

The Role of Community in Second-Language Learners' Educational Journeys

Final Research Report

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Executive Summary

This study investigates adult second language learners (SLLs), aged 18–50, who use mobile apps and face a plateau. There are three main takeaways based on interviews, surveys, and fieldwork.

There is a misalignment between user goals and app lessons' focus. In our field study, we noted that lessons which encourage users to speak the language aloud increased their confidence in their communication skills. In our interviews, we further learned that users, in general, feel embarrassed when speaking aloud. In our survey analysis, we saw that users' most important skill (speaking) is also their weakest. These findings suggest that app lessons don't focus nearly enough on speaking skills. A mismatch exists between user priorities (speaking, listening) and apps' primary content (reading, grammar).

Feedback systems lose efficacy over time. In our field study, we noted that while immediate positive reinforcement via sights, sounds and haptic feedback enhanced user satisfaction, some found them as excessive. In our interviews, none of the respondents mentioned the feedback systems when asked, 'What motivates you?'. In our survey analysis, we saw that the more people used the app, the less helpful they found the feedback. These findings suggest that users become quickly accustomed to feedback systems. Initial feedback tools offer motivation, but frequent users experience fatigue from repetitive, impersonal responses.

Learners who value and use community features have higher rates of motivation. In our field study, we observed that community and peer interaction features were underutilized despite presenting a valuable opportunity to encourage continued engagement. In our interviews, we further noted that the root motivation for many learners was getting them closer to their familial/cultural communities. In our survey, we saw that users who value community features tend to have higher motivation. These findings suggest a positive correlation between community feature usage and motivation levels. Community features are often ignored, though users driven by emotional or cultural goals show greater engagement when peer-based support is available.

To boost engagement and progress, language apps should implement adaptive, non-judgmental speaking tools, diversify feedback systems, offer low-pressure social features, and realign lesson content with user goals by increasing focus on verbal communication.

Study Background and Objectives

The Learning Lab chose to study a subset of language learners called SLLs (second language learners). They were chosen because there is a large population of adults independently learning a second language, primarily through an app, that are having difficulty gaining the skills necessary to use their 2L in the real world (Fiege, 2001). SLLs, as defined by this study, are aged 18-50, learning a language independently through an app, self-identifying as beginner-to-intermediate based on a numerical ranking system. It is a popular belief amongst

language professors, including Julie Damron of BYU, that “engaging in a community is... a strong foundation for sustained motivation and lifelong learning.” (BYU.edu). This study aims to identify what contributes to the learning plateau (an inability to make progress in one or more categories of language learning) and how to reverse this trend. To better inform the research, The Learning Lab also sought to better understand the level of community that app users currently experience, and to suggest conducive ways to integrate community into their learning.

This study had three main research phases. The first two phases focused on qualitative studies – a contextual inquiry observing users interact with their language learning app, and a series of one-on-one interviews. The third phase focused on quantitative research, taking the form of an online survey. As you will see throughout the report, the qualitative research formed the basis of the quantitative research and helped The Learning Lab gain valuable insights into the needs of SLLs that were subsequently enhanced by aggregate survey data. More information on these studies will be provided in the methodology section of this report. Below see Figure 1, a detailed breakout of the Learning Lab’s Research goals, questions and in which study they were targeted.

Research Questions

Fig. 1 - Research Goals and Questions

Research goals	Research questions targeted in field study	Research questions targeted in interviews	Research questions targeted in survey
Stronger Learning outcomes for SLLs		<p>Why did SLLs start to learn a second language?</p> <p>How do SLLs see themselves ideally using their skills?</p> <p>How much emphasis and value do SLLs put on language speaking (informed from field study)</p> <p>Where do SLLs hope to see their skills in one year? Five years?</p>	<p>How do SLLs see themselves ideally using their skills?</p> <p>How often/how much time do SLLs spend on their 2L platform?</p> <p>How much emphasis and value do SLLs put on language speaking?</p>
Identify barriers of progress	What platforms do SLLs use for learning?	Where do SLLs begin to plateau in learning?	What platforms do SLLs use for learning?

(intermediate level) associated with learning an L2	<p>What aspect of learning do SLLs struggle the most? (read, write, speak, listen, vocab, grammar)</p> <p>How long do SLLs spend on their language learning platform?</p>	<p>What supports SLLs during their app-based language learning? (informed from field study)</p>	<p>Where do SLLs begin to plateau in learning?</p> <p>What supports SLLs during their app-based language learning?</p> <p>What do SLLs attribute plateau to in L2 learning?</p> <p>Do SLLs think community learning would help them?</p>
Confirm hypothesis that community is a missing component in learning a L2 via an app.	<p>Do SLLs use community features on their apps?</p>	<p>What do SLLs imagine when they hear community learning?</p>	<p>Do SLLs use community features on their apps?</p>
Suggest solutions for incorporating community in L2 learning efforts		<p>What makes people feel like part of a community?</p>	<p>Are in-person solutions feasible to SLLs?</p>

Stakeholders

There are many interested parties in this research, both inside and outside language app companies. Product managers who run the day-to-day operations at a language-learning company are the commissioners of the research and will ensure that the project proceeds as planned after the initial research is complete. If they believe in the research, they will center the rest of the work around it. Designers and UX team leaders will also use the research to inform how the product should look to create a seamless user experience. They rely on quality input for their output. Engineering will use the designers’ work to make the product functional. Because they work so closely with the designers, they must understand what informed the design choices. Additionally, as translation work is becoming increasingly AI-driven, insights from the SLL research could inform AI scientists’ strategy. Company executives will also have a stake in this project, as their support for the research is extremely important to keep the project funded. Marketing team members must also be looped in as they will be the ones to advertise the product

that is informed by the research. Business and sales will actively pitch the product to potential users and generate revenue for the company, so they too must understand how the product addresses users' pain points.

Outside of the company, linguists or pedagogical scientists could be interested in this research. Apps are among the most popular ways adults learn second languages today, and it is important for them to understand what is working, what's not, and what is needed to help users succeed in their goals.

Participant Profile

Targeting Criteria

Our targeting criteria for the field study, interviews, and surveys were deliberate across several factors to ensure we were honing in on the problems for a specific cohort. Participants had to be between the ages of 18 and 50 and use a language learning app at least once per week for at least 3 months. They had to self-identify as an average of 1 - 3 on a scale of 1-5 when rating themselves for reading, writing, speaking, and listening skills; 1 being beginner, and 5 being master. Similarly, they had to self-identify as a 1 - 3 on a scale of 1 - 5 when rating their language learning progress; 1 being no progress, and 5 being great progress.

SAM CRUZ

SUMMARY
Sam has lived in New York City for her entire life. While her parents live in America, her extended family (grandparents, aunts/uncles, cousins) lives in Spain, and she tries to visit them once per year. She values family, but works long hours at her job, so can't spend as much time with them as she'd like. Her Spanish skills are not as strong as they used to be. A few months ago, she started using Duolingo. She finds herself practicing once or twice per week, and still feels like a beginner.

OBJECTIVES

- Regain her confidence in her Spanish skills
- Speak to her nieces and nephews in Spanish without the help of a dictionary

FRUSTRATIONS

- Limited time to practice
- Doesn't feel like she's making progress anymore, especially with her speaking skills

INTERESTS

- Traveling
- Mentoring city youth
- Reading history books
- Learning the ukulele

QUOTES
"I'm embarrassed when I speak Spanish out loud. I worry I can't pronounce the words the right way. I can't even ask for directions."

AGE: 34
LOCATION: NEW YORK
EDUCATION: B.A.,
NORTHWESTERN UNIVERSITY
JOB: MARKETING ANALYST

Photo courtesy of unsplash.com

Figure 1.1 - Example persona based on the targeting criteria.

Research Limitations

There were some limitations to our research that should be weighed when reading through our findings. The field study and interviews included ~10 participants each, which may not fully capture the diverse experiences of the broader learning population. Additionally, the findings are primarily based on learners using Duolingo, which may not represent all digital learning platforms and their community-based features. Other limitations such as biased behavior could have occurred in our field study as it was conducted as a contextual inquiry and users were aware they were being watched. As noted above, the screening data is self-reported, introducing potential biases in how participants assess their own progress and engagement.

Research Methodology

The Learning Lab structured our research across seven weeks from April - May 2025, taking care to use the insights from previous weeks to inform the strategy in future ones. We broke out the phases by research and planning, qualitative, and quantitative. Our plan can be summarized as:

Research Plan

1. Week 1 Research and Planning:
 - a. Explore problem space
 - b. Define problem statement
2. Week 2 Research and Planning:
 - a. Identify target research population
 - b. Create screen survey and consent form
 - c. Select appropriate methods
3. Week 3 Qualitative:
 - a. Recruit field study participants
 - b. Conduct field study
 - c. Analyze field study results
4. Week 4 Qualitative:
 - a. Recruit interview participants
 - b. Conduct interviews
 - c. Analyze interview results
5. Week 5 Quantitative:
 - a. Recruit survey participants
 - b. Distribute survey
6. Week 6 Quantitative:
 - a. Analyze survey results
7. Week 7 Quantitative:
 - a. Synthesize study findings

b. Present insights

Recruiting Strategy

To recruit suitable participants for our studies, we implemented several strategies. We primarily engaged potential participants through social media platforms like Instagram and LinkedIn. Additionally, recruited participants were encouraged to refer other eligible learners. This particular approach helps build trust and we believe increased participation through personal recommendations. Participants were required to sign a consent form and fill out a screener where appropriate before proceeding with the study.

Methods, Tools and Techniques

Contextual Inquiry

We conducted a contextual inquiry field study because we wanted to observe first-hand the behavior, motivations, and emotional highs/lowes of second language learners while they were completing lessons using their primary app. We intended to answer the following research questions: What platforms do SLLs use for learning? What aspect of learning do SLLs struggle the most (read, write, speak, listen, vocab, grammar)? How long do SLLs spend on their language learning platform? Do SLLs use community features on their apps?

After asking potential participants questions to ensure they were in our target audience (based on [Participant Profile criteria](#)), and having them fill out a consent form (see [Appendix - Consent Form](#)), we read a script to introduce the study without giving away too many details (see [Appendix - Field Study](#)). We then asked them to open up their preferred learning platform, and share their screens (if done virtually over Zoom), so we could take notes on: What are their emotional highs? What are their emotional lows? What do they say, how do they look? How well do they stay on task? How long are they on the app? What features are they using?

After every team member completed their field study, we used Figma to compile our observations. Then, we grouped similar observations across participants into themes. From there, we translated our themes into insights. See figure 2 below, and the full board in our [Appendix - Field Study Figma Board](#).

Interviews

We conducted interviews with second language learners because we wanted to have the ability to ask direct questions about their experiences, and the field study, by nature, is more hands-off and observation-based. We wanted to answer the following research questions: Why did SLLs start to learn a second language? How do SLLs see themselves ideally using their skills? How much emphasis and value do SLLs put on language speaking (informed from field

study)? Where do SLLs hope to see their skills in one year? Five years? Where do SLLs begin to plateau in learning? What supports SLLs during their app-based language learning (informed from field study)? What do SLLs imagine when they hear community learning? What makes people feel like part of a community?

We converted our screening questions from the field study into an online form for participants to complete. After completing that, and the consent form, we asked them a set of questions that were derived from our research questions (see [Appendix - Interview Protocol](#)). We kept in mind the following insights from the field study to help build upon our initial qualitative findings: encouraging users to speak the language aloud increases their confidence in their pronunciation, speaking, and communication skills; correlation between people losing focus and not taking advantage of community features; immediate positive reinforcement via sights, sounds, and haptic feedback significantly enhances user satisfaction and motivation; learners experiencing language plateaus may benefit from positively framed corrections after mistakes to reduce frustration and support sustained progress. We tried to probe beyond the ‘what’ of their actions and into the ‘why’. After completing the interviews, we returned to Figma (see [Appendix - Interview Figma Board](#)) to compile our observations with digital stickies, then grouped those into themes, and finally turned those themes into insights.

Surveys

After observing SLLs in the field study, and asking them questions head-on in the interviews, we conducted surveys (see questions in [Appendix - Survey](#)) to get more aggregated data to complement the evidence from the people we had already involved in the research project. In addition to the research questions we previously addressed, we also wanted to answer: How do SLLs see themselves ideally using their skills? How often/how much time do SLLs spend on their 2L platform? How much emphasis and value do SLLs put on language speaking? What platforms do SLLs use for learning? Where do SLLs begin to plateau in learning? What supports SLLs during their app-based language learning? What do SLLs attribute plateau to in L2 learning? Do SLLs think community learning would help them? Are in-person solutions feasible to SLLs? Along with our research questions we kept insights from our qualitative studies in mind, including:

- Encouraging users to speak the language aloud increases their confidence in their pronunciation, speaking, and communication skills.
- There appears to be a correlation between people losing focus and not taking advantage of community features.
- Immediate positive reinforcement via sights, sounds, and haptic feedback significantly enhances user satisfaction and motivation.
- Learners experiencing language plateaus may benefit from positively framed corrections after mistakes to reduce frustration and support sustained progress.
- Learners find value in pronunciation tools, but often feel unsupported or embarrassed when speaking aloud, suggesting a need for more confidence-building and error-tolerant

design in speech features. This could be the highest value-add for a language learning app.

- Strengthening connections with people and community is often the root driver of continued language learning, and a collaborative group-learning style best aligns with that primary motivation.
- While users appreciate learning at their own pace, this individualistic approach can decrease motivation because learners aren't regularly held accountable for their progress. An ideal language learning experience would combine flexibility with support.

Our survey responses include binary 'Yes / No' data, scores of 1 - 5 on Likert scales, and multiple choice selections. Those data types helped us measure app-use frequency, out-of-app practice frequency, the effectiveness of the feedback systems, the distribution of users' goals, the effectiveness of the app in certain language skills, the confidence level of the user after app lessons, the importance of community features, and their current motivation level.

Our analysis methods started basic and then became more complex. After all of our completed surveys rolled in, we reviewed the answers of each response to each question. We then grouped each dependent variable tally within each independent variable section (see analysis in [Appendix - Crosstab](#)). Our independent variables were app-use frequency, out-of-app practice frequency, motivation, and self-described skillset importance. We were interested in seeing if/how these factors affect the dependent variables, which are how they feel the app is helping them progress, how confident they feel speaking the language, and their value / use of community features. Our planned subgroups included age breakdowns and the actual app being used. However, the answers showed intense concentration in age group and app choice, and it was evident that we did not have enough varied responses to break these out as subgroups. After tallying the response data, converting them to percentages and creating crosstabs, we began to see trends emerge. We used Google Sheets to do our tabulations and chart generations.

Results

Field study: Discoveries, Themes, and Interesting Insights

Across ten contextual inquiries, we noticed a lot of similarities across users' experiences. Users found repeated negative feedback prompts to be discouraging, and while they enjoyed positive feedback via sounds and animations, those eventually became distracting. This led to the insights that positively framed corrections after mistakes could reduce frustration, but all feedback mechanisms should be fine tuned to not bring about stimulation overload.

Interestingly, some users felt that community engagement would cause too much friction, as coordinating with others was a bother. However, among other users, there was excitement surrounding both competitive and collaborative community engagement. We noticed a

correlation between people losing focus and not taking advantage of community features. Our takeaway from these themes was that while community features are underutilized, they present a prime opportunity to keep users engaged.

Our last major insight was a surprise to us. We noticed a lot of feedback around the value-add of pronunciation. This was an area that people struggled with, but also displayed a resilience to try multiple times until they got a prompt correct. We saw an increase in satisfaction from successful pronunciation during challenging lessons. Our insight from this was that verbal communication should be the priority skill set for app lesson

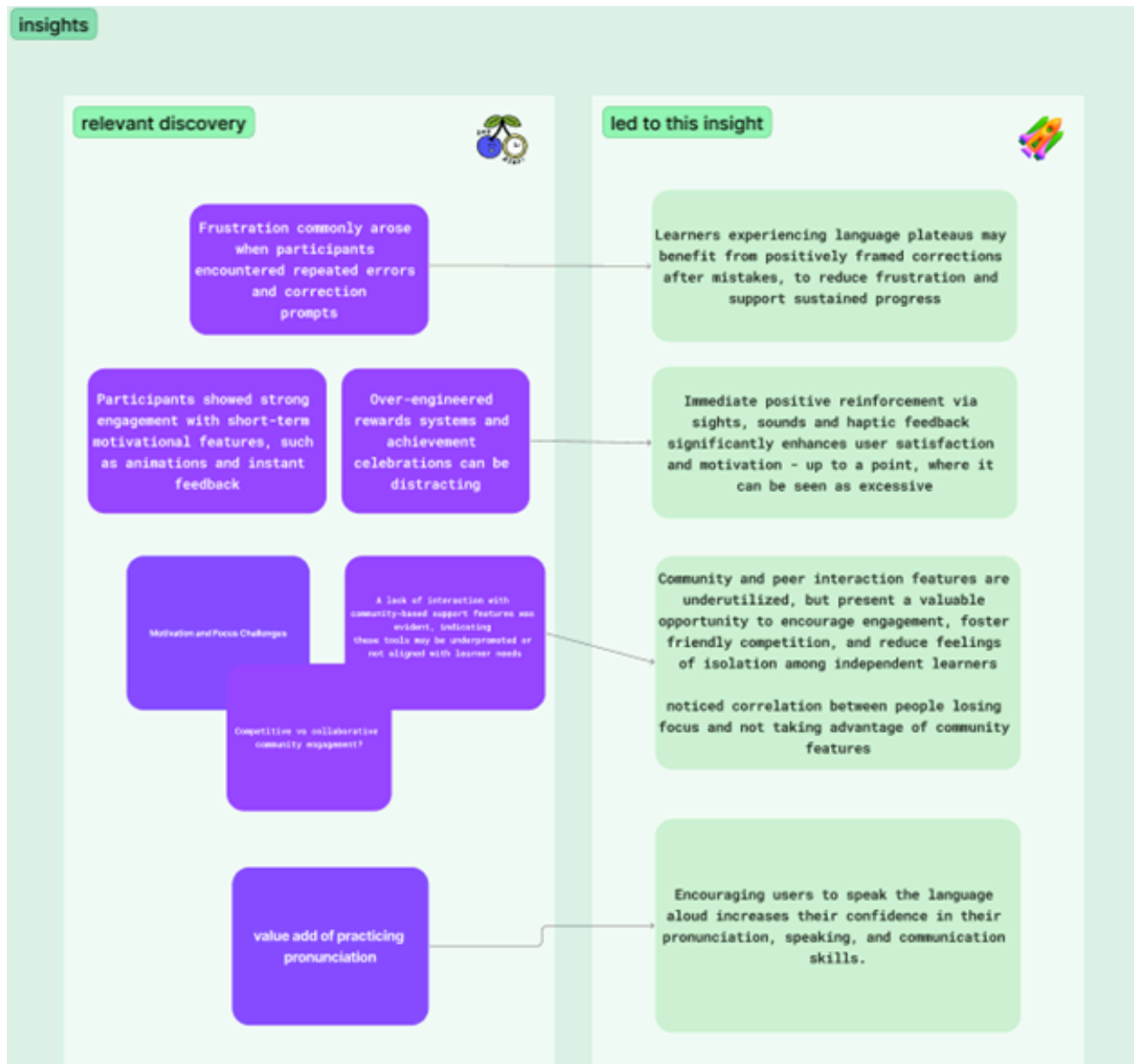


Fig. 2 - Field Study Figma Board excerpt.

Interviews: Discoveries, Themes, and Interesting Insights

We used both our original research questions and our field study observations to craft interview questions that dove deeper into language learning motivations, communities, and feedback, among other concepts. While many participants emphasized the importance of speaking the language they are learning, they also expressed hesitance and potential embarrassment of pronunciation mistakes. This particular area of learning comes across as high-risk, high reward for learners, and led to the insight that lessons that focus on building pronunciation confidence may add the most value.

Additionally, we recognized a theme of community, both in learners' motivations and their preferred group approach. Many interviewees revealed that they wanted to learn a language to become closer with family or a particular community. Many also preferred collaborations over competition in regard to group learning. We see alignment between the two; they place value on communal experiences in their personal lives and in their education. However, some participants preferred solo learning because it lets them go at their own pace. Our insight from these contrasting perspectives was that the ideal language learning experience would combine flexibility (valued by solo learners) and support (valued by community learners).

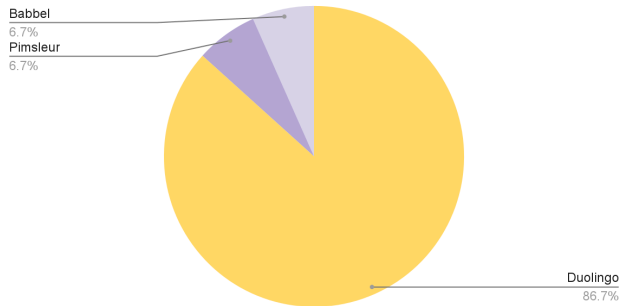


Fig. 2.1 - Interview Figma Board excerpt.

Survey: Findings

Most respondents use Duolingo

May 11 - May 23, 2025, 15 responses



Most respondents are between 18 and 34 years old

May 11 - May 23, 2025, 15 responses

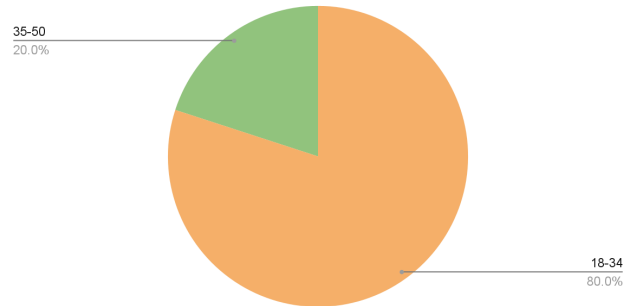


Fig. 3 and 4 - Survey participant profile graphs.

The vast majority of the respondents to our survey were between the ages of 18 and 34, and used Duolingo as their main language learning app. This suggests that younger people in particular are more likely to use apps to help them learn second languages.

Users' most important skill is also their weakest

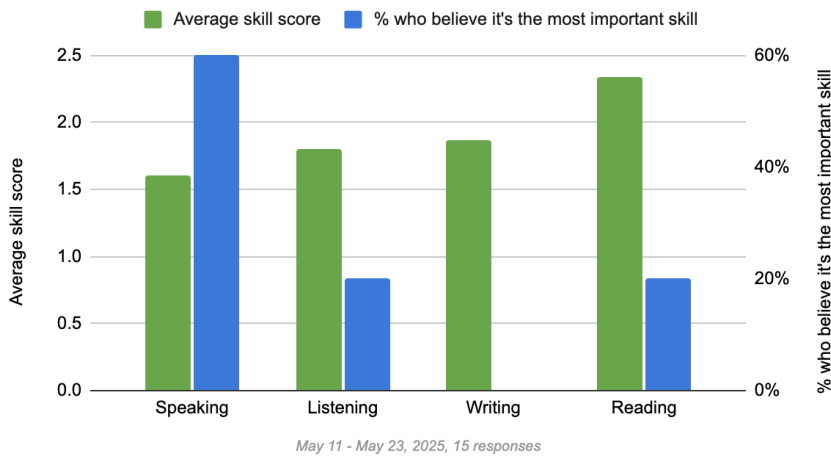


Fig. 5 - Skill set score / skill set importance graph.

Respondents tended to vote for 'Speaking' and 'Listening' as the language skills most important to them – yet believe that those are the areas in which they are weakest. This suggests that app lessons' focus is misaligned with user goals.

Users who value speaking skillset tend to lack moderate confidence

How confident do you feel speaking the language aloud after using the app?

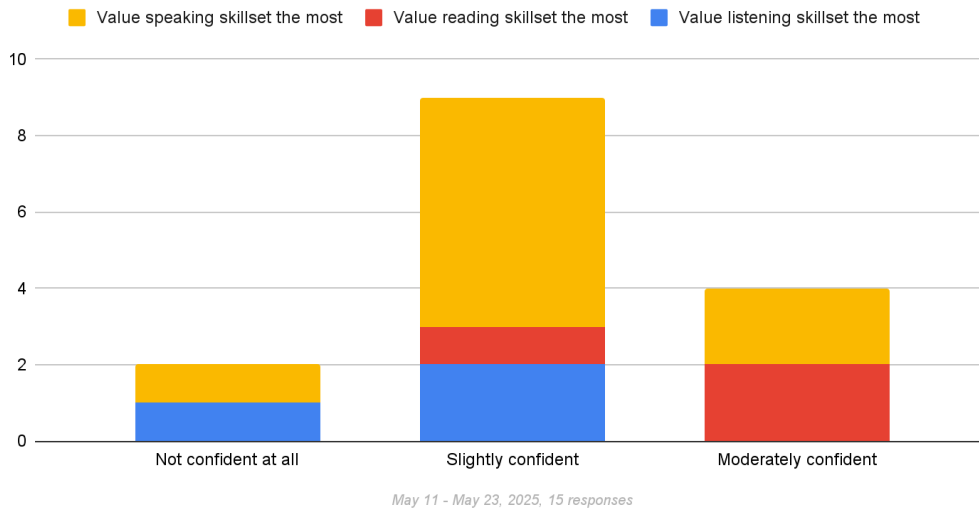


Fig. 6 - Speaking skillset / confidence graph.

This is bolstered by data showing that the majority of respondents who value speaking skills tended to feel *only* slightly confident after using the app. We'd expect successful speaking lessons to boost users' confidence to the moderate level.

Active users get limited benefits from app feedback

How do you feel about the efficacy of the feedback provided by the app?

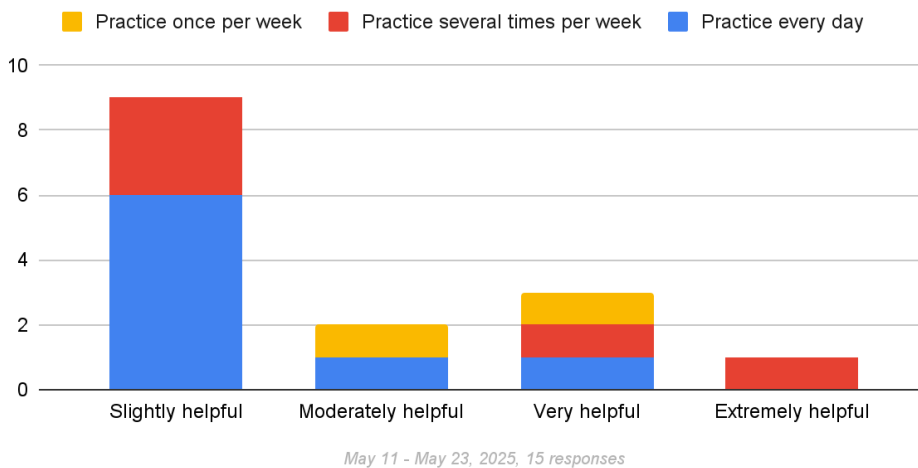


Fig. 7 - User activity / feedback graph.

We also found that active users (those who practice every day or several times per week) tended to score the helpfulness of the app feedback systems the lowest. Our field studies and interviews yielded anecdotal evidence that users appreciated the sounds and visuals that are

presented with correct/incorrect answers, but this data suggests that users become numb after adopting a more rigorous practice schedule.

Most users don't feel close to their community

To what extent do you feel connected to other learners on your language learning platform?

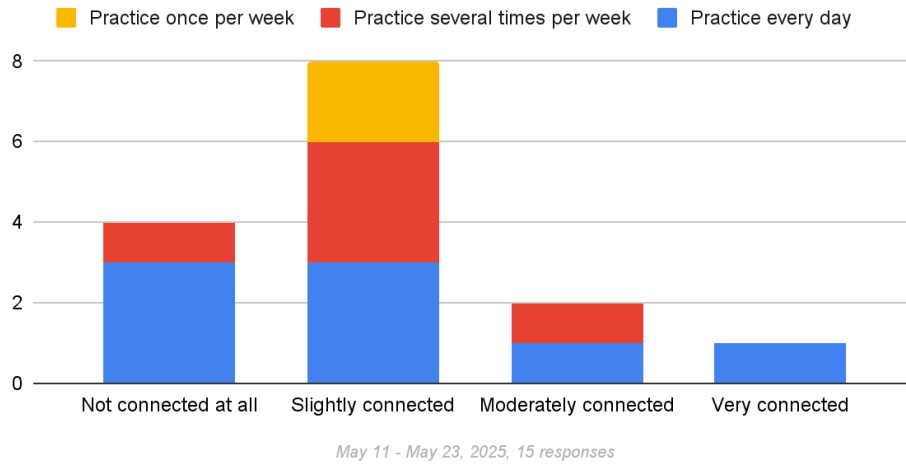


Fig 8. - Community disconnection graph.

Users with a range of practice schedules don't feel close to their community. If we split the answer options between 'high connection' answers (moderately and very connected) and 'low connection' answers (not connected and slightly connected), 80% of respondents answered with low connection answers. Users with the least frequent schedule - once per week - were most consistent with their low-connection answers. While a sense of community is weak across the board, this suggests that it's even weaker for those with less interaction.

Above-average skilled users find community features enhancing their experience

Agree on scale of 1 - 5 : "The community features on my language learning platform enhance my learning experience"

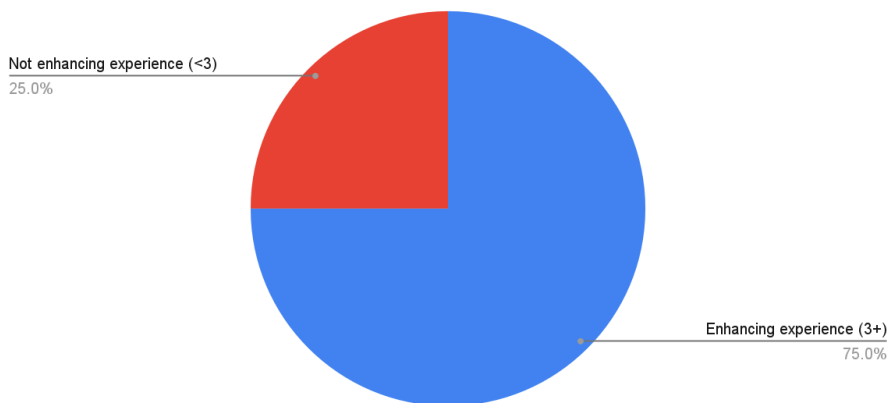


Fig 9. - Skilled users / community features graph.

While the sense of community is weak, respondents who had above-average skills (relative to all of our respondents) overwhelmingly found value in apps' community features. On a scale of 1 - 5, 75% of these users responded with scores of 3 and higher when asked if they agree with the statement, "the community features on my language learning platform enhance my learning experience."

Highly motivated users are more likely to value community features

Agree on scale of 1 - 5 : "The community features on my language learning platform enhance my learning experience"

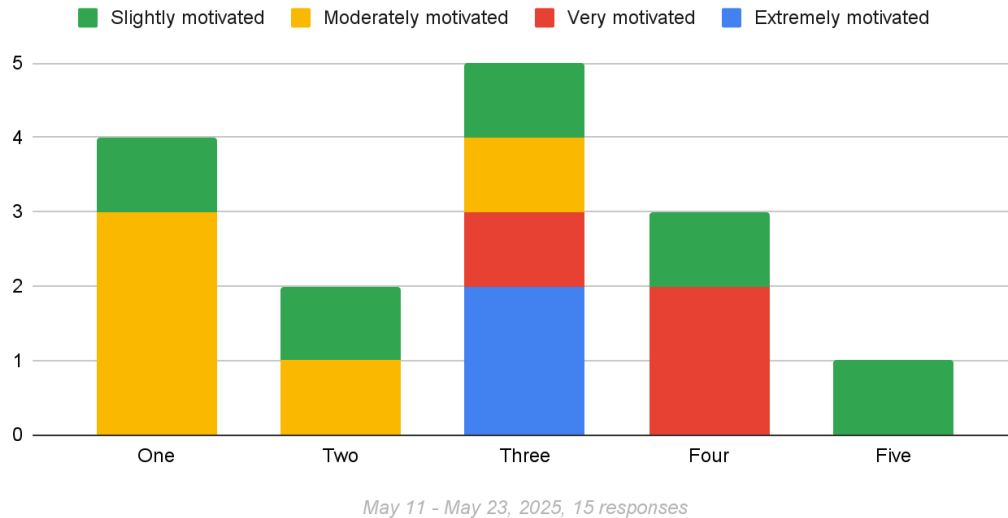


Fig 10. - Motivated users / community features graph.

Similarly, highly motivated users were more likely to find value in community features. Participants who were very/extremely motivated all responded with scores of 3 - 5 on the aforementioned statement, while slightly/moderately motivated users' responses were more varied.

Conclusions and Recommendations

Our qualitative and quantitative data suggest three product areas that apps should re-examine: feedback systems, lesson focus, and community features.

Current feedback systems become less effective as users practice more and become desensitized, so apps would do well to introduce new updates to keep them fresh and helpful. These could take the form of updated animations and different haptic vibration patterns. The changes should be significant enough that users immediately realize they're new. This can be confirmed during usability testing on prototype feedback - if users visibly react (positively) when new mechanisms are triggered after completing many lessons with the old ones, the designers have accomplished their goal.

Our findings showed that users feel weakest in the areas most important to them (speaking and listening), suggesting that apps should prioritize lessons focusing on those two skill sets. Verbal communication should become the dominant skill practiced within the app. In situations where speaking into the phone is not comfortable for the user (such as on public transit), listening/translating lessons could take their place. While reading/translating lessons would still be necessary in the early stages of language learning to teach basic grammar, they should quickly be swapped out for these speaking/listening lessons.

Broadly speaking, users feel disconnected from their language learning communities, however, we found that highly motivated and above-average skilled users are more likely to find that community features enhance their experience. This hints at a correlation between digital learning communities and high skill/motivation. Apps should invest in developing these features further to help boost the motivation and skills of current users. We received split feedback on collaborative vs. competitive features, showing that apps who want to appeal to the greatest user base possible should include both. However, we had several participants who weren't aware the community components of the app existed, showing that active promotion of these features is just as important as the development of them. With the proper investment and marketing of their community components, apps can create an environment that keeps users motivated to return to the platform day after day.

We recommend the next phase of research expand scope to deliberately focus on the experiences of users who are learning on apps that are *not* Duolingo. The majority of our participants used that app, and while this is not surprising given their recent viral marketing stunts, it did limit the insights of our study. We'd also recommend conducting additional qualitative studies on SLLs, such as focus groups and tree testing. Focus groups could help bring about additional insights as participants build off one another's feedback, and tree testing could help determine if existing community features are easily discoverable. We believe this extension of the research would lead to a robust set of actionable findings that language apps could adopt to help learners overcome their plateaus.

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APPENDIX

Appendix A: Research Questions Categorized by Methodology

Research goals	Research questions targeted in field study	Research questions targeted in interviews	Research questions targeted in survey
Stronger Learning outcomes for SLLs		<p>Why did SLLs start to learn a second language?</p> <p>How do SLLs see themselves ideally using their skills?</p> <p>How much emphasis and value do SLLs put on language speaking (informed from field study)</p> <p>Where do SLLs hope to see their skills in one year? Five years?</p>	<p>How do SLLs see themselves ideally using their skills?</p> <p>How often/how much time do SLLs spend on their 2L platform?</p> <p>How much emphasis and value do SLLs put on language speaking?</p>
Identify barriers of progress (intermediate level) associated with learning an L2	<p>What platforms do SLLs use for learning?</p> <p>What aspect of learning do SLLs struggle the most? (read, write, speak, listen, vocab, grammar)</p>	<p>Where do SLLs begin to plateau in learning?</p> <p>What supports SLLs during their app-based language learning? (informed from field study)</p>	<p>What platforms do SLLs use for learning?</p> <p>Where do SLLs begin to plateau in learning?</p> <p>What supports SLLs during their</p>

	How long do SLLs spend on their language learning platform?		<p>app-based language learning?</p> <p>What do SLLs attribute plateau to in L2 learning?</p> <p>Do SLLs think community learning would help them?</p>
Confirm hypothesis that community is a missing component in learning a 2L via an app.	Do SLLs use community features on their apps?	What do SLLs imagine when they hear community learning?	Do SLLs use community features on their apps?
Suggest solutions for incorporating community in L2 learning efforts		What makes people feel like part of a community?	Are in-person solutions feasible to SLLs?

Appendix B: Field Study Methodology

Basic script:

Hi, my name is [] and I'm a graduate student in the Information Design and Strategy Master's program at Northwestern University SPS. I'm part of a group conducting research on adults learning second languages. The purpose of this study is to observe and better understand how users interact with language learning platforms.

During this session:

- Please feel free to vocalize your thoughts and feelings.
- Open up your preferred language platform and use it as you normally would.

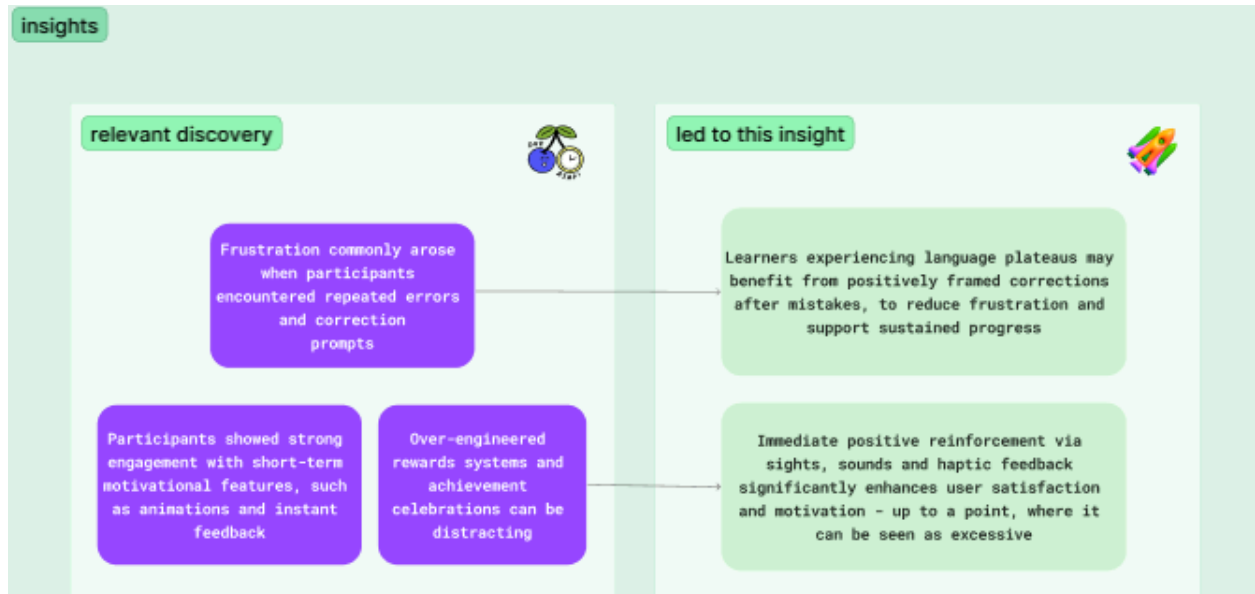
Observations during the session:

- Emotional responses:
 - What are their highs?
 - What are their lows?
 - What do they say, how do they look?
 - How well do they stay on task - are they focusing on the lesson the whole time?
 - How long are they on the app?
 - What features are they using?

Research questions to take notes on:

- What platforms/methods do SLLs use for learning?
- How long did they spend on the language learning platform?
- What aspect of learning do SLLs struggle with the most?
- What do SLLs seem to find most enjoyable about their experiences?
- Do SLLs use community-based learning on apps?

Appendix C: Field Study Figma Board Excerpt

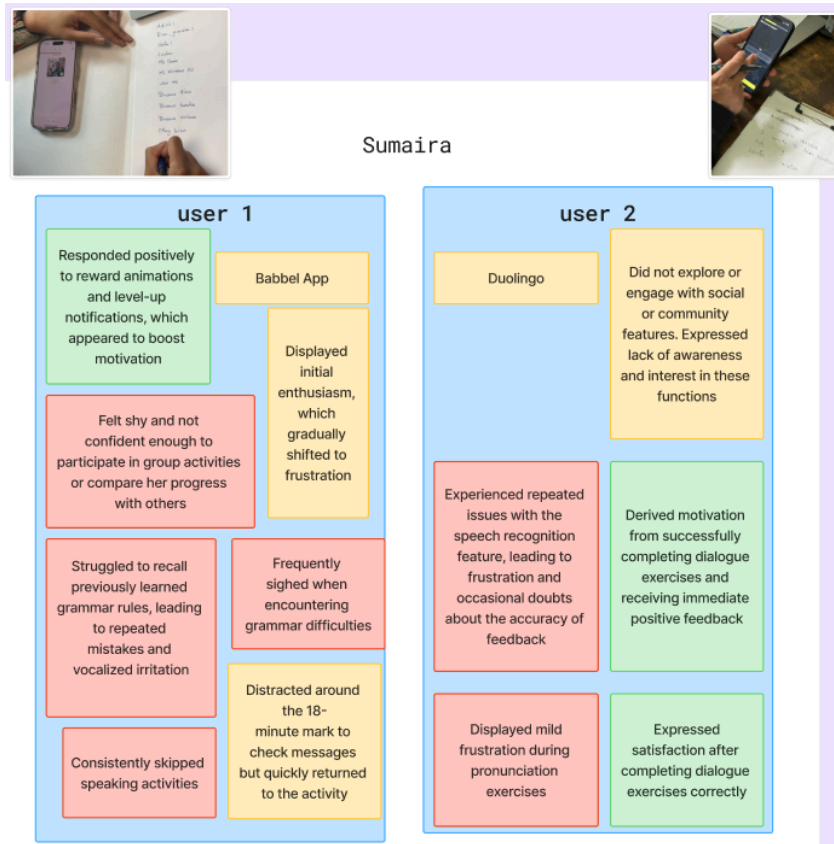


Appendix D: Field Study Figma Board for Audrey

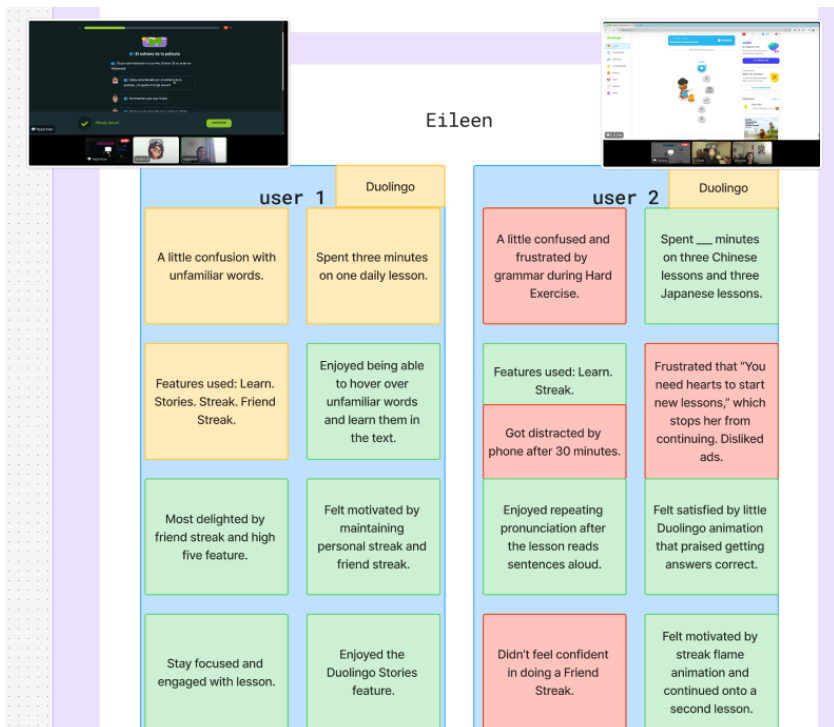
Audrey



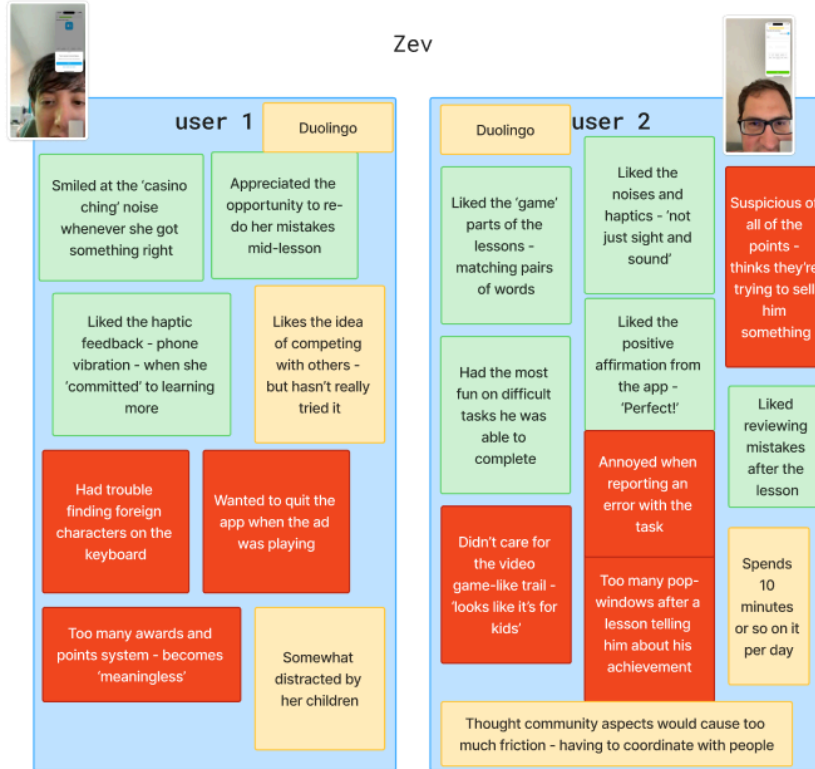
Appendix E: Field Study Figma Board for Sumaira



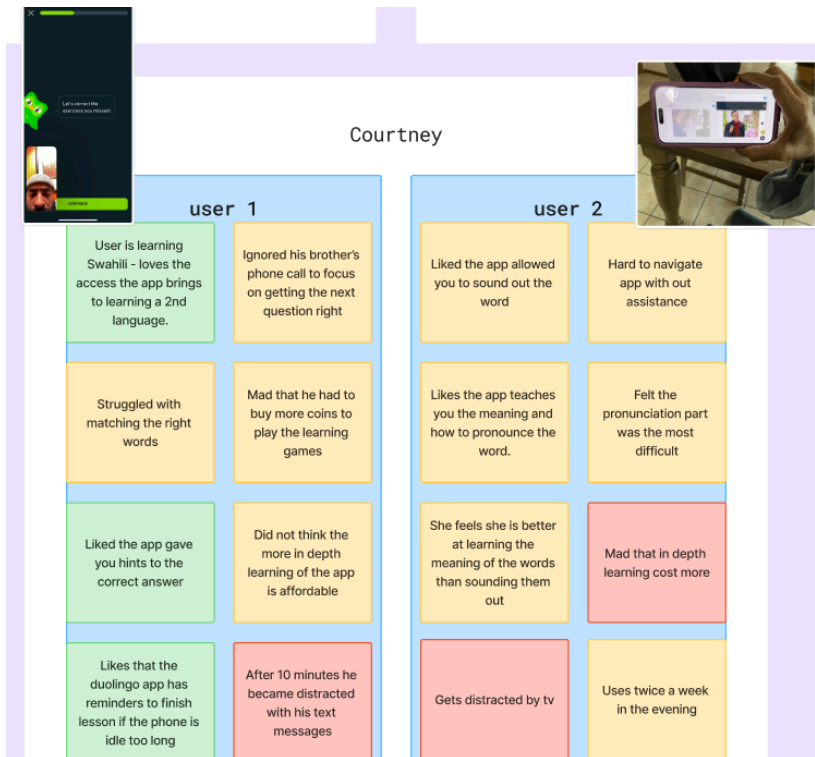
Appendix F: Field Study Figma Board for Eileen



Appendix G: Field Study Figma Board for Zev



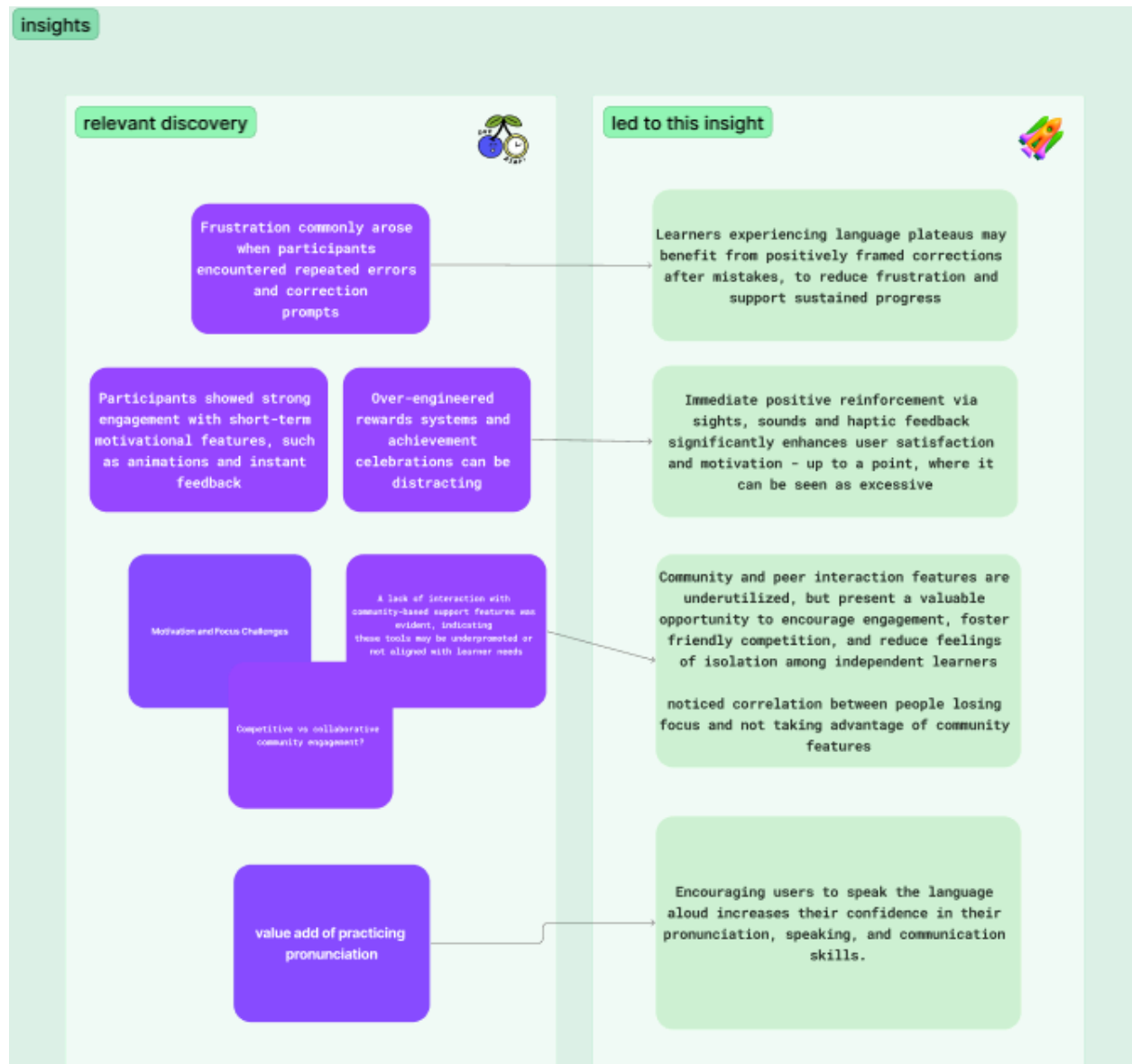
Appendix H: Field Study Figma Board for Courtney



Appendix I: Field Study - Group Clustering / Themes



Appendix J: Field Study - Insights



Appendix K: Interview/Field Study Consent Form

Course: IDS 405

Purpose: You are being asked to participate in a study for a user research class project. The purpose of this study is to observe and better understand how users interact with language learning platforms.

What Participation Involves: The session will last no longer than 30 minutes. Notes will be taken by the researcher; no audio or video will be recorded unless separately and explicitly agreed upon.

Confidentiality: All data collected will be anonymized. Voluntary Participation: Your participation is completely voluntary. You may decline to answer any questions or withdraw from the session at any time without penalty.

Contact Information: If you have any questions about this study, please contact: Eileen Calub [eileencalub2026@u.northwestern.edu]

* Full Name

* Which session are you participating in?

Contextual Inquiry

User Interview

* Please read the statement and indicate your agreement by clicking below.

I have read and understood the information above.

I voluntarily agree to participate in this study. I understand I may withdraw at any time.

Appendix L: Interview Screener

Link: https://northwestern.az1.qualtrics.com/jfe/form/SV_0kf5LCgJM4XUJZs

- Are you between 18 and 50 years old?
 - Criteria: Yes
 - Result: 100% of participants said “Yes”

- Are you learning a second language?
 - Criteria: Yes
 - Results: 100% of participants said “Yes”

- Are you currently using a language learning app at least once per week?
 - Criteria: Yes
 - Results: 100% of participants said “Yes”

- Are you enrolled in a formal in-person language course?
 - Criteria: No
 - Results: 100% of participants said “No”

- On a scale of 1 - 5, how would you rate yourself for reading, writing, speaking, and listening skills in your target language? 1 being a beginner, 5 being fluent.
 - Criteria: 1, 2, or 3 for every one (beginner to intermediate)
 - Results (Averages - min. 1, max 3):

- Reading: 2.20
 - Writing: 1.80
 - Speaking: 2.00
 - Listening: 2.40
- On a scale of 1 - 5, how would you rate your language learning progress in the last month? 1 being no progress, and 5 being having made great progress.
 - Criteria: 1, 2, or 3
 - Result (Average - min. 1, max 3): 2.00

Appendix M: Interview Protocol

Interview Procedure

- Ask participants to fill out the screener.
 - If the participant fulfills criteria, ask to fill out the consent form.
 - Proceed with the interview script below.
1. Introduction:

Hi, my name is [Name] and I'm a graduate student in the Information Design and Strategy Master's program at Northwestern University. I'm part of a group conducting research on adults learning second languages. The purpose of this interview is to better understand your goals, approach, and overall thoughts on your language learning journey so far.
 2. Warm-up question:
 - a. Can you briefly summarize your language learning journey up until now?
 3. Interview questions:
 - a. Why did you start learning a second language?
 - b. What motivates you to continue learning the language, even when it becomes challenging?
 - c. How do you hope your language skills will impact your life?
 - d. Why do you feel like you've hit a plateau?
 - e. How comfortable do you feel speaking your second language aloud?
 - f. How important is improving pronunciation to you personally? Why?
 - g. Can you share an experience where speaking aloud impacted your confidence?
 - h. What kind of feedback (such as visual, audio, encouragement, correction) makes you feel most supported during your learning process? Why?
 - i. Do you prefer collaborative or competitive learning with friends? Why?

- j. When you hear community learning, what images or scenarios come to mind?
- k. Can you describe any experiences you've had that felt like being part of a learning community?
- l. Reflecting on your language learning journey, where do you envision your language abilities one year from now?

4. Wrap-up/thank you:

Thank you so much for your time today. This has been really helpful. If we have follow-up questions, would you be open to talking to us more on a later date?

Appendix N: Interview Figma Board - Can you briefly summarize language learning journey up until now?

Can you briefly summarize your language learning journey up until now?

The Figma board contains the following sticky notes:

- Audrey Thomas:**
 1. Took 6 years of spanish language learning in school
 2. Took german in high-school, further pursued spanish but not german
 3. Took-up german again recently - forgot just about everything
 4. Has been learning german again for two months
 5. Has dabbled between languages - tried french but wasn't that interested, then tried german because it's spoken a lot and important to his profession as a member of the scientific community
 6. Easier for english speakers
- Zev:**

Classes in middle school and high school, then took a long break, then started Duolingo
- Eileen:**

Learned Chinese in high school, studied abroad in China and Taiwan, using Duolingo now
- Eileen:**

Comes from Spanish-speaking household but didn't grow up speaking the language, took Spanish in high school and college, using Duolingo now
- Independent and app-based, driven by both personal interest and professional goals. Made steady progress in vocabulary and grammar, though pronunciation remains a challenge.**
- Courtney Edwards:**

I've been using the app on my own, mostly in the evenings a couple of times a week. I like that it helps me understand both the meaning and pronunciation of words, though I still struggle with sounding them out.
- Zev:**

Went to school where they taught classes for Hebrew, and continued learning it outside of class for religious reasons. Trying now to get back to that level.
- Courtney Edwards:**

I'm currently learning Swahili using an app. It's been exciting to have access to learning a second language on my own. I like the structure and the fact that I can learn anytime, even if it's been challenging to match the right words.

Appendix O: Interview Figma Board - Why did you start learning a second language?

Why did you start learning a second language?

It just happened. We spoke Tagalog and English so it was natural. The second language by choice was Chinese. I thought it was cool. A family member influenced me and I wanted to listen to music in Chinese.

Eileen

It started because my family speaks Spanish. Some of them only speak Spanish. I want to feel close to them and not speaking Spanish feels like a blindspot.

Eileen

Likes learning languages

Audrey Thomas

Started learning in elementary school, but keep learning now because of religious/cultural ties

Zev

I started learning Spanish to expand my understanding of different cultures and to challenge myself personally and intellectually.

Courtney Edwards

thinks its cool to be able to talk to people in a different language

Audrey Thomas

Started learning German because I've always been interested in the language and its cultural background. I also believe it could be professionally beneficial and useful when traveling to countries like Germany, Switzerland, Austria, and the Netherlands

I wanted to learn Swahili because it connects me to a new culture, and it's something I've always wanted to understand. Having access through an app made it feel more possible.

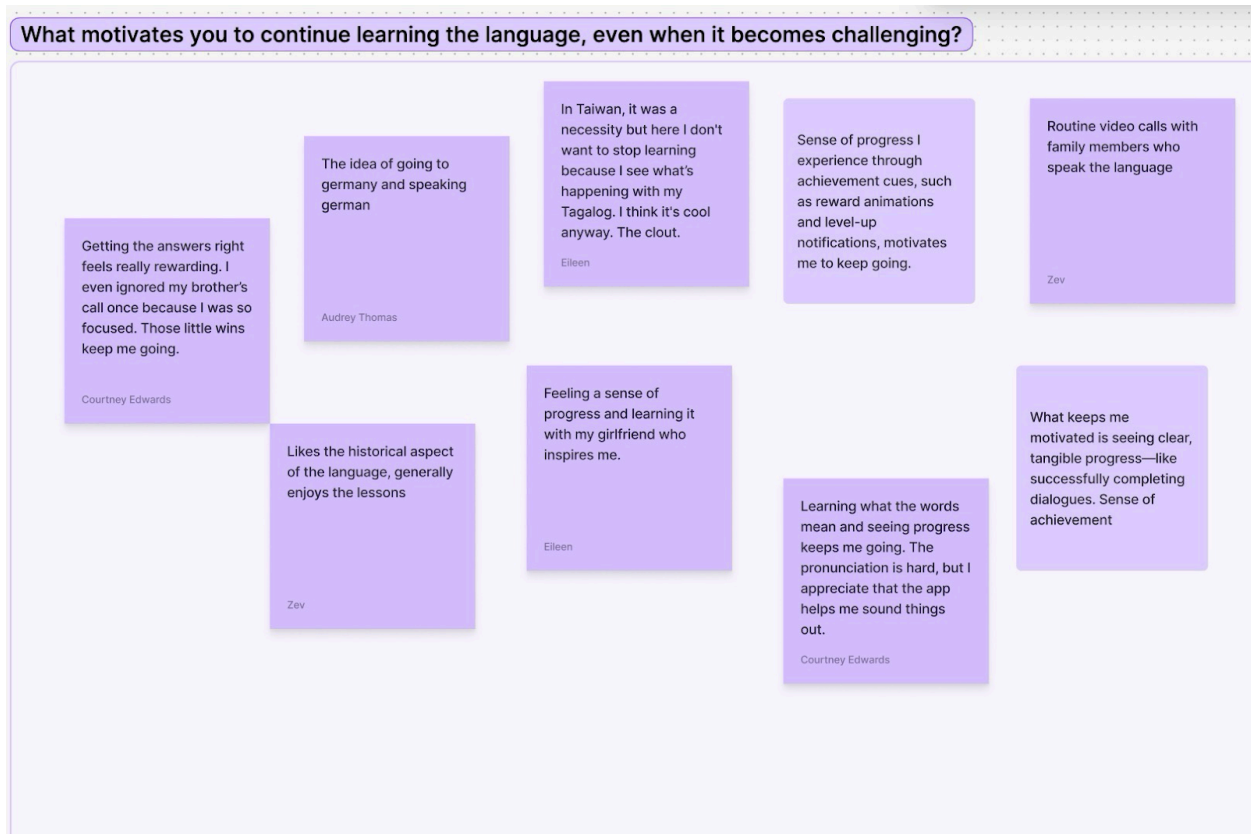
Courtney Edwards

Originally took classes in school. Continued learning to be able to talk more comfortably to extended family members who aren't native English speakers

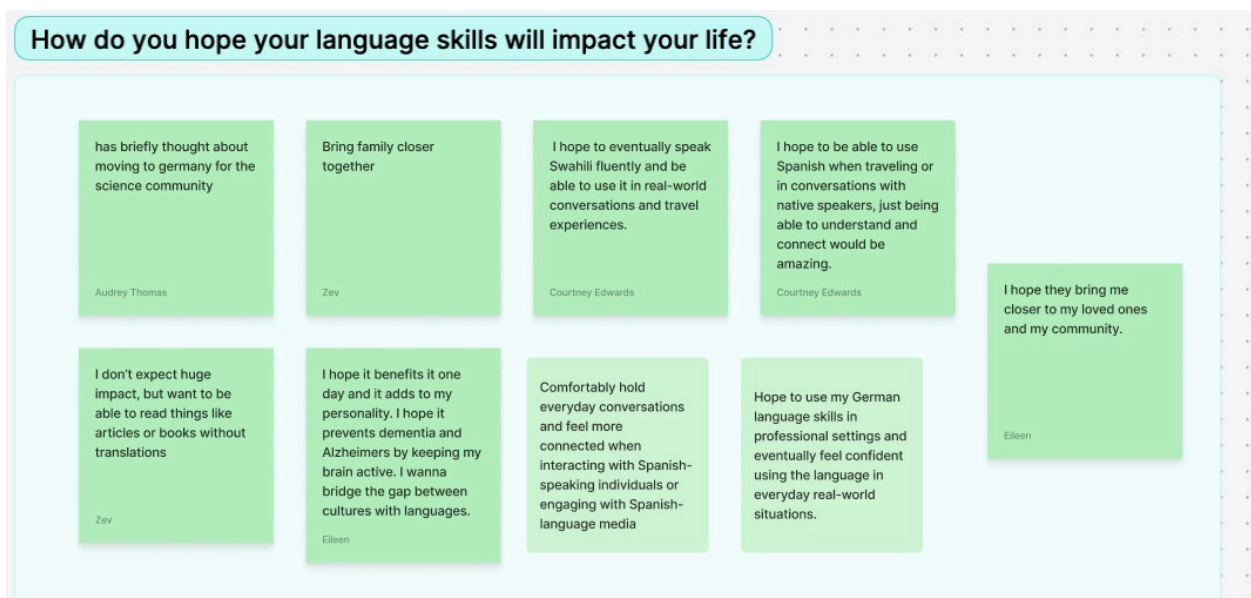
Zev

Began learning Spanish to deepen my understanding of diverse cultures, enhance personal growth, and strengthen my career prospects. I aspire to work with the Spanish Consulate and hope to travel to Spanish-speaking countries.

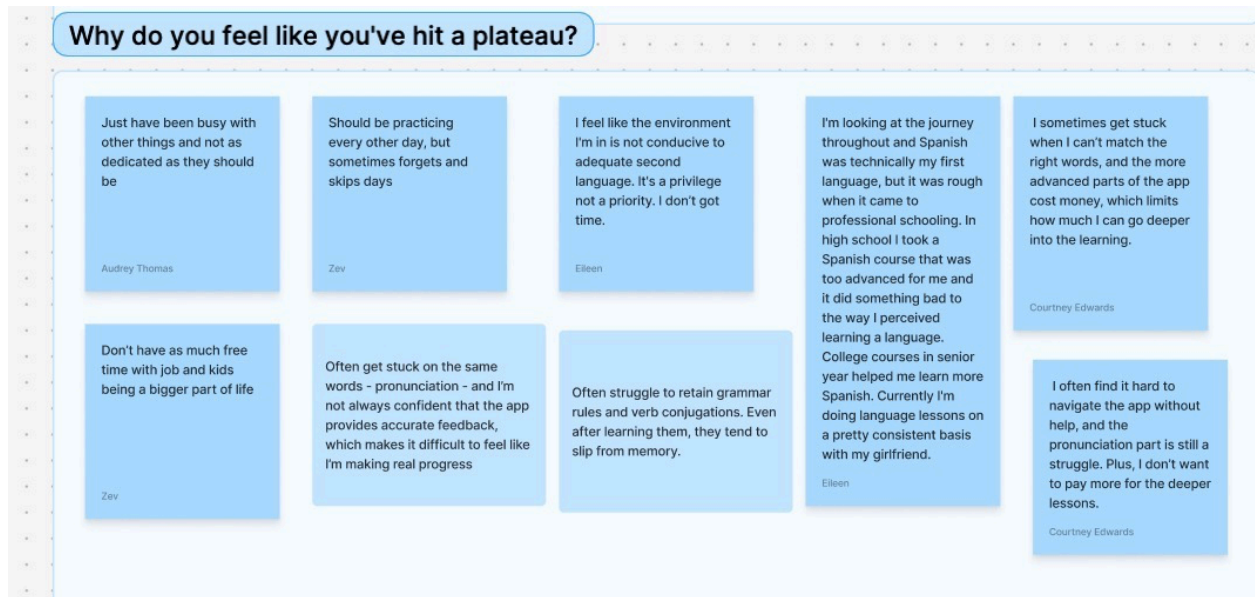
Appendix P: Interview Figma Board - What motivates you to continue learning the language, even when it becomes challenging?



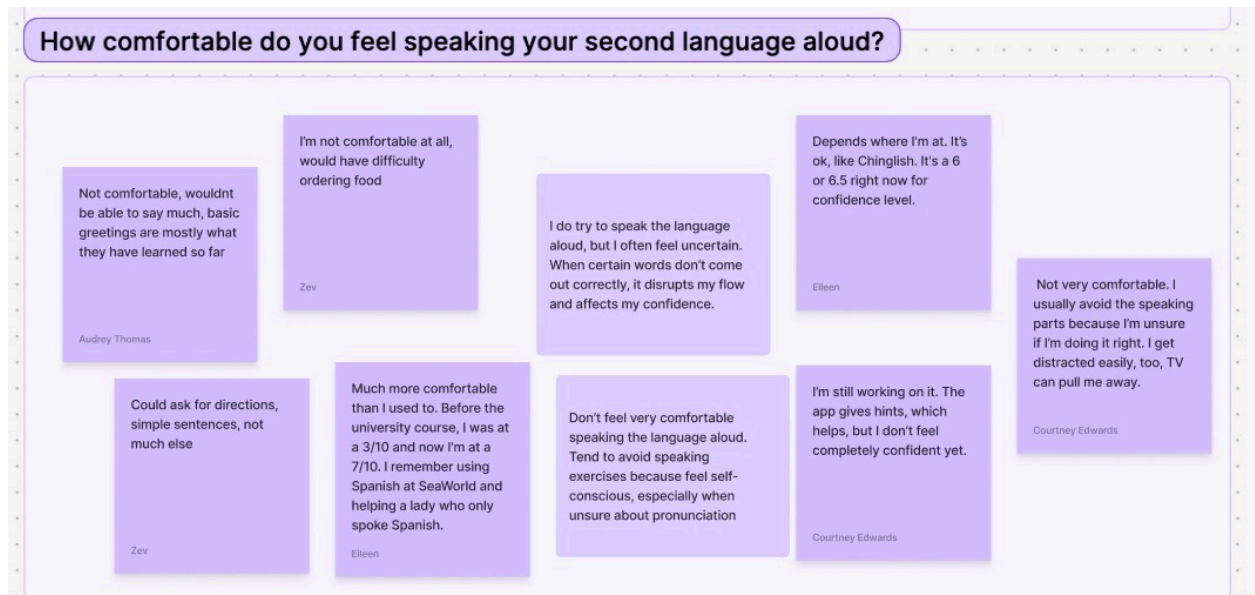
Appendix Q: Interview Figma Board - How do you hope your language skills will impact your life?



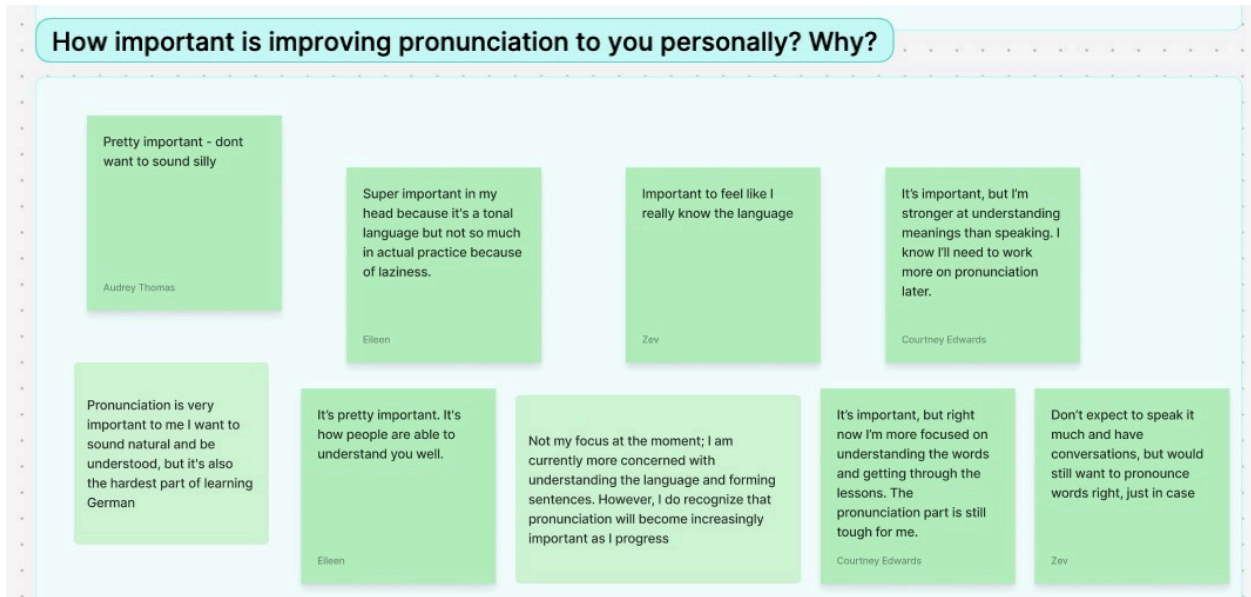
Appendix R: Interview Figma Board - Why do you feel like you've hit a plateau?



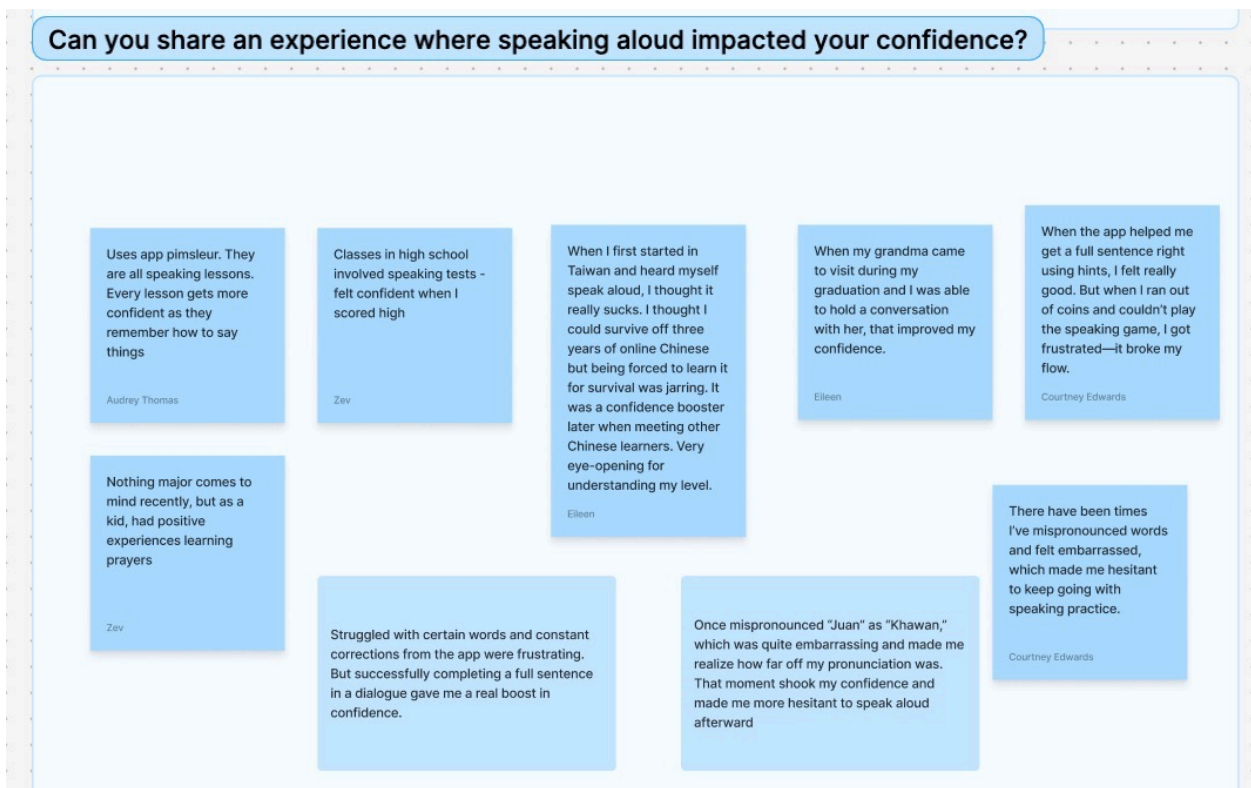
Appendix S: Interview Figma Board - How comfortable do you feel speaking your second language aloud?



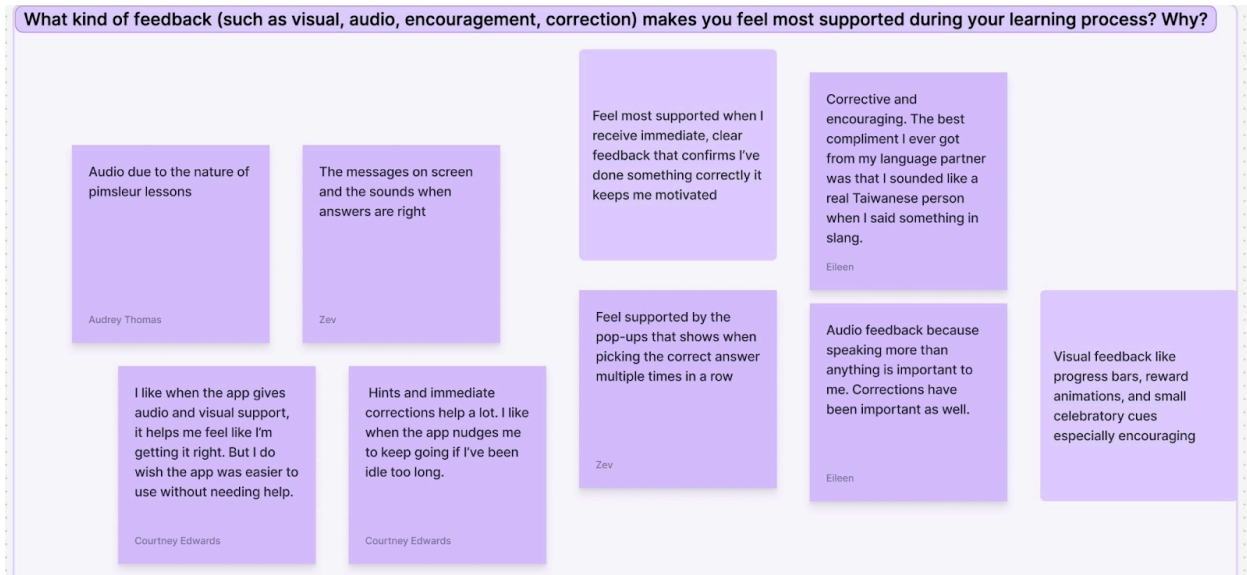
Appendix T: Interview Figma Board - How important is improving pronunciation to you personally? Why?



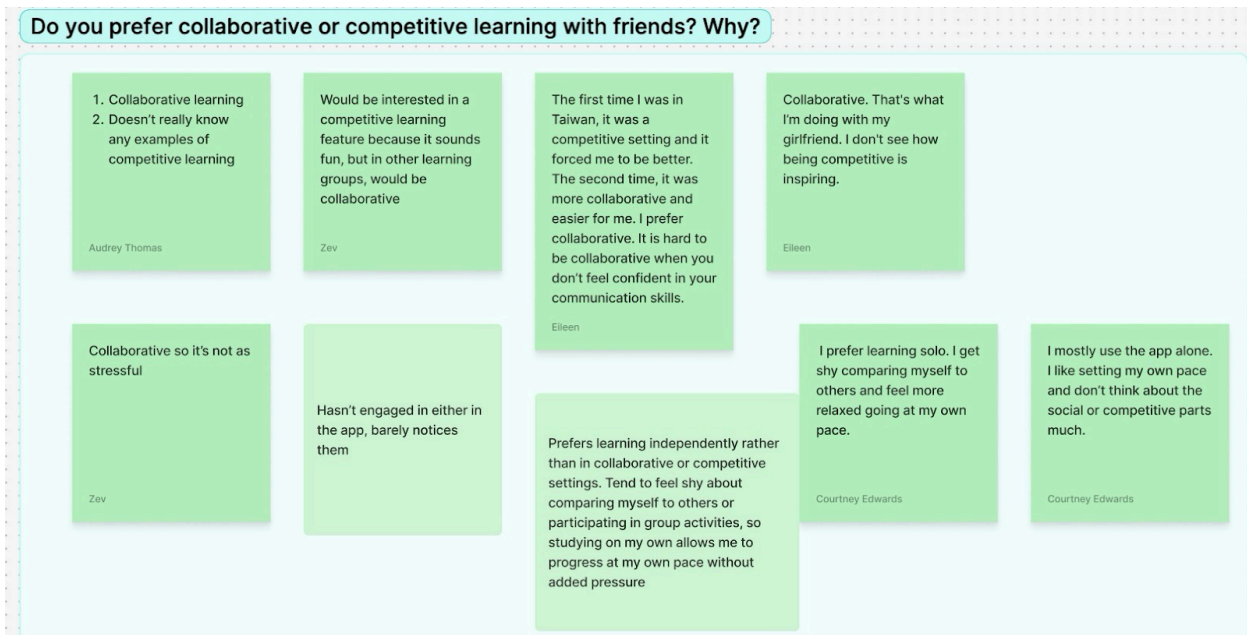
Appendix U: Interview Figma Board - Can you share an experience where speaking aloud impacted your confidence?



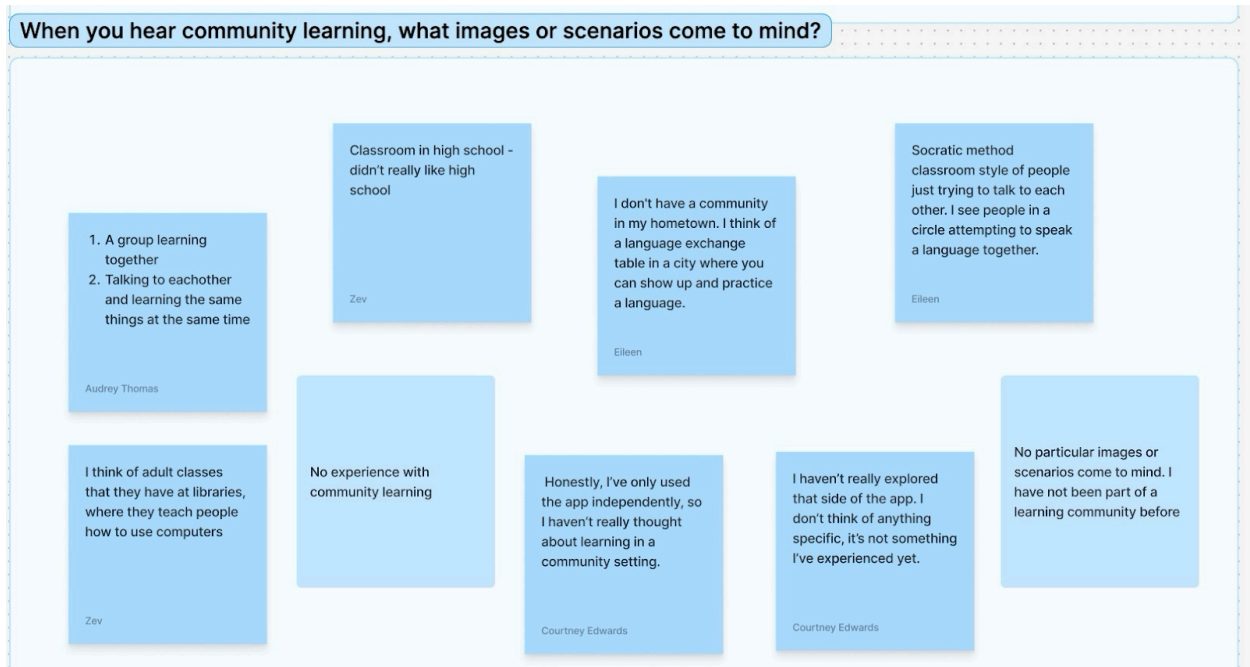
Appendix V: Interview Figma Board - What kind of feedback (such as visual, audio, encouragement, correction) makes you feel most supported during your learning process? Why?



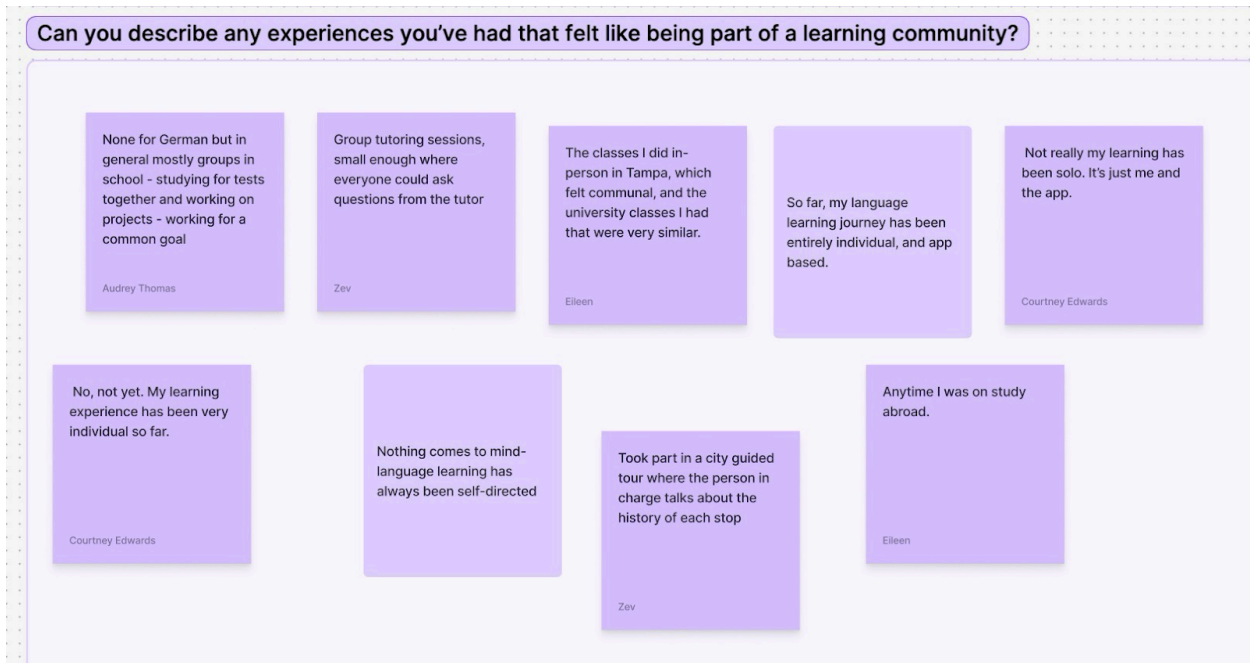
Appendix W: Interview Figma Board - Do you prefer collaborative or competitive learning with friends? Why?



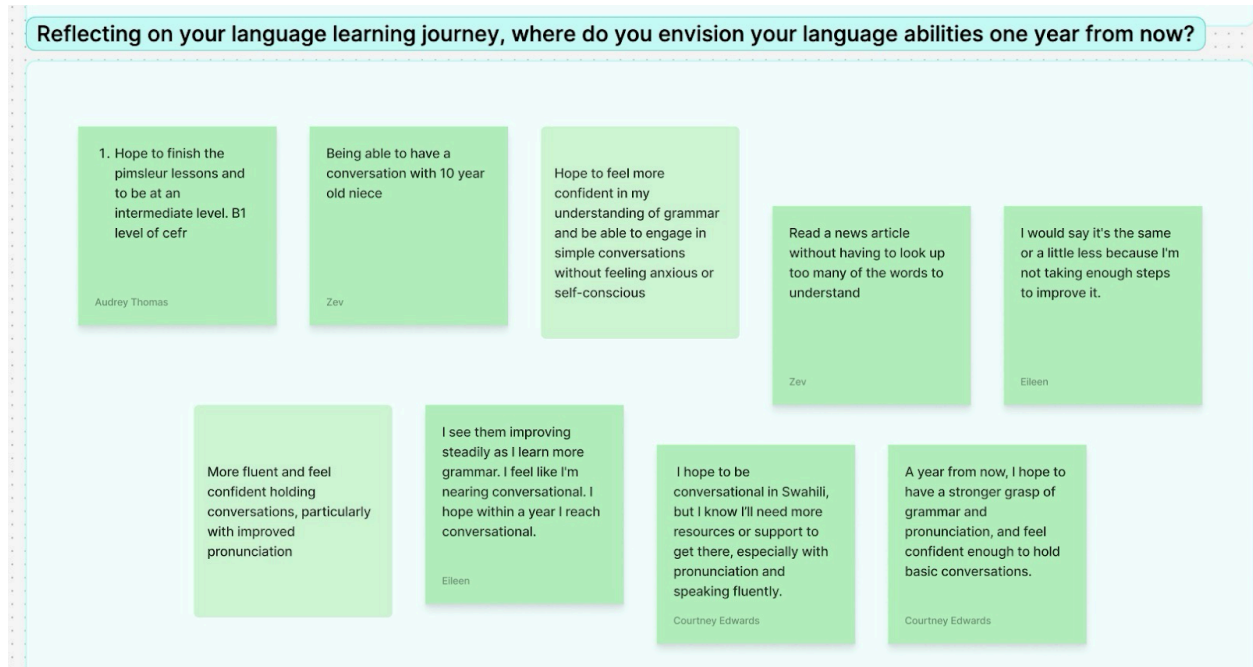
Appendix X: Interview Figma Board - When you hear community learning, what images or scenarios come to mind?



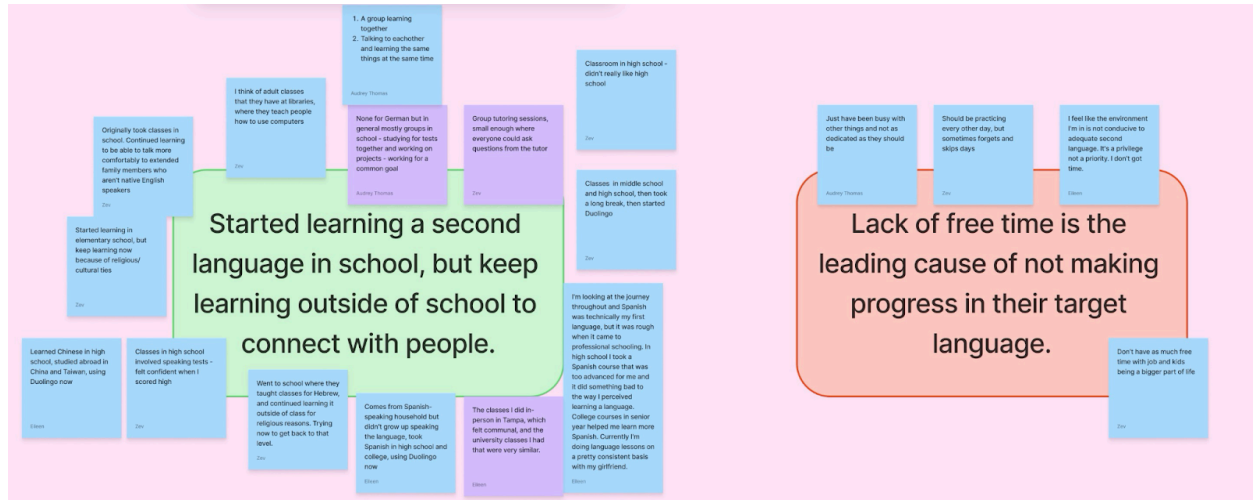
Appendix Y: Interview Figma Board - Can you describe any experiences you've had that felt like being part of a learning community?



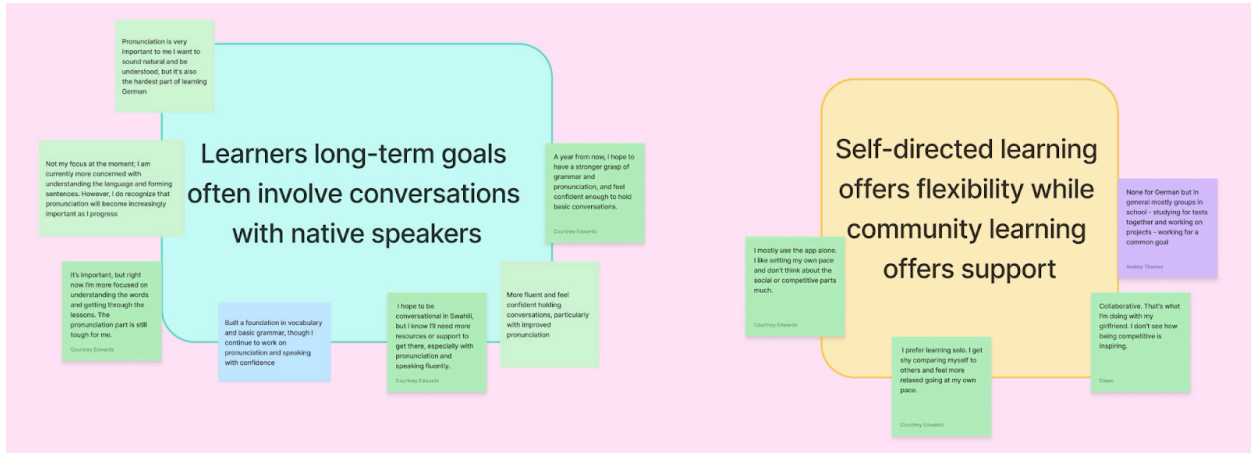
Appendix Z: Interview Figma Board - Reflecting on your language learning journey, where do you envision your language abilities one year from now?



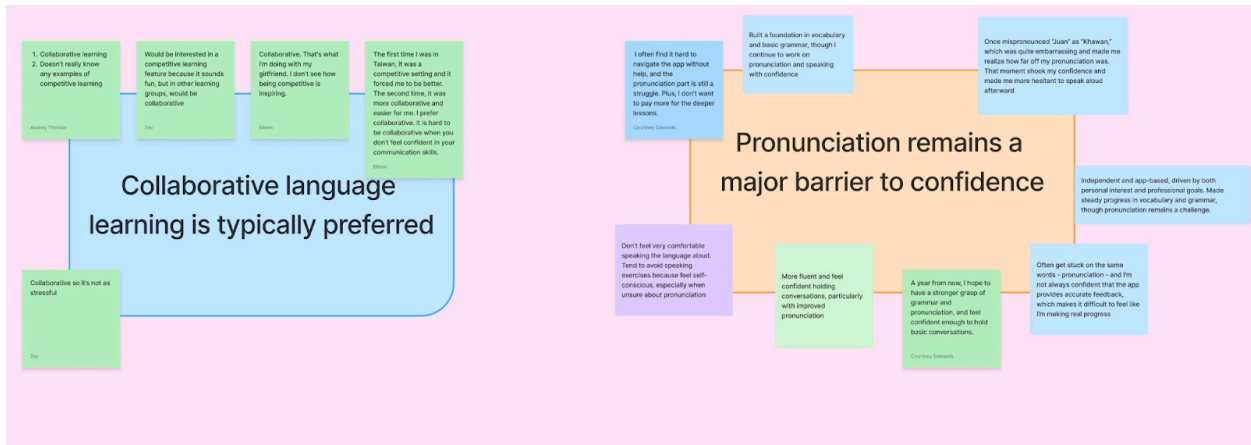
Appendix AA: Interview Themes - Participants' Language Learning Motivations



Appendix AB: Interview Themes - Participants' Long-Term Language Goals



Appendix AC: Interview Themes - Community and Pronunciation



Appendix AD: Interview - Insights



Appendix AE: Survey Questions

Survey Questions	Type	Answer Choices
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<p>What is your main language learning app platform?</p>	<p>Multiple Choice / Free text</p>	<ul style="list-style-type: none"> ● Duolingo ● Babbel ● Pimsleur ● Rosetta Stone ● Other (please specify)
<p>On average how often do you use your language learning app per week? Pick the closest.</p>	<p>Multiple Choice</p>	<ul style="list-style-type: none"> ● Less than once a week ● Once per week ● Several times per week ● Every day
<p>On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</p>	<p>Multiple Choice</p>	<ul style="list-style-type: none"> ● I do not practice outside of the app ● Less than once per week ● Once per week ● Several times per week ● Every day
<p>Which of these language skills do you consider to be most important?</p>	<p>Multiple Choice</p>	<ul style="list-style-type: none"> ● Speaking ● Reading ● Listening ● Writing

<p>How do you feel about the efficacy of the feedback provided by the app?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not helpful at all ● Slightly helpful ● Moderately helpful ● Very helpful ● Extremely helpful
<p>How well does the app help you progress in vocabulary and grammar?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not at all ● Slightly ● Moderately ● Well ● Very well
<p>How confident do you feel speaking the language aloud after using the app?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not confident at all ● Slightly confident ● Moderately confident ● Very confident ● Extremely confident

<p>How important is it for you to have community or peer-based learning options within the app?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not important ● Slightly important ● Moderately important ● Very important ● Extremely important
<p>To what extent do you feel connected to other learners on your language learning platform?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not connected at all ● Slightly connected ● Moderately connected ● Very connected ● Extremely connected
<p>How much do you agree with the following statement: "The community features on my language learning platform enhance my learning experience", on a scale of 1 - 5?</p>	<p>Likert scale</p>	<ul style="list-style-type: none"> ● 1 - Strongly disagree ● 2 - Disagree ● 3 - Neutral ● 4 - Agree ● 5 - Strongly agree

<p>How motivated do you feel to continue learning your second language using the app?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not motivated at all ● Slightly motivated ● Moderately motivated ● Very motivated ● Extremely motivated
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Appendix AF: Screening Questions

Screening question	Question Type	Answer choices	Rationale
How old are you?	Multiple choice	<ul style="list-style-type: none"> ● Below 18 ● 18 - 34 ● 35 - 50 ● Older than 50 	We narrowed our target audience to 18 - 50, but are opting for multiple choice (instead of Y/N) so that we can analyze our answers by age as a subgroup.
Are you learning a second language?	Binary	<ul style="list-style-type: none"> ● Yes ● No 	This is a basic screening question that does not need to go beyond a binary Yes / No.
Are you currently using a language learning app at least once per week?	Binary	<ul style="list-style-type: none"> ● Yes ● No 	We set this standard to define ‘language learners’, and at this point in the survey, a Yes / No is enough for these purposes.
Are you enrolled in a formal in-person language course?	Binary	<ul style="list-style-type: none"> ● Yes ● No 	We are honing in on those who are not taking an official language course outside the app and depending on the app courses.
On a scale of 1 - 5, how would you rate yourself for reading, writing,	Likert scale	<ul style="list-style-type: none"> ● 1 - Beginner ● 2 ● 3 	Our target audience is still early in their language learning experience, so they need to answer 1 - 3 on this question.

speaking, and listening skills in your target language? 1 being a beginner, 5 being fluent.		<ul style="list-style-type: none"> • 4 • 5 - Fluent 	
On a scale of 1 - 5, how would you rate your language learning progress in the last month? 1 being no progress, and 5 being having made great progress.	Likert scale	<ul style="list-style-type: none"> • 1 - No progress • 2 • 3 • 4 • 5 - Great progress 	Our target audience has plateaued, so they need to answer 1 - 3 on this question to be eligible.

Appendix AG: Survey Questions

Survey question	Type	Answer choices	Rationale
What is your main language learning app platform?	Multiple Choice / Free text	<ul style="list-style-type: none"> • Duolingo • Babbel • Pimsleur • Rosetta Stone Other (please specify)	This question asks for the user's primary platform, offering context that helps interpret their responses regarding frequency, satisfaction, and perceived learning effectiveness, on a per-app basis. We list the most popular apps, but allow a free text answer if the user has a more niche platform. It ties back to our research question, "What platforms do SLLs use for learning?".
On average how often do you use your language learning app per week? Pick the closest.	Multiple Choice	<ul style="list-style-type: none"> • Less than once a week • Once per week • Several times per week Every day	Following the platform question, this question gauges the user's engagement level, which will help us interpret later responses related to learning outcomes and app effectiveness along the lines of time investment. We opted for multiple choice and four answers to keep it simple this early in the survey. It ties back to our research question, "How often/how much time do SLLs spend on their 2L platform?".

<p>On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</p>	<p>Multiple Choice</p>	<ul style="list-style-type: none"> ● I do not practice outside of the app ● Less than once per week ● Once per week ● Several times per week <p>Every day</p>	<p>This question builds on prior engagement data by measuring out-of-app commitment, offering some insight into the learner’s overall dedication and potential for progress beyond the app. It may also be an indicator for how willing a user is to try nonconventional learning approaches, like community features. We included an option for those who don’t practice outside the app at all in our multiple choice answers. It ties back to our research question, “Are in-person solutions feasible to SLLs?”.</p>
<p>Which of these language skills do you consider to be most important?</p>	<p>Multiple Choice</p>	<ul style="list-style-type: none"> ● Speaking ● Reading ● Listening <p>Writing</p>	<p>Understanding which skill users prioritize offers a clue into their learning goals, helping to provide more insight into later responses about app effectiveness, confidence, and satisfaction. We chose multiple choice in order to define the four core competencies of language learning. It ties back to our research question, “How do SLLs see themselves ideally using their skills?”</p>
<p>How do you feel about the efficacy of the feedback provided by the app?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not helpful at all ● Slightly helpful ● Moderately helpful ● Very helpful <p>Extremely helpful</p>	<p>Now that user skill priorities are established, this question assesses how effectively the app supports those goals through its feedback system. We included an option of ‘Not helpful at all’ in case the premise of the question is not applicable to the respondent. It ties back to our research question, “What supports SLLs during their app-based language learning?”.</p>
<p>How well does the app help you progress in vocabulary and grammar?</p>	<p>Multiple choice</p>	<ul style="list-style-type: none"> ● Not at all ● Slightly ● Moderately ● Well <p>Very well</p>	<p>Vocabulary and grammar are foundational to all language learning skills. This question measures perceived progress in these areas and if the app is still helping. We included an option of ‘Not at all’ in case the premise of</p>

			the question is not applicable to the respondent. It ties back to our research question, “Where do SLLs begin to plateau in learning?” - does this happen at the foundational level?
How confident do you feel speaking the language aloud after using the app?	Multiple choice	<ul style="list-style-type: none"> ● Not confident at all ● Slightly confident ● Moderately confident ● Very confident Extremely confident	This question targets spoken confidence, a major indicator of learning success according to our past interviews, and logically follows the assessment of how well the app supports core language development. If users are still not confident, it’s shown that this has contributed to a slowing of learning. It ties back to our research questions, “What do SLLs attribute plateau to in L2 learning?” and “How much emphasis and value do SLLs put on language speaking?”.
How important is it for you to have community or peer-based learning options within the app?	Multiple choice	<ul style="list-style-type: none"> ● Not important ● Slightly important ● Moderately important ● Very important Extremely important	We’re now shifting the survey from individual skill-building to community learning. This question explores the value users place on peer interaction in their overall learning experience. It ties back to our research question, “How do SLLs value community-based learning?”.
To what extent do you feel connected to other learners on your language learning platform?	Multiple choice	<ul style="list-style-type: none"> ● Not connected at all ● Slightly connected ● Moderately connected ● Very connected Extremely connected	Building on the theme of community learning we want to gauge the level of connection the user feels to community features. It ties back to our research question “ how do SLLs value community based learning?”.
How much do you agree with the following statement: "The community features on my language learning platform enhance my	Likert scale	<ul style="list-style-type: none"> ● 1 - Strongly disagree ● 2 - Disagree ● 3 - Neutral ● 4 - Agree ● 5 - Strongly agree 	After asking about somewhat theoretical value, this question assesses users' actual experiences with community features, providing deeper insight into their impact on learning outcomes. We use a Likert scale because we can

learning experience", on a scale of 1 - 5?			make the answers balanced on a 1 - 5 scale. It ties back to our research question, "How do SLLs value community-based learning?".
How motivated do you feel to continue learning your second language using the app?	Multiple choice	<ul style="list-style-type: none"> ● Not motivated at all ● Slightly motivated ● Moderately motivated ● Very motivated Extremely motivated	As a concluding question, this assesses the learner's ongoing commitment and summarizes their overall satisfaction, engagement, and perceived value of the app. We chose multiple choice to give a wide range of answers, including a 'Not motivated at all' option for users who are completely dissatisfied. Based on their frequency of use in an earlier question, this will also help us dive deeper beyond 'Where do SLLs begin to plateau in learning?' research question by showing us the depth of this plateau.

Appendix AH: Cross-tab Appendix - App Use Frequency

On average how often do you use your language learning app per week?

<i>Cross Tab A</i>	<i>App Use Frequency: On average how often do you use your language learning app per week?</i>			
<i>How do you feel about the efficacy of the feedback provided by the app?</i>	Every day	Once per week	Several times per week	Grand Total
Extremely helpful			1	1
Moderately helpful	1	1		2
Slightly helpful	6		3	9
Very helpful	1	1	1	3
Grand Total	8	2	5	15

(Survey Cross-Tabs, 2019)

<i>Cross Tab B</i>	<i>App Use Frequency: On average how often do you use your language learning app per week?</i>			
<i>How well does the app help you progress in vocabulary and grammar?</i>	Every day	Once per week	Several times per week	Grand Total
Moderately	5	2	2	9
Slightly	1		2	3
Very well	1		1	2
Well	1			1
Grand Total	8	2	5	15

<i>Cross Tab C</i>	<i>App Use Frequency: On average how often do you use your language learning app per week?</i>			
<i>How confident do you feel speaking the language aloud after using the app?</i>	Every day	Once per week	Several times per week	Grand Total
Moderately confident	3		1	4
Not confident at all	1	1		2
Slightly confident	4	1	4	9
Grand Total	8	2	5	15

<i>Cross Tab D</i>	<i>App Use Frequency: On average how often do you use your language learning app per week?</i>			

<i>How much do you agree with the following statement: "The community features on my language learning platform enhance my learning experience", on a scale of 1 - 5?</i>	Every day	Once per week	Several times per week	Grand Total
1	4			4
2	1		1	2
3	3	1	1	5
4		1	2	3
5			1	1
Grand Total	8	2	5	15

<i>Cross Tab E</i>	<i>App Use Frequency: On average how often do you use your language learning app per week?</i>			
<i>To what extent do you feel connected to other learners on your language learning platform?</i>	Every day	Once per week	Several times per week	Grand Total
Moderately connected	1		1	2
Not connected at all	3		1	4
Slightly connected	3	2	3	8
Very connected	1			1
Grand Total	8	2	5	15

Appendix AI: Cross-tab Appendix - Out of App Practice Frequency

On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)?

<i>Cross Tab A</i>	<i>Out-of-app practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</i>				
<i>How do you feel about the efficacy of the feedback provided by the app?</i>	I do not practice outside of the app	Less than once per week	Once per week	Several times per week	Every day
Not helpful at all					
Slightly helpful	4	3		2	
Moderately helpful	1	1			
Very helpful	1	1			1
Extremely helpful	1				
Grand Total	7	5	0	2	1

<i>Cross Tab B</i>	<i>Out-of-app</i>				
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	<i>practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</i>				
<i>How well does the app help you progress in vocabulary and grammar?</i>	I do not practice outside of the app	Less than once per week	Once per week	Several times per week	Every day
Not at all					
Slightly	2	1			
Moderately	4	3		2	
Well					1
Very well	1	1			
Grand Total	7	5	0	2	1

<i>Cross Tab C</i>	<i>Out-of-app practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)?</i>				
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	<i>Pick the closest.</i>				
<i>How confident do you feel speaking the language aloud after using the app?</i>	I do not practice outside of the app	Less than once per week	Once per week	Several times per week	Every day
Not confident at all	1	1			
Slightly confident		5	2		2
Moderately confident		1	2		1
Very confident					
Extremely confident					
Grand Total		7	5	0	2

	<i>Out-of-app practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</i>				
<i>Cross Tab D</i>	<i>Out-of-app practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</i>				
<i>To what extent do you feel connected to other learners on your language</i>	I do not practice outside of the app	Less than once per week	Once per week	Several times per week	Every day

<i>learning platform?</i>					
Not connected at all	1	2		1	
Slightly connected		4	3		1
Moderately connected		2			
Very connected					1
Extremely connected					
Grand Total		7	5	0	2
					1

<i>Cross Tab E</i>	<i>Out-of-app practice frequency: On average how often do you practice your second language outside of your language learning app per week (in a non-course capacity)? Pick the closest.</i>				
<i>How much do you agree with the following statement: "The community features on my language learning platform enhance my learning"</i>	I do not practice outside of the app	Less than once per week	Once per week	Several times per week	Every day

<i>experience” on a scale of 1 - 5?</i>					
1		3			1
2		1			1
3		3	1		1
4		2	1		
5		1			
Grand Total		7	5	0	2
					1

Appendix AJ: Cross-tab Appendix - Motivation

How motivated do you feel to continue learning your second language using the app?

<i>Cross Tab B</i>	<i>Motivation: How motivated do you feel to continue learning your second language using the app?</i>					
<i>How well does the app help you progress in vocabulary and grammar?</i>	Extremely motivated	Moderately motivated	Slightly motivated	Very motivated	Grand Total	
Moderately	1	3	4	1	9	
Slightly		1	1	1	3	
Very well	1	1			2	
Well				1	1	
Grand Total	2	5	5	3	15	

<i>Cross Tab C</i>	<i>Motivation: How motivated do</i>				
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	<i>you feel to continue learning your second language using the app?</i>				
<i>How confident do you feel speaking the language aloud after using the app?</i>	Extremely motivated	Moderately motivated	Slightly motivated	Very motivated	Grand Total
Moderately confident	1	2		1	4
Not confident at all		1	1		2
Slightly confident	1	2	4	2	9
Grand Total	2	5	5	3	15

<i>Cross Tab D</i>	<i>Motivation: How motivated do you feel to continue learning your second language using the app?</i>				
<i>How much do you agree with the following statement: "The community features on my language learning platform enhance my learning experience", on</i>	Extremely motivated	Moderately motivated	Slightly motivated	Very motivated	Grand Total

<i>a scale of 1 - 5?</i>					
1		3	1		4
2		1	1		2
3	2	1	1	1	5
4			1	2	3
5			1		1
Grand Total	2	5	5	3	15

<i>Cross Tab E</i>	<i>Motivation: How motivated do you feel to continue learning your second language using the app?</i>				
<i>To what extent do you feel connected to other learners on your language learning platform?</i>	Extremely motivated	Moderately motivated	Slightly motivated	Very motivated	Grand Total
Moderately connected	1			1	2
Not connected at all		3	1		4
Slightly connected	1	2	4	1	8
Very connected				1	1
Grand Total	2	5	5	3	15

Appendix AK: Cross-tab Appendix - Skill Set Importance

Which of these language skills do you consider to be most important?

<i>Cross Tab A</i>	<i>Skill set importance: Which of these language skills do you</i>			
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	<i>consider to be most important?</i>			
<i>How well does the app help you progress in vocabulary and grammar?</i>	Listening	Reading	Speaking	Grand Total
Moderately	1	2	6	9
Slightly	2		1	3
Very well		1	1	2
Well			1	1
Grand Total	3	3	9	15

<i>Cross Tab B</i>	<i>Skill set importance: Which of these language skills do you consider to be most important?</i>			
<i>How confident do you feel speaking the language aloud after using the app?</i>	Listening	Reading	Speaking	Grand Total
Moderately confident		2	2	4
Not confident at all	1		1	2
Slightly confident	2	1	6	9
Grand Total	3	3	9	15

<i>Cross Tab C</i>	<i>Skill set importance: Which of these language skills do you consider to be most important?</i>			
<i>To what extent do you feel connected to other learners on your language learning platform?</i>	Listening	Reading	Speaking	Grand Total
Moderately connected			2	2
Not connected at all	3	1		4
Slightly connected		2	6	8
Very connected			1	1
Grand Total	3	3	9	15

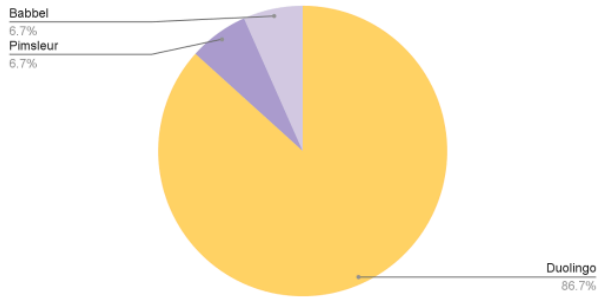
<i>Cross Tab D</i>	<i>Skill set importance: Which of these language skills do you consider to be most important?</i>			
<i>How much do you agree with the following statement: "The community features on my language learning platform enhance my learning experience", on a scale of 1 - 5? - Agreement Level</i>	Listening	Reading	Speaking	Grand Total
1	2	1	1	4
2		1	1	2
3		1	4	5
4			3	3
5	1			1
Grand Total	3	3	9	15

<i>Cross Tab E</i>	<i>Skill set importance: Which of these language skills do you consider to be most important?</i>			
<i>How do you feel about the efficacy of the feedback provided by the app?</i>	Listening	Reading	Speaking	Grand Total
Extremely helpful			1	1
Moderately helpful			2	2
Slightly helpful	3	2	4	9
Very helpful		1	2	3
Grand Total	3	3	9	15

Appendix AL: Analysis

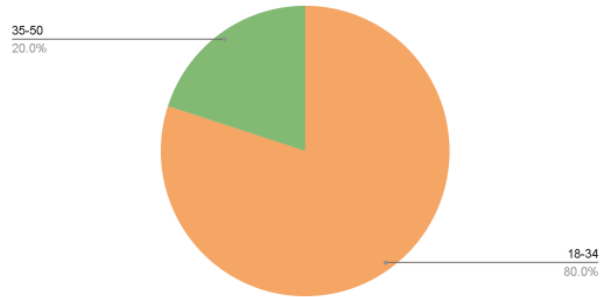
Most respondents use Duolingo

May 11 - May 23, 2025, 15 responses



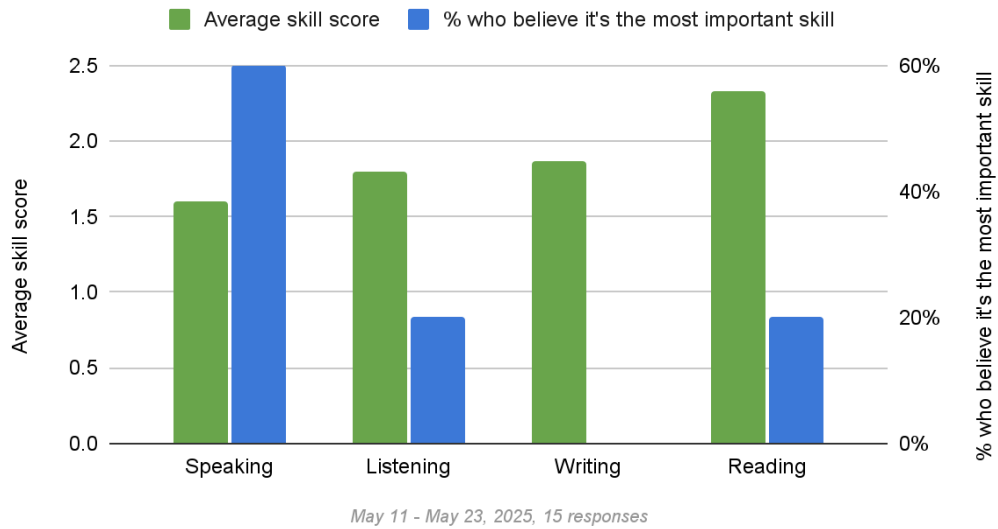
Most respondents are between 18 and 34 years old

May 11 - May 23, 2025, 15 responses



Appendix AM: Users' most important skills ratio

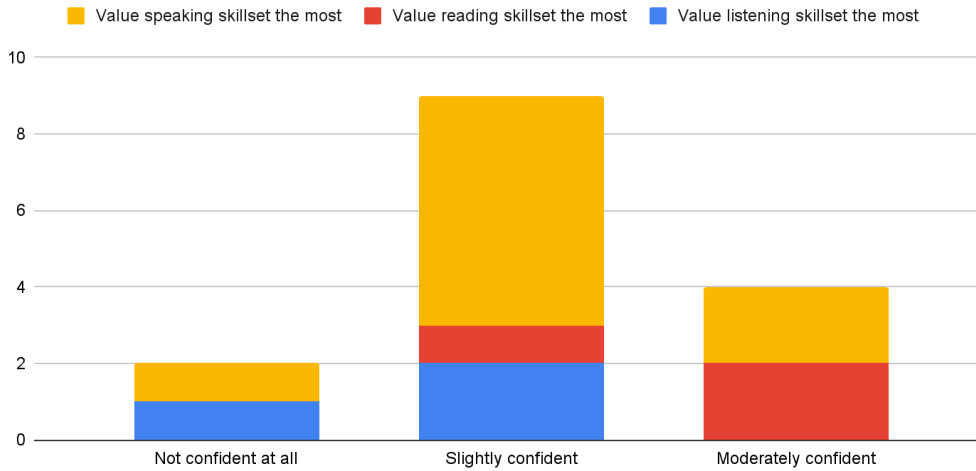
Users' most important skills are also their weakest



Appendix AN: Speaking Skillset

Users who value speaking skillset tend to lack moderate confidence

How confident do you feel speaking the language aloud after using the app?

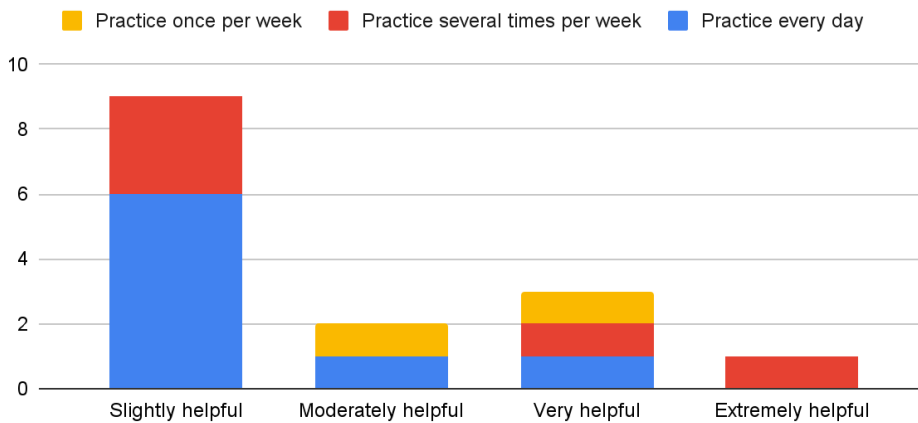


May 11 - May 23, 2025, 15 responses

Appendix AO: Limited Benefits Using the App

Active users get limited benefits from app feedback

How do you feel about the efficacy of the feedback provided by the app?

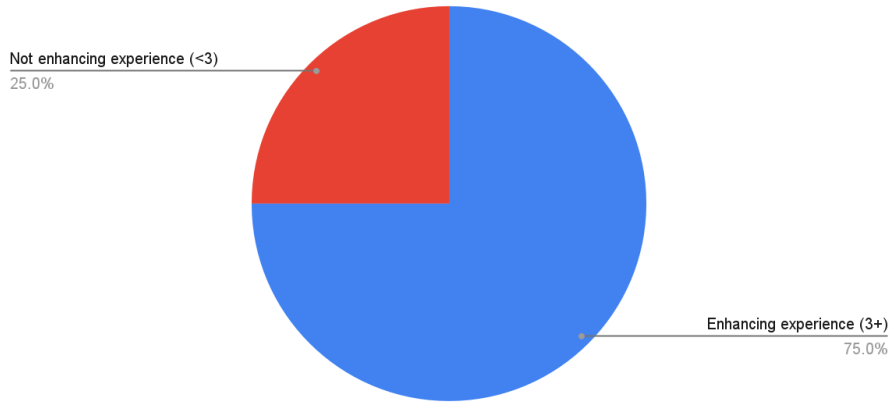


May 11 - May 23, 2025, 15 responses

Appendix AP: Community Feedback

Above-average skilled users find community features enhancing their experience

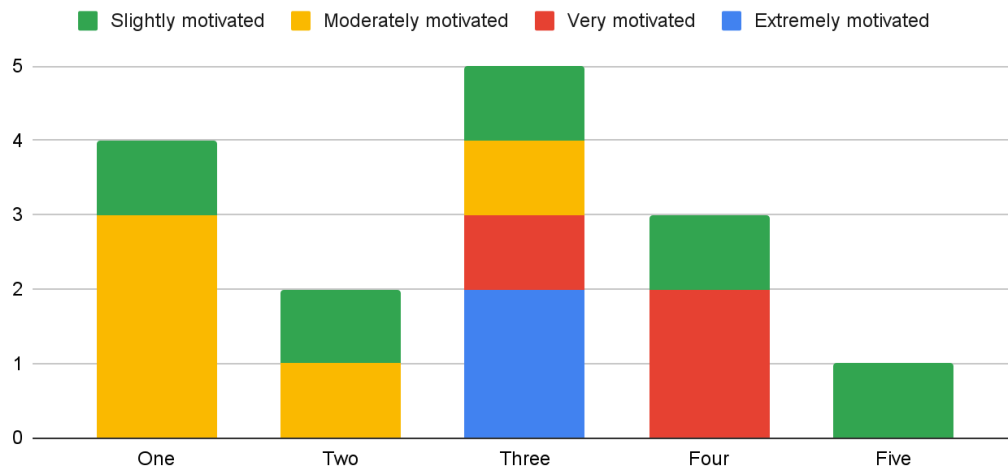
Agree on scale of 1 - 5 : "The community features on my language learning platform enhance my learning experience"



Appendix AM: Community Value

Highly motivated users are more likely to value community features

Agree on scale of 1 - 5 : "The community features on my language learning platform enhance my learning experience"



May 11 - May 23, 2025, 15 responses