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The rise of social
audio apps:
a tool for language learning

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Portuguese as a Foreign
Language
Digital tools for education
Cultural awareness

Introduction

My experiences



Clubhouse as a tool to
teach a foreign language
in a non-formal approach

Social audio app

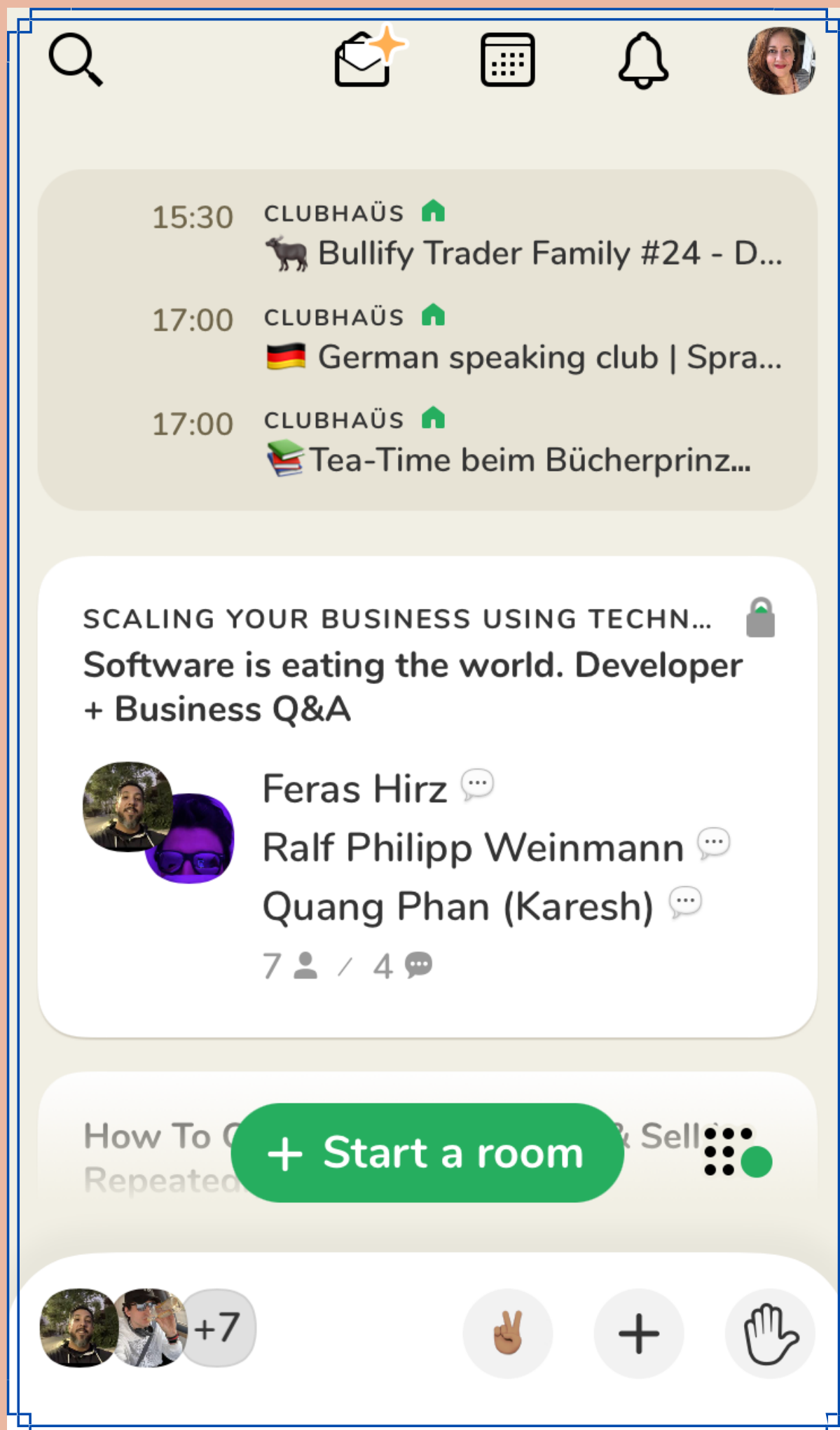
Social media app based primarily on audio-only communication that takes place in real-time in different rooms.

It is also referred as "voice-based social media".

Clubhouse

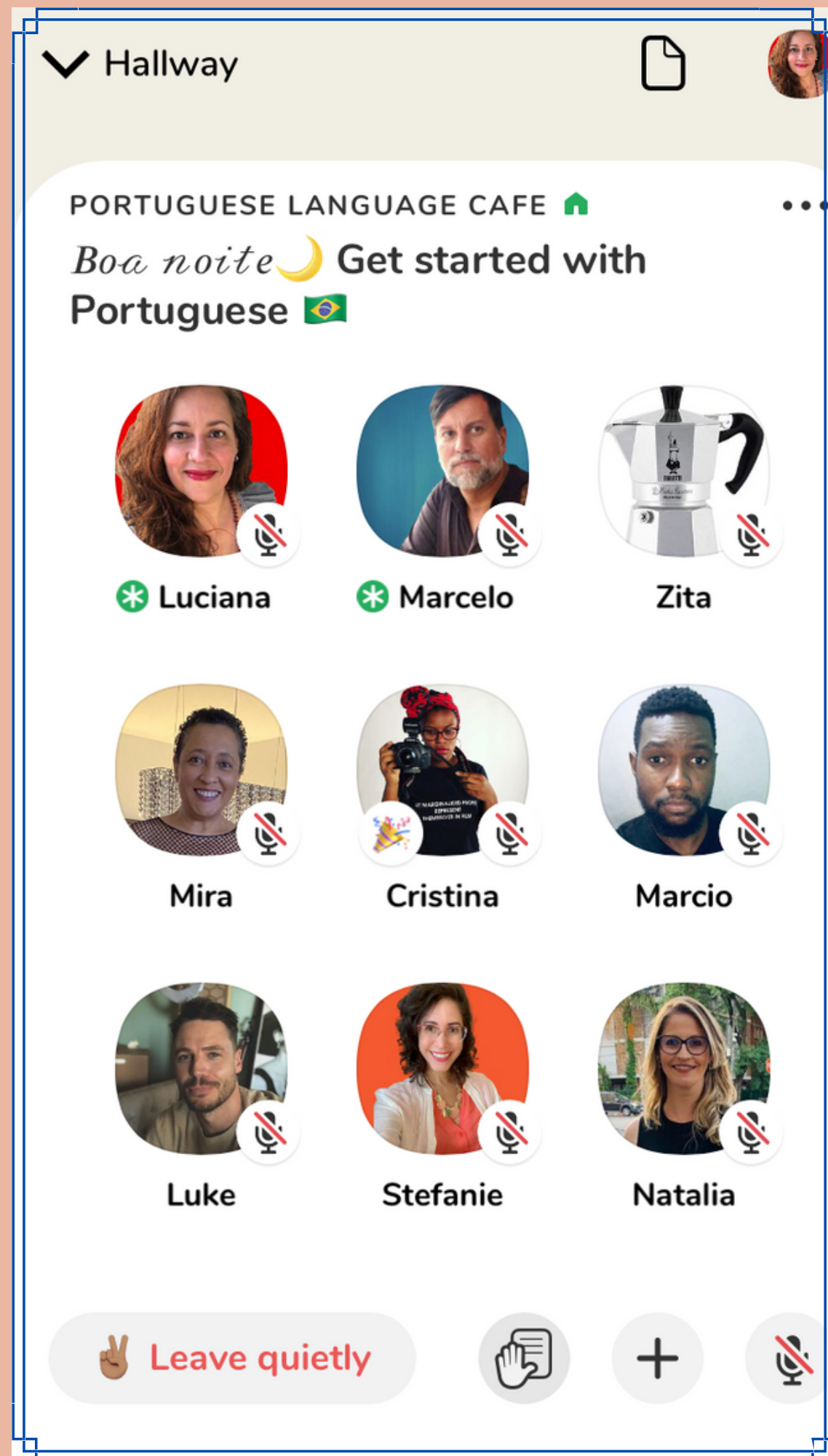
- Launched in March 2020
- Invite-only iOS App
- Host rooms about any topic
- Other competitors: Spotify Greenroom, Twitter Spaces and Facebook Live Audio Rooms





Features

- home screen with rooms
- hosting conversations
- upcoming events
- minimize the room you are in
- start a room button



Room

- Two areas: stage and audience
- Roles: moderators, speakers, listeners
 - Moderators: control the room
 - Speakers: invited or accepted to speak
 - Listeners: audience



Updates

- send text messages
- record a 30-second audio clip



	SYNCHRONICITY	INTERACTION
Radio Show	MOSTLY YES	NO
Conference call	YES	MOSTLY YES
Podcast	NO	NO



An app without photos, likes, shares, or comments that makes possible the interaction between participants in a synchronous, direct and uncomplicated way.

Why was it a success?

- the COVID-19 pandemic
- the intimacy of the voice [1]
- the speaker's emotion and personality conveyed by the voice [2]
- the ability to perform multiple tasks while listening to a conversation
- Zoom burnout [3] [4]
- a deeper sense of belonging and authenticity

Portuguese Language Cafe:

a Clubhouse experience



- February 2021
- daily morning and evening rooms
- 60-minute sessions
- Portuguese language practice
- club founded in March
- native and non-native participants
- random topics

PORTUGUESE LANGUAGE CAFE 🏠

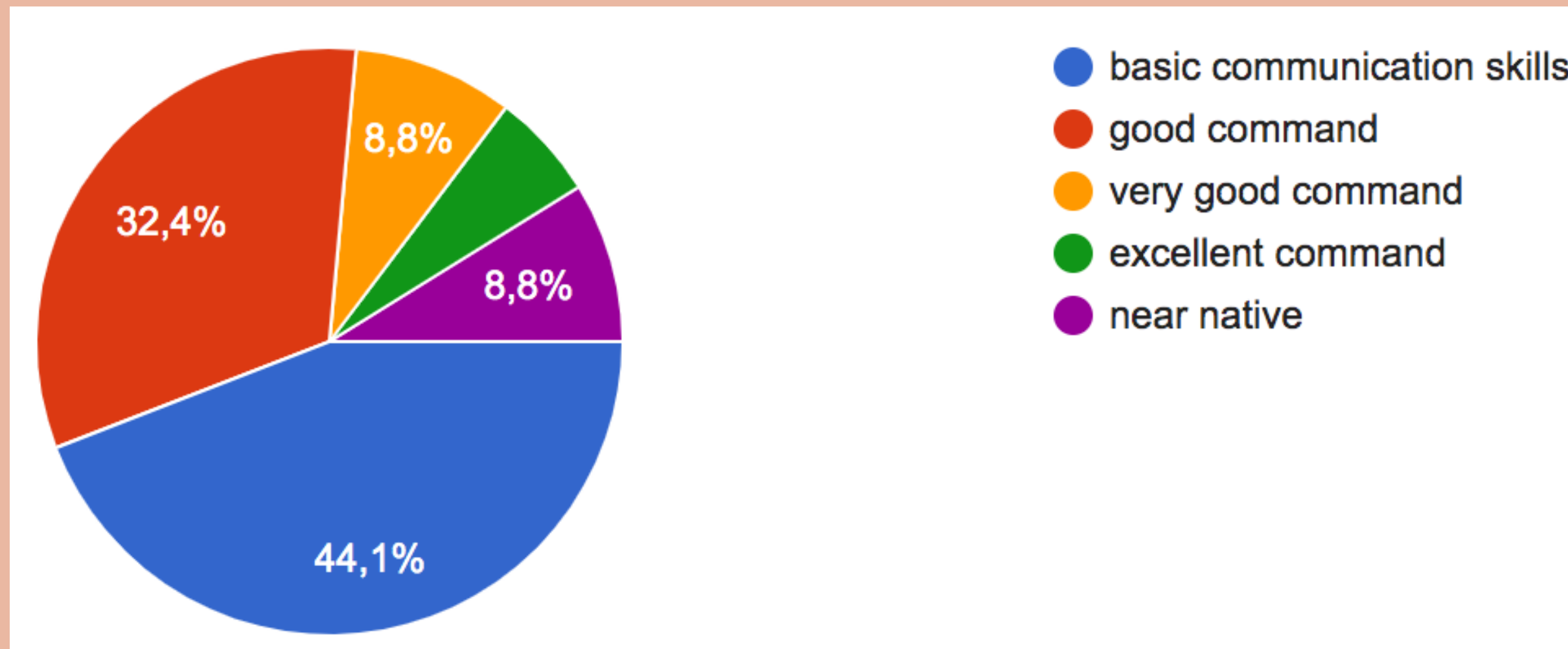


🎉 *Welcome to Portuguese Language Cafe!* 🎉

💡 Speakers at all levels of Portuguese are welcome. Don't be shy if all you know is a couple of words: you can also speak in English. There are native speakers of Portuguese in the group that also spe...

Survey

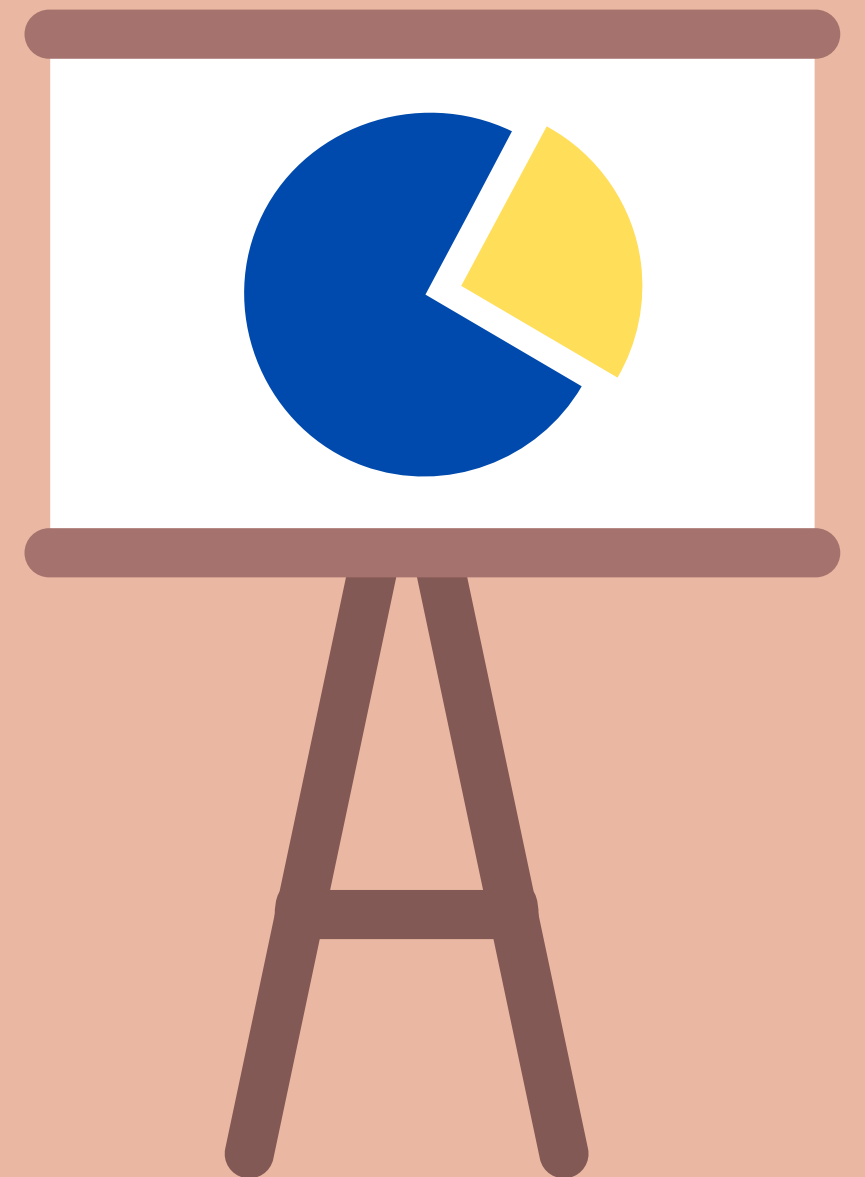
- March/April 2021
- Portuguese non-native participants
- Clubhouse as a language learning tool



Means used to learn and practice

Portuguese:

1. speaking with native speakers online and offline(79.4%)
2. movies and songs (58.8%)
3. YouTube channels in Portuguese (44.1%)



Perception of the app

- more confident to speak (35,3%)
- better understanding of natural conversational language (61,8%)
- good tool for learning and practicing a language (47,1%)

Reasons for taking part in the Portuguese Language Cafe club

- the friendly (79.2%) and respectful (58.3%) environment
- the participation of native and non-native speakers (50%)
- the variety of cultures (50%)

Factors that could support a more active participation

- different times (41.2%)
- different objectives (38.2%),
- clearly defined topics (29.4%)
- shorter speaking time for native speakers (20.6%).

Implementing some simple changes

a topic for
the rooms



the
indication
of the level



- better pronunciation and comprehension
- more encouraged to speak
- improved oral production
- a strong community
- support from members
- larger number of members

A tool for
language learning

YES

- different variants of a language
- multi-/intercultural environment
- rich source of authentic audio
- attentive listening
- writing activities
- use the repertoire of languages





automatically
generated
subtitles

notepad
native to the
app

References

- [1] Basu, T. „The future of social networks might be audio“, MIT Technology Review. (January 25,2021). Retrieved 20 May 2021 from <https://www.technologyreview.com/2021/01/25/1016723/the-future-of-social-networks-might-be-audio-clubhouse-twitter-spaces/>
- [2] Radcliffe, D. „Audio Chatrooms like Clubhouse Have Become the Hot New Media by Tapping into the Age-Old Appeal of the Human Voice“, (February 25, 2021) The Conversation 2021. Retrieved 10 May 2021 from SSRN: <https://ssrn.com/abstract=3796686>
- [3]Solaris, J. „The Rise of Audio in Virtual Events to Combat Zoom Burnout“, Event Manager Blog. (September 29, 2020). Retrieved 15 May 2021 from <https://www.eventmanagerblog.com/rise-of-audio-events>.
- [4]Strielkowski, W., „Clubhouse: Yet Another Social Network?“, (March 08, 2021). Retrieved 10 May 2021 from SSRN: <https://ssrn.com/abstract=3832599>.



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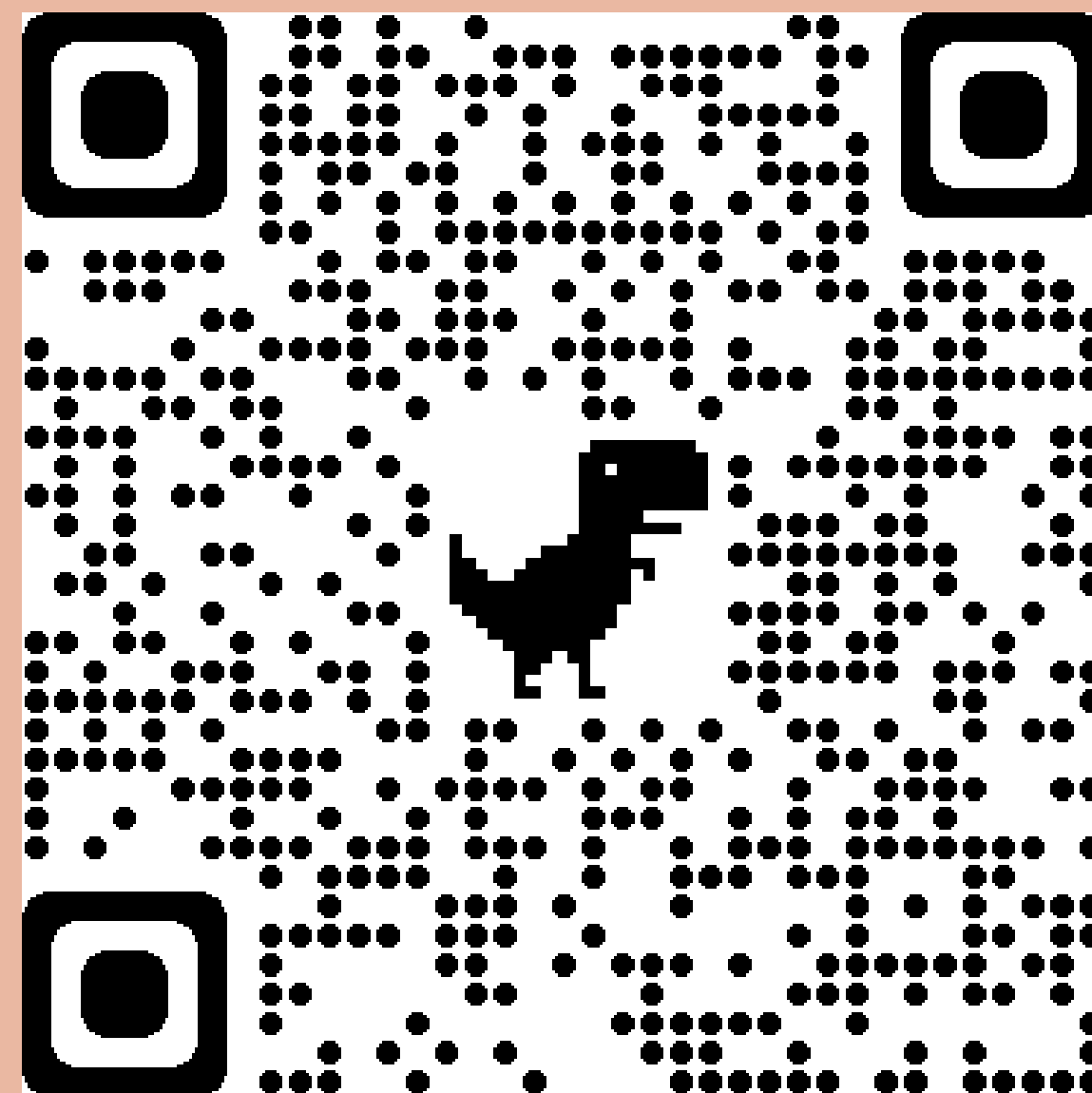
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Clubhouse



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