learned today. And in this way, when going through the Moment, your friends may as well be affected to learn English. If you clock in to a certain extent, there will be the reward of the printed book to you.

This survey, nevertheless, is only partial. Various errors may arise in the investigation. This survey only investigated the effect of gender, age, educational background as three dependent variables on the influence of people's attitude towards mint Reading. And there are a large number of questions in this questionnaire, and there may be situations in which the respondents who are filled in the questionnaire with psychological effect, which will also affect the authenticity of the results.

And the majority of students should adhere to independent learning. Create a new learning environment, making students become the main body of teaching part, and let the teacher become the students' guide in learning part. Actively cultivating your self-learning ability, which not only has a positive meaning for the individual, but also has a certain promoting effect on the society. The more we know about adult learners, the better we can engage all learners and galvanize both individual growth and reflection.

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