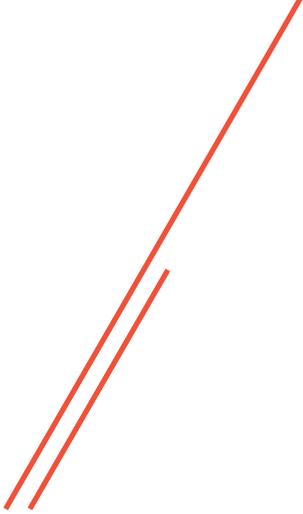


MICROLEARNING

—

A NEW WAY TO TRAIN
YOUR WORKFORCE

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A few words

About us

Learning Seat is Asia Pacific's leading compliance training expert. We specialise in providing holistic compliance solutions that protect our clients' brands and people so that their businesses can thrive.

LEARNING SEAT

We want your microlearning feedback



At Learning Seat, we strive to build online training that changes behaviour for good. That's why we're committed to learning as much as we can about our market and learners.

To do that, we need your feedback. Help us learn more about your views on microlearning and how it can be best used as part of a compliance training strategy.

To help sweeten the deal, a survey participant will be selected at random to receive two Gold Class tickets.

[DO THE SURVEY](#)

Microlearning

Like the terms 'm-learning' and 'social learning' before it, 'microlearning' has become the latest buzzword in elearning and learning and development (L&D) circles.

But what does it mean?

Broadly speaking, microlearning offers learning delivered in short, focused bites. It

MIRCOLEARNING PUTS EFFICIENCY FIRST

Today, Human Resources and L&D departments are under increasing pressure to deliver training in as little time as possible. Meanwhile, time-poor workers are seeking ways to fit training into their busy work days. Microlearning is a potential solution.

What is

Microlearning?

The use of microlearning in corporate training has only recently become popular, so there's no consensus as to how it's defined. The following list offers several different descriptions.

SHORT LESSONS

Short lessons, often part of a series or program, that support longer-term learning goals (e.g. Learning Seat's new [Workplace Ethics](#) product).

SELF- DIRECTED

Self-directed and informal learning (e.g. YouTube videos on any topic of interest).

PERFORMANCE SUPPORT

Performance support to aid reinforcement (e.g. incidental or supplementary training accessed as needed, such as Adobe Illustrator's Adobe TV, which provides tips on digital skills).

Old tricks, new **name**

Smart employers are increasingly using microlearning to deliver corporate training in bite-sized lessons. Companies such as Uber, Gap and Pernod Ricard S.A. are just three organisations that have jumped on the bandwagon. In the Wall Street Journal, Calvin Ng, director of L&D at Pernod Ricard U.S.A., points out that:

Employees are not necessarily engaged by sitting down in a classroom and looking through hundreds of slides and being talked at today... And time is a big concern, with regards to training.¹

On the provider side, massive open online courses (MOOCs) such as Udemy and Coursera have been offering microlearning formats for the last two years. Online learning platforms including Coursmos and Lynda.com have also begun providing bite-sized training.

In context

Ultimately, microlearning can be defined as any of the above. As with all elearning, the main consideration is that the learning is crafted in a way that leads to authentic behavioural change.

Renowned instructional designer Cathy Moore also points out that microlearning is not new. Cheat sheets, checklists and other job aids are all examples of microlearning. What has changed is technology. Technology has expanded and provided us with a 'far bigger toolset' with which to deliver training.²



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CHARACTERISTICS

While microlearning can be structured in many ways, it works best when it adheres to some of the following characteristics.

Short

The shorter the training, the better. However, there's no standard length for microlearning; some providers restrict it to one minute, while others consider a 15-minute course microlearning.

Granular

Microlearning should only cover one or – at most – two learning objectives. For instance, a traditional 30-minute elearning course on workplace bullying might cover bullying behaviours, impacts, legislation and how to seek help, but a microlearning lesson would likely only deal with one of these topics.

Relevant

Keeping content relevant is critical. You have little time to convey your message, so it's best to avoid the filler and focus on essential information.

Just-in-time

It's best to have the learning material available as soon as a gap in knowledge or skills is identified. It's what makes microlearning useful as part of performance support or refresher training.

Mobile friendly

Microlearning is particularly suited to mobile delivery because it's aligned with the way learners access content on smartphones. They dip in and out of content while on the go.

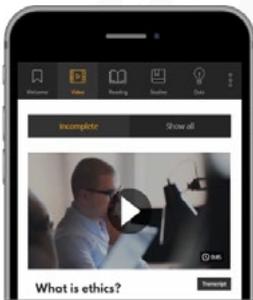
Examples

Check out some of our favourite everyday examples of microlearning.

[EXAMPLES](#)

Delivery

Microlearning works best when it uses best-practice instructional design to deliver content to learners on the move. For example, Learning Seat's Workplace Ethics microlearning program includes the following features.



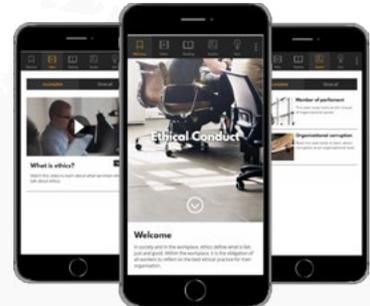
Video

Fast becoming one of the most popular online content types, videos are perfectly suited to microlearning; they're easy to digest and provide maximum engagement.



Scenarios and quizzes

It's essential that these form a part of microlearning. They allow learners to apply what they've learned and reflect on their progress, and aid in knowledge retention.



Smartphone optimisation

Microlearning is best consumed on a smartphone because it mimics the way we browse content online. Workplace Ethics encourages that user experience by incorporating a non-linear, tab-based interface – a design popular with social media apps such as Facebook and Twitter.



Case studies

These are a valuable tool for helping learners understand the bigger picture and contextualise the skills they've learned.

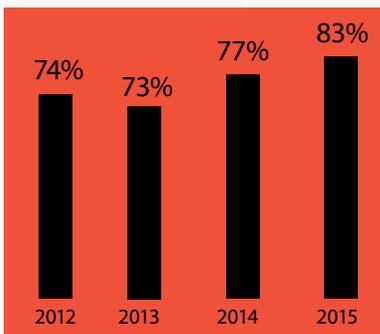
BOOK DEMO

Why Microlearning Suits Today's workers

Gone are the days of going to the library to hunt down a fact. Today's learners are mobile- and web-savvy; we go straight to the internet for instant answers. Whether it's TED Talks, YouTube videos or Google News updates, when we need information, it's right there at our fingertips.



Google's Consumer Barometer shows that in Australia last year, 83 per cent of people used the internet daily. This doesn't apply only to generations X and Y – in fact 67 per cent of people aged 55 and over access the internet daily, indicating that older learners may not be averse to online training.³



DAILY INTERNET ACCESS

PERCENTAGE OF PEOPLE WHO ACCESS THE INTERNET DAILY.

QUESTION ASKED:

HOW OFTEN DO YOU ACCESS THE INTERNET FOR PERSONAL REASONS. I.E. ALL NON-BUSINESS OR WORK RELATED PURPOSES?

SOURCE:

THE CONNECTED CONSUMER SURVEY

FILTERS APPLIED:

ALL, AUSTRALIA

Information delivery

These days we're accustomed to being bombarded with information – just look at the 24-hour news cycle – and the way we're presented with this information has also changed. For example, from BuzzFeed to reputable news sites such as *The Age*, listicles are an increasingly common way to convey information. They're digestible, and they allow users to gauge how much time they'll need to devote to reading them.

Video usage

With bandwidths increasing and the proliferation of faster and more sophisticated smartphones, video is becoming a key way for people to access information. Google's Consumer Barometer shows that they prefer to do so on their smartphones.⁴

VIDEO COMSUPTION ON COMPUTERS AND SMARTPHONES

PERCENTAGE OF PEOPLE WATCHING VIDEOS LESS THAN 5 MINUTES LONG.

QUESTION ASKED:

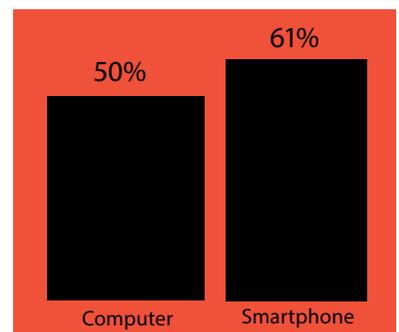
HOW LONG WERE THE VIDEO(S) YOU WATCHED?

SOURCE:

THE CONSUMER BAROMETER SURVEY 2014/2015

COUNTRY

AUSTRALIA



Microlearning

Learning benefits

Because microlearning is a relatively recent development, there is scant research on its effectiveness. But the principles it adheres to are certainly backed by research, as outlined below.

01 Reduces cognitive load

Microlearning reduces cognitive load. Cognitive load is the idea that learning requires you to process information in a specific order.⁵ Intrinsic load concerns the intrinsic nature of the information being absorbed, and extraneous load concerns the presentation of the learning content.

Microlearning minimises extraneous cognitive load because it's shorter, and its brevity means it includes only the most pertinent information. It eliminates material that 'distracts, disrupts and seduces' learners.⁶ By adhering to the coherence principle, it avoids 'adding any material that does not support the instructional goal.'⁷

02 Encourages autonomous learning

Microlearning tends to encourage autonomous learning, or at least grants learners more control over their learning via self-pacing. Research shows that this benefits learners who already have good domain knowledge of the topic.⁸

03 Facilitates relevant, just-in-time

Intrinsic motivation is an important benefit of just-in-time (or point-in-time) training. When intrinsically motivated, a person is motivated by their own, internal rewards. Because the training is available when and as they need it, microlearners are more likely to be motivated to complete their lessons, as opposed to being ordered to undertake a 45-minute compliance course by their HR manager.

What's more, when you're driven to complete something for your own sake, you are more likely to retain the information.⁹

04 Provides opportunities for spaced

Microlearning comes into its own when you consider how it can be used as part of learning campaigns, which facilitate spaced learning opportunities. For example, you could send out a 30-minute course at the start of the year, and follow up with quarterly bites of learning, such as case studies, interviews or case law updates.

It means spacing opportunities for learning over time – that is, training with intervals – which is particularly beneficial for long-term retention.¹⁰

WHEN MICROLEARNING IS NOT THE BEST CHOICE

WHILE IT'S CLEAR MICROLEARNING IS AN EXCITING DEVELOPMENT IN WORKPLACE TRAINING, IT'S NOT SUITED TO EVERY LEARNING SITUATION. WHEN THE SUBJECT REQUIRES COMPLEX SKILL BUILDING, MICROLEARNING IS NOT THE BEST METHOD. LIKEWISE, BECAUSE MICROLEARNING OFTEN ASSUMES A FOUNDATIONAL LEVEL OF KNOWLEDGE OR OFFERS A HIGH DEGREE OF LEARNER CONTROL, IT'S NOT ALWAYS THE BEST FIT FOR A NOVICE LEARNER.

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