

# **CONTENT ANALYSIS OF HIGHLY VIEWED JAPANESE YOUTUBER CHINESE-AS-FOREIGN-LANGUAGE TEACHING VIDEOS**

**Kao, I-Lin**

Master's and Doctor's Program in Teaching Chinese as a Second Language,

National Chengchi University

Email: quizas29@gmail.com

**Yen, Wan-Hsuan**

Post-Doctoral Researcher, Department of Technology Application and Human Resource

Development, National Taiwan Normal University

Email: gordonwyen@gmail.com

## **ABSTRACT**

Due to the influence of the global pandemic, online and distance learning has replaced traditional classroom and face-to-face interaction for students to continue learning. Internet mediated self-directed learning also climbed to a new height and foreign language learning from YouTube was a very popular learning method for many.

Japanese people have huge demand in Chinese as foreign language (CFL) learning because of Japan's geographical location and its close relationship with Taiwan. However, Japanese's collectivism paradigm as well as conflict and mistake avoidance make Japanese students highly anxious in speaking and heavily rely on mother tongue to learn, causing difficulties in teaching and learning Chinese. Therefore, this research aimed to uncover Japanese CFL learner's needs and interests by analyzing highly viewed Japanese targeted CFL YouTube videos.

The study chose "Lee Sisters ch" because it was one of the most subscribed and watched Japanese CFL channel. We selected the 30 most watched videos and analyzed their contents. The result show 80.00% of the videos were "non-instruction video" like sharing and

commenting, while the other 20.00% were “instruction video” such as basic pronunciation (10.00%) and word teaching for beginners (3.33%). Furthermore, the majority of non-instruction videos were about cross-cultural comparison (20.00%) and introduction and comments about Chinese and Japanese stars (16.67%). The language used in all videos is Japanese; Chinese was used only for specific characters, mostly displayed statically with Chinese pronunciation. This design provided a comfortable and familiar learning environment for Japanese CFL learners. We further provided some suggestions for the in-class CFL teachers when teaching Japanese students.

**Keywords:**

YouTuber, Chinese-as-Foreign-Language (CFL), Japanese learner, Cross-cultural comparison, Content analysis