



## **Moving Ecological Perspective Theory into Practice: An Impact Assessment of Locally Produced English Teaching Videos on Students' Learning Outcomes**

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### **Abstract**

Due to the inability of our EFL students to comprehend western cultures and ethos that are commonly depicted in foreign content, their motivation to learn the language is impeded. This consequently reduces their retention rate in our English learning programs. Thus, we decided to adopt an ecological approach (Van Lier, 2006) to facilitate English language learning among them. This involves integrating local culture in the teaching and learning process to enhance their English language achievement (Choudhury, 2014). To successfully implement this approach, it is critical to developing a sustainable local model for the production of local English teaching material. The purpose of this presentation is to conceptualize the sustainability of local video development, their integration in the EFL classroom, and their impact on students' learning outcomes. The research aims as well to assess the effect of the videos on learners' English language skills achievement and individual difference factors. We recruited a random sample of 100 and 76 students learning different English levels in our English institute through an online survey. A cross-sectional study of perceived English language skill achievement and individual difference factors such as motivation, attitude, and cultural awareness was carried out. A combination of quantitative and qualitative approaches was used for data collection and analysis. Our conceptual framework showed that the sustainability of the local video production and its integration in the EFL classroom depends on the university's funding policy, which is subjected to the videos' positive impact on students' learning outcomes. Also, the obtained results revealed that the videos fostered learners' English language skills as well as their motivation to learn the language, positive attitudes toward its integration, and local cultural awareness. This work contributes to existing knowledge of sustainable local curriculum development by providing the first empirical evidence on the positive impact of sustainable local videos as an instructional material on students' learning outcomes.

*Keywords: local videos, sustainable development, instructional material, English learning outcomes, individual difference factors.*

### **References:**

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