

YouTube videos preferred over English learning apps by ELT practitioners in India: ELTAI-Glibzter Survey

Audio-Visual Resources with Subtitles; Reading of News Articles and Editorials, followed by Peer-to-Peer Speaking Practice recommended for improving English Language Skills

75% respondents believe setting up of English labs in Schools and Colleges have improved learning outcomes for students

CHENNAI / COIMBATORE 16th October, 2024: [English Language Teachers' Association of India](#) (ELTAI) - the largest network of teachers of English in India, and personality development edtech venture [Glibzter](#) have today released a [report](#) based on the insights secured from the **EdTech for English Proficiency in India Survey 2024**.

With the theme of ‘*Leveraging immersive mediums for English learning*’, the survey aimed to secure insights from English Language Teachers (ELT) across India to assess the effectiveness of edtech interventions in improving English language skills among their students, particularly focused on learning through immersive modes such as reading, consuming audio-visual media and engaging in conversations.

EdTech adoption and integration into India’s ELT classrooms

- 43% of the ELT practitioners surveyed have either used or recommended edtech resources to their students for improving English language skills in 2024.
- 65% respondents stated that edtech solutions complemented their in-class materials and delivery, with 69% agreeing that they have demonstrated the delivery of the requisite learning outcomes when used by students.
- However, 54% respondents believe such edtech solutions have limited effectiveness unless students have a strong learning interest.
- 75% respondents belonging to the categories of University / College Professors, and School Teachers attribute improved English language skills of students to English Labs set up in campus. These labs have helped improve listening (75%) and speaking (72%) skills of students, but have fallen short in improving reading (59%) and writing (46%) skills
- Beyond mobile apps, virtual meeting platforms and cloud-based document sharing solutions, only 40% ELT practitioners surveyed were aware of browser extensions for English learning.

Appetite for 'Immersive' Learning Modes

- YouTube videos of English learning channels trump English learning apps as the highest recommended knowledge resource by ELT practitioners
- 82% believe watching videos with English subtitles/ closed-captions and listening to audio podcasts with English transcripts has the potential to improve one's English proficiency.
- Better contextual understanding by linking situations to word and phrase usage (81%), improved pronunciation (69%) and higher engagement (58%) were the top reasons attributed for the effectiveness.
- 80% respondents felt that immersion in English-speaking environment by listening to and engaging in conversations with native English speakers was the most effective way to improve English language skills, followed by listening to Radio, Podcasts and Audio books in English (79%), reading high quality English textual material in the form of books, newspapers, magazines including their online versions.
- 78% respondents recommended reading of news articles and editorials to improve communication skills in English, followed by fiction (70%), social media posts (56%) and non-fiction (50%)
- AI-powered speech assessment at 44% least preferred immersive mode for Spoken English practice among survey respondents. Peer-to-peer speaking practice (74%) considered most effective followed by practicing with English teachers in-person offline or via virtual meeting platforms.

The survey report also ranks the different modes of EdTech relevant to the domain ELT basis their perceived effectiveness in delivering learning outcomes. In-class edtech interventions for conducting quizzes and file sharing; platforms facilitating virtual 1:1 meetings and flashcards for vocabulary building were the top three modes adopted by ELT practitioners in India.

“The survey has highlighted a key fact that edtech solutions which give ELT practitioners greater control over learning outcomes and which help simulate a classroom setting with personalization are the ones which are easier for them to adopt”, said **Dr. K Elango, Chief Executive Chair, ELTAI**. Emphasizing on the importance of reading, he said, “How we communicate is a direct function of what we read. ELTAI launched the India Reads movement last year to encourage tweens in schools and colleges to practice the habit of reading book-based fiction and non-fiction. The survey reveals a trend of ELT practitioners encouraging students to read news articles and editorials, besides underscoring the effectiveness of audio-visual media resources with subtitles to improve English language skills.”

Dr. Xavier Pradheep Singh, National Secretary, ELTAI said, “As we embrace EdTech in our classrooms, we unlock new pathways to reading literacy. By engaging students with digital texts and tools, we create a dynamic learning environment where reading becomes an immersive and enjoyable journey.”

Speaking about the survey insights on immersive modes of language learning, **Varun C Bhagath, Founder and Chief Co-learner, Glibzter** said, “Language learning has and always will be an immersive process. The challenge is to facilitate this learning digitally by building engaging digital

tools that can replicate this immersive process. The survey validates our business through insights such as immersive modes being effective only if there is a systematic process of learning built into them.” He adds, “With 74% ELT practitioners agreeing on the effectiveness of consuming audio-visual content in English and 62% on reading high quality English textual content in building and expanding one’s vocabulary, Glibzter is on the right track in terms of its product strategy. We will look to create awareness about the role of browser extensions for immersive language learning among ELT practitioners, students and working professionals going forward.”

This survey is the outcome of a knowledge partnership between ELTAI and Glibzter encapsulating industry research, user testing and event engagement. The survey report been released in the run up to the [18th International and 54th Annual Conference of ELTAI](#) to be held at Royal Global University in Guwahati (Assam, India) from 23rd – 26th October, 2024.

Notes to the Editor

About ELTAI

The English Language Teachers' Association of India (ELTAI) is the largest network of teachers of English in India with 60 active chapters having more than 5000 English language teachers and 150 trainers all over India.

The association provides a forum for its members to meet periodically and discuss challenges and new pedagogic processes related to teaching English in India, besides promoting professional excellence and solidarity among its members.

It undertakes innovative projects aimed at improving learners’ proficiency in English through four Special Interest Groups (SIGs) – Literature, Learning Technologies, Teacher Development and English for Specific Purposes.

It publishes four journals and an e-newsletter, conducts teacher development programs, workshops and webinars, and offers consultancy services among others.

To know more, visit: <https://www.eltai.in/>

About Glibzter

Glibzter (Incorporated as Glibz Imagetech Private Limited) is a Coimbatore based edtech venture aspiring to become the ‘Grammarly for Soft Skills’ by building interactive digital tools, assessments and personalized online and offline events for imparting personality development education.

Currently focused on improving communication skills in English of students and working professionals, it has developed Glibzter Immersive, a browser extension that automatically curates English words and phrases for contextual practice from online English news articles from



select media channels, and from videos being streamed on select OTT video platforms with English subtitles/ closed captions, all in real-time.

Glibzter has been supported by Incubation Centre of IIT Patna, Software Technology Parks of India (STPI) and was among the top five startups in Stanford Seed Spark South Asia Cohort of 2023.

For more information, visit: <https://www.glibzter.com>

About the Survey

The EdTech for English Proficiency India Survey 2024 is the result of a knowledge partnership between English Language Teachers' Association of India (ELTAI) and edtech venture Glibzter, commissioned with the following objectives:

Survey Objectives

- To assess the effectiveness of EdTech interventions in improving English language skills among Indian students
- To assess the effectiveness of 'Learning by immersion' i.e. English learning through reading, consuming audio-visual media and engaging in conversations.

Survey Period

The survey was conducted from 30th September 2024 to 10th October 2024

Methodology

The survey was conducted online by mailing the survey link to the participants.

The individual responses were then collated, and the collective insights shared in this report

Participants

The survey was taken by 375 respondents.

64% of survey participants were University/ College Professors, 13% were School Teachers, 10% were Research Scholars, 8% were Principals, 3% were Verbal Ability Faculty at Coaching Centres and the remaining 2% were Communication Coaches.

Survey Report

[Access the link to download](#)

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