

*Note: We hired a Chinese-speaking investigator to examine the edu-chn.com website, and asked her to answer a variety of questions following her examination. Below are (i) our questions, (ii) her answers, (iii) our follow-up questions, (iv) her follow-up answers. We have color-coded the report to identify our questions and her answers.*

**Legend:**

BLACK – Our Questions

BLUE – Investigator's Answers

RED – Our Followup Questions

GREEN – Investigator's Followup Answers

**China Education Alliance Website Analysis**

The purpose of this analysis is to determine if the three websites managed by China Education Alliance (CEU) are functional, and if so, to what degree might they be profitable. To complete this task, we have outlined a number of steps that should be taken to verify what we have observed and to further our understanding of how these businesses operate. While you're working through these tasks, if you find anything unusual or encounter any problems, please provide links to the pages that caused the problem and/or screenshots of the pages that were dysfunctional.

**Website #1 → [www.edu-chn.com](http://www.edu-chn.com)**

According to CEU, this website markets a database of more than 350,000 exams and test papers and courseware for college, secondary and elementary schools, under the "Famed Instructors Test Paper Store". It also provides on-site exam-oriented after-school training and tutoring services called "The Big Classroom of the Famous Instructors".

- 1) Please provide us with any background familiarity you might have with this website. Have you or your friends ever heard of this website or used it? If so, please take a moment to discuss the reputation that this website has in China.

Frankly speaking, no.

- 2) Explore the website and take notes on anything you find interesting or unusual. Does this appear to be a user-friendly website, or are you struggling to find useful information about the products offered by CEU?

The site is very comprehensive in the online education field. It not only has exams, test papers for college, secondary and elementary schools and on-site exam-oriented after-school training and tutoring services, but also provides the information about recruitment, studying abroad, vocational accreditation, the preschool education and knowledge for the old man as well as interesting dormitory records, etc. I think the interface is user-friendly, as the information is easy to find on the site.

- 3) Please locate the "Famed Instructors Test Paper Store" and report on what is available for purchase and the pricing. Is there actually a store on the website? Are the prices reasonable and in-line with what you might have expected?

"Famed Instructors Test Paper Store" includes the renaissance (0.5 yuan), unit test (1 yuan), mid-term test (1 yuan), end-term test (1 yuan), college entrance practice test (5 yuan), high-school entrance practice test (5 yuan), famous instructors courseware (1 yuan), strengthened supplementary tests (0.5 yuan), daily test (0.2 yuan), weekly test (0.5 yuan), monthly test (1



online bank or cellphone. Comprehensive test papers are free ones and can be downloaded for free. These test papers are well designed but most are not provided with answers.

- 5) If you were able to purchase any of these products, please take some time to review the material and comment on its quality. If you were preparing for a test, would you use this website's material to help you? Also, can you find any evidence of how many exams and test papers the database might contain? Is 350,000 a reasonable estimate?

I was unable to access to these products via internet.

The site has three sections of tests, comprehensive test papers (28 tests per page x 6691 pages = 187,348 tests), famed instructor test papers (not shown) and famous schools' test papers (not shown).

Can you elaborate on this? Was there a link to "famed instructor test papers" and/or "famous schools' test papers" that didn't work? Does every page in the comprehensive test paper section have exactly 28 tests? Is there any conceivable way to get to 350,000 test papers?

The links to "famed instructor test papers" and "famous schools' test papers" didn't work. Please see the grey columns in the attached screenshot 1.3.

#### Screenshot 1.3



Yes, each page has 28 tests, except the last page which has only two tests. I think the quantity is reasonable. However, only by being a member can we know the exact quantity.

- 6) Please locate the "Big Classroom of the Famous Instructors" section of the website and attempt to access it. If you can't find it, is there another section of the site that might provide the tutoring services indicated in the description above? Does it appear that the tutoring services are of high quality, and does the pricing seem reasonable?

In the Big Classroom of the Famous Instructors' section, there are introductions of teachers and a great number of tests for primary school, middle school and high school students. All materials in the "Courseware" on the homepage are for free, while "Private tutor" on the homepage provide some information about and ratings of private tutors and their hourly fees are reasonable. These tutors are required to pay membership fees.

Please download some of the free material in the "courseware" section of the website. Does this seem similar in quality to the materials offered in the "Famed Instructor Test Paper Store"? Please try and find the test materials you paid to download in the Famed Instructor Test Paper Store offered for free in the Big Classroom of the Famous Instructors.

The "Courseware" section could be accessed online by a free member. See examples <http://www.edu-chn.com/video/play.jsp?path1=english/chendandan.rm> and <http://www.edu-chn.com/video/play.jsp?path1=english/lihongyan.rm> and please access to them via my free-member account: user name: daffyking, password: 123456. The courseware is not a series of courseware, and is just a selection of classes of some teachers. I feel they are used to advertise the teachers.

Though a paid membership couldn't be obtained now, I believe the paid tests won't appear in the free tests.

- 7) Please purchase access to the tutoring services. Are these services handled over the website, the phone, or in person? If these services are handled over the website, please attempt to utilize the services and record any comments or thoughts you might have on your experience.

In person. Tutors go to students' houses or vice versa.

Contact 5 of the tutors advertising their services on this website. If you are able to get in touch with anyone, please ask the following questions:

- a) How long have you been a member?
- b) How much are the membership fees?
- c) How much business does the website generate for you?
- d) Where else do you advertise your tutoring services?
- e) How does the Big Classroom of the Famous Instructors compare to other means of advertising in terms of cost and business volume?
- f) Do you use the website in any other way?
- g) Do your students use any of the materials offered on the website?
- h) Have you been to or do you offer services at the training center in Harbin?
- i) If so, please comment on the quality of the training center and its popularity. How much does it get used?

Also, please ask any other questions which might be necessary to clarify responses or which might benefit our understanding of this service.

The phone shown on the tutors' pages is the office phone of the site. I dialed the office phone to see if I could be a tutor, but only heard the automatic response and could not reach any person or any extension number.

- 8) Please comment on your general opinion of the website, what they might offer alongside the test-prep and tutoring services, and anything else you found unusual about the experience.

Information about immigration, recruitment, training and enrollment can all be found here. However, sometimes the pages do not work well. Please see the attached screenshot 1.2.

Screenshot 1.2

2. snowydj. 下雪的

3. theater n. 剧场, 电影院

(二)重点词汇:

滁州举办镇委教师赴中博	上海规定教师平均工资不低	2009年高校自主招生怪题偏
考试院提醒: 家长在报名时	IDC预计中国PC市场2010年	法国总统萨科齐接到匿名恐

My father is a pilot. 我爸爸是一个飞行员。

页面功能 【我来说两句】 【查看留言】 【大 中 小】 【打印】 【关闭】

相关文章 v. 驾驶(飞机等)

无相关文章  
I want to learn to pilot an airplane. 我想学习驾驶飞机。

**特别声明: 本站部分资料来自网上收集, 其版权归作者本人所有, 如果有任**  
**请联系我们, 我们将马上进行整理, 谢谢。**

It's a snowy day. 是一个下雪天。

**高考指南**  
snow v. 下雪

• 山东体育高考今天开始 4月10日前将发放合格证	2009-08-18
• 什么是按院和(学社)招生?	2009-08-13
• 教育部对考生填报志愿有何要求?	2009-08-13

If you have any additional comments at this point, please include them here.

In terms of the way of making money, we may make the following conclusions: 1.) selling learning cards to students who want to participate in online tests and retailers or distributors; 2.) providing promotion services for private tutors and collecting member fees from them; 3.) collecting advertising fees from education agencies (photo display quotation: RMB2000/month, bidding ranking: RMB300/month, listing quotation: RMB500-200/month, single page display: RMB10000/year), enrollment platform (display quotation: RMB5000-2000), talent intersection (homepage display: RMB500/month, more display: RMB300/month), preschool education resource (homepage display: RMB500/month, more display: RMB300/month, extra RMB100 to be paid if VOD is added), education media (display quotation: RMB5000/month, 15000-20000/month), and other advertisements including pop-up windows, moving icons, streaming media, etc.

- 9) If possible, try to gather whatever information you can on how popular this website is or how much traffic it gets. Please also comment on the reliability of any of the information you can find regarding traffic

Weekly traffic: about 47,400. Please visit <http://alexa.chinaz.com/?domain=edu-chn.com%2F> for detailed information.

Are you familiar at all with the following website: <http://www.chinarank.org.cn/> If not, please take a moment to try and determine how this website determines the number of unique visitors to each page and the number of pageviews per user. Comparing the results viewed on this page to the results from alexa, please comment on the quality and reliability of the results, and which might offer a more realistic understanding of website traffic.

I'm not familiar with this site. It mainly offers ranking based on its "CHINARANK TOOLBAR" and "overlay" (overlay is a paid software jointly introduced by CHINARANK and Nielsen-Online). Overlay can check which part of a site visitors pay more attention to, whether more traffic have been brought by key columns and whether a visitor keeps visiting the site or leaving immediately, in addition to providing an exact number of traffic.

When entering [www.edu-chn.com](http://www.edu-chn.com) into the search box, there is no information. I guess it hasn't been included into <http://www.chinarank.org.cn/>.

**Website #2 → [www.pk1234567.com](http://www.pk1234567.com)**

According to CEU, this website features a new online educational game "Fortune Island" recommended and approved by the "National Educational Game Research Base", a division of the Chinese Ministry of Education.

- 10) Please provide us with any background familiarity you might have with this website. Have you or your friends ever heard of this website or used it? If so, please take a moment to discuss the reputation that this website has in China.

Frankly speaking, no.

- 11) Explore the website and take notes on anything you find interesting or unusual. Does this appear to be a user-friendly website, or are you struggling to find useful information about the products offered by CEU?

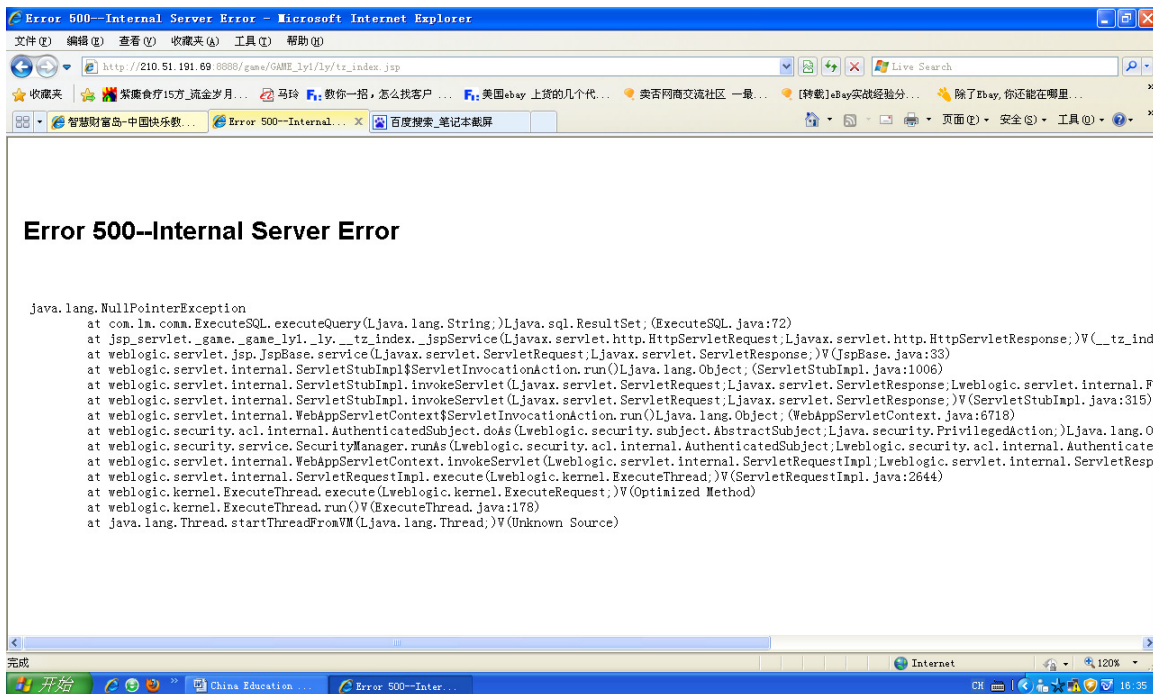
The purpose of conducting tests via games is a creative idea. The games cover some basic subjects and also present some awards to winners. In addition, "Hot Channel" on some pages of the site is linked to [www.edu-chn.com](http://www.edu-chn.com).

Yes, I think it is.

- 12) Determine how to access Fortune Island, how much it costs, and what the terms of the service are. Please register and/or purchase access to Fortune Island. Are you able to do so? Did you encounter any trouble purchasing access to the game and/or playing it? Please comment on anything you found unusual about the experience.

Registration couldn't be done via internet. When registering online, an error screen was encountered, which prevents the completion of registration. Please see attached screenshot 2.1. It is a little strange that most pages including links to games couldn't be accessed to and some error screens turn up.

Screenshot 2.1



When you were unable to register online, was an alternative method to register offered? If so, please try to register by any means possible. If you are able to register, please play the game for 10-15 minutes and comment on the experience. Include screenshots and login instructions so we can log in as well.

There is no way except contacting service staff as online registration always failed. I also tried to call the service staff many times, but no one answered. I guess the site may also use learning cards as the first site.

- 13) Find any information you can on the National Educational Game Research Base. Is it actually a division of the Chinese Ministry of Education? If so, has it approved any games or commented on Fortune Island?

There is no evidence that can prove it is a division of the Chinese Ministry of Education.

- 14) Please comment on your general opinion of the website, what they might offer alongside the test-prep and tutoring services, and anything else you found unusual about the experience.

The site only offers test-prep service, but it is innovative in offering a new and interesting way to test students and especially those who do not like or even hate tests, quite different from usual test papers.

- 15) If possible, try to gather whatever information you can on how popular this website is or how much traffic it gets. Please also comment on the reliability of any of the information you can find regarding traffic.

Its traffic could not be obtained through sites that offer statistics of traffic.

Website #3 → [www.360ve.com](http://www.360ve.com)



According to CEU, this website provides vocational training and vocational performance evaluation metrics services, as well as employment education through the “Millions of College Students Employment Crossroad” program by collaborating with the National Association of Vocational Education of China (NAVEC). It operates NAVEC’s Education Examination Center and is able to tap the resources of 30,000 famous vocational experts and instructors who are members. In addition, it develops vocational training programs by collaborating with other educational institutions.

- 16) Please provide us with any background familiarity you might have with this website. Have you or your friends ever heard of this website or used it? If so, please take a moment to discuss the reputation that this website has in China.

Frankly speaking, no.

- 17) Explore the website and take notes on anything you find interesting or unusual. Does this appear to be a user-friendly website, or are you struggling to find useful information about the products offered by CEU?

The most noticeable on the site is the Prime Minister Wen Jiabao’s photo and remarks. In term of service, besides offering various training programs and online tutoring, the site also offers a military to civilian platform, a re-employment platform, a number of recruitment opportunities, etc.

Yeah, I think it is.

- 18) Explore the various vocational opportunities advertised on the website and try to register for a few (but please do not actually make a payment). Did you encounter any trouble registering? Were you actually able to register for any of these vocational programs? Please comment on anything you found unusual about the experience.

I have tried and there are no troubles in registration.  
Yes, I was. It worked smoothly.

Can you describe the pricing of these vocational programs? When we tried registering, we couldn’t get past the screen where we enter our personal information. When you attempted to register, how far did you go in the process? I’m assuming you didn’t actually make a payment.

It only takes several minutes to finish the registration as a free member. The registration process includes 1) confirming the term of services, 2) select a user name, 3) filling personal information, 4) registration success. Please see the screenshots 3.1.

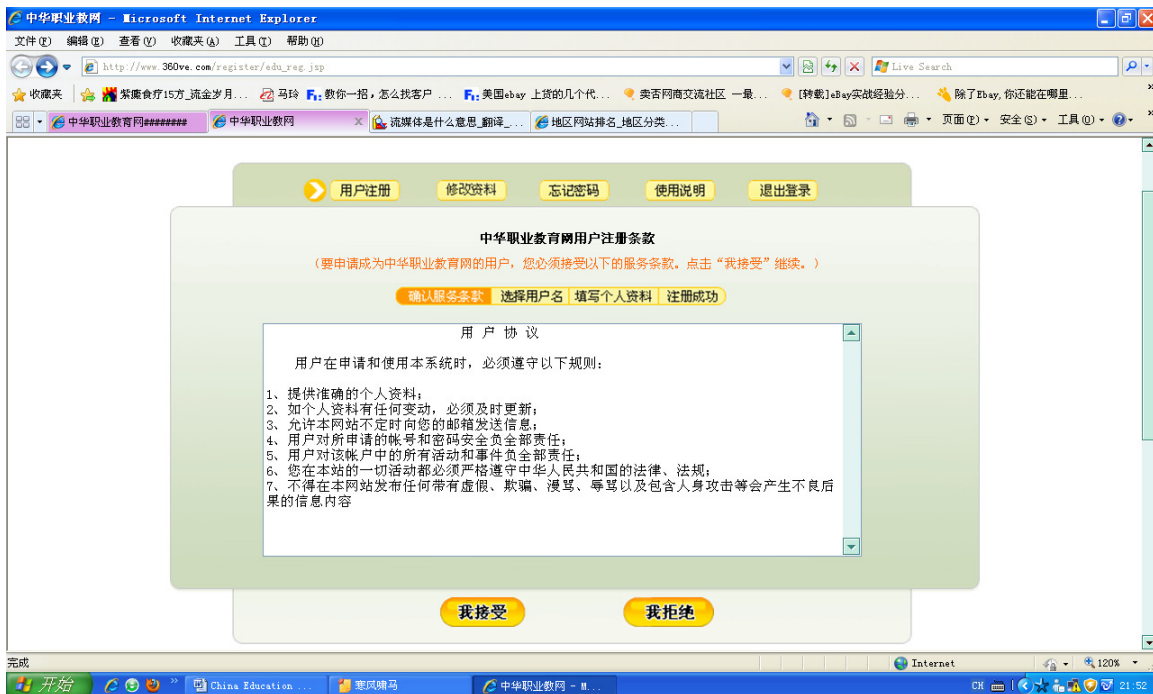
Screenshots 3.1  
Registration process for www.360ve.com:

Click “注册” on the homepage

加入收藏 | 设为首页 | 职教邮箱      用户名:       密码:                  

Confirm the term of services: click “我接受” ;

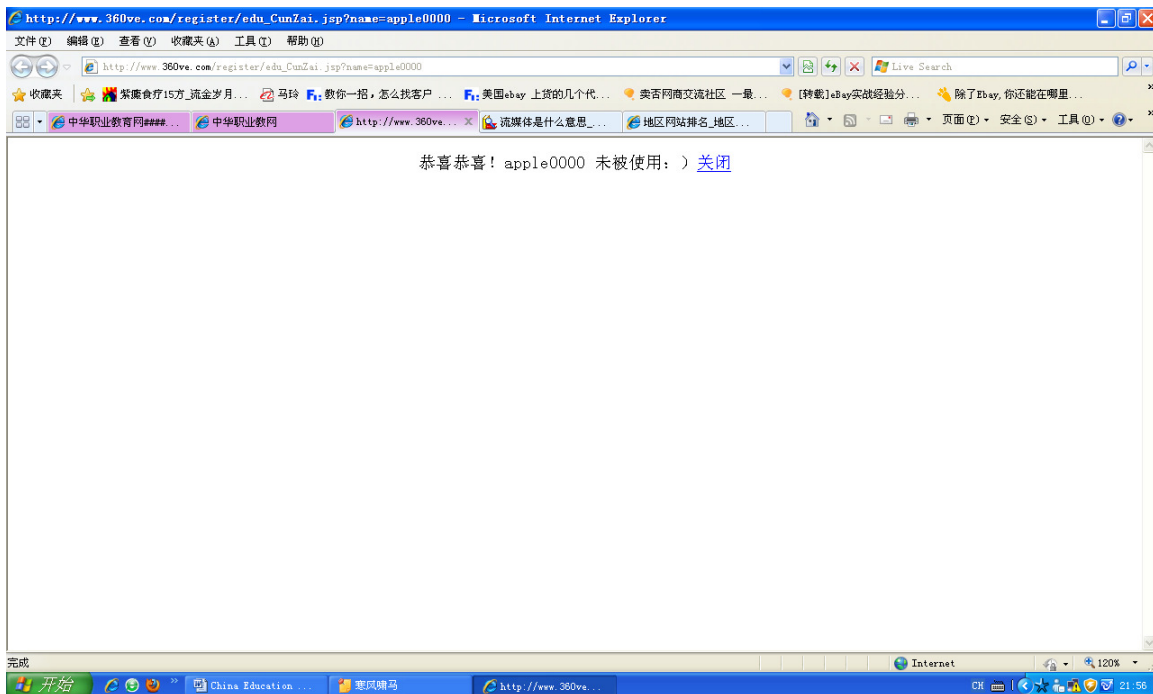




Select a user name: fill in a user name and click “检测用户” on the right side of the user name.



Then a separate screen appears, see below. It says that the user name hasn't been used. Click “关闭” highlighted in blue and the page will be closed.



Now click “下一步” at the bottom of the page of selecting a user name.



Fill in all the information required like below and click “下一步” at the bottom of the page. Click “下一步” at the bottom of the page.



## Registration success



Also, is there any indication of who offers these vocational programs? I'm assuming CEU is simply listing vocational opportunities available through other institutions. How is CEU profiting off this website? Please try and call 5 of the vocational programs offering classes on this website. If you are able to contact them, please ask the following questions:

- How long has your school been advertising here?
- What are the fees?
- How much business does the website generate for you?
- Where else do you advertise your classes?
- How does 360ve compare to other means of advertising in terms of cost and business volume?
- Do you use the website in any other way?

There is no such indication. These vocational programs are published only for online registration. The prices are shown directly online, please see the prices listed on the homepage. Click “报名” (registration) on the right of the price and then a registration form will appear. See the screenshot 3.2. I believe the education agencies are required to pay advertisement fees as any information about them couldn't be obtained.

Screenshot 3.2 Click “在线报名” and then the screenshot below appears



Fill in personal information and click “提交”



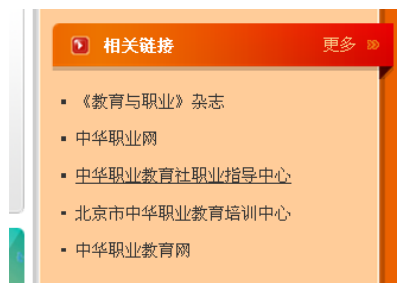
19) Find any information you can on the National Association of Vocational Education of China and the Education Examination Center. Does the NAVEC actually exist, and if so, can you find any evidence of a relationship with CEU or 360ve.com? If the Education Examination Center exists, is there a single physical location, or is there are number of education examination centers around China?

NAVEC really exists. Its site <http://www.zhjzs.org.cn> is linked to [www.360ve.com](http://www.360ve.com), and at the bottom of 360ve.com is its administration authority: NAVEC. The Education Examination Center also exists, <http://www.neea.edu.cn>. There is no evidence showing its relationship with NAVEC.

It has many branches in China and is the competent authority in the national education examination.

Please show me with a screenshot which link on the zhjzs.org.cn directs users to 360ve.com.

There is a link on 360ve.com linked to zhjzs.org.cn. Click “[中华职业教育社 |](#)” on the third line of the homepage 360ve.com and then you will be directed to [中华职业教育社 |](#). There is also a link on zhjzs.org.cn linked to 360ve.com. Click the last one “[中华职业教育网](#)” below “[相关链接](#)”. See the screenshot below.



- 20) Please comment on your general opinion of the website, what they might offer alongside the test-prep and tutoring services, and anything else you found unusual about the experience.

The site is a comprehensive vocational training site, which also offers a military to civilian platform, a re-employment platform, a number of recruitment opportunities, 360 recruitment bank (which shows employment indexes of an individual through credit ratings, scores, performances, etc), schoolmate records and so on.

- 21) If possible, try to gather whatever information you can on how popular this website is or how much traffic it gets. Please also comment on the reliability of any of the information you can find regarding traffic.

Its traffic couldn't be obtained via internet, while its ranking is provided at <http://alexa.chinaz.com/?domain=360ve.com%2F>.