Internet-Based Content: Why?

- ❖ Age of information and technology
- ❖ A stimulating, engaging, dynamic medium for students
- ❖ Interact with the international ESL/EFL community
- ❖ Work from home, "telecommuting"
- ❖ Fun and exciting for the creator

"Success" Stories

1) Podcasting in Plain English
http://www.commoncraft.com/show

2) The Daily English Show (tdes)
http://www.thedailyenglishshow.com

- an English instructor from New Zealand teaching in Niseko, Japan

- video podcasts with over 2,650 subscribers, #4 most subscribed-Japan

- was "sponsored" to visit Acadia University in Canada, interviewed the president of Acadia University

- tdes successful enough to start tdes-niseko

"Success" Stories

3) ESL Musings
www.eslstudentpublications.com

- Professor Scott Duarte teaches at Kansai Gaidai University outside of Osaka, Japan

- "showcase the audio and video media that are being created by his students."

- "serve a greater purpose beyond the classroom, whether it be to entertain, inform and/or educate the public."

- iTunes, YouTube, RSS feed, Podcast Alley, Video-AOL, On Demand ESL, Pod Lounge, Video-ESL, Technorati, Digg, and various lesser known sites

"Success" Stories

4) Grammar Girl

http://grammar.quickanddirtytips.com/

- 108 audio podcasts
- "full time" podcaster
- podcasts led to <u>Grammar Girl's Quick and Dirty Tips for Better Writing</u>
- ranked #2 in iTunes, appeared on Oprah
- YouTube, iTunes, MySpace, Facebook, Twitter, Technorati, Behind the Grammar, Digg
- "To me, grammar is fun."

"Success" Stories

5) Grammarman
http://www.grammarmancomic.com

- an Irishman teaching English full-time in Thailand
- conceived Grammarman while teaching
- now in *The New Straits Times'* (Malaysia), *The Buenos Aires Herald* (Argentina), *Crazy English - Teens* (China), *Student Weekly* (Thailand), *Your News* (Canada), *The Brunei Times* (Brunei)
- "free downloads, clipart, puzzles, reading materials, and games."
- Youtube channel, several internet interviews
- Grammarman's future – "board games, card games, computer software, animated cartoons, stickers, etc."

"Success" Stories

6) Smart Language Solutions
www.smartlanguagesolutions.com

- Feargal Coffey's on-line English school
- 3 teachers
- plans to create an EFL school in a virtual environment
- Youtube channel, Skype, MS Messenger, Google Talk beta
- Other more developed and well-staffed sites exist, but great attempt for an individual amateur

"Success" Stories

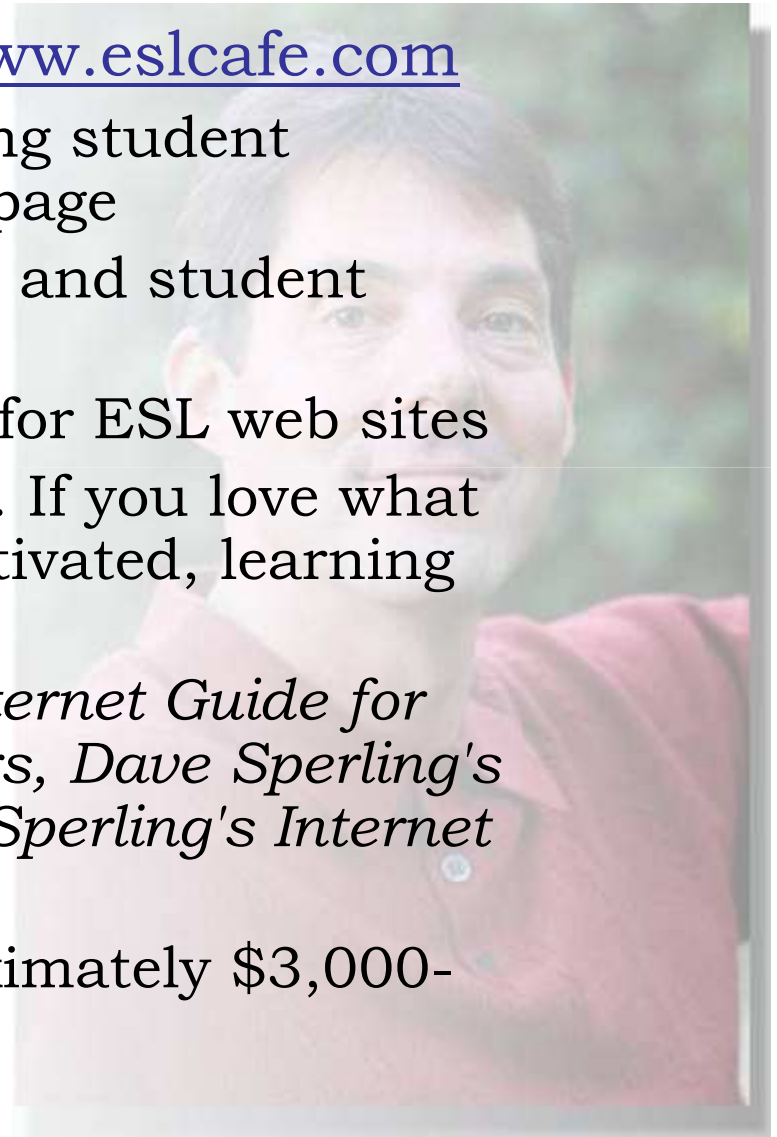## 7) English Ryan
http://www.englishryan.com

- taught ESL/EFL in Dubai, now currently in Shanghai, China

- specializes in IELTS (International English Language Testing System) essay writing

- Podcast, blog, IELTS web page, YouTube

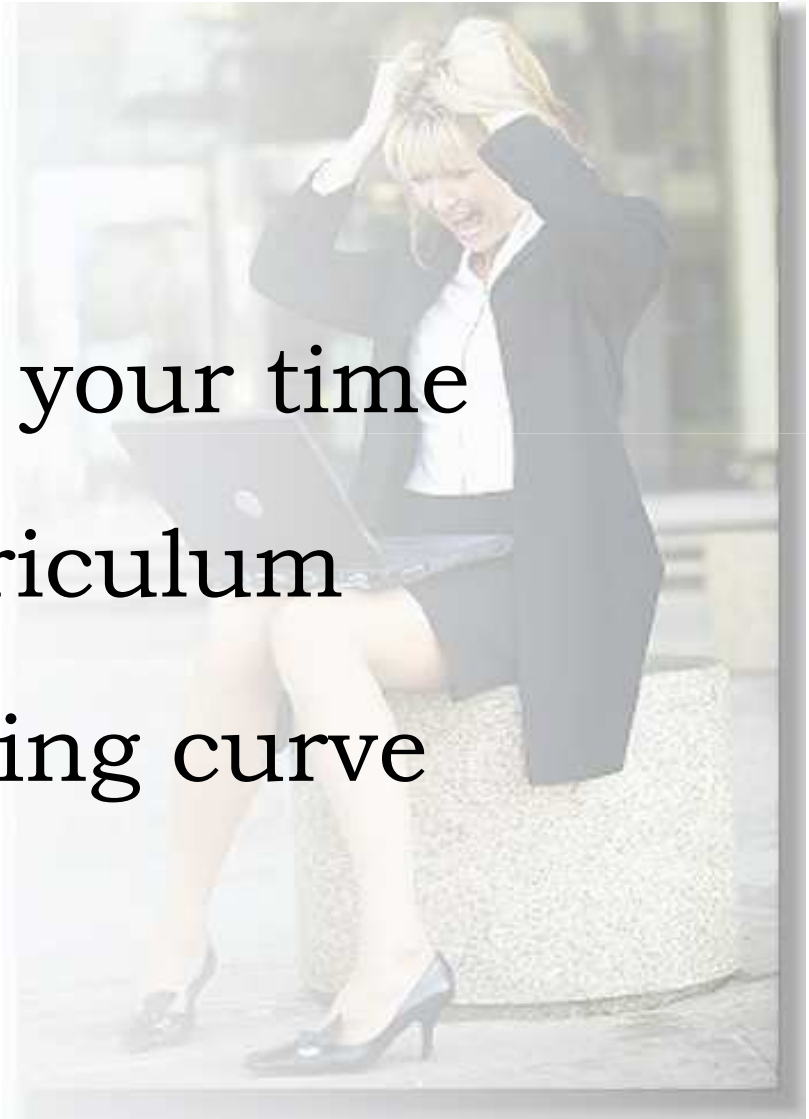# "Success" Stories

8) Dave's ESL Café www.eslcafe.com

- started with just presenting student compositions and graffiti page
- evolved to include teacher and student forums
- now a leader and pioneer for ESL web sites
- "... completely self-taught. If you love what you are doing and are motivated, learning is easy."
- wrote three books: *The Internet Guide for English Language Teachers, Dave Sperling's Internet Guide,* and *Dave Sperling's Internet Activity Workbook*
- site now generates approximately $3,000-$5,000 per month

Reality Check:
Not All Fun and Games

- Costs

- Volunteering your time

- Program curriculum

- "Steep" learning curve

The Future

- Technology is developing all around us.

- Interview questions / job market

- Business adages/proverbs /sayings