

# The Reality Behind College Students' Motivation to Learn English Considering Taiwan's English Education Policy and Recen

陳姝樺、Petra Rehling

E-mail: 9806552@mail.dyu.edu.tw

## ABSTRACT

In the information age, it is often argued that English education and “ new media ” technology depend on each other, especially in a time of accelerated processes of globalization. During the last decade, the Taiwan government has placed great importance on the reinforcement of English education, starting with the educational reform in 1994 and continuing with the implementation of GEPT and English graduation requirements in higher education. All of these policies were employed in order to develop students ’ general English proficiency. This research probes into recent trends in globalization and worldwide multimedia usage, based in cultural and sociological studies. By analyzing the cultural, political and educational environment this thesis desires to evaluate Taiwan ’ s potential to face economic challenges, competitiveness and collaboration, in the global arena. Through acknowledging the importance of English as a “ global language ” , this study analyses the present English education environment on the tertiary level. Taiwanese college students' English-language media use together with their responses toward educational policies, their motivation, in-class learning behaviour, and autonomous learning is hereby taken into consideration.

A random sample of 157 college students from 37 colleges was taken. Questionnaires and semi-structured interview questions were employed for the qualitative part of this study. One publisher and two educators also contributed to this research in interviews. The results show that a majority of students agree that there is a necessity for the governmental English graduation requirements, but they also believe that it has a limited effect on their motivation and learning outcomes. The findings of this study indicate that students recognize how multimedia English courses help to improve their English skills and cultivate personal interests; however, the results also imply that, measured by global standards, students ’ both formal and informal multimedia usage in Taiwan still appears to be quite inefficient when it comes to learning. On an international basis, current trends and concepts in education suggest that EFL language policies, language curricula, teaching strategies and the utilization of new media applications need to be well designed by policymakers and educators to create better learning environments for the future.

Keywords : Cultural Studies、 Globalisation、 New Media、 Motivation to English、 Educational Reform

## Table of Contents

AUTHORIZATION iii

ABSTRACT iv

CHINESE ABSTRACT vi

ACKNOWLEDGEMENTS viii

TABLE OF CONTENTS ix

LIST OF TABLES xiv

Chapter I. INTRODUCTION 1

1.1 Research Motivation 4

1.2 Statement of Purpose 5

1.3 Research Questions 6

1.4 Limitations of the Class Survey 8

1.5 Organisation of the Thesis 9

Chapter II. LITERATURE REVIEW 10

2.1 Cultural Studies and New Media Theory 10

2.1.1 Define Cultural Studies 10

2.1.2 New media theory 11

2.1.3 New Media Literacy 13

2.2 Motivation and Autonomy in Second Language Acquisition 14

2.2.1 Gardner ’ s Socio-Educational Model 15

2.2.2 Deci and Ryan ' s Self-Determination Theory	15
2.2.3 Autonomy	16
2.3 The Graduation Requirement Test in Tertiary Level	17
2.3.1 Problems of the Policy	17
2.3.2 Positive Impact of the Policy	20
2.3.3 Students ' Motivation and Attitude toward the Policy	20
2.4 Multimedia Assisted Language Learning	21
2.4.1 Advantages of Multimedia Technologies in EFL Context	22
2.4.2 Disadvantages of Multimedia Technologies in EFL context	23
2.5 Government Policies	24
2.5.1 The Challenge 2008: National Development Plan	24
2.5.2 Policy White Paper on Media Literacy Education	26
Chapter III. METHODOLOGY	28
3.1 Research Design	28
3.2 Participants	30
3.3 Instrumentation	32
3.3.1 Paper-Based Questionnaire	32
3.3.2 Internet-Based Questionnaire	33
3.3.3 Interview Questions	33
3.4 Procedure	34
3.5 Data Collection and Analysis	35
Chapter IV. THE LANGUAGE OF THE FUTURE	37
4.1 English as a Global Language	37
4.1.1 Globalisation	38
4.1.2 What Makes a Global Language?	40
4.1.3 English in Other Asian Countries	41
4.2 The Principles of a New Media Society	46
4.2.1 The Internet	47
4.2.2 Multimedia and Its Use in Education	48
4.2.3 Open source	50
4.2.4 Global Economy	52
Chapter V. ENGLISH IN EDUCATION AND SOCIETY IN TAIWAN	55
5.1 The Role of the Government and Parents in English Education	55
5.1.1 Parental Expectations	56
5.1.2 Educational Reforms	58
5.1.3 The Implementations of GEPT and the Graduation Requirement	61
5.1.4 Problems	68
5.2 English in Higher Education/ Tertiary Level	70
5.2.1 English Curriculum	70
5.2.2 English Performance	74
5.2.3 Problems	78
5.3 English Environmental Developments in Taiwanese Society	79
5.3.1 Available Language Learning Channels	79
5.3.2 English Activities in Schools	79
5.3.3 Government Actions and Achievements	81
Chapter VI. THE NEW MEDIA ENVIRONMENT IN TAIWAN	83
6.1 The Application of New Media in the Higher Education Curriculum	83
6.1.1 Television/ Film	85
6.1.2 Video/ Online Games	86
6.1.3 Group E-Mailing/ Chatroom Discussions	86
6.1.4 Videoconferencing	87
6.1.5 Distance Education	87

6.1.6 Blogging	87
6.1.7 Podcasting	88
6.1.8 Cell Phones	89
6.2 Findings for the College Students' Media Consumption in Formal Education	89
6.2.1 Teaching and Learning Strategies in English Multimedia Classes	89
6.2.2 Problems	92
6.3 Advancing Media Environments	93
6.4 Findings for the college students ' Out of School Media Consumption	95
6.4.1 Students Motivation in Using New Media	95
6.4.2 Frequency and Preference in Using New Media for Learning	96
6.4.3 Problems	98
6.5 Student Evaluation of New Media Applications	100
6.5.1 Disadvantages of Using New Media for Autonomous Learning	100
6.5.2 The Advantages of Using New Media for Autonomous Learning	103
Chapter VII. CONCLUSION	105
7.1 Review and Discussion of Research Results	105
7.1.1 Current English Education Situations in Taiwan	105
7.1.2 How Students Incorporate New Media Applications into Their English Learning	108
7.2 Suggestions	110
7.3 Recommendations for Further Research	111

## REFERENCES 113

### CHINESE REFERENCE 130

Appendix A: A Questionnaire of Learner Motivation and Behavior Affected by the Graduation Requirement Tests and Multimedia Learning Environment (Chinese Version) 133

Appendix B: A Questionnaire of Learner Motivation and Behavior Affected by the Graduation Requirement Tests and Multimedia Learning Environment (English Version) 138

Appendix C: Interview Questions for Students 144

Appendix D: Interview Questions and Transcription of the Former Web Content Manager of Studio Classroom, Mr. Gareth Morgan (Edited Version) 146

Appendix E: Interview Questions and Transcription of the Multimedia English Teacher 154

Appendix F: Interview Questions and Transcription of the GEPT Remedy course Teacher 158

Appendix G: A Statistic Report of Students Questionnaire Responses 161

## LIST OF TABLES

Table 3.1: Portfolio for 157 Participants.....	30
Table 3.2: Portfolio for 16 Interviewees.....	31
Table 5.1: The Reference List of English graduation Requirement Tests.....	65
Table 5.2: Graduation requirement test improves motivation to English learning.....	68
Table 6.1: Numbers of media before and after 1987.....	94
Table 6.2: Frequency rank and Satisfactory Degree of Media Usage.....	98

## REFERENCES

- (AIMS)Advisory Council on the Impact of New Media on Society. (2008). *Engaging New Media – Challenging Old Assumptions*. Singapore: Author. Retrieved December 2, 2008, from <http://www.aims.org.sg/library/docs/AIMSReport-AIIResponses.pdf>
- AMLA (2001). *Alliance for a Media Literate America: Founding Declaration*. Retrieved Feb 16, 2004, from [http://www.medialit.org/reading\\_room/article390.html](http://www.medialit.org/reading_room/article390.html)
- Austin, T. & Doust, R. (2007). *New Media Design*. London: Laurence King.
- Bell, D. (1973). *The coming of post-industrial society: a venture in social forecasting*. NY: Basic Books.
- Benson, P. (2001). *Teaching and Researching Autonomy in Language Learning*. Harlow: Longman/Pearson Education.
- Berwick, R., & Ross, S. (1989). Motivation after Matriculation: Are Japanese learners of English Still Alive after Exam Hell? *JALT Journal*, 11(2), 193-210.
- Blackmore, J. (2000). Globalization: a useful concept for feminists rethinking theory and strategies in education? In N.C. Burbules & C.A. Torres (Eds.), *Globalization and education: critical perspectives* (pp. 133-155). New York: Routledge.
- Bork, A. (2001). What is Needed for Effective Learning on the Internet? *Educational Technology & Society*, 4(3). Retrieved December 17, 2008, from [http://www.ifets.info/journals/4\\_3/bork.html](http://www.ifets.info/journals/4_3/bork.html)
- Buckingham, D. (2002). The electronic generation? Children and new media. In L.Lievrouw and S. Livingstone (eds.). *Handbook of New Media*. London, Sage.
- Buckingham, D. (2003). *Media education: literacy, learning and contemporary culture*. Cambridge: Polity.
- Buckingham, D. (2006a). *New Media, New Childhoods? Children 's changing cultural environment in the age of digital technology*. Paper Presented at " After the Death of Childhood? " Children and Media Conference, Taipei Municipal University of Education, Taipei, Taiwan. December 19-20, 2006. In the Conference Proceedings, pp. 13-28.
- Buckingham, D. (2006b). *Children and Media: A Cultural Studies Approach*. Paper Presented at " After the Death of Childhood? " Children and Media Conference, Taipei Municipal University of Education, Taipei, Taiwan. December 19-20, 2006. In the Conference Proceedings, pp. 69-93.
- Brooks, K (2008). An impossible passion: young people, contemporary popular culture and reading. *Curriculum Leadership Journal* 6(7). Retrieved December 22, 2008, from [http://www.curriculum.edu.au/leader/an\\_impossible\\_passion,22715.html?issueID=11296](http://www.curriculum.edu.au/leader/an_impossible_passion,22715.html?issueID=11296)
- Carey, K. (2007, July 9). Built to Teach. *Washington Monthly*, Retrieved October 30, 2008, from <http://www.washingtonmonthly.com/features/2007/0709.careycascadia.html>
- Casey, C. A. (2007, September 22). *The Cult of the Amateur*. Retrieved November 3, 2008, from Academic Commons Web site: <http://www.academiccommons.org/commons/review/cult-of-the-amateur>
- Chambers, G. (1993). Taking the ' de ' out of demotivation. *Language Learning Journal* 7, 13 – 16.
- Chang, W. C. (2007). Challenges to English Education at the College/ University Level (I). Speech Presented at the Symposium on Globalization: Local Approaches toward Internationalization, Taipei, Taiwan. October 5-6, 2007. Retrieved October 30, 2008, from [http://glocalization.tier.org.tw/s4\\_3.ppt](http://glocalization.tier.org.tw/s4_3.ppt)
- Chang, Y. P. (2004). The way of English as a foreign language teaching in Taiwan. *Journal of National Taichung Teachers College*, 18(1), 79-90.
- Chen, A. S. W. & Liu, G. Z. (2007). The Impact of English Exit Policy on Motivation and Motivated Learning Behaviors. Paper Presented at the 24th International Conference on English Teaching and Learning in the Republic of China, National Chengchi University, Taipei, Taiwan. May 5-6, 2007. In the Conference Proceedings, pp. 104-110.
- Chen, C. Y. (2005). *A Decade of Changes in the English Ability of University Freshmen in Taiwan*. Unpublished Master 's Thesis, Tunghai University, Taichung, Taiwan.
- Chiang, H. L. (2007). Creating a Rich English Environment in Colleges of Taiwan. *English Education and Inter-discipline Learning*. pp. 108-131.
- Chiquito, A. B., Meskill, C., et al. (1997). Multiple, Mixed, Malleable Media. In M. D. Bush & R. M. Terry (Eds.). *Technology-enhanced language learning* (pp. 47-76). Illinois: National Textbook Company.
- Chou, C. P. & Ho, A. H. (2007). *Schooling in Taiwan*. In G. Postiglione (Ed.). *Going to School in East Asia*. N.Y.: Greenwood. Retrieved August 18, 2008, from <http://www3.nccu.edu.tw/~iaezcpc/Going%20to%20School%20in%20East%20Asia%20--%20SCHOOLING%20IN%20TAIWAN.htm>
- Chou, H. C. (2007). Shiu Yu Yen Shih Yin Wei Ai. In C. Wu, Y. J. & He, C. Y. (Eds.), *Jiao Chu Ying Yu Li* (pp. 315-318). Taipei: CommonWealth Magazine.
- Chuang, W. T. & Hsu, A. Y. (2006). Washback Effects of the General English Proficiency Test (GEPT) on English Education in Taiwan. *New Aspects of English Language Teaching and Learning*. Taipei: Crane.
- Clément, R., Dörnyei, Z., & Noel, K. (1994). Motivation, self-confidence, and group cohesion in the foreign language classroom. *Language Learning* (44), 417-448.
- Costello, M. (2008). Embracing the global lingua franca. *Taiwan Journal*, 25 (48), Retrieved December 11, 2008, from <http://taiwanjournal.nat.gov.tw/ct.asp?CtNode=122&xItem=44580>
- Creeber, G. (ed.) (2006). *Tele-Visions: An Introduction to Studying Television*. London: British Film Institute.
- Crookes, G., & Schmidt, R. W. (1991). Motivation: Reopening the research agenda. *Language Learning*, 41(4), 469-512.
- Crystal, D. (1997). *English as a Global Language*. Cambridge: Cambridge University Press.
- Csizér, K., & Dörnyei, Z. (2005). Language learners' motivational profiles and their motivated learning behaviour. *Language Learning*, 55(4), 613-659.
- Daniel, A. (2000). *English in India*. Retrieved October 13, 2007, from adaniel's info site Web site: <http://adaniel.tripod.com/Languages3.htm>
- Donaghy, K. (2005). Using the Internet to Motivate Learners. Retrieved March 17, 2008, from [http://www.e-mesh.com/members/teachers/pdf/tc\\_art\\_CALL003.pdf](http://www.e-mesh.com/members/teachers/pdf/tc_art_CALL003.pdf)
- Dörnyei, Z. (1990). Conceptualizing motivation in foreign-language learning. *Language Learning*, 40/1, 45-78.
- Dörnyei, Z. (1994). Motivation and motivating in the foreign language classroom. *Modern Language Journal*, 78: 273-284.
- Dörnyei, Z. (1998). Motivation in Second and Foreign Language learning. *Language Teaching*, 31: 117-135.
- Dörnyei, Z. (2003). Attitudes, orientations, and motivations in language learning: Advances in theory, research, and applications: Blackwell Synergy.
- Dörnyei, Z. (2005). *The psychology of the language learner: Individual differences in second language acquisition*: L. Erlbaum.
- Downes, S. (2001). *Autonomous Learning*. Retrieved February 8, 2009, from Stephen 's Web Web site: <http://www.downes.ca/post/273>
- Drotner, Kirsten (2001). *Medier for Fremtiden – b?rn, unge og det nye medielandskab*. H?st & S?n, Copenhagen, Denmark.
- D ' Silva, Reginald. (2006). Reading by bits and bytes: the use of computer reading software in classrooms. *English Quarterly*, 38(4), pp15 – 26.
- Ehrman, M. E., & Oxford, R. L. (1995). *Cognition plus:*

Correlates of language learning Success. *The Modern Language Journal*, 79(1), 67-89. Elder, C. & Wigglesworth, G. (Eds.). (1996). *The language testing cycle: From inception to washback* (Series S. No 13). Australia: Applied Linguistics Association of Australia. English Education in Hong Kong. (2005). Retrieved October 22, 2008, from Der Keiler: <http://newsgroups.derkeiler.com/Archive/Soc/soc.culture.korean/2005-11/msg00055.html>

Executive Yuan (2005). *Action Plan for Creating an English-friendly Living Environment*. Retrieved January 3, 2007, from <http://www.bless.nat.gov.tw/Files/2008111916625.pdf>

Fedorov, A. (2003). *Media Education and Media literacy: Experts' Opinions*. In: MENTOR. *A Media Education Curriculum for Teachers in the Mediterranean*. Paris: UNESCO.

Fidler, R. (2002). *Principles of Mediamorphosis*. In Bucy, E.P. (ed.), *Living in the Information Age: A New Media Reader* (pp. 21-30). Belmont, CA: Wadsworth.

Friedman, T. L. (2000). *The Lexus and the Olive Tree: Understanding Globalization*. New York: Anchor Books.

Friedman, T. L. (2006). *The World is Flat: The Globalized World in the Twenty-First Century*. London: Penguin.

Gan, Z., Humphreys, G., & Hamp-Lyons, L. (2004). *Understanding Successful and Unsuccessful EFL Students in Chinese Universities*. *The Modern Language Journal* 88 (2), 230-243.

Gardner, R. C. (1960). *Motivational Variables in Second-Language Acquisition*. Unpublished dissertation, Graduate Studies and Research of McGill University.

Gardner, R. C. (1985). *Social Psychology and second language learning: The role of attitude and motivation*. London: Edward Arnold.

Gardner, R.C. & Lambert, W. E. (1959). *Motivation variables in second language acquisition*. *Canadian Journal of Psychology*, 13, 266-272.

Gardner, R. C., & Lambert, W. E. (1972). *Attitudes and motivation in second-language learning*. Rowley: Newbury House Publishers.

Gates, S. (1995). *Exploiting washback from standardized tests*. In J. D. Brown & S. O. Gong, B. (2002). *Comparative Studies of GEPT and PET in Taiwan and China*. In *English Teachers' Association / ROC (Ed.), Selected Papers from the Eleventh International Symposium on English Teaching / Fourth Pan Asian Conference* (pp. 318-327). Taipei: Crane.

Gong, B. (2004a). *A critical study of evaluation standards for current college ELT programs in Taiwan and Mainland*. Paper presented at the Fourth International Symposium on ELT in China, Beijing, China.

Gong, B. (2004b). *A need for a unified assessment of college English language programs-some theoretical and practical considerations for quality ELT in Taiwan*. *Innovation and Management*, 1(1), 167-182.

Gonick, L. S. (2006). *New Media and Learning in the 21st Century*. *Educause Review*, January/February, 68-69. Retrieved September 26, 2007, from [http://www.edu.tw/MOEC/content.aspx?site\\_content\\_sn=5286](http://www.edu.tw/MOEC/content.aspx?site_content_sn=5286)

Graddol, D. (2006). *English Next*. British Council, online pdf edition. Retrieved August 27, 2008, from <http://www.britishcouncil.org/learning-research-english-next.pdf>

Gupta, A.F. (2004). *Singapore English*. Retrieved September 26, 2007, from University of Leeds: <http://www.leeds.ac.uk/english/staff/afg/singeh2.html>

Gutierrez Martin, A. (1996) *Educacion Multimedia y Nuevas Tecnologias*. Madrid. Ediciones de la Torre.

Hawk, B. (2008). *New Media Theory*. Retrieved January 7, 2009, from <http://www.parlorpress.com/newmediatheory.html>

Her, J. H. (2007). *The Globalization of English: Its Impact on English Language Education in the Tertiary Education Sector in Taiwan*. Doctoral Dissertation, Department of Applied Linguistics, The University of Waikato, New Zealand.

Hirsch, M. (2007, August 1). 'Village' shows strength of English. *Taipei Times*. Page 2. Retrieved September 5, 2008, from <http://www.taipeitimes.com/News/taiwan/archives/2007/08/01/2003372218>

Ho, Meng-Ching. (1998). *Culture Studies and Motivation in Foreign and Second Language Learning in Taiwan*. *Language, Culture and Curriculum*, 11 (2), 165-182.

Horwitz, E.K., Horwitz, M. B. and Cope, J. (1986). *Foreign language classroom anxiety*. *Modern Language Journal*, 70(2), 125-132.

Hsu, L.N. & Wang, P.L. (2006). *A Study on English Graduation Threshold and English Learning Motivation*. *Journal of National Kaohsiung University of Applied Sciences*, Vol. 35, pp.51-68.

Hu, C. (2008, September 21). *Taiwan's mediocre results in English tests raise concerns*. *Taipei Times*. Page 2. Retrieved March 5, 2009, from <http://www.taipeitimes.com/News/taiwan/archives/2008/09/21/2003423816>

Huang, C. L. (2006). *A Study of the Washback Effects of the Elementary Level General English Proficiency Test on EFL Teaching and Learning [Abstract]*. Unpublished Master's Thesis, National Yunlin University, Taiwan. Retrieved from Electronic Theses and Dissertations System.

Huang, S. (2008, September 21). *Internet addiction growing among young Taiwanese*. *Taipei Times*. Page 2. Retrieved November 11, 2008, from <http://www.taipeitimes.com/News/taiwan/archives/2008/09/21/2003423818>

Huang, S. Y. (2005). *Taiwanese Students Talk About English in Taiwan and Their Lives*. *Languages, Communities, and Education*, pp. 45-54. Society for International Education. Teachers College. Columbia University.

Hutchby, I., & Moran-Ellis, J. (2001). *Introduction: relating children, technology and culture*. In I. Hutchby & J. Moran-Ellis (Eds.) *Children, technology and culture*. London: RoutledgeFalmer.

Hughes, A. (2003). *Testing for language teachers* (2nd ed.). Cambridge: New York : Cambridge University Press.

Jenkins, H. (1992). *Textual Poachers: Television Fans and Participatory Culture*. New York: Routledge.

Jenkins, H. (2006a). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.

Jenkins, H. (2006b). *Eight Traits of the New Media Landscape*. Retrieved February 13, 2009, from *Confessions of an Aca-Fan: The Official Weblog of Henry Jenkins*: [http://www.henryjenkins.org/2006/11/eight\\_traits\\_of\\_the\\_new\\_media.html](http://www.henryjenkins.org/2006/11/eight_traits_of_the_new_media.html)

Johnson, R., Chambers, P. R., & Tincknell, E. (2004). *The Practice of Cultural Studies*. London: Sage.

Jung, S. K. & Norton, B. (2002). *Language planning in Korea: The new elementary English program*. In J. W. Tollefson (Ed.), *Language policies in education: Critical issues* (pp. 245-266). Mahwah, NJ: Lawrence Erlbaum Associates.

Kaohsiung Municipal Bureau of Education (2008). *The Statistics of All Cities and Counties Short-Term Busiban*. Retrieved December 15, 2008, from *All Cities and Counties Short-Term Busiban Information Management System Web site*: <http://bsb.edu.tw/afterschool/html/statistics.html>

Kay, S. (2006). *English as a Global Language*, RIT: Digital Media Library, College of Liberal Arts. Retrieved March 26, 2008, from <http://hdl.handle.net/1850/1937>

Keen, B (editor) (2002). *Wireless, Interactive TV and Onliner Gaming – Market assessment and forecasts*. Screen Digest, London.

Kelm, O. R. (1992). *The use of synchronous computer networks in second language instruction: A preliminary report*. *Foreign Language Annals*, 25, 441- 454.

Kerby, S (2005a). *Globalization (For OMDE 626)*. Retrieved July 9, 2008, from Steve Kerby's OMDE

Portfolio Web site: [http://www.stevekerby.com/omde\\_626/globalization.htm](http://www.stevekerby.com/omde_626/globalization.htm)Kerby, S. (2005b). Distance Education and Online Teaching and Learning in American Higher Education (For OMDE 670). Retrieved July 9, 2008, from Steve Kerby's OMDE Portfolio Web site: [http://www.stevekerby.com/portfolio/final\\_project.html](http://www.stevekerby.com/portfolio/final_project.html)

Kern, R. G. (1995). Restructuring classroom interaction with networked computers: Effects on quantity and characteristics of language production. *The Modern Language Journal*, 79(4), 457-476.

Khlyzova, N. (2008). Multimedia as leading means of media education at teaching English to linguistic university students. *International journal of experimental education* (3), p. 93.

Kirriemuir, J. & McFarlane, A. (2004). Literature review in games and learning. Bristol: Nestafuturelab. Retrieved November 22, 2008, from [http://www.futurelab.org.uk/resources/documents/lit\\_reviews/Games\\_Review.pdf](http://www.futurelab.org.uk/resources/documents/lit_reviews/Games_Review.pdf)

Krashen, S. (2003). Dealing with English Fever. Selected Papers from the Twelfth International Symposium on English Teaching and Learning, English Teachers' Association/ ROC, Taipei: Crane, pp. 100-108.

Laurillard, D. (1993). Rethinking university teaching: A framework for the effective use of educational technology. London: Routledge.

L?zaro, N. & Reinders, H. (2006). Technology in self-access: an evaluative framework. *PacCALL Journal* 1(2), 21-30.

Levinson, P. (2006). The little big blender: How the cellphone integrates the digital and the physical, everywhere. In Kavoori & Arceneaux (Eds.). *The Cell Phone Reader* (pp. 9-17). New York: Peter Lang.

L?vy, P. (2003). The Collective Intelligence Game--A Project about Collective Learning and Understanding. *Switch Journal*, Retrieved October 19, 2008, from [http://switch.sjsu.edu/nextswitch/switch\\_engine/front/front.php?artc=280](http://switch.sjsu.edu/nextswitch/switch_engine/front/front.php?artc=280)

Lin, E. (2008, March 6). Looking at education. *Taipei Times*. Page 8. Retrieved October 5, 2008, from <http://www.taipeitimes.com/News/editorials/archives/2008/03/06/2003404288/wiki>

Lin, M. G. & Lee, M. M. (2007). E-Learning Localized: The Case of the OOPS Project. In: Edmundson, A. (Ed.) (2007). *Globalized E-Learning, Cultural Challenges* (pp. 168-186). U.S: Idea Group.

Lin, T. B. (2006). Media, consumerism, children and educational policy: a case study of Taiwan's media education policy. Paper presented at the 2nd International Conference on pluridisciplinary perspectives on child and teen consumption. Copenhagen, Denmark: Copenhagen Business School.

Little, D. (1996). Freedom to learn and compulsion to interact: promoting learner autonomy through the use of information systems and information technologies. In R. Pemberton & E.S.L. Li & W.W.F. Or & H.D. Pierson (Eds.), *Taking Control: Autonomy in Language Learning* (pp. 193-209). Hong Kong: Hong Kong University Press.

Livingstone, S. (2001). Children on-line: emerging uses of the internet at home. *Journal of the IBTE (Institute of British Telecommunications Engineers)*, 2(1), 1-7.

Livingstone, S. (2002). *Young People and New Media: Childhood and the Changing Media Environment*. London: Sage.

Looms, P. O. (2002). Sailing into Uncharted Waters - The impact of new media use on education, paper delivered at ASCILITE Conference 2002. Retrieved September 14, 2008, from [http://www.unitec.ac.nz/ascilite/proceedings/papers/key\\_looms.pdf](http://www.unitec.ac.nz/ascilite/proceedings/papers/key_looms.pdf)

Malhotra, S. (1999). The privatization of television in India: Implications of new technologies for gender, nation and culture. Doctoral dissertation, Department of Communication and Journalism, The University of New Mexico, Albuquerque, NM.

Manovich, L. (2001). *The Language of New Media*. Cambridge: MIT Press.

Martinez-Ortiz, Ivan. & Pablo Moreno-Ger, et al. (2006). Production and Development of Educational Videogames as Assessable Learning Objects. In W. Neidl & K. Tochtermann (Eds.), *Innovative Approaches for Learning and Knowledge Sharing* (pp.316-330). Proceedings of the First European Conference on Technology Enhanced Learning, Crete, Greece, October 2006. Berlin, Heidelberg: Springer.

Melamed, C. (2007, August 5). Letters: English-only education. *Taipei Times*. Page 8.

M?litz, J. (1999). English-Language Dominance, Literature and Welfare, CEPR Discussion Papers 2055, C.E.P.R. Discussion Papers. Retrieved November 2, 2007, from <http://www.cepr.org/pubs/new-dps/dplist.asp?dpno=2055>

MOE. (2002). The white paper on media literacy education. Taipei: MOE.

Morsalin, M.S. (2008). Dangers of a Global Language. Retrieved September 12, 2008, from <http://www.articlesbase.com/languages-articles/dangers-of-a-global-language-470245.html>

Nakata, Y. (2007). Exploring the links between motivation, autonomy, and experience in foreign language learning. Retrieved September 12, 2008, from <http://ila2007.blogspot.com/2007/10/exploring-links-between-motivation.html>

Nash, T. (2005). Thoughts on an English Exit Exam. *Electronic Journal of English Education*, (14). Retrieved August 27, 2008, from <http://ejee.ncu.edu.tw/issues/2005-03issues4-2.html>

Ngoc, H. T. B. (2005). Advantages and Disadvantages of Using Computer Technology in Language Teaching. Retrieved February 6, 2008, from <http://www.englishtime.us/learningenglish/learningenglish.aspx?id=d2>

Norris-Holt, J. (2001). Motivation as a contributing factor in second language acquisition. *The Internet TESL Journal* 7, 1-6. Retrieved 04/13/08 from <http://iteslj.org/Articles/Norris-Motivation>.

Ohmae, K. (2005). *The next global stage: Challenges and opportunities in our borderless world*. Upper Saddle River, New Jersey: Wharton School Publishing.

Olcott, D. & Wright, S. J. (1995). An institutional support framework for increasing faculty participation in postsecondary distance education. *American Journal of Distance Education*, 9(3), 5-17.

Oladejo, J. (2003). Towards a cohesive national language education policy in Taiwan. In D. V. Rau, F. Y. Wang, & O. M. H. Chen (Eds.), *Proceedings of 2003 International Conference on English Teaching and Learning in the Republic of China* (pp. 203-214). Providence University, Taiwan.

Oswell, D. (2002). *Television, Childhood and the Home: A History of the Making of the Child Television Audience in Britain*. Oxford: Oxford University Press.

Oxford, R. L. (1994). Where are we with language learning motivation? *Modern Language Journal* 78:512-14.

Oxford, R. L. & Shearin, J. (1994). Language learning motivation: Expanding the theoretical framework. *Modern Language Journal* 78:12-28.

Pan, H. L., & Yu, C. (1999). Educational reforms and their impacts on school effectiveness and improvement in Taiwan. *R.O.C. School Effectiveness and Improvement*, 10(1), 72-85.

Petrova, K. (2003). Does Motivation Trigger Autonomy, or Vice Versa? Retrieved September 13, 2008, from <http://129.3.20.41/eps/game/papers/0510/0510004.pdf>

Phipps, G. (2005, March 6). Turning fantasy into a reality that helps others. *Taipei Times*. Page 18. Retrieved September 2, 2008, from <http://www.taipeitimes.com/News/feat/archives/2005/03/06/2003225764>

Prodromou, L. (1995). The Backwash Effect: From Testing to Teaching. *ETL Journal* 49(1), 13-25. Retrieved November 19, 2008, from <http://eltj.oxfordjournals.org/cgi/reprint/49/1/13.pdf>

Rantanen, T.

(2005). *The Media and Globalization*. London: Sage.

Rau, P. C. (2000). *Communicative Approach*. Retrieved November 20, 2008, from <http://en.tp.edu.tw/teachmethod/commun.htm>

ROC Educational Reform. (MOE, 2002). Retrieved November 10, 2008, from The Republic of China Year Book?Taiwan 2002. Web site: <http://www.gio.gov.tw/taiwan-website/5-gp/yearbook/2002/chpt17-3.htm#27>

Roeber, C., Pan, Y. C. (2008). GEPT: General English Proficiency Test. *Language Testing*, 25 (3), 403 – 418.

Servaes, J. (2000). *Walking on the other side of the Information Highway: Communication, culture and development in the 21st Century*. Malaysia: Southbound.

Silverman, D. (2001). *Interpreting Qualitative Data: Methods for Analysing Talk, Text and Interaction* (2nd ed.). London: Sage.

Singhal, M. (1998). *Computer mediated communication (CMC): Technology for enhancing foreign language/culture education*. *The English Teacher*, 2(3), 36-45.

Sommers, S. (2007). *Taiwan's Transition into a Global Economy*. Retrieved April 10, 2008, from <http://scottssommers.blogs.com/taiwanweblog/2007/12/taiwans-transit.html>

Spencer, K. (1999). *Educational Technology – An Unstoppable Force: a selective review of research into the effectiveness of educational media*. *Educational Technology & Society* 2(4). Retrieved January 3, 2007, from [http://www.ifets.info/journals/2\\_4/spencer.html](http://www.ifets.info/journals/2_4/spencer.html)

Steven, P. (2004). *The No-Nonsense Guide to Global Media*. London: Verso.

Stevenson, N. (2002). *Understanding Media Cultures: Social Theory and Mass Communication* (2nd ed.). London: Sage.

Stewart, D. (2001). *Film English: Using Films to 'Teach' Conversation*. Seminar on College English, National Central University, Taiwan.

Su, S. W. (2005). *Graduation Threshold of English Competency: A Needs Analysis from the Perspective of Technological Institute Students*. *Educational Review*, 24, 47-66.

Su, H. H. & Lin, T. Y. (2008). *An Investigation of the Effectiveness of Freshman English Placement Test at a University of Technology in Taiwan*. *Chaoyang Journal of Humanities and Social Sciences*, 6(1), 221-242.

Sullivan, N., and Pratt, E. (1996). *A comparative study of two ESL writing environments: A computer-assisted classroom and a traditional oral classroom*. *System*, 24(4), 491-501.

Taiwan Behind in English Proficiency, Paper Reports. (2007, August 22). *Taipei Times*. Retrieved November 23, 2008, from <http://www.taipeitimes.com/News/taiwan/archives/2007/08/22/2003375273>

Talja, S. (1999). *Analyzing qualitative interview data: the discourse analytic method*. *Library and Information Science Research*, 21 (4), pp.459-77.

Tapscott, D. (1998a). *Growing Up Digital: The Rise of the Net Generation*. New York: McGraw Hill.

Tapscott, D. (1998b). *The Net Generation*. Retrieved November 24, 2008, from *Growing Up Digital*: <http://www.growingupdigital.com/FLecho.html>

Tapscott, D. & Williams, A. D. (2007). *Wikinomics: How Mass Collaboration Changes Everything*. London: Atlantic Books.

Tiangco, J.A.N. (2005). *Using contemporary Psychological Perspectives in Re-Understanding Taiwanese EFL Development: Observation and Implications for Tertiary Education*. *Asian EFL Journal*, 7 (1), 1-38.

Time to review educational reforms. (2007, November 30). *The China Post*. Retrieved October 5, 2008, from <http://www.chinapost.com.tw/editorial/taiwan%20issues/2007/11/30/133024/Time-to.htm>

Tinker, R., Horwitz, P., Bannasch, S., Staudt, C. & Vincent, C (2007). *Teacher Uses of Highly Mobile Technologies: Probes and Podcasts*. *Educational Technology*, 47(3), 16-21.

Tobias, S. & Fletcher, J.D. (2007). *What Research Has to Say About Designing Computer Games for Learning*. *Educational Technology*, 47(5), 20-27.

Tryon, G.S. (1980). *The Measurement and Treatment of Test Anxiety*. *Review of Educational Research*, 50, 343-372.

Tu, J. W. (2007, December 14). *How to assess educational reform*. *Taipei Times*. Page 8. Retrieved October 28, 2008, from <http://www.taipeitimes.com/News/editorials/archives/2007/12/14/2003392506>

Van Vliet, P. J. & Specht, P. (1998). *Comprehension and Retention Effects of Distinct Multimedia Levels: A comparison*. *Journal of Computer Information System*, 38, 14.

Vi, V. T. (2005). *Advantages and Disadvantages of Using Computer Network Technology in Language Teaching*, T?p ch? Khoa h?c ?hqghn, ngo?i ng ÷ , T.xxI, S? 2, Retrieved November 25, 2006, from [http://js.vnu.edu.vn/Ngoaingu\\_2/Bai7.pdf](http://js.vnu.edu.vn/Ngoaingu_2/Bai7.pdf)

Yiu, C. (2003, November 7). *Students' English disappoints*. *Taipei Times*, p. 2. Retrieved October 5, 2008, from <http://www.taipeitimes.com/News/taiwan/archives/2003/11/07/2003074896>

Wake, J. D., Dysthe, O., & Mjelstad, S. (2007). *New and changing teacher roles in a digital age*. *Educational Technology & Society*, 10(1), pp. 40-51.

Wang, C. T. (2005). *Trends and Issues in Pluralistic Educational Reform*. *Journal of Educational Research and Development*, 1 (2), 1-17.

Wang, Y. H. (2003). *English trend, English craze*. *The Educator Monthly*, 428, 0-3.

Warschauer, M. (1996). *Comparing face-to-face and electronic discussion in the second language classroom*. *CALICO Journal*, 13(2), 7-26.

Warschauer, M. (1999). *Electronic Literacies: Language, Culture and Power in On-line Education*. Mahwah, NJ, USA: Lawrence Erlbaum Associates.

White, C. (2003). *Language Learning in Distance Education*. Cambridge: Cambridge University Press.

Woods, D. (2005). *What Is Open Source*. Retrieved September 17, 2008, from [ONLamp.com](http://www.onlamp.com/pub/a/onlamp/2005/09/15/what-is-opensource.html#differing_definitions): [http://www.onlamp.com/pub/a/onlamp/2005/09/15/what-is-opensource.html#differing\\_definitions](http://www.onlamp.com/pub/a/onlamp/2005/09/15/what-is-opensource.html#differing_definitions)

Wolff, J. (1999). *Cultural Studies and the Sociology of Culture*. *Invisible Culture: An Electronic Journal for Visual Studies*, 1. Retrieved February 2, 2009, from [http://www.rochester.edu/in\\_visible\\_culture/issue1/wolff/wolff.html](http://www.rochester.edu/in_visible_culture/issue1/wolff/wolff.html)

Worsnop, C. (1999). *Screening images: Ideas for media education* (2nd ed.). Mississauga, Ontario: Wright Communication.

Wu, W. S. (2004). *Comparison of Web-Enhanced Learning Environments in an E-Learning Age*. Paper presented at The Thirteenth International Symposium and Book Fair on English Teaching. Taipei: Crane Publishing. In the Conference Proceedings, pp. 659-668.

Wu, W. S. (2005). *Web-based English learning and teaching in Taiwan: Possibilities and challenges*. Paper presented at The First Hsiang-shan Area Intercollegiate International Conference on English Language Teaching, Chung Hua University, Hsuan Chuang University, and Yuanpei University of Science and Technology, Hsinchu, Taiwan. Taipei: Crane Publishing. (pp. 215-226).

Yen, S.C. & Hsin, C.A. (2006). *Taiwanese Undergraduates' Attitudes toward Graduation ELP Benchmark: A Pilot Study*. Paper Presented at the 2006 Fundamental Academic Conference of ROC Military Academy and the General Studies in the Armed Forces Academies, Kaohsiung, Taiwan. May 26, 2006. In the Conference Proceedings, pp. 73-89.

Yiu, C. (2003, November 7). *Students' English disappoints*. *Taipei Times*, p. 2. Retrieved February 21, 2008, from <http://www.taipeitimes.com/News/taiwan/archives/2003/11/07/2003074896>

Zhao, Y., Ed. (2005). *Research in Technology and*

Second Language Education. Developments and Directions. Greenwich, Connecticut: Information Age Publishing. Ziguras, C. (2001). Education Technology in Transnational Higher Education in South Asia-The Cultural Politics of Flexible Learning. *Educational Technology & Society* 4 (4), 8-18.

CHINESE REFERENCES  
Chang, J.C. & Tu, Y. L. 張仁家、?雅玲 (2007, November 6-7)。國內技專校院學生英語能力畢業門檻現況與省思。2007海峽兩岸高等技術與職業教育學術研討會。台中:朝陽科技大學。線上檢索日期:2008年6月28日。網址:  
<http://www.cc.ntut.edu.tw/~jc5839/20071121b.pdf>

Chang, J. C. & Young, T. S. 張仁家、楊泰雄 (2007。美國 G-TELP 通用國際英語能力分級檢定工具信效度之研究 - 以臺北市 (縣) 為例。台北:中華民國學習與評量發展協會。Chang, W. C. 張武昌 (2006)。台灣的英語教育:現況與省思。教育資料與研究雙月刊, 69, 129-144。Chang, Y. J. 張月珍 (2003)。英語帝國的解構與再建構:網際網路全球化時代的語言文化政治。文山評論, 1 (5), 105-126。Chang, Y. P. 張玉佩 (2000)。網路閱聽人 主動 / 批判 / 自我展示。當代, 159, 90~101。Chao, S. H. 趙書珣 (2007, August 17)。大學生上網學習?還是玩樂?多工現象越來越普遍。線上檢索日期:2008年2月22日, 網址:  
<http://www.find.org.tw/find/home.aspx?page=news&id=4966>

Chen, S. H. 陳淑惠 (2002)。網路沉迷現象的心理需求與適應觀點研究(二):網路沉迷現象學生之心理治療研究。行政院國家科學委員會專題研究計畫。Chen, W. L. 陳文苓 (2007)。歐洲語言學習架構 (CEFR) 教出跨文化溝通能力。載於何琦瑜、吳毓珍 (主編), 教出英語力, 43-48。台北市:天下雜誌。Li, C. C. 李振清 (2008, February 20)。教育國際化趨勢中的英語文新展望 (上)。線上檢索日期:2008年4月3日, 英語充電站網址:  
[http://cc.shu.edu.tw/~cte/gallery/ccli/abc/abc\\_100\\_20080220\\_a.htm](http://cc.shu.edu.tw/~cte/gallery/ccli/abc/abc_100_20080220_a.htm)

Li, D. W. 李定璋 (2005)。個人化廣播新媒介?Podcast之初探。網路社會學通訊期刊。第47期。上網日期:2008年2月2日, 網址: <http://www.nhu.edu.tw/~society/e-j/47/47-34.htm>

Lin, F. C. 林芳志 (2007)。「大學生你上網都在做什麼?」—淺談大學生網路使用概況。數位島嶼電子報, 16期。線上檢索日期:2008年10月27日, 網址:  
[http://content.ndap.org.tw/main/epaper\\_detail.php?doc\\_id=1119&epaper\\_id=35](http://content.ndap.org.tw/main/epaper_detail.php?doc_id=1119&epaper_id=35)

Lin, S. Z. 林上祚 (2007, May 9)。台灣大推手機學英文。中時電子報。線上檢索日期:2008年3月8日, 網址:  
<http://tech.chinatimes.com/2007Cti/2007Cti-News/Inc/2007cti-news-Tech-inc/Tech-Content/0,4703,12050905+112007050900268,00.html>

MOE. 教育部 (2002)。媒體素養教育政策白皮書。線上檢索日期:2008年9月23日, 網址:  
[http://homepage.ntu.edu.tw/~floratien/gen\\_whitepaper.files/mediaequipment.pdf](http://homepage.ntu.edu.tw/~floratien/gen_whitepaper.files/mediaequipment.pdf)

MOE. 教育部 (2004)。「九十三年度補助計畫期末報告-大專校院學生網路使用型態及其對學習與身心之影響」, 線上檢索日期:2008年11月21日, 網址:  
[http://www.edu.tw/MOECC/content.aspx?site\\_content\\_sn=5286](http://www.edu.tw/MOECC/content.aspx?site_content_sn=5286)

Shen, Y. M. 沈毓敏 (2004)。溝通式英語課程規劃。通識教育年刊, 第六期, 161-176。Shiau, Y. L. 蕭宜倫 (2008)。在台灣高等教育英語教學環境下的中外籍英文教師。遠東學報, 25 (1), 91-102。Su, S. W. 蘇紹雯 (2003)。技職院校英語檢定熱潮之審思。英語教育電子月刊。線上檢索日期:2008年2月22日, 網址:  
<http://ejee.ncu.edu.tw/teacherarticle/11-1.htm>

Su, S. W. 蘇紹雯 (2007)。英檢系列講座。英語教學電子報 English Teaching e-Monthly No.20。教育部南區英語資源教學中心。Tu, C. S. 杜正勝 (2005)。我國教育政策之現況與未來發展。技職簡訊, 2-5。Wen, M. C. 溫明正 (2000)。跨世紀網路教學之探討。師友, 6, 10-16。Wu, Y. J. & He, C. Y. 吳毓珍、何琦瑜 (2007)。?出英語力。天下雜誌。Zhang, M. J. & Kang, Y. J. 張茂娟、康永杰 (2007)。有效使用英文電影達到文化語言雙收益。《電影評介》, 2007卷, 20期, 74-75。