

Survey on the Use of Digital Educational Resources by Chinese for Business

Learners/商务中文学习者数字教育资源使用情况调研

Part 1 Questionnaire/第一部分：问卷

My name is Xiaxia Zeng, and I am a doctoral student at the University of Wales Trinity Saint David (UWTSD) in the UK. My research focuses on exploring the use of digital educational resources by the learners of Chinese for Business. The survey will take approximately 10 minutes to complete. Participation is voluntary, and all responses are anonymous and confidential. You are available to choose Chinese, English or mixed language to share your opinions. Your valuable insights will contribute to my doctoral dissertation and help in the development of digital resources in Chinese for Business. If you need more information, please feel free to contact me via email at xiaxia_zeng@163.com. Thank you for participating in this research survey!

我叫曾夏夏，是英国威尔士三一圣大卫大学（UWTSD）的博士生。我的研究课题旨在探索商务中文学习者数字教育资源使用情况。本次问卷填写大约需要 15 分钟。参与是自愿的，所有回复都是匿名和保密的。您可以选择中文、英文或混合语言来分享您的观点。您的宝贵见解将有助于本人的博士论文以及商务中文数字资源发展做出贡献。若您需更多的信息，请随时通过电子邮件与本人联系：xiaxia_zeng@163.com 感谢您参与本次研究调查！

Section 1: Personal information/第一部分：个人信息

1. Your gender/您的性别：

- ☐ Male/男
- ☐ Female/女
- ☐ Prefer not to say/不愿透露

2. Your age/您的年龄：

- ☐ Under 18/18 岁以下
- ☐ 18-24/18-24 岁
- ☐ 25-34/25-34 岁
- ☐ 35-44/35-44 岁
- ☐ 45 and above/45 岁及以上

3. Your nationality/您的国籍：

[Open-ended/开放式问题]

4. Your location of your university (If you have exchange student experience, please list the locations in the third option: "others") /您大学所在地：（如果您有交换生经历，请在第三个选项“其他”中列出地点）

- ☐ China/中国
- ☐ United Kingdom/英国

☐ Exchange student in other places (please specify): [Open-ended]/其他（请注明）/[开放式问题]

5. Your native language/您的母语：

- ☐ English/英语
- ☐ Other (please specify): [Open-ended] /其他（请注明）/[开放式问题]

6. How long have you been learning Chinese? /您学习中文多长时间了？

- ☐ Under 3 months/少于三个月
- ☐ 3 months to 6 months/三至六个月
- ☐ Over 6 months to 1 year/超过六个月至一年
- ☐ Over 1 year to 3 years/超过一年至三年
- ☐ Over 3 years to 5 years/超过三年至五年
- ☐ Over 5 years/超过五年

7. Your current proficiency in Chinese/您目前的中文水平：

- ☐ HSK 1
- ☐ Between HSK 1 and HSK 2
- ☐ HSK 2
- ☐ Between HSK 2 and HSK 3
- ☐ HSK 3
- ☐ Between HSK 3 and HSK 4
- ☐ HSK 4
- ☐ Between HSK 4 and HSK 5
- ☐ HSK 5
- ☐ Between HSK 5 and HSK 6
- ☐ HSK 6
- ☐ Near-native proficiency

8. Your current educational status/您目前的教育情况：

- ☐ Bachelor student/本科生
- ☐ Master student/硕士研究生
- ☐ Doctorate student/博士研究生
- ☐ Other (please specify): [Open-ended] /其他（请注明）/[开放式问题]

9. What is your current year of study? /您目前是几年级的学生？

- ☐ First year/第一年
- ☐ Second year/第二年
- ☐ Third year/第三年
- ☐ Fourth year/第四年
- ☐ Graduated/已毕业
- ☐ Other (please specify): [Open-ended] / 其他（请注明）

10. What is your major? (If you have dual majors, please list both.)/您的专业是什么？

(如果您有双专业, 请列出两个专业)

[Open-ended/开放式问题]

11. What is the type of your Chinese for Business course? /您所修的商务中文课程性质是什么?

- ☐ Compulsory course/必修课
- ☐ Elective course/选修课
- ☐ Major in Chinese for Business/商务中文专业
- ☐ Other (please specify): [Open-ended] /其他 (请注明) / [开放式问题]

12. What are your Chinese for Business course textbooks? (Check all that apply) /您使用的商务中文课程教材是什么? (可多选)

- ☐ Chinese for Economics and Trade/《经贸汉语》
- ☐ When in China: A Guide to Chinese Business Culture/《中国商务文化导读》
- ☐ Other (please specify): [Open-ended] /其他 (请注明) / [开放式问题]

13. Why did you want to learn Chinese for Business? (Check all that apply) /您学习商务中文的原因是什么? (可多选)

- ☐ For individual interests/个人兴趣
- ☐ To enhance self-competitiveness and increase career possibilities/提升个人竞争力及增加职业可能性
- ☐ To understand diverse cultures/理解多元文化
- ☐ To improve Chinese language skills to communicate with Chinese clients, colleagues and partners in workplaces/提升中文能力以实现与中国客户、同事、合作伙伴更好地沟通
- ☐ To learn business knowledge in Chinese contexts/了解中国背景下的商业知识
- ☐ Other (please specify): [Open-ended] 其他 (请注明) / [开放式问题]

14. Do you have working experience in business? (Check all that apply)/您有商务领域的工作经历吗? (可多选)

- ☐ Full-time job in business (please specify duration, industry, position): _____/商务领域的全职工作 (请注明时长、行业、职位)
- ☐ Part-time job in business (please specify duration, industry, position): _____/商务领域的兼职工作 (请注明时长、行业、职位)
- ☐ Internship in business (please specify duration, industry, position): _____/商务领域的实习 (请注明时长、行业、职位)
- ☐ Working experience in non-business fields (please specify): [Open-ended] / 有非商务领域相关的工作经验 (请注明)
- ☐ None/无

Section 2: Experience in the use of digital educational resources in Chinese for Business/第二部分：商务中文数字教育资源使用经验

*Notes: The digital educational resources in the following sections are specifically used for your learning Chinese for Business both in teacher-led classes and during your self-study. Please recall and select only the types of resources you have used in your Chinese for Business learning process. You can check all that apply. /*注意：以下部分所提及的“您使用过的数字教育资源”，包括您在商务中文教师课堂及自学商务中文过程中使用的资源。请您回忆并仅选择在商务中文学习过程中使用的资源类型，可多选。

15. What types of accompanying digital educational resources in official textbooks and other books of Chinese for business books have you frequently used for learning Chinese for Business? (Check all that apply) /您在学习商务中文过程中，经常使用哪些商务中文官方教材或书籍配套的数字教育资源？（可多选）

- ☐ PowerPoint/演示文稿
- ☐ Picture/图片
- ☐ Videos accompanying textbooks or E-books/教材或电子书配套视频
- ☐ Audio recordings accompanying textbooks or E-books/教材或电子书配套音频
- ☐ Podcast/播客
- ☐ E-books/电子书
- ☐ None/无
- ☐ Other (please specify): [Open-ended] 其他（请注明）/ [开放式问题]

16. What types of digital educational resources or online courses, websites and apps have you frequently used for learning Chinese for Business? (Check all that apply)/您在学习商务中文过程中，经常使用哪些在线课程数字教育资源？（可多选）

- ☐ Public Chinese for Business courses (E.g., MOOCs, Micro classes) (please specify the specific platforms): _____/公开的商务中文课程（例如：慕课、微课）（请注明具体平台）
- ☐ Private Chinese for Business Live classes (E.g., One-to-one paid live classes with private tutor in language platforms such as iTalk, Preply) (please specify the specific platforms): _____/商务中文私人教师付费直播课程（例如：iTalk、Preply 上的一对一付费直播课程）（请注明具体平台）
- ☐ Comprehensive Chinese Learning websites (E.g., "Chinese Language + Vocational Education Service" in "Chinese Plus") (please specify the specific platforms): _____/综合中文学习网站（例如：中文联盟的“中文+职业教育”板块）（请注明平台）
- ☐ Mobile Apps (E.g., Electronic dictionaries, "Duolingo", "Chinese for Business") (please specify the specific platforms): _____/移动应用程序（例如：电子词典、多邻国、商务中文）（请注明平台）
- ☐ Virtual classroom tools (E.g., Zoom, Teams, Classin)/ (please specify the specific platforms): _____/虚拟课堂工具（例如：Zoom、Teams、Classin）（请注明平台）
- ☐ AI tools (E.g., ChatGPT, Chinese AI tools: ERNIE Bot) (please specify the specific

platforms): _____

/人工智能工具（ChatGPT、文心一言）（请注明平台）

☐ None/无

☐ Other (please specify): [Open-ended] /其他（请注明）/ [开放式问题]

17. What types of digital educational resources in social media have you frequently used for learning Chinese for Business? (Check all that apply)/您在学习商务中文过程中，经常使用哪些社交媒体类的数字教育资源？（可多选）

☐ WhatsApp/WhatsApp

☐ WeChat/微信

☐ Google/谷歌

☐ Baidu/百度

☐ YouTube/油管

☐ Bilibili/哔哩哔哩

☐ International Tik-Tok/国际版抖音

☐ Chinese Tik-Tok/中国版抖音

☐ Facebook/脸书

☐ Xiaohongshu/小红书

☐ Twitter/推特

☐ Weibo/微博

☐ Instagram/Instagram

☐ Reddit/Reddit

☐ None/无

☐ Other (please specify): [Open-ended] 其他（请注明）/ [开放式问题]

18. How would you rate your proficiency in using digital tools and relevant resources for learning Chinese for Business? Please rate your proficiency on a scale from 1 to 10, where 1 means "Unfamiliar" and 10 means "Highly Skilled." /您如何评价自己在商务中文学习过程中使用数字工具和相关数字资源的熟练程度？请根据自己的情况，选择从 1 到 10 的分数，其中 1 代表“完全不熟悉”，10 代表“非常熟练”。

[Open-ended/开放式问题]

Section 3 Perceptions of Digital Educational Resources in Chinese for Business

/第三部分：对商务中文数字教育资源的看法

For each question below, please rate your level of agreement with each statement regarding the digital educational resources in your Chinese for Business study. The rating scale is from 1 (Strongly Disagree) to 5 (Strongly Agree).

1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

请根据下列问题，针对您在商务中文学习过程中使用的数字教育资源，对每个陈述的认同程度进行打分，评分范围为 1-5，其中 1 表示“完全不同意”，5 表示“完全同意”。

1: 非常不同意, 2: 不同意, 3: 中立, 4: 同意, 5: 非常同意

19. Chinese for Business digital educational resources effectively helped me learn Business Chinese vocabulary. /商务中文数字教育资源有效地帮助我学习商务中文词汇。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

20. The digital resources in Chinese for Business effectively improve my listening and speaking skills in Chinese in real business or academic contexts (E.g., business calls, meetings, negotiations, consultation). /商务中文数字资源有效地提高了我在真实商业或学术环境中中文听说技能（例如商务电话、会议、谈判、咨询）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

21. Reading materials provided through digital resources helps me understand business-related reading texts in Chinese (E.g., financial news, commercial contracts, advertisements, business e-mail). /通过数字资源提供的阅读材料能够帮助我理解经济相关的中文阅读文本（例如，财经新闻、商业合同、广告、商务电子邮件）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

22. Digital educational resources in Chinese for Business improve my writing ability to coherently organize and clearly express my ideas in Chinese in workplaces (E.g., writing a business e-mail in Chinese). /商务中文中的数字教育资源提高了我在工作场所中连贯组织和清晰表达想法的中文写作能力（例如，使用中文撰写商务电子邮件）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

23. Digital educational resources in Chinese for Business help me improve my verbal communication strategies in business (E.g., using polite words, asking for advice, and understanding implications). /商务中文中的数字教育资源帮助我提高了商务中的沟通策略（例如，使用礼貌用语，征询意见，理解言外之意）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

24. The technical resources in Chinese for Business facilitate my non-verbal communication strategies in commercial contexts (E.g., body language, eye contact). /商务中文中的技术工具促进了我在商业环境中使用非语言沟通策略（例如，肢体语言，眼神接触）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

25. Digital tools for learning Chinese for Business are useful for collaborating with others when participating in commercial projects. /商务中文学习过程中使用数字工具对我在参与商业项目与他人协作很有帮助。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

26. Digital educational resources in Chinese for Business deepen my understanding of theoretical business concepts. (E.g., economic policies, economic theories)/商务中文中的数字教育资源加深了我对商业理论概念的理解（例如，经济政策，经济学理论）。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

27. Digital resources in Chinese for Business help me apply practical business knowledge in real-world vocational or academic studies. /商务中文中的数字资源帮助我将实际的商业知识应用到现实中的职业或学术研究中。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

28. The digital resources in Chinese for Business help me to think critically while observing or involving in commercial activities, develop problem-solving abilities /商务中文中的数字资源帮助我在观察或参与商务活动时进行批判性思考，并培养我解决问题的能力。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

29. The digital resources in Chinese for Business encourage me to reflect on my self-learning process and strategies. /商务中文中的数字资源激励我反思学习过程及学习策略。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

30. Chinese for Business learning with digital educational resources helps me be aware, understand and adapt to cross-cultural diversity in business contexts. /商务中文学习与数字教育资源的结合促进我认识、理解并适应商业环境中的跨文化多样性。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

31. The integration of Chinese for Business learning with digital tools provides interactive and engaging learning experiences and increases my motivation and interest in learning Chinese and Business knowledge. /商务中文学习与数字工具的结合提供了互动且有趣的学习体验，并提高了我学习中文和商务知识的动力和兴趣。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

32. Using Chinese for Business digital educational resources enhances my ability to effectively and ethically locate, evaluate, and use information. /使用商务中文数字教育资源的过程提高了我有效且合乎道德地定位、评估及使用信息的能力。

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

33. Using Chinese for Business digital educational resources improves my ability to apply and create digital resources through technologies and multiple media. /使用商务中文

数字教育资源的过程提高了我使用技术和多媒体应用和创造数字资源的能力。

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

Section 3 Open-ended Questions/第三部分：开放式问题

34. What challenges or limitations have you faced when using digital educational resources in Chinese for Business learning? Please provide specific examples if possible. /您在使用商务中文中的数字教育资源时遇到过哪些挑战及局限性？请尽可能提供具体的例子。

[Open-ended]/开放式回答

35. Do you have any suggestions on the construction of digital educational resources in Chinese for Business? Please provide specific examples if possible. /您对商务中文数字教育资源的构建有什么建议吗？请尽可能提供具体的例子。

[Open-ended] /开放式回答

Appendix 2: Consent Form



Consent Form

I have read the information sheet concerning the research project entitled Chinese for Business Purpose Learners' Perceptions on Digital Educational Resources, conducted by Xiaxia Zeng from the Institute of Education and Humanities, University of Trinity Saint David. I have had the opportunity to ask questions and receive any additional details I wanted about the study.

I acknowledge that all information gathered on this project will be used for research purposes only and will be considered confidential. I am aware that permission may be withdrawn within 30 days of giving consent without penalty by advising the researchers. I realise that this project has been reviewed by and approved by the Research Ethics Committee at the University of Trinity Saint David and that I may contact this office if I have any comments or concerns about my participation or involvement in the study. If I have any questions about the study, you can feel free to contact the researcher via email: xiaxia_zeng@163.com

Yes -- I would like to participate in this study.
No -- I would not like to participate in this study.

Your Name:
Date:
Your Signature
Researcher's Signature
Date

Appendix 3: Questionnaire (Teachers)

Questionnaire (Teachers)/问卷（老师）

My name is Xiaxia Zeng, and I am a doctoral student at the University of Wales Trinity Saint David (UWTSD) in the UK. My research focuses on exploring the use of digital educational resources by the learners of Chinese for Business. The survey will take approximately 10 minutes to complete. Participation is voluntary, and all responses are anonymous and confidential. Your valuable insights will contribute to my doctoral dissertation and help in the development of digital resources in Chinese for Business. If you need more information, please feel free to contact me via email at xiaxia_zeng@163.com. Thank you for participating in this research survey!

我叫曾夏夏，是英国威尔士三一圣大卫大学（UWTSD）的博士生。我的研究课题旨在探索商务中文学习者数字教育资源使用情况。本次问卷填写大约需要 10 分钟。参与是自愿的，所有回复都是匿名和保密的。您可以选择中文、英文或混合语言来分享您的观点。您的宝贵见解将有助于本人的博士论文以及商务中文数字资源发展做出贡献。若您需更多的信息，请随时通过电子邮件与本人联系：xiaxia_zeng@163.com 感谢您参与本次研究调查！

1. 从事商务中文教学工作多长时间了？

How long have you been teaching Chinese for Business?

2. 您认为商务中文教学的难点在哪里？

What do you think are the difficulties in teaching Chinese for Business?

3. 您目前授课使用的商务中文教材如何？教材主要的特点是什么？教材是否有配套的 ppt、视频音频等？上课是否使用官方的教材配套的这些数字资源，还是自己亲自设计、制作上课所需数字资源？如果有的话主要包括哪些资源？

What are the Chinese for Business textbooks you currently teach? What are the main features of the textbook? Does the textbook have supporting PPT, video and audio, etc.? Do you use these digital resources in the official textbooks, or do you design and produce the digital resources required for the class yourself? What resources, if any, are they used to include?

4. 课程开始前，是否会专门向学生介绍、推荐、或教他们使用某些特定的数字资源，帮助他们学习商务中文？如果有的话是哪些数字资源？（比如商务中文学习网站、商务中文电子词典、中文新闻网站、AI 工具等）

Before the start of the course, will students be specifically introduced, recommended, or taught to use certain digital resources to help them learn Chinese for Business? What digital resources, if any? (e.g. Chinese for Business learning website, Chinese for Business electronic dictionary, Chinese news website, AI tools, etc.)

5. 商务中文作业的形式、要求、频率如何？一般是单人作业还是小组作业？是否会要求学生结合某些数字资源完成作业？学生完成度、学习效果及对使用这些数字教学资源的反馈如何？

What is the form, requirements and frequency of Chinese for Business assignments? Is it usually a solo or group assignment? Will students be asked to combine certain digital resources to complete assignments? What is the student completion, learning effectiveness and feedback on the use of these digital teaching and learning resources?

6. 当前商务中文数字教育资源建设的挑战与局限性及您的建议。

Challenges and limitations of the current construction of Chinese for Business digital education resources and your suggestions.

Appendix 4: Interview (Learners)

Part 2 Semi-Structured Interviews/第二部分：半结构化访谈

Thank you for participating in this interview today. My name is Xiaxia Zeng, and I am a doctoral student at the University of Wales Trinity Saint David (UWTSD) in the UK. The purpose of the interview is to understand your learning experience through digital educational resources in Chinese for Business. You are free to share your experience and opinions about this topic. The interview will take approximately 20 minutes. The interview will be recorded only for study, and all responses are anonymous and confidential. The recordings will be stored safely and will be deleted after the study. Participation is voluntary, and you are available to stop the interview at any time. You are available to choose Chinese, English or mixed language to share your opinions. Your valuable insights will contribute to my doctoral dissertation and help in the development of digital resources in Chinese for Business. Thank you very much!

感谢您今天参加本次访谈。我叫曾夏夏，是英国威尔士三一圣大卫大学（UWTSD）的博士生。本次访谈的目的是了解您在商务中文学习过程中使用数字教育资源的经历。您可以自由分享您对这个主题的经验 and 看法。您的见解和观点对我的研究非常有价值。

访谈大约需要 20 分钟。访谈内容将会被录音且仅供研究使用，所有回复都是匿名和保密的。相关录音将被安全储存，并在研究结束后删除。参与是自愿的，您可以随时停止访谈。您可以选择中文、英文或混合语言来分享您的观点。您的宝贵见解将有助于本人的博士论文以及商务中文数字资源发展做出贡献。非常感谢！

Section 1: Personal information /第一部分：个人信息

1. Could you please introduce your educational experience, major and your current position?

Do you have exchange student experience to other countries for learning Chinese? Do you have working experience in business? (Full-time/Part-time/Internship) Could you briefly introduce your working experience? (Time/content/Chinese context)/您能否介绍一下您的教育经历、专业及目前的职位？您有去其他国家学习中文的交换生经历吗？您是否有商务相关的全职、兼职或实习的工作经历？如果有的话能否简单介绍一下您的工作经历（时间、工作内容、中国背景）？

2. How long have you been studying Chinese for Business? Why did you want to learn Chinese for Business? /您学习商务中文多长时间了？您学习商务中文的原因是什么？

Section 2: Experience in the use of digital educational resources in Chinese for Business/第二部分：商务中文数字教育资源使用经验

(根据学生问卷填写情况及回答进行调整，以下是大纲)

3. Could you describe the digital resources you use in your Chinese for Business learning, such as online material, digital textbooks, apps, or online courses? /能否详细描述一下您在商务中文学习中使用的数字资源？例如，您使用过哪些网络素材、数字教材、应用程序或在线课程？

4. Do these digital resources help you improve your communication skills in Chinese in

a business context? Specifically, in terms of specialized vocabulary, listening, speaking, reading, and writing, can you provide specific examples? /这些数字资源对提高您在商务环境中使用中文进行交际有帮助吗? 特别是在专业词汇、听说读写等方面, 你能举出具体的例子吗? ↵

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5. Do these digital resources help you enhance your professional business knowledge? ↵
For example, theoretical concepts, economic policies, and trade practices. Could you provide specific examples? /这些数字资源对提高您的商务专业知识有多大帮助? 比如商业理论概念、经济政策、贸易实务等, 您能举出具体的例子吗? ↵

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6. How effective do you find these digital resources in facilitating your communication ↵
strategies and collaboration skills in authentic commercial contexts? For example, politeness words, and body language. Could you provide specific examples? /这些数字资源对您在真实的商务场所中提高您的交际策略和团队协作能力有多大帮助? 比如礼貌用语、身体语言等, 您能举出具体的例子吗? ↵

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7. Do digitalized tools in Chinese for Business study help you to think critically, ↵
or improve your abilities in problem-solving, self-learning, and self-reflection while observing or involved in commercial activities? Could you provide specific examples? /商务中文学习过程中使用数字工具能否帮助你在观察或参与商业活动时进行批判性思考, 或提高问题解决能力、创造力、自学及自我反思能力等, 您能举出具体的例子吗? ↵

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8. Do you feel that these digital educational resources have increased your interest and ↵
motivation in learning? Have they made the learning process more interactive and engaging? Could you provide specific examples? 您是否觉得这些数字教育资源增加了您的学习兴趣和动力? 它们是否使学习过程更具互动性和吸引力? 您能举出具体的例子吗? ↵

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9. How effective do you find these digital resources in enhancing your cross-cultural ↵
understanding and adaptation? Could you provide specific examples? /这些数字资源对提高您在商务环境中理解和适应不同的文化有多大帮助? 你能举出具体的例子吗? ↵

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10. Do the use of digital educational resources in your learning experience of Chinese for ↵
Business helps you improve your skills in collecting and creating information, as well as in using technologies. /您在学习商务中文的过程中使用数字教育资源是否有助于提高您收集并创造信息, 以及使用技术的能力? ↵

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11. What challenges or limitations have you faced when using digital educational ↵
resources in Chinese for Business learning? Please provide specific examples if possible. /您在使用商务中文的数字教育资源时遇到过哪些挑战及局限性? 请尽可能提供具体的例子。↵

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