806
Using Mobile Devices for Continuous Learning

Hugh Seaton
Aquinas Training
Continuous learning is a widely accepted goal, but how do you make this work? How do you keep learners coming back, and how do you structure content over time to keep learners engaged?

Starting from the assertion that active eLearning is the key to effective continuous learning, this session will describe how a blend of mobile notifications, spaced learning, and periodic engagement builders can combine with gamification and other tactics to ensure employees remain engaged and learning continuously.

In this session, you will learn:

- About the importance of “interruption” in continuous learning
- Practical ideas for how to schedule mobile engagement
- About the importance of salience to ongoing learning
- About new approaches to context relevance that only mobile can provide
- About months-long engagement cycles and how to “goose” engagement

Audience:

- Intermediate designers, developers, project managers, and managers with eLearning experience.
WHY CONTINUOUS LEARNING?
Continuous Learning

• Youtube & Google - *Immediacy*

• Ebbinghaus – *We forget*

• Competition – *More with less*

• Innovation – *Rules keep changing*
So the Reality of Learning Today: 24 Minutes A Week

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:

- 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. For example:

- ~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
- 28%
- 62%
Implications

• Learning must feel relevant to me
• Learning must feel relevant to tasks
• Learning must feel relevant to my goals
• Most of all – learning must not feel irrelevant
Mobile for Continuous Learning

- Constantly contacting
- Creation of a new medium – like a web banner
- Interrupting thoughtfully
Mobile as Medium

Email

Notifications

Text
Assessing Each

Email:
- Easiest - usually existing infrastructure
- Full multimedia
- Crowded
- Easily lost
- Assumes long engagements

Notification:
- Most “native” to mobile
- Connects to anything
- Standalone message
- Ephemeral – once clicked they’re gone

Text:
- Most “immediate”
- Personal
- Need phone #
- Part of conversation vs. standalone
We Choose, now what?

• Need to breakthrough

• Create relevance
Two Stages of Relevance

Gateway
“should I pay more attention?”

Elaborative
“what do I do with this?”
Gateway Relevance

• “Superficial” Personalization
  – Address to their name
  – Address to their goals
Elaborative Relevance

• Content driven
• Short – argument for Microlearning
• 5 sub-topics cannot all be relevant at once!
Value of Interruption

• Busy people will not go to you
• Busy people will not “think to get trained”
• Interrupt their routine...respectfully
Respectful Interruption

- Opt-in
- Personalize time of day
- Be relevant

One way to personalize:

- Break day into “dayparts”
- Trainer chooses which daypart – morning, mid-day, evening, etc.
- Learner chooses exact time *within* that daypart
When do we send new things?

REACH PATTERNS
Idea from Marketing

Start with high level goals

– Are we learning something new?
– Are we building a habit?
– Are we supporting performance?
Reach Pattern: New Learning

Spaced Repetition

• We learn more over time than at once

• Pattern is:
  – 48 hours
  – 1 week
  – 1 month
  – longer

Reach Pattern: New Habit

• Think within a day:
  – Plan: Reinforce in the morning
  – Do: No contact, idea is salient
  – Reflect: Reflect in the evening

• Pattern repeated 2-3 days/week until established
Reach Pattern: Performance

• Cue to calendar:
  – Context awareness
  – 100 day set process
  – Give managers control (!)
Reach Problem: Long Schedules

• How do you plan for 90 days?

• Three levels of abstraction:
  – Overall
  – Weekly
  – Daily
Overall

• Goals
• Sequence of Goals
• High Level subjects
Weekly

- Weekly Goal
- Daily high-level content

<table>
<thead>
<tr>
<th></th>
<th>Mon</th>
<th>Tues</th>
<th>Weds</th>
<th>Thurs</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Daily

- Specific Content
Effort = Learning

Effortful recall is much more effective than passive review
Effort

• One question quizzes
• 5 question surveys
• Journaling
Engagement

- Narrative
- Emotion
- Relevance
Narrative

• Short Videos

• Social/group engagements
Emotion

• New possibility:

• Mobile VR is now cheap, easy
VR: An Aside

• Virtual Reality makes you the protagonist

• Much more engaging that to be about you, than about them.
Try This

URL in class only
ANALYTICS
SCORM

• No reason not to leverage SCORM
• But…

• Much of what we want to do in modern learning isn’t what SCORM is for
Continuous Content

- Reading an article
- Watching a video
- Experiencing VR
- Experiencing AR

All of these allow you to see *how* the learner does the task, not just if they did the task.
xAPI

• Tons of great content about xAPI
• Key for us is it empowers unstructured, continuous learning
• The point of continuous learning on mobile is you can do small “micro” learning tasks on the go.
Thank You

Questions:

hugh@aquinas.io