



# Benefits of Learning 2nd Language



Learning a second language helps students:

- Do better on standardized tests
- Better understand and work with others
- Be more mentally flexibility, conceptualize better
- Get better jobs/make more money
- Be more competitive in a global economy

# The Reality



- Conservative estimates dictate that over **80%** of the world's population does **Not** speak **English**.
- **65% of the world's population is bilingual. Only 17% of the Canadian population is bilingual.**
- Jobs for limited English workers pay about **\$1.00 less an hour** than those for English proficient workers.
- **Over 84% of recruiters agree that speaking 2 or more languages is critical to succeed in today's business environment.**

## Measured Effect of Second Language Learning



- 3rd graders who were taught Spanish showed **significant gains** in their MAT (standardized test) scores in math and language
- 1st graders who learned French showed significant gains in measures of **performance I.Q.**

## Measured Effect (cont.)



- Children who have studied a foreign language perform better on standardized tests and tests of basic skills in English, math and social studies
- Research indicates that foreign language study provides both cognitive and sociocultural benefits



- “The picture that emerges is...a youngster whose experience with two language systems seems to have left him or her with a mental flexibility, a superiority in concept formation, and a more diversified set of mental abilities.” D.W. Robinson



"Students who have had an early start in a long-sequence foreign-language program consistently display **enhanced cognitive abilities** relative to their monolingual peers—including pattern recognition, problem solving, divergent thinking, flexibility, and creativity."

~Harold F. Schiffman

Professor Emeritus of Dravidian Linguistics and Culture

Dept. of South Asia Studies

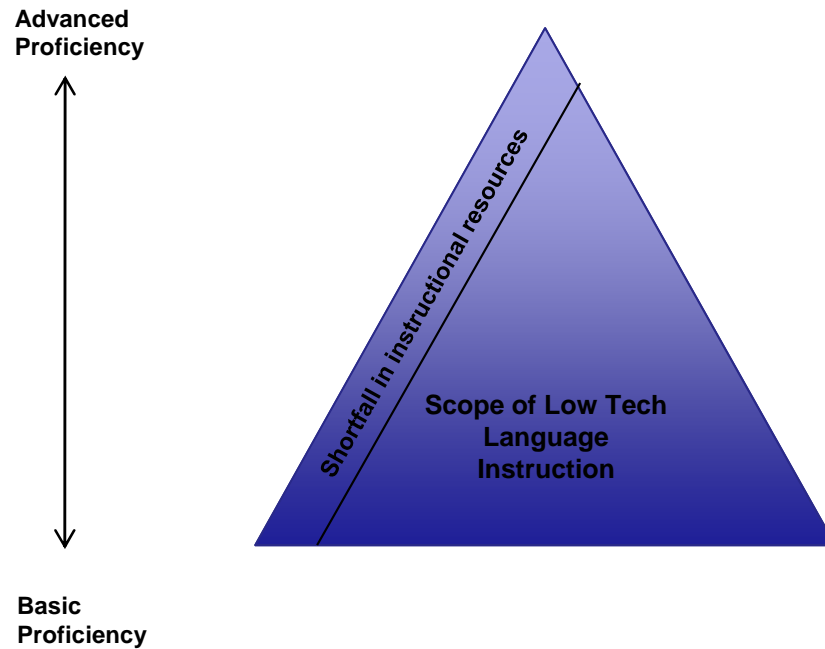
University of Pennsylvania

# So Why Not?



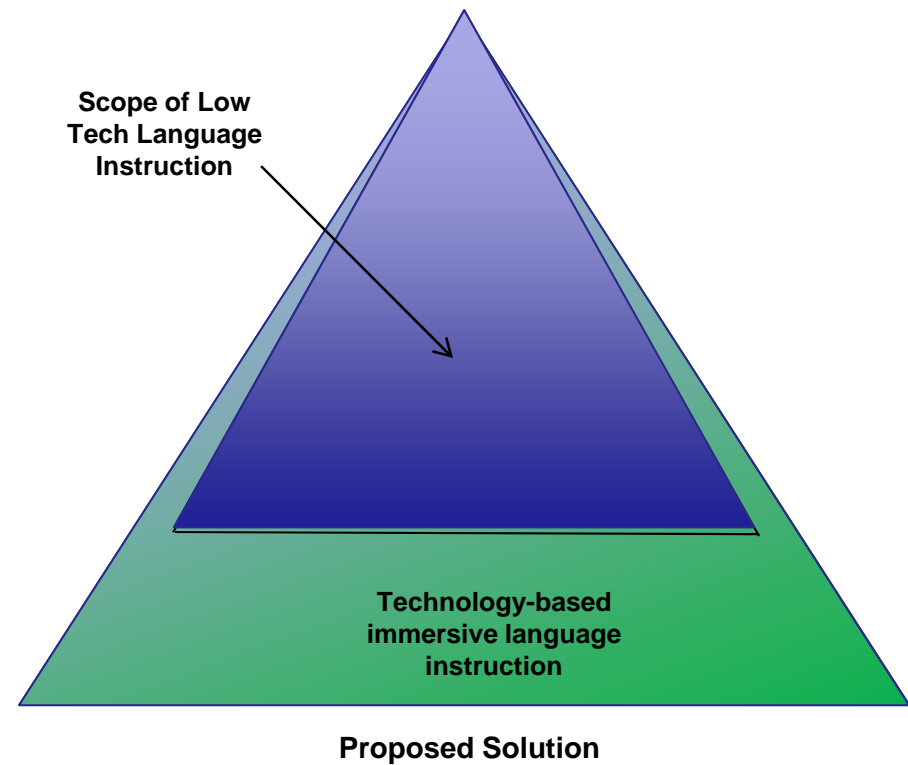
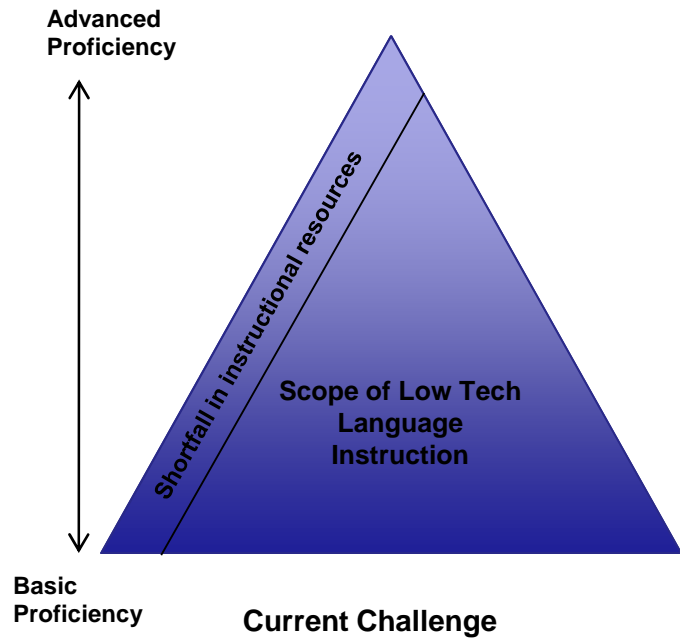
- What is keeping every student from studying a world language starting in elementary school?
- What outcomes are desired/expected from your world language program?
- What pressures are ESL/EAL student needs putting on the current system?

# Current Language Learning Paradigm



## Current Challenge

# Enlarging the Learning Pyramid



A Proven, Cost-effective, Scalable Solution



Multiple outcome goals

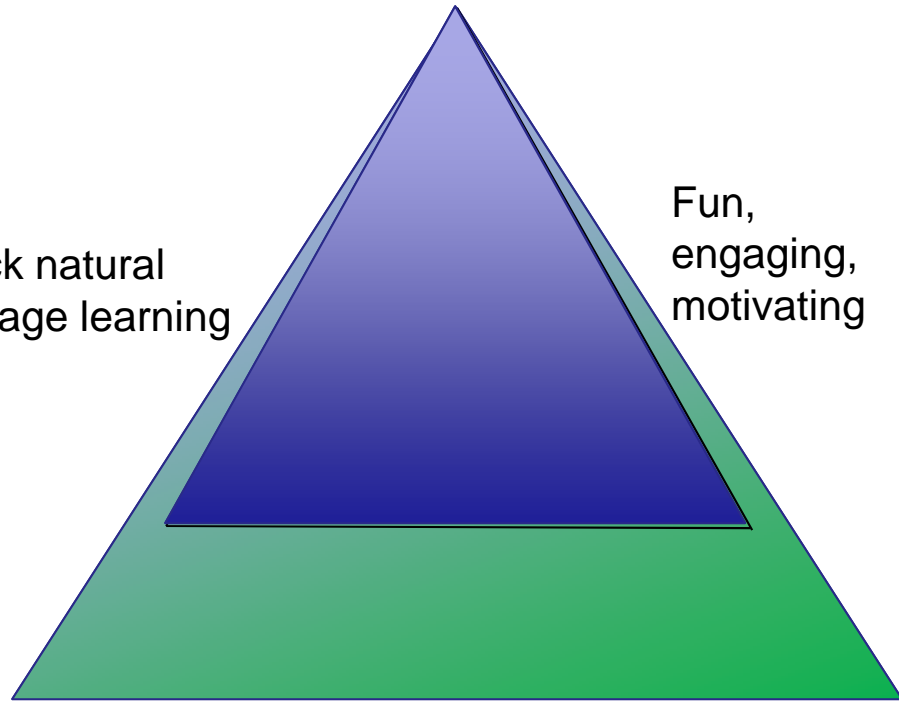
Advanced Proficiency



Basic Proficiency

Unlock natural language learning

Fun, engaging, motivating



Language Learning for Everyone

# Natural Talents for Language Learning



**We all learned our first language without...**

Grammar explanations

Vocabulary list memorizations

## The Limitations of G/T Instruction



The key question that determines  
whether you have successfully learned  
(to speak) a new language

is

*What language are you thinking in?*



## The Limitations of G/T Instruction



You can't learn Spanish  
If you're thinking in English

You can't learn to speak a new language  
Without learning to think in a new language

Speaking in one language  
While thinking in another language  
Is like writing with the wrong hand



# The Limitations of G/T Instruction



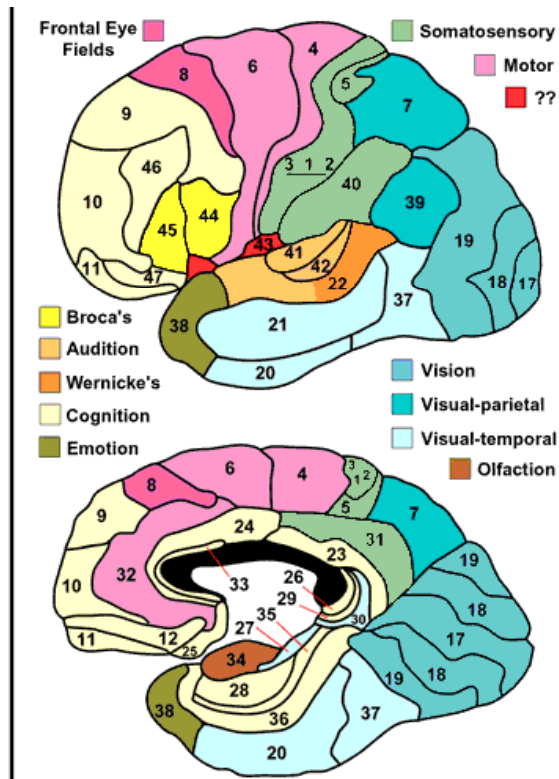
The best way  
to think and speak  
in a new language  
is to remove your native language  
from the process  
...  
in other words,  
to immerse yourself  
completely  
in the language you're learning



# Your Language Instinct



Your brain is primed to learn language



instinct

## Your Language Instinct



Why  
“went”  
seems correct  
when you are two years old,  
and  
“goed”  
seems correct  
when you are five!

# Dynamic Immersion<sup>®</sup> Leverages Our Natural Abilities



The screenshot shows the Rosetta Stone online interface. The browser address bar displays "http://launch.rosstattstone.com - Rosetta Stone Online". The page header includes "RosettaStone", "Italian Level 1", "Unit 1 > Lesson 3 > Core Lesson", and "Welcome, shinnichrs". The main content area features four cards arranged in a 2x2 grid:

- Top-left: "Il cane è nero." with an image of a black dog.
- Top-right: "Il cane è bianco." with an image of a white dog.
- Bottom-left: "Il gatto è nero." with an image of a black cat.
- Bottom-right: A blank input field with a green microphone icon, intended for the user to say the sentence "Il gatto è bianco."

At the bottom of the interface is a navigation bar with numbered buttons from 1 to 34, and a search icon.

**Carefully  
structured course  
where meaning is  
carefully  
sequenced and  
juxtaposed**

**Learning without  
translation**





Multiple outcome goals

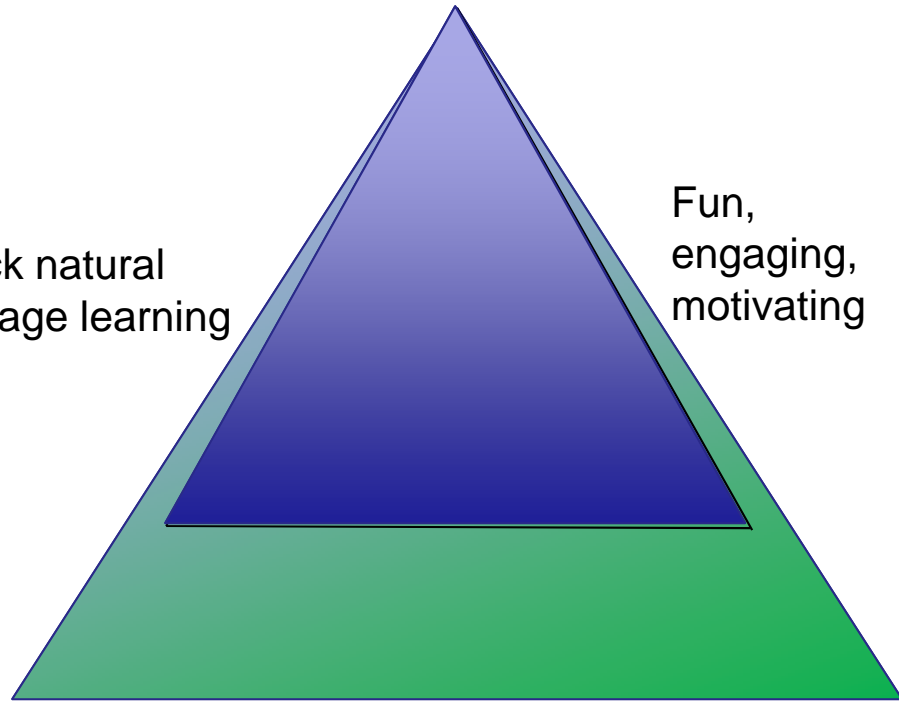
Advanced Proficiency



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Unlock natural language learning

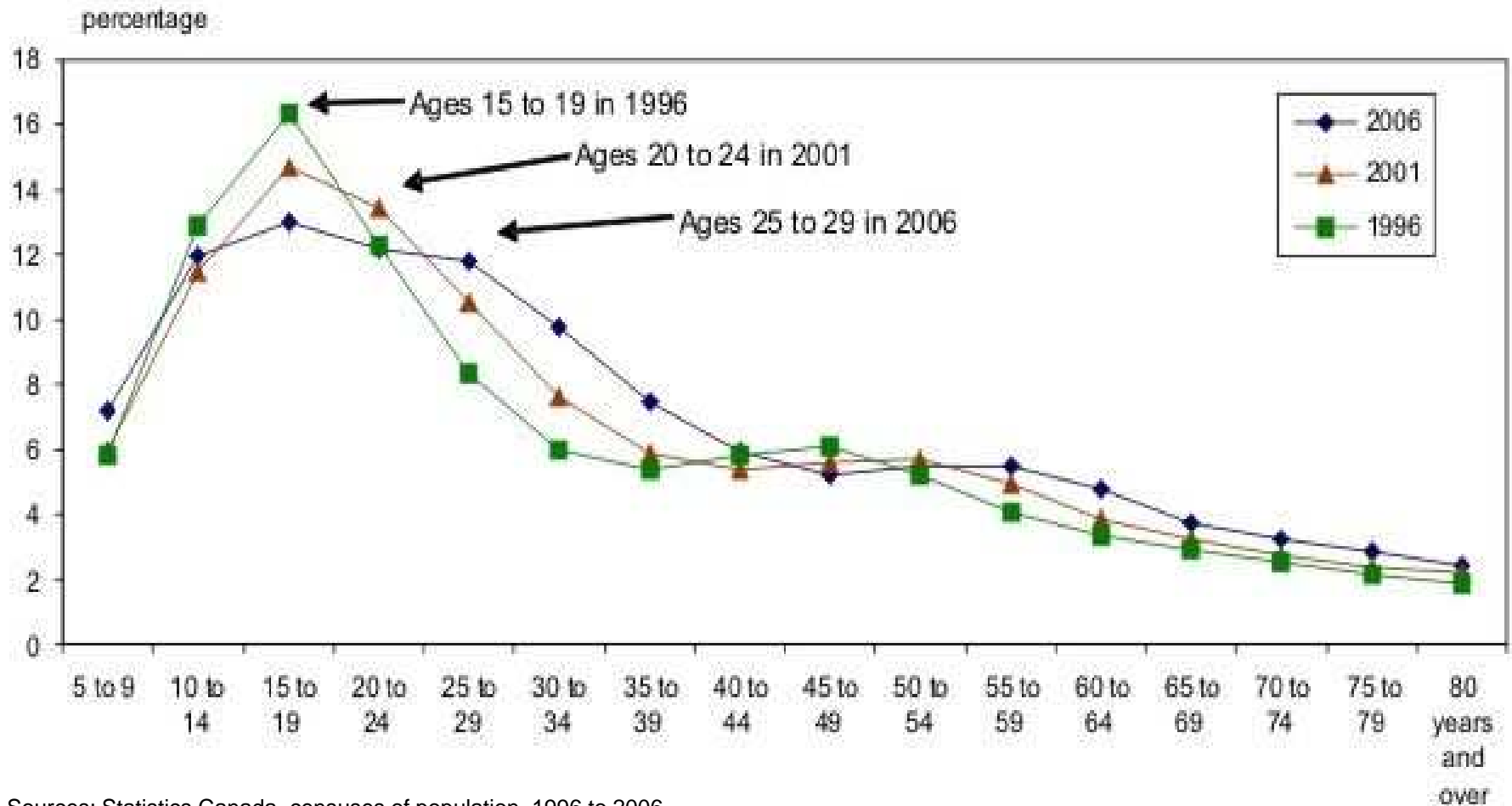
Fun, engaging, motivating



Language Learning for Everyone

# Rate of English/French Bilingualism

among Anglophones by age groups, Canada less Quebec, 1996 to 2006



## Digital Natives and How They Learn



## Digital Natives: Multi-Tasking Learners



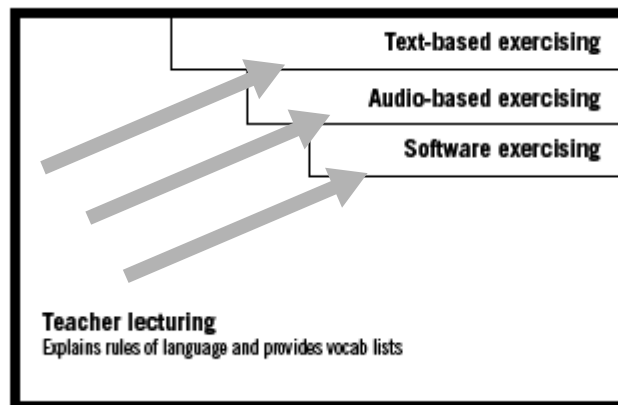
## Digital Natives: Multi-Tasking Learners



## Digital Natives: Just-In-Time learners

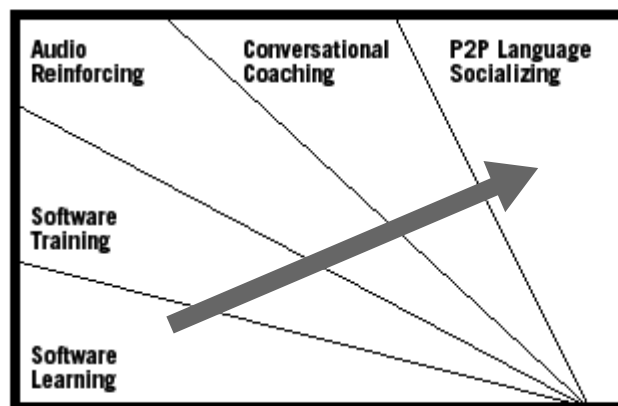


# We're changing the way the world learns languages



= Broadcasted mass lecture vs. individualized  
= Teach to the mean vs. mastery/self-paced

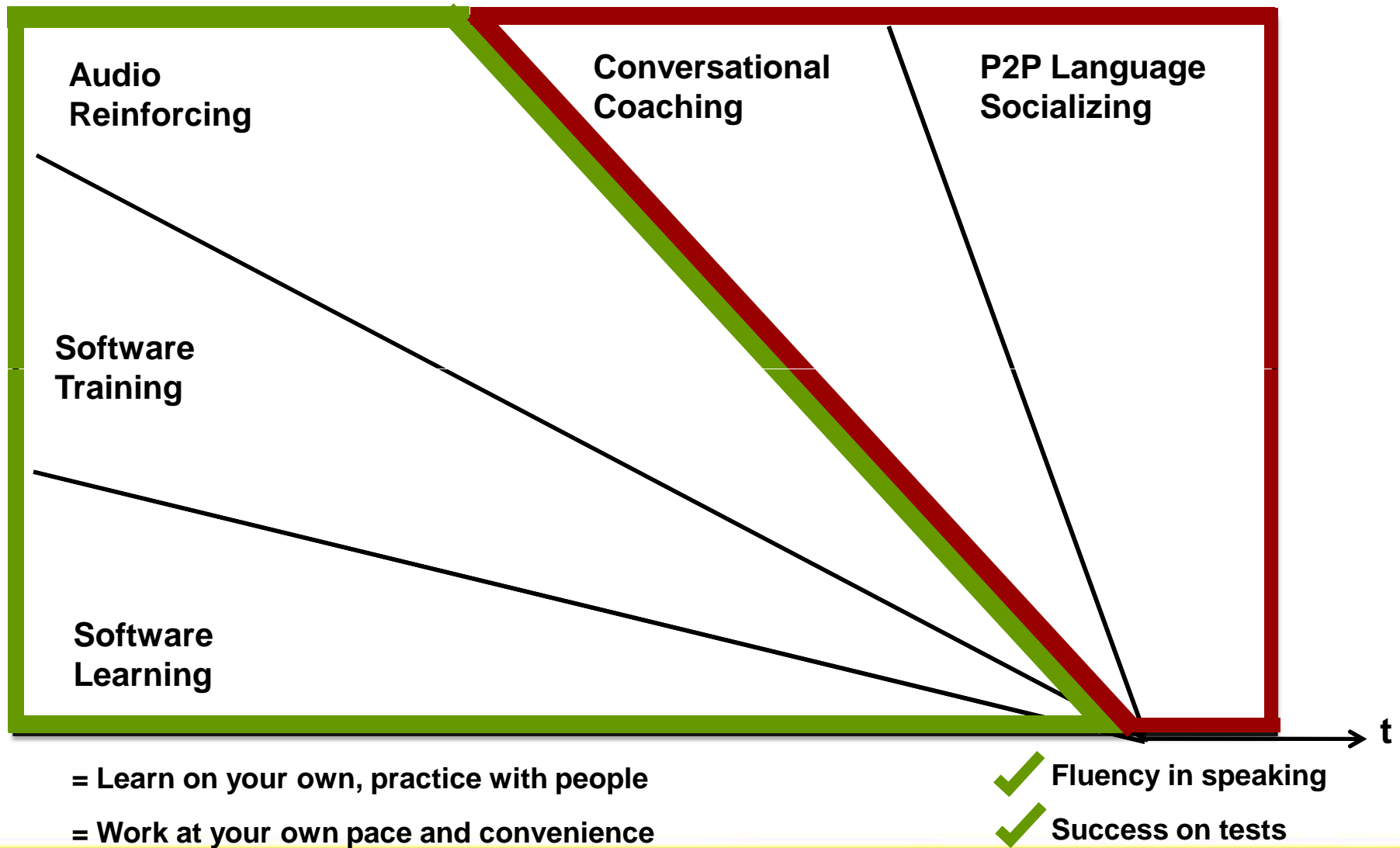
~~Fluency in speaking~~  
Success on tests



= Learn on your own, practice with people  
= Work at your own pace and convenience

Fluency in speaking  
Success on tests

# And are now adding online socialization to practice



= Learn on your own, practice with people  
= Work at your own pace and convenience

# Superior learning method

Dynamic immersion™ involves five core elements:

## Intelligent Sequencing

- No translation
- Adaptive Recall™
- Adjusts to user needs
- Audio Companion™

## Actionable Feedback

- Response to user action
- Speech, text, click
- Models correct way
- Real-time applicable

## Natural Discovery

- Patterned input
- Helps discover meaning
- Thought and play
- Keeps users motivated

## Speech Activation

- Proprietary technology
- Emphasizes interaction
- Helps develops skills
- Builds confidence

## Native Socialization

- Most natural method
- Simulated dialogues
- Native-speaking coaches
- Connect with other users

Filing new patent applications every quarter



Multiple outcome goals

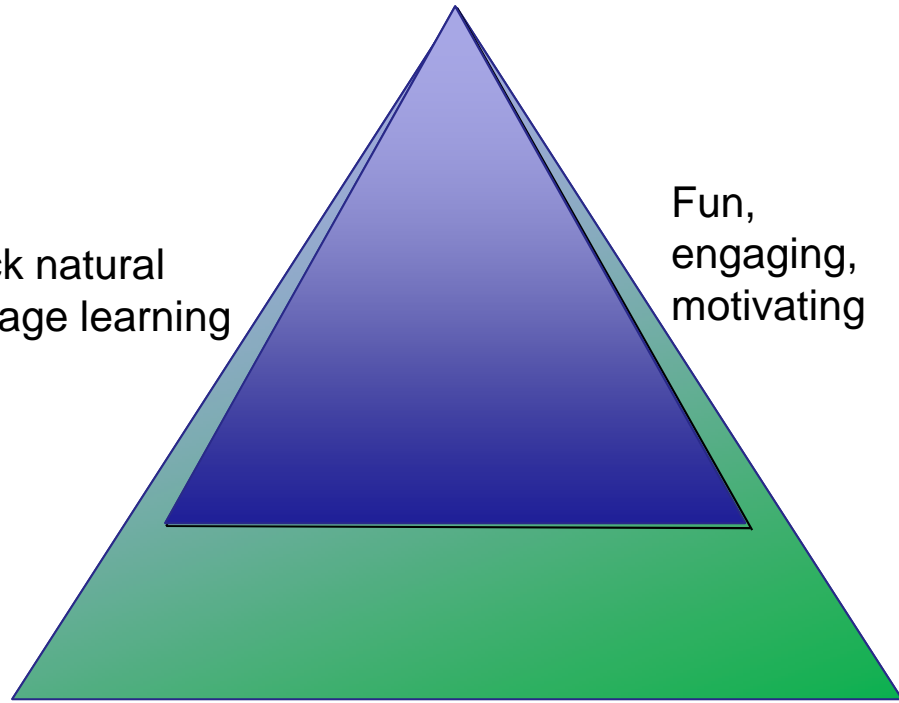
Advanced Proficiency



Basic Proficiency

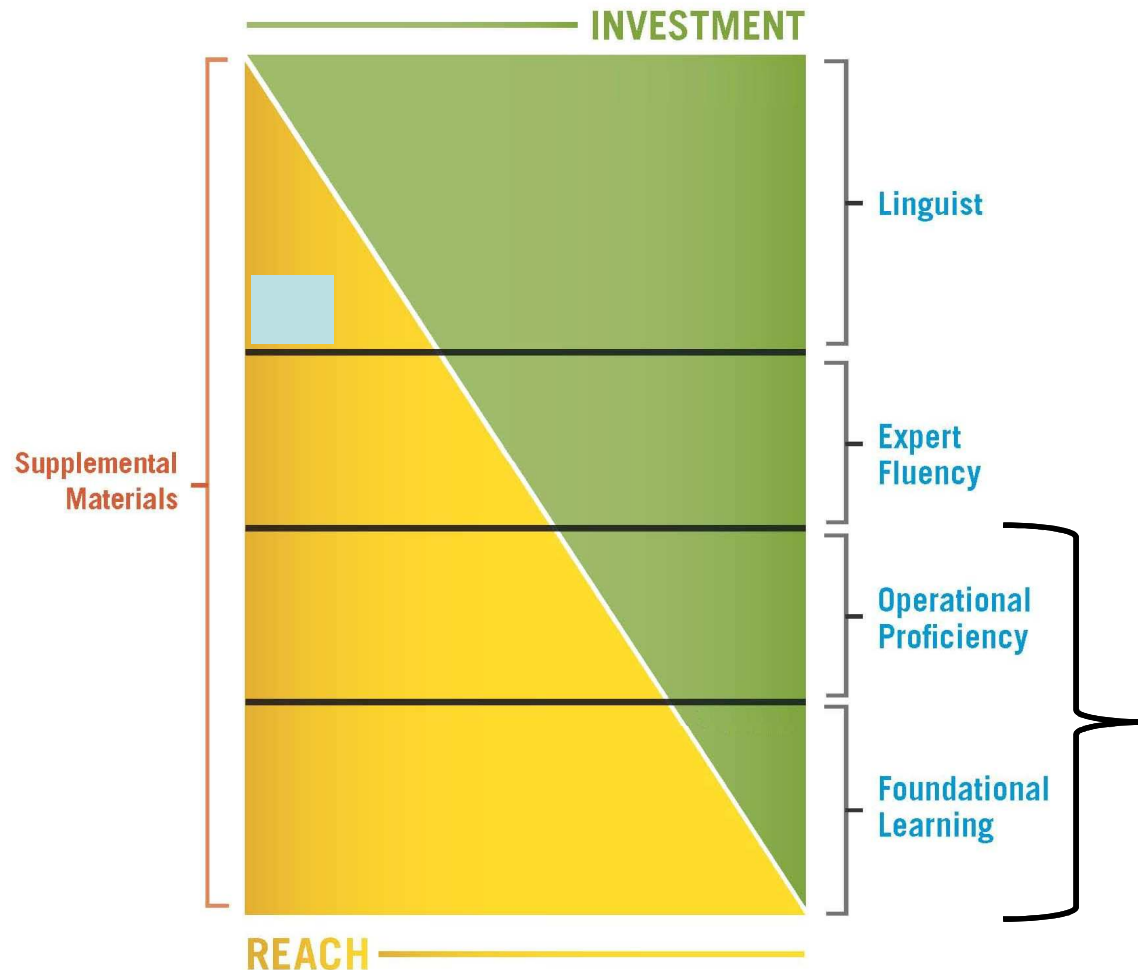
Unlock natural language learning

Fun, engaging, motivating



Language Learning for Everyone

# Language Learning: Critical Success Factors



- Foundational language learning operating system
- Comprised of:
  - Language breadth
  - Management platform/LMS integration
  - Scalability/accessibility
  - Pricing and terms
  - Effectiveness
  - Motivating

# The Importance of Conversation



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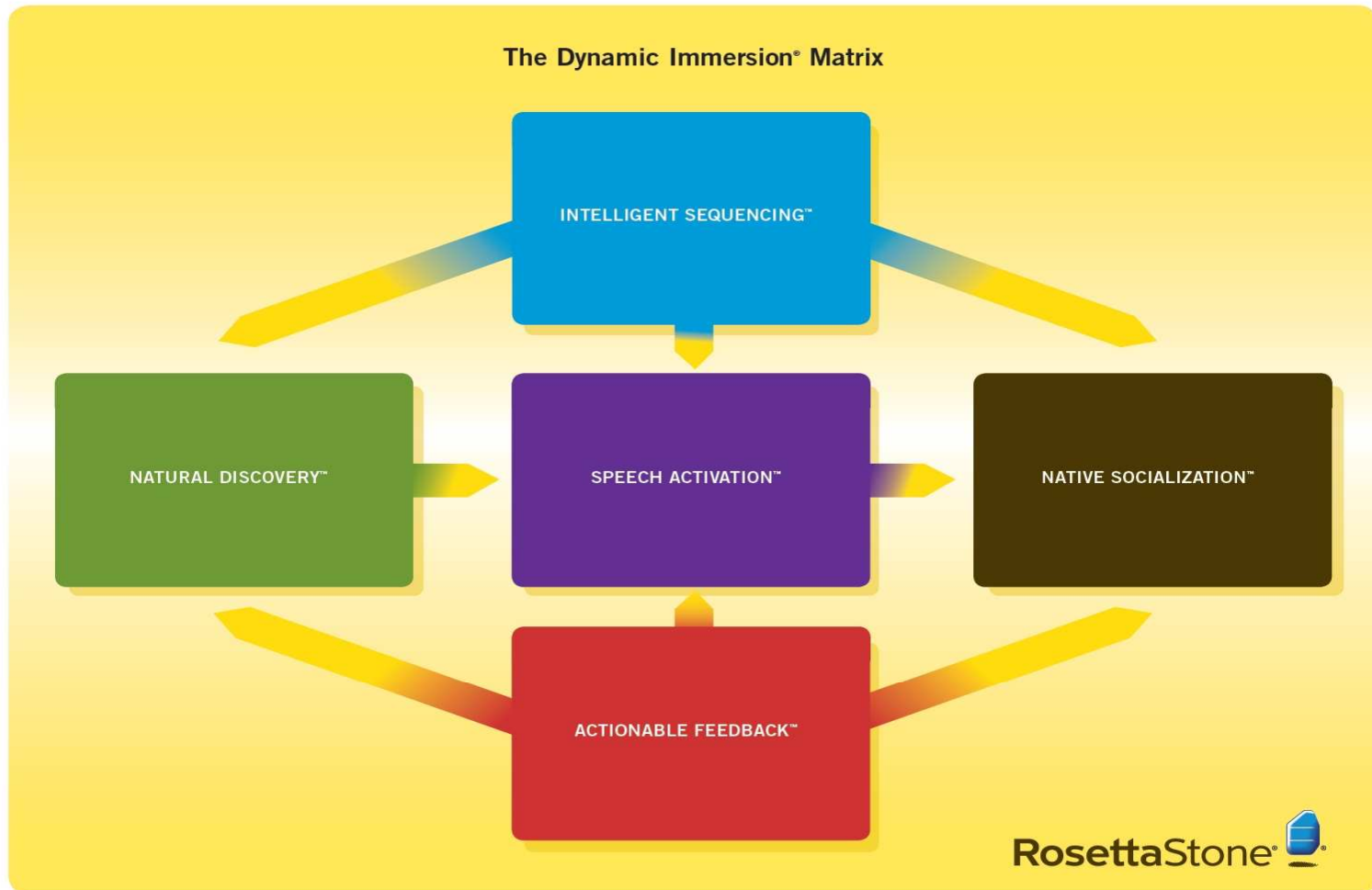
# The Importance of Conversation



# The Importance of Conversation



# The Dynamic Immersion Matrix™



# Superior learning method

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# Questions?

RosettaStone® 



