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Microlearning: Is Byte Size the Right Size

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Microlearning
Is Byte Size the Right Size?

Tracy King, MA, CAE

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Cocino del Barrio tapas!

Our learning pathway:
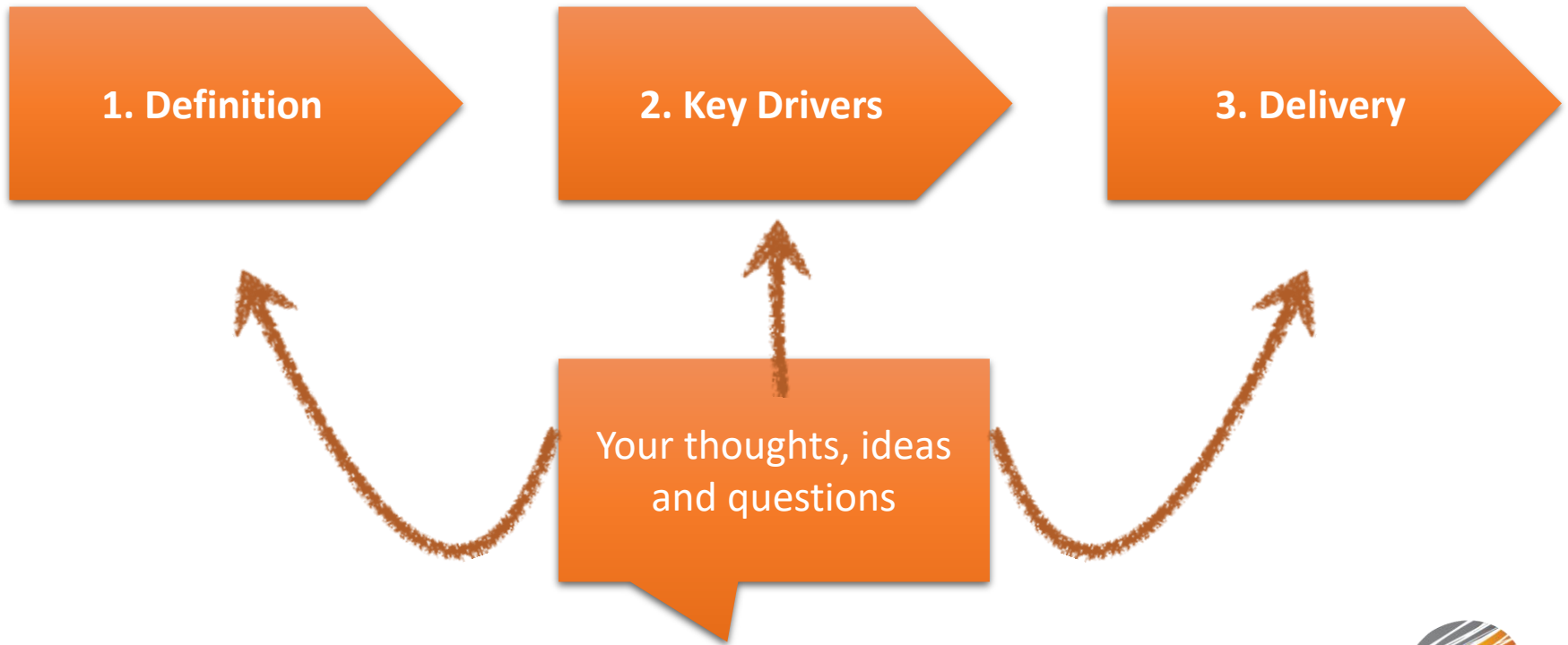
Definition

What microlearning is and is not

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Microlearning

Definition: Brief instructive nuggets contributing to a larger learning objective to prime, support, or extend learning; typically delivered digitally and on-demand.

What it is
- ❑ Formal, informal, or incidental
- ❑ Short (but how short?)
- ❑ Focused
- ❑ Best utilized for *readiness, elaboration, and practice*

What it's not
- ❑ mLearning (that m is for mobile)
- ❑ Just info – has to contribute to an LO
- ❑ Useful for acquiring complex skills, complex processes, or behaviors

Content Domain

Curriculum

Course	Course	Course

| m | m | m | | m | m | m | | m | m | m |

Content Domain

Macro → **Curriculum**

Meso → **Course** | **Course** | **Course**

Micro → m m m | m m m | m m m

Source: Sahana Chattopadhyay
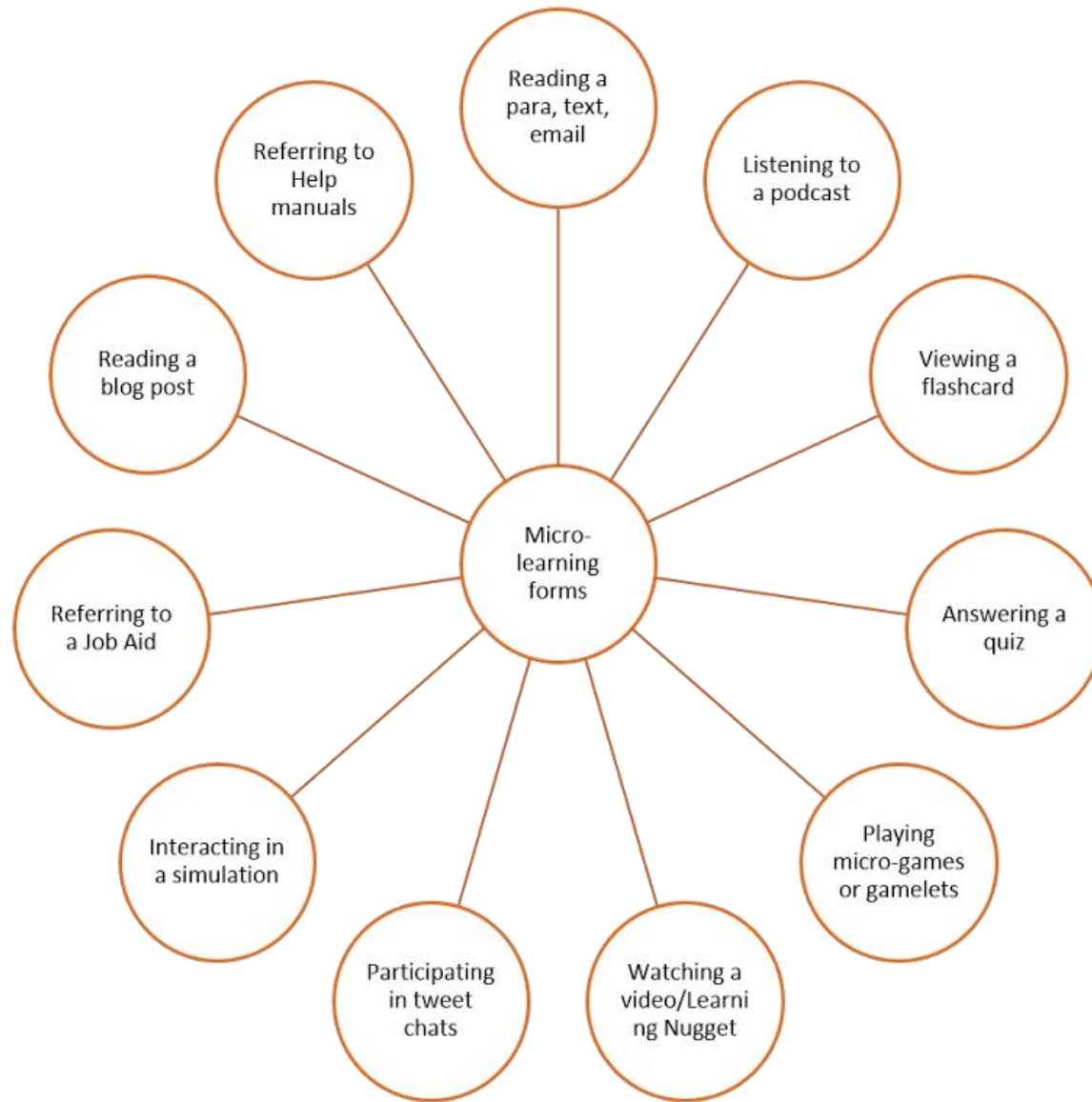
Micro Strengths
Prime / Support / Extend Learning

- Readiness (pre-assessment or prep-to-learn activity)
- Topics that require repetition (language learning or facts)
- Product/Program features (how to get the most out of X)
- Info nuggets (best practices, drip tips, "try this")
- Simple processes & procedures (5 ways to X)
- Tutorials (CPR demo clip)
- Case study presentation (problem solving, elaboration exercise)
- Performance support (practice tool, job aid)

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But what about informal microlearning?

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So your friend invites you to participate in a pinup contest…

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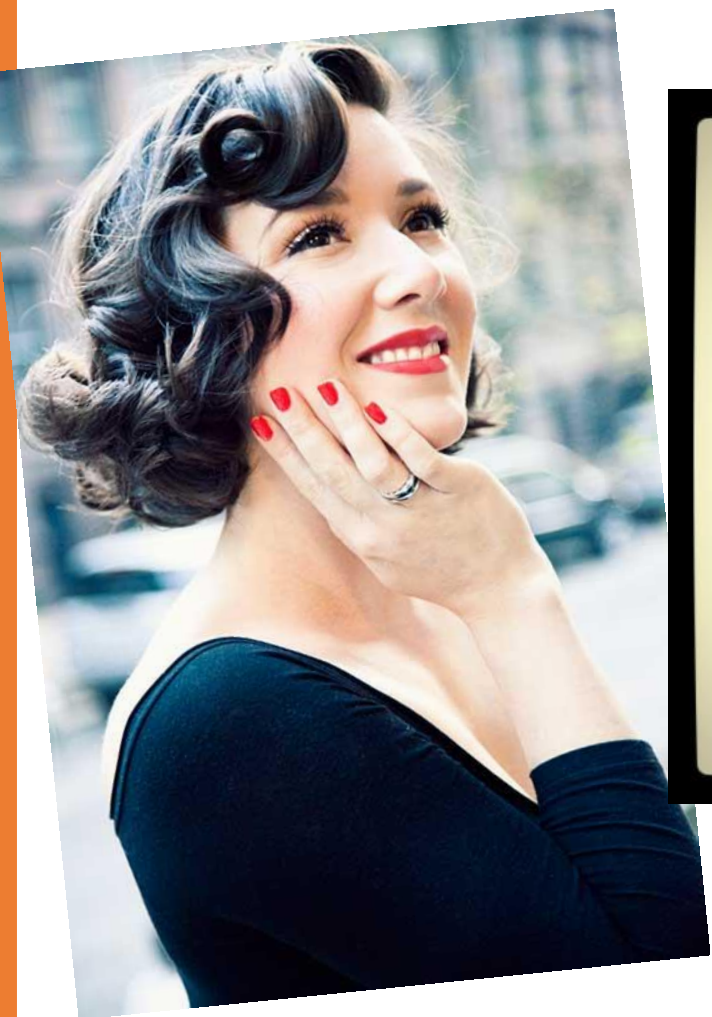
Just because micro assets are available doesn't mean learning happens.

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Just because micro assets are available doesn't mean learning happens.

- Level of complexity (how nuanced is this new knowledge?)

- Level of learner (how much do they already know?)

- Appropriate sequencing (how does content build to result in understanding?)

And **content** must be understood within a knowledge **context**.

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Drivers

The key drivers of the microlearning movement that change our assumptions about learner-consumers

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...

1% of a typical workweek

is all that employees have to focus on training and development

Number of times online every day

5 early days of the Internet | **27** today

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

DISTRACTED...

Most learners won't watch videos longer than **4** minutes

People unlock their smartphones up to **9** times every hour

2/3 of knowledge workers actually complain that they don't have time to do their jobs

IMPATIENT...

Online, designers now have between **5** and **10** seconds to grab someone's attention before they click away

5 minutes— Workers now get interrupted as frequently as every — ironically, often by work applications and collaboration tools

Sources:
"The Overwhelmed Employee: Simplify the Work Environment" Deloitte University Press
"The Knowledge Worker's Day" Bases
"Make Time For the Work that Matters" Harvard Business Review
"Collaboration & Social Tools Drain Business Productivity, Costing Millions in Work Interruptions" harmon.ie
"We're Creating a Culture of Distraction" joekraus.com
"Study Says We Unlock Our Phones a LOT Each Day" TIME
"Infobesity' Causes Distraction and Stress at Work" HR Magazine
"IT Training Gets an Extreme Makeover" Computerworld
"Network Performance: Does It Really Matter To Users And By How Much?" University of Massachusetts
"Worldwide Mobile Worker Population 2011 - 2015" IDC
"Ambivalence Is Not a Strategy" Flex+Strategy Group
"The Rise of the Extended Workforce" Accenture
"Engaging Disengaged Learners" Towards Maturity
"Just-in-time Information through Mobile Connections" Pew Research
"Here's a Google Perk Any Company Can Imitate:

Bersin by **Deloitte.**

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37% of the global workforce is expected to be "mobile" by the end of 2015

30% of full-time employees do most of their work somewhere other than the employer's location

20% of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access: search engines / online courses **70%+** 50-60%

People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems

COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are: asking other people / sharing what they know

at Google, **55%** of training courses are delivered by an ecosystem of **2,000+** peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

2½ to 5 Half-life (in years) of many professional skills

38% of workers who say they have opportunities for learning and growth at their workplace

62% of IT professionals who report having paid for training out of their own pockets

Untethered

Expectation: I want to access content no matter **where** I am.

On Demand

Expectation: I want to access what I want, when I want it, how I want it.

Collaborative

Expectation: I am a micro content producer. I create, consume, and share.

Empowered
Expectation: I **self-direct** my learning!

Attention Span?

HOW DIGITAL
TECHNOLOGIES
ARE LEAVING
THEIR MARK ON
OUR BRAINS

MIND

CHANGE

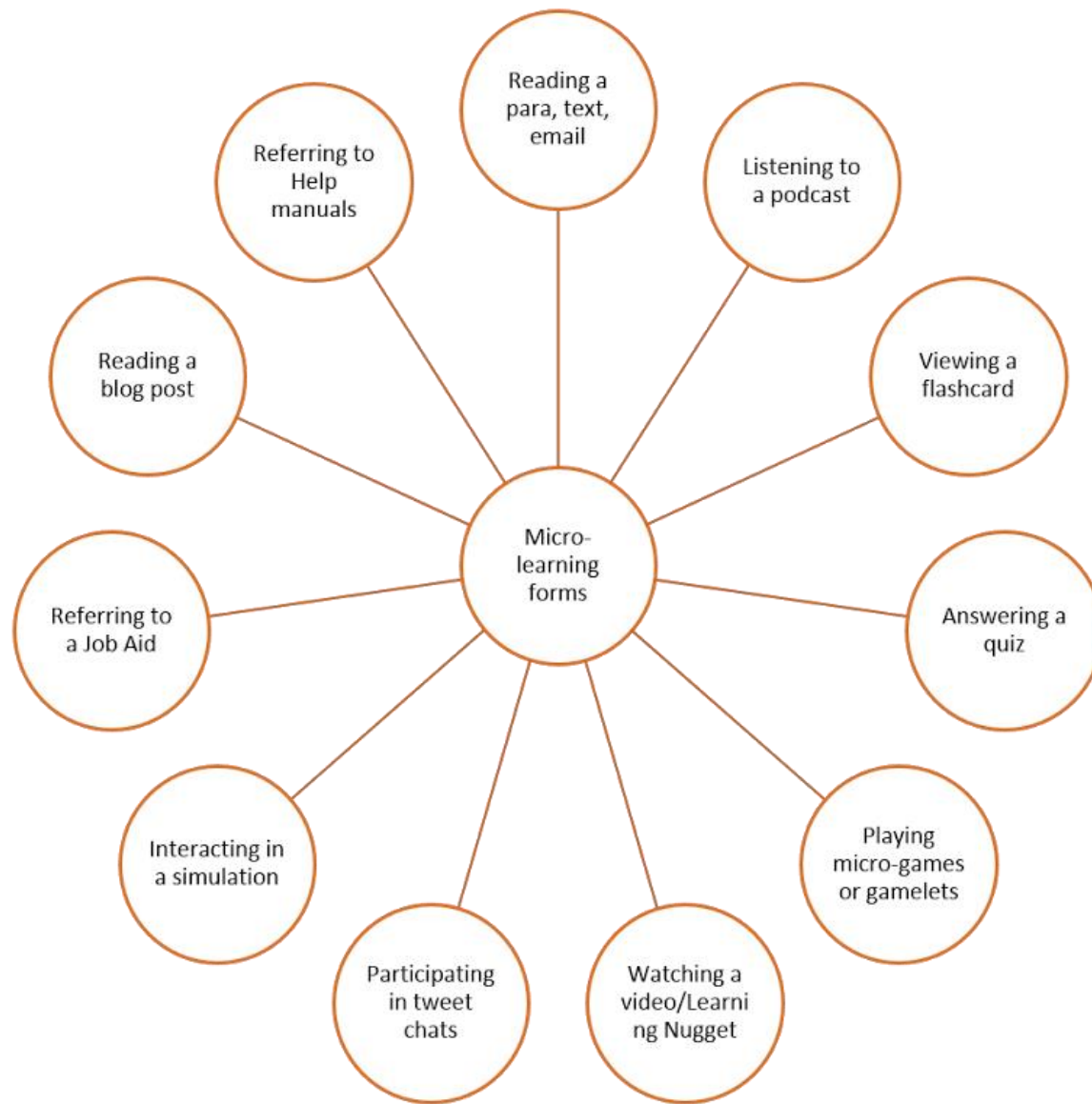## SUSAN
GREENFIELD
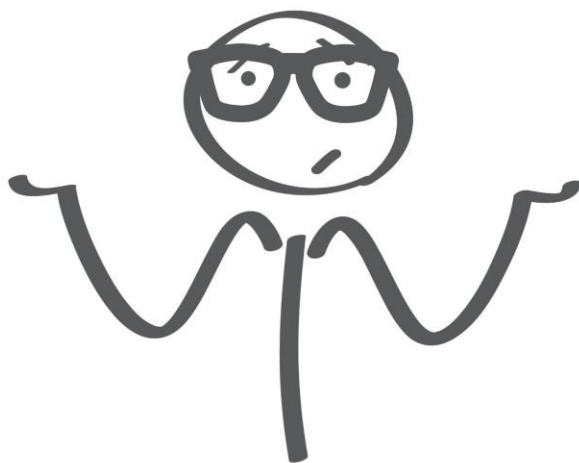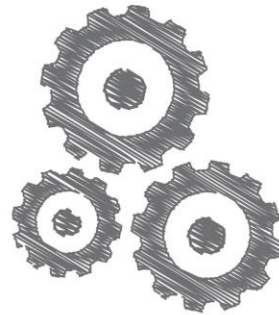
Delivery

One model for effectively delivering microlearning

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Learning Pathways

Micro-learning forms

- Reading a para, text, email
- Listening to a podcast
- Viewing a flashcard
- Answering a quiz
- Playing micro-games or gamelets
- Watching a video/Learning Nugget
- Participating in tweet chats
- Interacting in a simulation
- Referring to a Job Aid
- Reading a blog post
- Referring to Help manuals
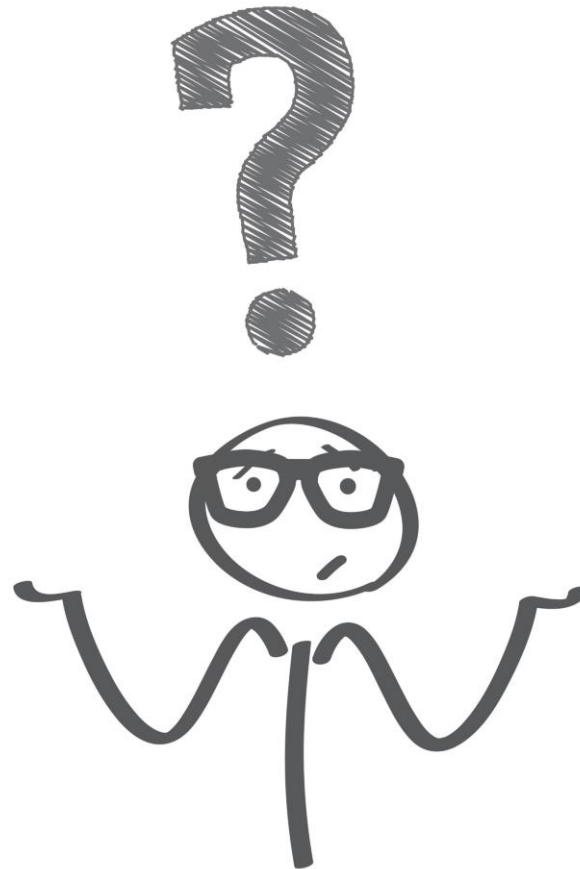
Source: Sahana Chattopadhyay
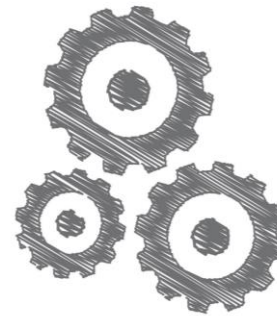
Learning Pathways Challenge!

Example Challenge:

Design a learning pathway coordinating at least 4 microlearning touch points with a one hour session on microlearning at the Minnesota eLearning Summit.

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Consider The Options:

Options:
- Quizlet
- Blogging
- Educreations app
- Podcast / Soundcloud
- Interaction / Voicethread
- Vlog or video interview
- Demo
- Tweet Chat

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Now You Try!

Your challenge: Design a learning pathway of 4 microlearning touch points contributing to your learning objectives for your target learner.

1. Form a group; select a topic one of you work on
2. Select a learning objective for the topic you've selected
3. Construct a learning pathway for a before-during-after experience using 3-4 microlearning touch points.

ADVANCING LEARNING
Strategy · Design · Results

Education Strategy

Our exclusive Success Scorecard's 25 drivers provide a comprehensive framework for elevating the quality and reach of your programs – differentiating you from competitors.

- Education strategy roadmapping
- Content strategy
- Audience analysis
- Program evaluation strategy

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Work with us to build upon what you've accomplished by introducing incremental innovations that will make your programs the irresistible choice.

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- Learning pathway design
- LMS & EdTech selection

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- SME training
- Staff training & apprenticeship

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