# The Impact of Bilibili on the English Learning of Chinese Primary and Secondary Students During the Pandemic Period

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**Abstract.** The COVID-19 pandemic has brought unprecedented challenges to education worldwide, forcing schools and students to switch to online learning. In China, the pandemic has accelerated the development of online education and video-based learning, with Bilibili emerging as one of the most popular video-sharing platforms for students. Bilibili, originally a platform for animation and gaming, has gradually expanded to cover a wide range of topics, including education and language learning. The platform has attracted millions of users, particularly young people, who are seeking to improve their English proficiency. This paper uses thesis research method to find the impact of Bilibili on English learning of Chinese primary and secondary students during the pandemic period mainly in three aspects that are convenience, contents and the implications. The research results indicate that even there are different attitudes towards Bilibili on English learning field, but basically Bilibili has become an important video platform for students to find useful English learning materials. In the post-pandemic era, Bilibili has potential to act more positively and plays a more important role in the English learning field in the future with the help of three sides that are the parents and the students, the schools and the teachers and the governments and education sectors.

**Keywords:** Online English Learning, Bilibili, Pandemic Period.

## 1    Introduction

The Covid-19 pandemic has had a huge impact on the global education field, and China's primary and secondary education is no exception. During the pandemic, primary and middle school students in China had to accept online education and could not go to school as before. Educational videos have become an important part of education, providing an important content-delivery tool in many flipped, blended, and online classes. In this case, the impact on English education during the pandemic may cause people's concern. Some new learning platforms have emerged in people's vision, of which the video platform is a very important part. There are many websites for online English learning, such as Muke and Aike, which contain many online open courses, and iQIYI

and Bilibili, which contain many online videos [1]. These learning platforms and websites contain a large number of video learning resources. This paper takes Bilibili as an example to study the role of video platform in English learning of primary and secondary school students in China during the pandemic.

## 2      Introduction of Bilibili

Bilibili is an online video sharing website in China, which was launched on June 26, 2009, and its users are mainly young people. It is a comprehensive video website, providing various types of video content, such as animation, games, music, entertainment, movies, TV dramas, documentaries, etc. It is also a platform that emphasizes social and interaction. Users can upload, share and comment videos on the platform, and interact with other users. Bilibili has a broad influence and user base among young people, and is a well-known brand in the field of Chinese Internet culture.

According to the data of Bilibili, the number of viewers of knowledge learning content exceeded 50 million in 2019, and many scientific research institutions and universities in professional fields registered their accounts on the official websites of Bilibili.

In China, most schools do not have foreign English teachers and professional phonetic teaching equipment, which makes it difficult to create a good English learning environment [2]. In addition, students lack the awareness of active communication in English. Under the background of the popularity of Bilibili, it gives the students a great platform to study English in a new way.

## 3      Analysis of the Role of Bilibili in Chinese Primary and Secondary School Students' English Learning During the Pandemic

### 3.1      Convenience of Bilibili on English Learners

Bilibili is a comprehensive video sharing platform with a variety of content types. Students can quickly find the video content they are interested in through search, recommendation and other methods [3]. These video content often has visual and sound richness, and can provide a more direct and vivid learning experience. Videos that are brief and targeted on learning goals, using audio and visual elements to convey appropriate parts of an explanation and making these elements complementary are good examples of learning materials.

In contrast, traditional e-books pay more attention to the expression of words and pictures. Although they can also provide rich knowledge content, their audience is relatively narrow, requiring readers to have the basic ability and patience to read, and readers need to search or browse by category to find the content they need.

**Recommendation Algorithm.** Bilibili has a large user group. Students can communicate with other users through following, liking, commenting and other ways to obtain more learning resources and suggestions [4]. At the same time, Bilibili's recommendation algorithm can also recommend more appropriate content according to students' interests and behaviors. In addition, there are many English learning related video producer in Bilibili who provide a lot of interesting, practical and in-depth English learning content. There are many brilliant producers like Engvid, English with Bob and so on that are native speakers and professional experienced TESOL teachers. They can handle with the expertise and interest of the content well and making more participation of the students. Students can choose interested video producer to follow and get more learning resources. Through socialization, students can interact with other English learners, share learning experience, establish learning support system, and enhance learning motivation and confidence.

**A Wide Range of Topics and Types.** The content of Bilibili covers a wide range of topics and types. Students can search or browse different labels, channels or topics to find suitable English learning content. For example, there are a lot of English courses, listening exercises, oral exercises, reading exercises, translation exercises, grammar explanations, accent guidance, etc. on Bilibili. Students can choose and learn according to their learning needs and interests. In addition, Bilibili also has many videos related to English learning, such as culture, entertainment, tourism, technology, etc. These videos can not only help students expand their English knowledge and vocabulary, but also increase their English background knowledge and cultural literacy, and enrich their learning experience and connotation. Through diversification, students can choose and learn according to their learning needs and interests, and enhance the autonomy and flexibility of learning. Bilibili, a popular video sharing platform in China, offers a vast array of content covering a diverse range of topics and formats [5]. English language learners can explore different labels, channels, or topics to find suitable English learning material on Bilibili. English courses, listening exercises, oral exercises, reading exercises, translation exercises, grammar explanations, and accent guidance are some examples of the English language resources available on Bilibili. Students can select and learn from these resources based on their specific learning needs and interests.

Apart from the aforementioned resources, Bilibili also offers a plethora of videos related to English language learning, including culture, entertainment, tourism, and technology. These videos can help students expand their English knowledge and vocabulary, as well as their background knowledge and cultural literacy. The diverse range of content available on Bilibili enriches the learning experience and provides learners with a broader understanding of the language. By providing a diverse range of content, Bilibili allows students to choose and learn based on their specific learning requirements and interests, thereby enhancing the autonomy and flexibility of learning. With the vast array of English language learning resources available on Bilibili, learners can take control of their learning journey and achieve their language learning goals effectively.

**Tag.** On Bilibili, tags are a way to classify and archive video content. Students can use tags to search or browse for videos related to specific topics or types, in order to find the knowledge they need more quickly.

The students can enter relevant tag keywords in Bilibili's search bar, and the system will automatically match related tags and present corresponding video content. For example, entering "English learning," "listening practice," "grammar explanation," etc. can help find video content related to these tags. On the video details page, sudents can find tags related to that video. Clicking on a tag will show all video content related to that tag [6]. For example, if a tag related to "listening practice" is found in an English listening practice video, clicking on that tag can show all video content related to "listening practice."Students can choose to follow tags of interest. Bilibili will recommend more suitable tags and video content based on students' interests and behaviors. Students can view and manage followed tags in the "Tags" section of their profile.Students can use multiple tags for combined search, in order to narrow down the search scope and find the knowledge they need more accurately. For example, using "English learning" and "speaking practice" as two tags for combined search can help find all video content related to both tags.

### 3.2    Grammar Points Specially Explained

For middle school English learners, Bilibili has many videos dedicated to English grammar, which are usually produced by senior English teachers or native English speakers. On Bilibili, students can find many videos explaining different grammatical points, such as tense, voice, subject-predicate agreement, subjunctive mood, and so on. The features of these videos are clear and easy to understand and illustrated with examples. At the same time, there will also be exercise questions for students to practice. Bilibili's grammar explanations may be more extensive and comprehensive, as many video creators can freely choose the grammar points they want to explain, without being limited by the school curriculum, and are usually accompanied by vivid and interesting images, animations, or videos, which can help learners better understand the grammar points. Teachers' explanations in school may be relatively monotonous and lack audio-visual effects [7]. In Bilibili's English learning resources, many courses and videos combine listening and oral English to help students improve their English. Bilibili provides many videos of listening practice, including listening to foreign teachers' explanations, listening to English songs, movies, TV dramas, etc. These resources can help students get familiar with English pronunciation, speed, intonation and common vocabulary. Thus, it can benefits the students with mutiple types of materials in their grammar learning. Traditional teaching in the school uses the modular learning method, which means teachers and students will focus on one particular grammar for a period of time. But outside the time period, it is difficult for the students to get better understanding of the grammar point based on their personal situation. The traditional way is usaually based on the text materials unlike Bilibili that it conbines with text, audio and video materials.

### 3.3    Interactivity of Bilibili in English Learning

Bilibili's online English learning service not only provides rich learning resources, but also provides a strong interactive learning environment. Students can interact with teachers and other students through online live and interactive courses to improve their oral and listening skills. In addition, Bilibili also provides an online English learning community, where students can exchange learning skills with other students. When watching the English learning video released by the video producer, students can leave their own questions or doubts, or share their own views and experiences. In this way, students can interact with the video producers and other audiences to gain more learning resources and experience.

Many English learning video producers will hold live broadcast or Q&A activities on a regular basis. Students can interact with them in the activities. In this way, students can not only solve their own problems, but also gain more learning experience from the problems from other audiences. In addition, the video producers may create their own communities or forums in which they can interact with the host and other learners, share their learning experience and resources, and obtain more learning support and feedback.

### 3.4    Provision of Different Learning Platforms

Bilibili provides a convenient way of learning. Students can learn English online anytime and anywhere with only a mobile phone or computer [8]. The videos in bilbilbili are replayed. When children can't understand or don't understand in class, they can continue to watch later. Secondly, it can save students from carrying heavy textbooks with them.

## 4       Implications

### 4.1    Government and Education Departments

The government and education departments can cooperate with Bilibili to promote the relevant content of English learning and provide some authoritative and high-quality teaching resources. At the same time, the government and education departments can also publish some official English learning information on Bilibili, such as English learning policies and teaching trends, to attract more students and parents to pay attention to and use Bilibili.

Both the government and education sector can promote the use of digital channels such as video platform streaming media for English teaching and add them to the normal teaching arrangement of the school.

### 4.2    Schools and Teachers

Teachers and schools can formulate detailed teaching plans, clarify the teaching objectives and tasks of each learning stage, and reasonably plan the course content and the

way and time of using the Bilibili. This can make English teaching more systematic and effective.

Teachers can choose high-quality English teaching videos, and ensure that the clarity and sound quality of the videos are good, so as to improve the learning effect of students [9]. At the same time, teachers can screen and adjust the video content to meet the learning needs and teaching progress of students. Teachers can set up interactive links after watching the video, such as homework after class and online discussion, to encourage students to participate in the discussion and share their views. At the same time, teachers can provide personalized feedback and suggestions according to students' performance and work conditions to help students better master English knowledge and skills. In the classroom, teachers can create situational teaching when students watch short videos. Students can simulate the scenes and characters in the videos, play roles in the videos. Teachers give students a chance to communicate with each other in oral language, enable students to complete the identity transformation from video viewers to participants in the process of oral communication. At the same time, teachers expand the learning missions, guide students to associate other similar oral communication scenes, and complete the corresponding situational teaching. Teachers should make students become creators of videos and deepen oral English learning. After class, teachers can assign relevant assignments through other videos in the recommendation column of Bilibili, so that students can complete corresponding tasks through short videos again under the guidance of teachers, increase the time for students to watch oral English teaching videos and train oral English, and strengthen students' memory of knowledge points and learning scenes [10].

### 4.3    Parents and Children

Parents and children need to plan their learning time reasonably, avoid excessive addiction to the Bilibili, affect the learning effect and physical health, and control their children reasonably. For the content of learning, it is not only necessary for the school teachers to screen, but also for parents to make comprehensive choices according to the interests of children. This process ensures the interest and motivation of learning, as well as the effect of learning, and adjust the learning plan in time; Parents should also pay attention to network security and information security, and avoid disclosing personal information or being attacked by network on the Bilibili. At the same time, we also need to learn how to use the Internet correctly to avoid being cheated or contacting bad information.

## 5    Conclusion

During the pandemic period, video has become the main carrier for the smooth implementation of online teaching, and teachers and students rely on this intermediary to carry out teaching interaction. In the case that the traditional classroom can not fully meet the teaching needs, students can make full use of the rich teaching resources of the short video platform to supplement the in-class learning. At the same time, it can

cultivate their own independent learning ability and promote their personalized learning. In that case, Bilibili becomes a beneficial supplement to students' English learning. Students can use a new study method to improve their English learning in a more interactive and interesting way. Students should communicate and discuss with teachers in combination with short video content, and make full use of classroom and teacher communication. Teachers can combine classroom teaching with a short video platform to improve the efficiency and interest of classroom teaching and break the limitations of a traditional classroom. In order to realize that, parents, schools and governments need to play instrumental roles by guiding the teachers and students in school curriculums, at home and in the society. In the post-pandemic era, Bilibili should make greater contributions, provide new teaching ideas for English learning, and provide more English learning resources for Chinese primary and secondary students. Therefore, further research is encouraged to use qualitative methods to investigate how to build a more attractive online English learning environment.

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