

Language Learning

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

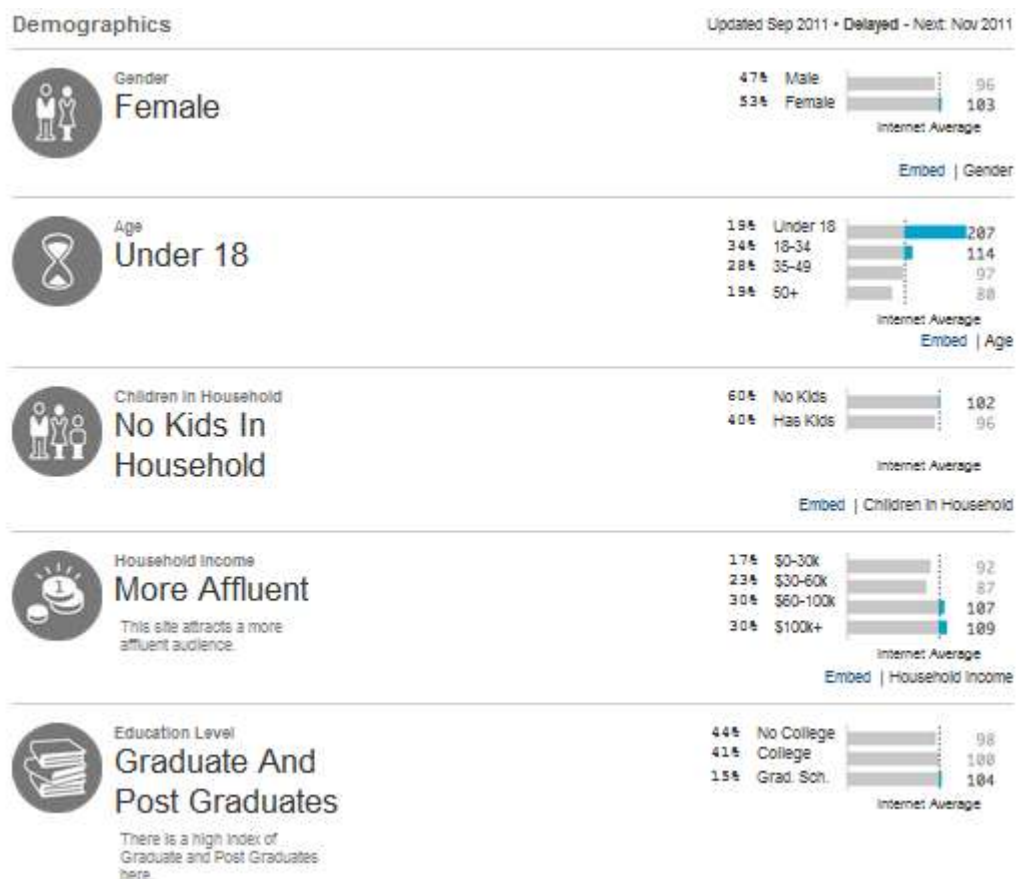
1.	Pakistan	100
2.	Malaysia	55
3.	Iran	52
4.	India	48
5.	Philippines	42
6.	Singapore	41
7.	United Arab Emirates	38
8.	Hong Kong	30
9.	South Korea	30
10.	New Zealand	28

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on www.learnalanguage.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



Psychographics (data based on www.rosettastone.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Travel News & Info	3.9x	<div></div>
Health News & Info	2.7x	<div></div>
Magazines	2.5x	<div></div>
Politics & Commentary	2.5x	<div></div>
Services	2.4x	<div></div>
Movies	2.4x	<div></div>
Flowers/Greetings/Gifts	2.4x	<div></div>
Travel Agents	2.3x	<div></div>
Computer Hardware	2.3x	<div></div>
Instant Messenger	2.3x	<div></div>
Business News & Info	2.2x	<div></div>
Telecom Services	2.2x	<div></div>
Directories/Search/Guide	2.2x	<div></div>
Consumer Electronics	2.2x	<div></div>
Technology	2.1x	<div></div>

Frequently Asked Questions

- What are good language learning techniques?
- How do you ensure you remember a newly learned language?
- What is a good and effective language learning program?
- How can one reflect on the experience of learning a language?
- How does learning about a culture enhance language learning?
- What is the difficulty in foreign language learning?
- What's the best way to start learning a new language..?
- How can I boost my self confidence on language learning ?
- How can you learn foreign language without forgetting your own language?
- What are the tips to memorize the newly learned language?
- What are the advantages of learning another language?
- What is the difference between language difference and language learning disability?
- What are the best language learning methods?
- How long should I wait to start learning another language?
- Can hypnosis help with language learning ?
- How to listen well when learning a new language?
- What are some cons to learning a second language?
- What are the blocks that may prevent language learning?

- Do the language learning cassettes/tapes really work?
- What are the tools needed before starting learning a new language?
- Do I need to enrol myself in classes to get a certificate to proof that I can speak another foreign language?
- Should I put my newly learned language in my resume?
- What are the differences between language learning in early and middle childhood?
- Will age makes a difference in language learning?
- For learning a new language, what accomplishments should be made?

Problems & Frustrations

- **Difficulty picking up a new language**

Students usually start learning second languages in middle school, but at younger ages you tend to be able to learn languages more easily. I mean they can learn for example if they already speak English...the English and Spanish (if that's the language they're learning) form of the word at the same time. My elementary school started Spanish classes in 1st grade, so us students were 6 at the time. Having a Spanish class didn't hinder my ability in English or other subjects at all. But I am trying to pick up a third language and it's been tedious. I'm wondering why?

I've tried learning a second language but get easily confused and give up when I try to remember some syntax and other mechanical details. What should I do?

I'm Norwegian and Swedish and so I wanted to learn the languages. I know it's hard but I love to learn languages. I'm learning French right now too. I can handle it. But I do not know how to manage learning multiple languages at the same time. I think I study better with worksheets. How should I plan my studies? Help?

I am trying to learn Arabic. I started about two weeks ago. I learned German in three years. I picked up Spanish just by listening to friends and co-workers. I find myself confused with between the languages with communicating.

I'm trying to teach myself Swedish, but I'm finding it very difficult. Barnes & Noble only had 2 books on the Swedish language. One was a pocket dictionary and the other was a very short and confusing grammar book. I know the fundamentals of the language, but I'm lost

as to what I should do next and I feel very unorganized. I've been looking for language learning games on websites, but they mainly teach very basic stuff.

- **Don't know how to start learning a language**

I was wondering, if you're learning a language, what should you learn first, second, etc? For example, first learn common phrases, then verbs, then greetings, then sentence structure. In what order is the best way to learn a language? Sorry if my question doesn't make much sense.

I like learning languages for fun on occasion and I would like to know a good way to remember all the words. I tend to learn things then forget later because I don't keep up my study. I'm planning on learning German, and later on I want to learn Finnish. How should I start learning them?

- **Don't know if language software are good**

I'm trying to learn Spanish, but have so far failed. I am looking for a language learning software that is easy to understand, is effective, teaches pronunciation, and teaches you how to read write. I've seen customer reviews for Rosseta Stone and Pimsleur and I'm not sure if those two would be good, or worth the money. I also understand that learning a language takes time and patience and not from just computer programs, but I'm desperate for an effective program. I do know some of the basics but need a lot more practice and learning. Please help!

"I want to learn Spanish over the summer (meaning I will only have 3 months or so). What is the best language learning software to become somewhat fluent as quickly as possible? Starting at a beginner level.

"Do you think that LingQ or Rosetta Stone works better for learning a new language? LingQ has said that Rosetta Stone doesn't work, but I'm thinking that's for marketing purposes. If you wouldn't recommend either of these, what one would you recommend? Many thanks.

Rosetta is too expensive and many of the reviews aren't too great. I was hoping to find a language learning software that teaches grammar and vocabulary.(It doesn't matter what type of language as long as that same brand has different languages.) I was wanting a software that is about \$50 and certainly not over \$110. Also, I don't want any online course as well. Thanks.

I'm interested in learning Mandarin Chinese, and I want to find a language learning program that will teach me quickly and efficiently. I've heard that Rosetta Stone is the best, but I don't want to spend \$500 on a program that isn't top notch. So what would you recommend?

My plan is to use the Rosetta Stone for my first semester and study abroad in China during my second semester. I hope that by using the Rosetta Stone I can have a fairly good understanding of the language and when I finally get to China, my Mandarin could only improve even more.

I have Rosetta Stone for all major languages, and I was wondering if the people like or dislike this method of learning a language. Have you actually learned a language successfully using this method? Do you speak it well? Or has the program done nothing for you?

- **Don't know if language learning programs are useful**

I want to do some type of language learning abroad this summer preferably in Spain. I have an early intermediate level knowledge of the language. I am 22 so I don't particularly want to be with only high school students. I am looking for something like EF language learning programs but I don't know if I want to go for that one because I have heard mixed reviews. Any suggestions?

- **Cannot afford language software and need an alternative**

I am currently in high school and in a French Level 4 class. My teacher expects us to be great at the language but at the moment I feel a little unskilled. Is there a really good, yet cheap, software out there for me to help supplement my learning? By the way, something as pricey as Rosetta Stone, isn't really an option. Thanks.

"I am interested in learning several languages (including Korean and Chinese), but the better-known language courses can be expensive. I'm really hoping there are respectable and helpful sites that are available to the public. . .

I would like to pick up Spanish again, but read many reviews on Rosetta Stone that were unfavourable to say the least. Particularly what got me to rethink purchasing is it is a one-user license, which means I can't use it at work AND at home- I can only download to one computer. Also, the cost is fairly high - \$190-240 for Level One Spanish only.