F05
Shifting from Microlearning to Micromoments

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Shifting from Microlearning to MicroMoments
buzzword  (Noun)

1. an important-sounding usually technical word or phrase often of little meaning used chiefly to impress laymen
2. a voguish word or phrase — called also buzz phrase
buzzword (Noun)

A term whose usage is spreading faster than its understanding.

This is a person, not a dictionary.
“microlearning”

The word you’ve entered isn’t in the dictionary. Click on a spelling suggestion below or try again using the search bar above.
What’s driving the interest in Microlearning?
Stereotype (noun)

1. something conforming to a fixed or general pattern; especially : a standardized mental picture that is held in common by members of a group and that represents an oversimplified opinion, prejudiced attitude, or uncritical judgment
The Grammar Test
“We’re going to use augmented reality-based microlearning to provide people with on-the-job support.”

“By using shorter microlearning assets we can provide millennials with the type of content they crave.”

“Our microlearning videos are 4 minutes are less, which is the preferred length for ever-decreasing attention spans.”
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The Citation Test
The Publisher Test
The Hidden Health Benefits of Red Meat

5 Ways Electric Cars Will Save the Earth

The Neuroscience behind VR Learning
The Hidden Health Benefits of Red Meat  Commissioned by The McDonalds Company

5 Ways Electric Cars Will Save the Earth  Published by Tesla Motor Company

The Neuroscience behind VR Learning  Published by Oculus Rift
The Hidden Health Benefits of Red Meat 
*Published by The American Heart Association*

5 Ways Electric Cars Will Save the Earth 
*Published by the EPA*

The Neuroscience behind VR Learning 
*Published in an Academic Journal*
The Trust Factor
Who Shared the Information?
“microlearning”

The word you’ve entered isn’t in the dictionary. Click on a spelling suggestion below or try again using the search bar above.
micro (adjective)

1. very small; especially: microscopic
2. involving minute quantities or variations
learning (noun)

1. the act or experience of one that learns
2. knowledge or skill acquired by instruction or study
3. modification of a behavioral tendency by experience
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Micro-Moments

The information on the following slides is from the work of think with Google and can be found at http://bit.ly/LSMicroMoments. It’s use here is to be discussed within the context of our industry’s evolving microlearning conversations.
**micro-moment** *(noun)*

1. an intent-rich moment when a person turns to a device to act on a need – to know, go, do, or buy
In these moments, consumers want what they want, when they want it—and they're drawn to brands that deliver on their needs.
Want to develop a strategy to shape your consumer’s decisions? Start by understanding the micro-moments in their journey.

Put into a L&D context could read...

Want to develop a strategy to support your employees’ performance? Start by understanding the micro-moments in their work.
Learn more about Micro-Moments

bit.ly/LSMicroMoments