Assessment Methods for the New Form of Hainan Chinese Language and Literature Media in the Digital Era

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Abstract. In the context of evaluating Hainanese linguistic and literary media in the digital era, a significant shift in pedagogical approach towards incorporating commercial Sinitic discourse through digital platforms has emerged. This change is driven by the growing influence of the cyberspace and the impacts of the COVID-19 pandemic. Despite an abundance of scholarly work on Sinological linguistic primers, a noticeable gap exists in establishing evaluative benchmarks, particularly in the pedagogical landscape of Hainanese Province. There is a lack of conceptual frameworks using non-canonical investigative tools and numerical techniques to assess the quality of emerging digital commercial Sinitic materials in Hainan. Notably, there is no literature review utilizing the Analytic Hierarchization Procedure (AHP) methodology for evaluating digital commercial Sinitic materials in Hainanese Province. This study aims to fill this gap by comprehensively examining existing scholarship on the pedagogical dynamics of Hainan. It also proposes the development of an inventory based on a robust evaluative benchmark system for systematically assessing digital commercial Sinitic materials in Hainan. Initial PC2U (Production, Content, Use, and Usefulness) evaluative benchmarks are formulated based on ongoing research in commercial Sinitic, CLTML, and relevant benchmarks, with a focus on their applicability in the Hainanese pedagogical context. The AHP is employed to establish the benchmark system, considering the specific needs and nuances of the pedagogical environment in Hainan. The findings emphasize the importance of prioritizing access to digital commercial Sinitic content, particularly for learners and educators in Hainanese Province. In terms of content, both educational requirements and accuracy are considered equally significant, surpassing the importance of data refresh, providing insights relevant to the distinctive pedagogical setting of Hainan. These evaluative benchmarks not only address gaps in commercial Sinitic research but also offer valuable guidance for publishers and educators in Hainan when selecting superior digital commercial Sinitic materials.

1   Introduction

In the milieu of novel evaluative methodologies for Hainanese Sino-linguistics and literary media in the electronic epoch, the proclivity for assimilating mercantile Sinitic discourse via electron-based substances has transmogrified into an inescapable reality, notably within the precincts of Hainanese Province, impelled by the proliferation of the cybernetic expanse and the metamorphic repercussions of the COVID-19 pandemic. Scarpetta and Quintini (2020) underscored the momentous surge in electronized erudition by mature individuals amid the COVID-19 quandary, with much of the training initially conducted face-to-face in classrooms transitioning to online platforms. This shift has particularly resonated in Hainan, where the demand for digital learning materials has surged due to their cost-effectiveness, time efficiency, and eco-friendly nature, reflecting the adaptability of the province's educational landscape [1].

The electronized milieu of mercantile Sinitic linguistic assimilation in Hainan has mandated the fabrication of distinguished, infiltrate-proof, veritable, multi-purpose, and advantageous electronized substances befitting for virtual erudition, personal instruction, or domestic erudition. These attributes are especially pivotal for non-indigenous Sinitic speaking entrepreneurs (NISSE) in Hainan, who are self-directed adult learners seeking to engage in communicative interaction with a business-cultural aspect. The surge in demand for digital materials, especially in Hainan Province, underscores the urgency to distinguish them from their traditional paper counterparts [2].

In scrutinizing extant commercial Sinitic primers alongside analogous book designations in the Sinitic language, like transmuting commerce either as jing wei, and electronized iterations, encompassing "Commercial Sinitic" on the interweb, and "Remote Orient Commerce Sinitic,", the need for tailored evaluation methods becomes even more apparent within the distinctive educational context of Hainan Province.

In the rapidly advancing digital era, especially within the educational landscape of Hainan Province, where new evaluative methods for Chinese language and literature media are emerging, the proliferation of digital business Chinese materials through various platforms such as Apps, including the "Business Mandarin" App and "Business Chinese" App, has become increasingly noticeable. However, despite the technological strides, there has been a lack of concerted effort in ensuring the competitive quality of these materials, particularly in terms of production, content, usage, and usefulness, with the exception of software and technical enhancements. This observation highlights the need for a more thorough examination and evaluation of the digital business Chinese landscape in Hainan, emphasizing the importance of considering characteristics unique to the province's educational context [3].

Within the context of Hainan's educational environment, the growing availability of digital business Chinese materials has not been accompanied by a commensurate focus on the principles of cognitive load theory of multimedia learning (CLTML). Mayer and Moreno's (2003) coherence and signaling principles, integral to CLTML, are crucial for designing effective e-learning materials. These principles, emphasizing the reduction of cognitive load through the elimination of unnecessary information and appropriate cues to guide learners' attention, have proven successful in various e-learning applications. However, prior research and practices in Hainan, as well as globally, have not delved deeply into the cognitive load challenges faced by learners using e-materials, especially in the context of Chinese language characteristics. This underscores the need for a comprehensive assessment framework tailored to the specific demands of digital business Chinese materials in Hainan [4].

In defiance of an escalating concentration on erudition-grounded publications and methodologies correlated with Sinitic language compendiums, encompassing those devised for mercantile intents, there persists a vacancy in the presence of evaluative benchmarks mass systems fashioned by unconventional investigative implements and numerical techniques to assess the caliber of the burgeoning electronized mercantile Sinitic materials in Hainan. In order to redress this hiatus, this investigation strives to inaugurate the synthetic hierarchization maneuver (SHM) methodology into the evaluative progression, accentuating its utilization in the idiosyncratic milieu of Haisnanese Province. The bibliographical inquiry conducted herein not only illuminates the circumscribed extant erudition in this domain but also forges a trail for recommendations on formulating a registry grounded on the evaluative benchmarks mass system, expressly suited to the electronized mercantile Sinitic materials topography in Hainan [5].

In recent years, Hainan Province has experienced a wave of informatization construction, driven by several key factors: (1)Policy-driven Development: The Hainan Provincial Government has implemented a series of policies supporting the digital economy, accelerating the development of digital businesses. The "Digital Hainan Action Plan" has served as a driving force, encouraging enterprises to adopt advanced technologies and promoting the vigorous development of the digital industry. (2) Digital Infrastructure: Hainan Province is undergoing massive construction of digital infrastructure, including the deployment of a province-wide 5G network and smart city projects. These investments provide a high-speed and efficient communication and data transmission environment, offering strong support for the digitalization of businesses. (3) Digital Business Ecosystem: The digital business platform "HaiChuang ShuHai" has emerged within Hainan Province, becoming the core of enterprises' digital transformation. This platform offers services such as cloud computing, big data analytics, and artificial intelligence, fostering collaborative innovation and information sharing among businesses. (4) Success Stories: Some local enterprises have successfully undergone digital transformation, becoming highlights of Hainan Province's digital business landscape. For instance, an e-commerce platform themed around tropical fruits utilized digital technology to optimize supply chains and logistics, achieving significant market share through online and offline integration. (5) Digital Innovation Center: Hainan Province has established a Digital Innovation Cen-

ter, attracting high-tech enterprises and startups. This innovation ecosystem serves as an incubator for the digital business sector, driving the emergence of new technologies and products [6].

While this exploration advances with the SHM procedure and counsel, it endeavors to establish the milieu by disclosing contemporary exploration on mercantile Sinitic, CLTML, and evaluative benchmarks for (electronized) substances, all enshrined within the configuration of Hainan's pedagogical milieu. By encapsulating the comprehensive discourse with allusions to mercantile Sinitic, CLTML, and the fabrication of evaluative benchmarks, the exploration strives to enhance the formulation of nascent evaluative benchmarks for electronized mercantile Sinitic substances, harmonizing them with the particular exigencies and subtleties of Hainan's pedagogical topography [7].

2   ANALYSIS OF THE CURRENT STATE OF CHINESE LANGUAGE AND LITERATURE MEDIA IN HAINAN PROVINCE

Expanding on antecedent investigative revelations, Wu (2011) plumbed the necessities of mercantile Sinitic L2 learners. It was ascertained that learners at an intermediate to elevated echelon necessitated adeptness in diverse themes, encompassing acquainting with commercial associates, haggling over values, executing market inquiries, consummating interviewing finesse, endorsing contracts, and requisitioning commodities/repasts. Proficiency in these themes furnishes learners with the essential proficiencies to navigate mercantile Sinitic, ingress into the labor pool, and communicate efficaciously. Moreover, apprehending an entity's framework and maneuver, in conjunction with acquainting patrons to the consortium, materialized as apex urgencies for most learners.

Zhang and Wang (2012a) investigated the cultural substance within modern commercial Sinitic compendiums contrived for neophytes. Their discoveries unveiled a substantial focus on extant communal and fiscal phenomena, fiscal and mercantile frameworks. Remarkably, the ratio of extant communal and fiscal cultural substance conspicuously surpassed the scope of customary antiquarian culture. Additionally, the significance of knowing "what one should and should not say" and understanding the norms of "what one can and cannot do" in the Chinese workplace was underscored.

In an isolated scrutiny, Huang and Zhang (2012b) executed an scrutiny of the lexicon in 10 middle-tier commercial Sinitic primers. Their discoveries spotlighted that lexis linked to "commerce" and "monetary affairs" held a considerable fraction of these primers. This observation reflected the fact that many non-native Chinese-speaking business professionals engage in trade and financial management in China. As a result, commercial-connected Sinitic lexicon and discernment were regarded imperative for triumph in these capacities, emphasizing the necessity of including such vocabulary in textbooks [8].

Zheng (2012) pointed out that China's economic reforms since 1978 have elevated its global economic significance. Consequently, there has been a rapid emergence of

new business Chinese terminology and translations. This development has led business Chinese L2 learners to invest more time in acquiring these new words to keep abreast of economic changes.

Ling (2012) contended that paraphrasing may be perceived as an all-encompassing enactment of auditory reception, vocalization, perusal, and inscription adeptness, or as an enhancement to these adeptnesses in commercial Sinitic instruction. Paraphrasing functions not solely to exercise, fortify, and fortify lexicon, sentence configuration, and linguistic structure discernment but additionally to appraise learners' apprehension of the Sinitic language [9].

2.1 Analytic Hierarchy Process of Chinese Language and Literature Media in Hainan Province

Developing evaluation criteria with a focus on educational objectives, the assessment of educational excellence, and the provision of informative benchmarks for educational stakeholders has been a long-standing practice. This exploration aspires to formulate a gravitation system for the AC3V evaluation parameters customized to electronized mercantile Sinitic reservoirs, underscoring the momentousness of Hainanese Province. The intent is to equip scholastic fabricators with a regulated assortment of gauges to evaluate the caliber of electronized substances. To consummate this objective, the Synthetic Hierarchization Maneuver (SHM) is enlisted to institute the gravitations designated to sundry benchmarks. In Figure 1, we proffer a prototype delineation of the SHM survey employed in the scrutiny, illustrating its utilization in the evaluation of Hainan's Sinitic linguistic and literary media in the electronic era.
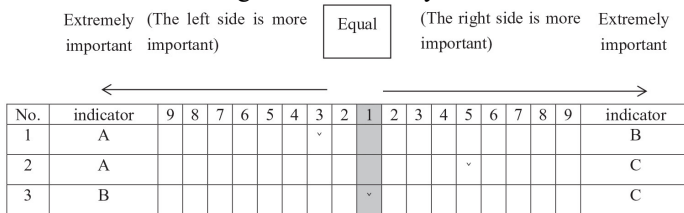
		Extremely important	(The left side is more important)							Equal	(The right side is more important)							Extremely important
No.	indicator	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	indicator
1	A							ˇ											B
2	A												ˇ						C
3	B									ˇ									C

Fig. 1. An exemplar for an SHM interrogatory.

Imagine an AHP questionnaire featuring three indicators. Respondents were tasked with identifying the relative importance of each indicator and quantifying the extent to which one indicator outweighed the others. In the context of evaluating the new paradigm for Hainan's Chinese language and literary media in the digital age, this process sought to highlight the unique characteristics and priorities specific to Hainan Province. Once respondent feedback was collected, the Super Decision software (depicted in Figure 2), provided by the Creative Decisions Foundation (http: // www. superdecisions.com/downloads/), played a pivotal role in conducting the AHP analysis. This software facilitated the incorporation of Hainan-centric perspectives into the assessment framework.

Throughout the AHP analysis, a crucial step involved scrutinizing for inconsistencies, a process integral to ensuring the reliability of the assessment methodology (Mu

& Pereyra-Rojas, 2017; Saaty, 2016). The assessment of Hainan's linguistic and literary media in the digital era demanded not only a thorough examination of respondents' judgments but also a meticulous evaluation of the logical coherence within these judgments. In this context, the emphasis on Hainan Province underscored the need for a nuanced understanding of the local context. The goal was to ascertain the harmony and congruence of Hainan-specific perspectives in respondents' evaluations. According to Saaty (2016), a generally accepted criterion for assessing consistency is that the inconsistency ratio should be <0.1 to be deemed reasonably consistent. This criterion was particularly relevant in ensuring that the Hainan-centric evaluation method provided reliable and internally cohesive results [10].
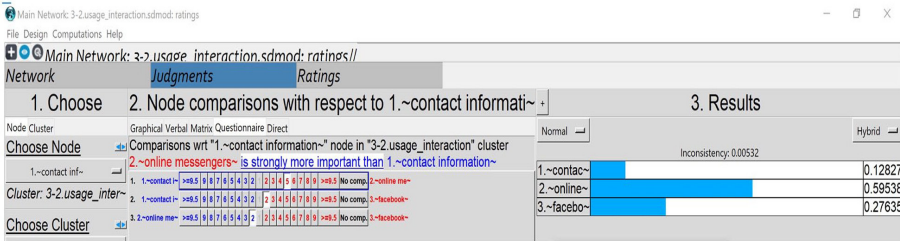
Fig. 2. The Ultra Resolution's functional interface.

The Synergetic Hierarchy Technique (SHT) stands as a preeminent method utilized by decision architects and researchers for instituting precedence gradations, accomplished through dual appraisals and relying on virtuoso opinions (Russo & Camanho, 2015). In the milieu of redefining the evaluative methodology for the recent archetype of Hainanese linguistic and literary media in the electronized era, underscoring Hainanese Province emerges as pivotal. Consequently, the participation of adepts is indispensable in configuring the mass system for the AC3V evaluative benchmarks particular to electronized mercantile Sinitic materials. These adepts contribute their vocational discernment and empirical perspectives, harmonizing the evaluative standards with the nuanced attributes of Hainanese linguistic and literary topography. The adroitness of the 10 TCSOL (tutoring Sinitic to conversants of diverse languages)-affiliated virtuosos, as explicated in table 1, additionally accentuates the provincial pertinence and specificity intrinsic in the evaluative progression for Hainanese cultural and linguistic media metamorphosis [11].

Table 1. THE SCENARIO OF COMMUNITIVE TCSOL-AFFILIATED VIRTUOSOS.

Alias	Nation	Alias affiliation
CChiB	Taiwan	Department of ACL, TT University
CFengM	Taiwan	Chinese language education center, P University
CHisnL	Taiwan	Department of technology and service management, NK University
THuaL	Paraguay	TPP University

3   RESULTS AND DISCUSSIONS

In the exploration of a novel evaluation approach for the transformation of Hainan's Chinese language and literary media in the digital era, the Analytic Hierarchy Process (AHP) served as the foundation for constructing a comprehensive weight system for the PC2U assessment indicators. Emphasizing the unique characteristics of Hainan Province throughout, this exploration embraced four facets—origination, substance, utilization, and advantageousness. Inside these facets, 11 benchmarks, like substance attributes, impregnability, believability, datum refresh, erudition requisites, approachability, interplay, uncomplicated functioning, interface, erudition outcomes, and utilization frequency, were meticulously delineated. The concoction of these benchmarks extracted inspiration from extant exploration on mercantile Sinitic, CLTML, and pertinent evaluative benchmarks, aligning the evaluation framework with the distinctive features of Hainan's cultural and linguistic landscape.

The resulting weight system, a product of the AHP analysis, was tailored to capture the intricacies of digital business Chinese materials, ensuring a nuanced understanding of their effectiveness within the context of Hainan Province. A total of 63 indicators were identified, representing a comprehensive and detailed assessment framework. The specifics of this assessment indicators weight system and its corresponding rankings are presented in figure 3, shedding light on the nuanced dimensions that contribute to the evolving landscape of Hainan's Chinese language and literary media in the digital age.
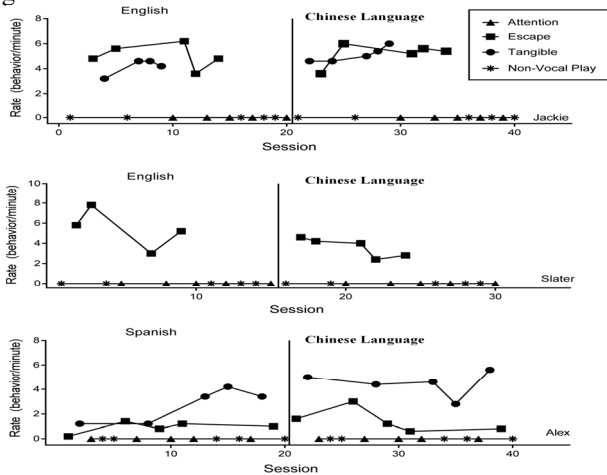

Fig. 3. The first type of functional analysis results.

As depicted in figure 3, the calculated inconsistency value stands at 0.045, falling below the threshold of 0.1. This suggests that the degree of consistency within the assessment framework is deemed acceptable, underscoring the reliability of the evaluation methodology. In the context of redefining the assessment paradigm for the evolving landscape of Hainan's Chinese language and literary media in the digital age, it is crucial to highlight the key role played by Hainan Province.

Accentuating Hainan's idiosyncratic attributes, the exploration pinpoints, as its primary concern among the four facets, the imperative to ingress electronized mercantile Sinitic substance, with a distinctive emphasis on veracity, datum refresh, and erudition requisites. This facet harbors a gravity quotient of 0.39, overshadowing the other three in import. The subsequent precedence, concentrating on utilization facets such as approachability, interplay, uncomplicated functioning, and interface, bears a gravity quotient of 0.28. The residual two facets, origination (embracing substance attributes and impregnability) and advantageousness (embracing erudition outcomes and utilization frequency), bear proportional gravities of 0.19 and 0.14, correspondingly [12].

Acknowledging substance as a pivotal signifier, harmonizing with recognized alien dialect compendium rosters, the study underscores its significance in evaluating the evolving landscape of Hainan's Chinese language and literary media in the digital age. The consistency between these findings and the current study further reinforces the applicability of the assessment framework to the unique context of Hainan Province.

As illustrated in figure 4, the emphasis on Hainan Province remains central, especially when integrating a new assessment method for the evolving landscape of Hainan's Chinese language and literary media in the digital age. Within the content dimension, crucial for evaluating digital business Chinese, it is noteworthy that, in alignment with the distinct characteristics of Hainan, learning needs share an equal importance with the credibility criteria, both carrying a Relative Weight (RW) of 0.156, surpassing other considerations. This underscores the significance of addressing the specific requirements and characteristics of NNCSBs (Newly Named Chinese-Speaking Businesses), ensuring that topics and content align with the business context prevalent in Hainan.

The learning needs criterion, in the context of Hainan's linguistic and business landscape, implies a synchronization of topics and content with local business environments, meeting the distinct needs of NNCSBs. Concurrently, the believability benchmark encompasses the incorporation of habitually-utilized mercantile Sinitic lexis, linguistic structure, configurations, as well as handling disparities between Formosa and Cathay, and illustrating actual business predicaments. The conformity magnitude for substance assessment equals 0.00, confirming an elevated degree of conformity in the evaluative progression tailored to Hainan's unparalleled milieu. For educational institutions and instructors in Hainan, the judicious selection and utilization of e-learning resources not only create conducive learning spaces but also cater to the diverse needs of students, resonating with the digital transformation of Hainan's Chinese language and literary media.

While acknowledging the universal importance of incorporating frequently used and accurate Chinese language elements in textbooks and digital materials, the context-specific nuances of Hainan's linguistic landscape are highlighted. Gilmore's (2007) exploration of authentic materials in foreign language learning aligns with the consensus found in this study regarding the crucial role of credibility in assessing digital business Chinese materials. This alignment emphasizes the need to consider the authenticity and relevance of materials within the specific context of Hainan Province, underscoring the regional nuances that impact the learning experience.

In the dynamic landscape of Hainan's Chinese language and literary media in the digital age, technological advancements have given rise to diverse computer operating systems. In contrast to traditional print textbooks, the integration of anti-virus software becomes imperative as computers are connected to the internet. Manifesting the import of Hainanese Dominion, the safeguard criterion, involving counter-malware protocols, anti-intrusion defenses, and preclusion of users' datum forfeiture, materializes as a pivotal contemplation when entering electronized mercantile Sinitic substances. figure 4 underscores the importance of this criterion, with a Relative Weight (RW) of 0.127, ranking it third and highlighting the regional relevance of prioritizing security over material features in the digital evaluation framework.
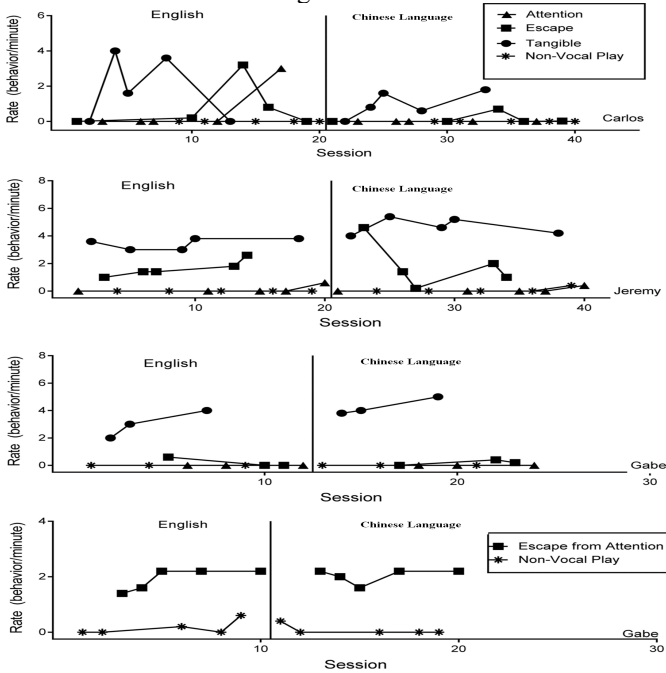
Fig. 4. The second type of functional analysis results.

Divergent from the tangible treatises in commerce Sinic lexicon, the benchmarks of approachability, interactivity, uncomplicated manipulation, and interface are customized for electronic commerce Sinic substances, harmonizing with the distinctive requisites of Hainan's linguistic and commercial topography. In the realm of accessibility, the imperative is to facilitate easy material searches, transcending temporal and spatial constraints for both free and paid versions. As revealed in figure 5, Amidst the utilization dimension parameters for gaining entry to electronic commerce Sino tongue, ingressibility (RW = ~0.13) materializes as pivotal, positioning fourth among all deliberations. Weir accentuates the conceivable advantages of cybernetic reservoirs, encompassing unrestrained admittance, cybernetic prevalence preceding imprint, facile scrutability, and conjunction to adduced substances. This exploration concurs with such viewpoints, underscoring the privileges of cybernetic commerce

Sino substances, notably concerning ingressibility, within the milieu of Hainan Province.

The parameters of application prevalence and acquisition accomplishments within the magnitude of utility assume a pivotal function in evaluating cybernetic commerce Sinic substances. In the Hainan milieu, NNCSBs manifest an elevated inclination to recurrently utilize e-commerce Sinic substances, accentuating the perdurability embedded in the versatility and reutilization of e-substances (Huertas et al., 2018; Danso, 2018). The application prevalence standard (RW = 0.105) positions fifth, outstripping the acquisition accomplishments standard, denoting a regional inclination for the pragmatism and frequency of utilization over traditional acquisition outcomes. The uniformity measure of the utility magnitude, documented as 0.00, confirms a unanimous consensus among erudites and specialists in recognizing these priorities within the distinctive milieu of Hainan Province.
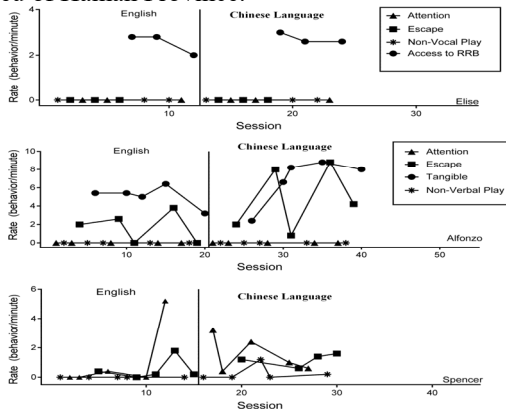

Fig. 5. The third type of functional analysis results.

Succeeding in sequence of significance, supplementary imperatives encompass datum rejuvenation (RW = ~0.08), substance attributes (RW = ~0.07), reciprocal influence (RW = ~0.06), uncomplicated manipulation (RW =~ 0.05), interconnection (RW = ~0.04), and scholarly achievements (RW = ~0.04). These deliberations additionally emphasize the convoluted kinetics molding the evaluation of cybernetic commerce Sinic substances in the milieu of Hainan's transforming linguistic and scholarly media panorama.

4   CONCLUSIONS

In the context of reshaping the evaluation landscape for Hainan's Chinese language and literary media in the digital age, this study proposes a comprehensive assessment indicators weight system. Emphasizing the unique characteristics of Hainan Province, these recommendations are directed towards Chinese language teachers and publishers, supplying them with an inventory to assess the caliber of electronic commerce Sinic substances, whether employed as didactic volumes or disseminated reservoirs.

Pursuant to the Comparative Heft (CH) classification, the upper 50% of magnitudes, benchmarks, and signifiers are demarcated as obligatory benchmarks, with the residual signifiers recommended as discerning. Concretely, within the generation magnitude, substance attributes and impregnability are accentuated, with substance attributes encompassing 12 discerning signifiers and impregnability comprising four obligatory signifiers. In the substance magnitude, believability, datum rejuvenation, and educational requisites are pivotal benchmarks, each with its assemblage of obligatory and discerning signifiers. The application magnitude underscores ingressibility, reciprocal influence, straightforward manipulation, and conjunction, with assorted hefts for each benchmark. Ultimately, the utility magnitude contemplates educational accomplishments and application prevalence, outlining discerning and obligatory signifiers.

The rating standard categorizes materials into "A," "B," "C," or "N/A" based on their alignment with verification standards. A corresponding scoring standard assigns weighted points, reflecting the level of adherence to each standard. This nuanced approach ensures a thorough and context-specific evaluation, aligning with the evolving landscape of Hainan's Chinese language and literary media.

Acknowledging limitations, future research could integrate the Delphi Technique with the AHP method to leverage both experts' opinions and pairwise comparisons, ensuring a more robust consensus-building process. Additionally, the study suggests adopting the Analytical Network Process (ANP) to address AHP limitations, providing a more comprehensive evaluation model that considers mutual influences among components.

Furthermore, pragmatic Sinic involvement ought to be assimilated into forthcoming investigations, engaging adept Sinic tongue instructors and disseminators to span the hiatus betwixt conjecture and implementation. This collaborative approach will enrich the assessment indicators construction process, ensuring a well-rounded evaluation framework that reflects both theoretical foundations and practical considerations.

The perpetual metamorphosis of cybernetic linguistic acquisition mandates incessant inquiries into erecting evaluative indices for Tutoring Sinic as an Auxiliary Linguistic Code (TSALC) substances. Specifically, in light of the ascending trajectory of employing cybernetic apparatuses for Sinic tongue tutelage, the concentration on cybernetic commerce Sinic substances persists as indispensable. The study encourages future research to explore diverse criteria and weight systems catering to various Chinese L2 learners, considering factors such as age, nationality, and language proficiency levels. This forward-looking perspective aims to provide a foundation for continuous advancements in the evaluation of digital Chinese materials in the ever-changing landscape of Hainan's linguistic and literary media.

Acknowledgment

presses gratitude..." Instead, endeavor with "R. B. G. expresses gratitude." Position underwriter recognitions within the unnumbered annotation on the inaugural folio.

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