Session 810
Innovations in Interactivity and Interactions

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Poll: Are you a(n)...

A. Instructional Designer
B. Instructional Developer/Programmer
C. Project Manager
D. Learning & Development Manager
E. Other
What we’ll talk about today...

- The Levels of interactivity
- The levels of effort to develop the levels of interactivity
- Bloom’s taxonomy as it applies to interactions
- Instructional interactions
- Performance interactions
Levels of *Interactivity*...

**Level 1: Passive Learning.** Text, graphics, simple audio, simple video, test questions. Learner acts solely as a receiver of information. (Page-Turner)

**Level 2: Limited Participation.** Makes simple response to instructional cues. Liberal use of multimedia. Some exercises. (Drill & Practice)

**Level 3: Complex Participation.** Makes a variety of responses using varied techniques in response to instructional cues. (Complex Branching, Complex Choices)

**Level 4: Real-Time Participation.** Full immersion, simulated job performance /task, real-time feedback. (Real-Time Simulation in Operational Setting)
Levels of *Effort for Interactivity*

- Complexity of mechanics
- Used to figure scope

<table>
<thead>
<tr>
<th>WBT Level 1 Interactivity</th>
<th>WBT Level 2 Interactivity</th>
<th>WBT Level 3 Interactivity</th>
<th>WBT Level 4 Simulation</th>
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<tbody>
<tr>
<td>Passive Learning</td>
<td>Limited Participation</td>
<td>Complex Participation</td>
<td>Real-Time Participation</td>
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<td>150:1</td>
<td>200:1</td>
<td>300:1</td>
<td>500-1000:1</td>
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<td>$11K</td>
<td>$15K</td>
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<td>$37K-74K</td>
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*loosely based on [www.chapmanalliance.com/howlong](http://www.chapmanalliance.com/howlong); ATD studies; and my own 18 years’ eLearning experience*
Bloom’s revised* Taxonomy of Learning

Creating
Evaluating
Analyzing
Applying
Understanding
Remembering

*Revised Bloom’s Taxonomy:
http://projects.coe.uga.edu/epltt/index.php?title=Bloom%27s_Taxonomy#Revised_Bloom.27s_Taxonomy_28RBT.29
Poll: How many of you break up your learning objectives into instruction and performance?

A. Never

B. Sometimes

C. Always

D. What’s the difference again?
I don’t care what your workers need to know...
I care what your workers need to do.

*Inspired by Cathy Moore at http://blog.cathy-moore.com/*
Adults learn by **doing**

Adults want **relevancy**

Adults want **immediate value**

Adults tend to be **self-directed**

Adults prefer **problem solving**

**Bloom’s revised Taxonomy**

- Creating
- Evaluating
- Analyzing
- Applying
- Understanding
- Remembering
Instructional Interactions…

- Where traditional training resides
- Lecture
- We thought that if they “knew” what to do back at work they would do it
Performance Interactions...

- Make them solve problems
  - Make them think – ask them questions
  - Ask provocative questions – make it hard to decide
  - Get them feeling – put them in the story...make them think about it

- Get them doing – practice makes perfect

*I got some of these ideas from Cammy Bean’s “Making Interactivity Count” presentation.*
CCAF* – an instructional design model

- **Context** – Simulates the real-world environment and work, physically and culturally
- **Challenge** – Make the challenge a real-world, work-related task
- **Activity** – Require them to do something, practice something directly related to their work
- **Feedback** – Give contextual feedback, not just “correct/incorrect”

*developed by www.alleninteractions.com*
Levels of Interactivity

- Level 4 Interactivity
- Level 3 Interactivity
- Level 2 Interactivity
- Level 1 Interactivity

Bloom’s revised Taxonomy

- Creating
- Evaluating
- Analyzing
- Applying
- Understanding
- Remembering
Quiz Time!

What level of interactivity is an elearning module with audio, video, animations, and click-to-reveal text boxes?

A. Level 1
B. Level 2
C. Level 3
D. Level 4

But what about?
App Example Time!

Crime-Scene-Interview

Menu

What happened?

How was the robber dressed?

Did you recognize the robber?

What can you tell me about the robbers height and weight?

Tell me about yourself.

What kind of physic or build did the robber have?

What did the robber look like?

What did the robber’s face look like?
Questions?

Answers!

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