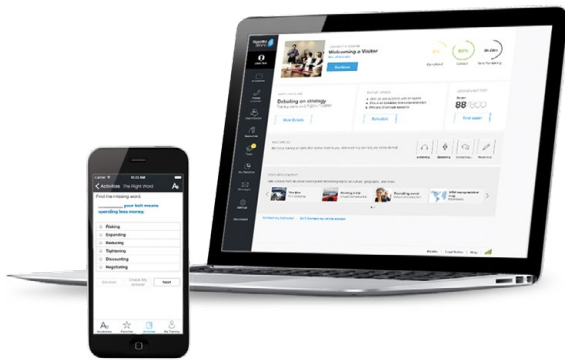


Test report: Rosetta Stone Advantage for Business



At their core, the Rosetta Stone language courses focus on oral language skills, with an intelligent mix of methods and customizable interactive courses that promise successful language training outside the classroom.

eLearning Journal tested an English Language course from Rosetta Stone, one of the major providers of language training in the field of e-learning. Rosetta Stone provided eLearning Journal with access to the English course "Rosetta Stone Advantage for Business" to test. Over several weeks, the various course components of the language course were put into practice and examined in detail.

Category: Functions and Learning Content

Our test primarily looked at the learning content and the teaching methods used to present it. The spectrum of learning content is very extensive and offers a large number of tasks and course options for beginner, advanced, and expert speakers. In addition, Rosetta Stone courses are based on the Common European Framework of Reference for Languages (CEFR), thus preparing learners for language certificates recognized across Europe.

One of the great strengths of the tested language course is the high degree of flexibility of its learning content. Learners can pick and choose from language training lessons and tailor them to their own needs. The program presents step by step selection criteria and adapts the course to the learner's language level, which is determined at the start by an assessment test. Should the course address a work-related or non-work-related situation? Should the course provide training in communication skills needed to interact with customers or business partners? Which industry or sector should be the primary focus of the course? Compiling courses based on considerations such as these satisfy individual requirements and offer a strong practical bias for the student.

Another positive aspect of the program is the variety of methods employed. The language training relies on a well-balanced mix of audio, video, and text exercises to cover the different aspects necessary in learning a new language. There is an especially strong focus on oral language skills. The Rosetta Stone speech-recognition technology monitors learners' pronunciation and gives immediate feedback, thus helping students to learn correct pronunciation. In addition, live tutoring and phone courses with native speakers provide conversations that help learners overcome any potential reluctance to speak the language.

There are a few minor flaws in the teaching approach. The learning activities are basically very well organized pedagogically, and the interactive lessons especially stand out for their learning content. Nevertheless, there are no explanations for wrong answers, which might help learners understand why their answers were incorrect. Although the system does display the correct answer, there is no explanation as to why that answer is right. However, learners using Rosetta Stone Advantage Silver or Gold have the option of contacting their personal language trainer while working on an exercise to get help and explanations for answers.

(continued)

Test report:

Rosetta Stone Advantage for Business (continued)

Category: Technology

From a technical point of view, the language course worked without any problems during the entire test period. Reliability was high, and there were no connection problems during the multiple weeks of testing. There were a few performance flaws, such as pages that were often slow to display, a nuisance for small units when the user is trying to click quickly through a session. Apart from that, and especially considering the many video and audio files in exercises, our test showed performance to be very stable.

The language course tested by eLearning Journal was not designed to automatically scale to whatever device was being used for viewing. While the program runs on a desktop computer and also on a tablet without major issues, navigation on a smartphone is very limited and not to be recommended. However, the course we tested offers an extra app for practicing vocabulary, designed for both tablets and smartphones.

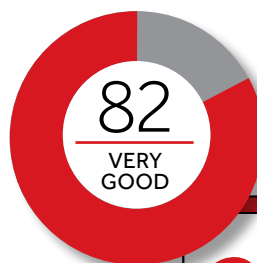
Category: User-related aspects

The tested language course offers an extensive spectrum of learning content. This means that intuitive operation and good navigation is very important from the user's point of view. A home page gives an overview of the course's most important aspects and serves as a starting point to continue language training, book a telephone course, or view the next live tutoring session. Navigation within the interactive courses and learning units is well structured and self-explanatory. If course material involves specific requirements, these are briefly explained in audio recordings. The use of diverse methods and the strong practical focus create a

high level of motivation in students. The interactive courses are subdivided into many smaller "snippets" and are very entertaining. In addition, live tutoring and phone courses with tutors add variety.

Summary

Our impression of the English language course "Rosetta Stone Advantage for Business" that we tested was altogether very positive. The interactive tests are a special highlight; they stand out not only for their intelligent mix of methods, but also the very high degree of flexibility in selecting the key focus. The language course is further enhanced by extensive learning activities, tutoring, and a broad range of tests to measure progress. Based on these findings, eLearning Journal awards the "Rosetta Stone Advantage for Business" a score of 82 and the grade of "Very good."



TEST 2015	
Rosetta Stone Advantage für Unternehmen SEHR GUT	
Score: 82	08/2015



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