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How to turn your smartphone into an educational tool for eLearning

With all family members engaged in work or distance education, home computers could not be enough for everyone. With your smartphone, you can overcome this problem and continue to use it even when you return to the office and classroom.

According to the Global Mobile Learning Industry report of 2018, **mobile learning** - learning via smartphone or tablet - would grow from $10 billion in 2018 to $70 billion in 2020. Recent healthcare developments tell us that this exponential increase may already have occurred. If before the pandemic mobile phones were a convenience, or a habit, they are now a necessity. When all the computers at home are busy, family members who have to attend training courses or distance school classes must be able to rely on their smartphones. However, some people are still reluctant to use their smartphone for educational purposes, for reasons of security and content effectiveness. This is the starting point for a strategy for mobile learning. Let's see how.

Making online courses secure with smartphones

First, we need to overcome the resistance to the use of the smartphone as an **eLearning** tool, addressing the data security concerns that families and businesses have in common. With an **LMS** designed to be used via mobile devices, you avoid using free third-party apps, such as conference software, which could put your personal and business data at risk. A proprietary LMS or a certified solution guarantees high standards of security and compliance with the **GDPR** on privacy.

Focus on micro-contents for mobile learning

The second step is to create content suitable for mobile devices. Long texts, complex and non-responsive graphics are absolutely to be avoided. Several studies have shown that the preferences of **smartphone** users always go in the direction of short and easily accessible content. In a business context, then, short content can be used when needed and thus improve work performance. For smartphones the most suitable content is therefore short and engaging, such as **micro-contents** in the form of videos. Other ideal solutions are infographics, quizzes, games and short texts.

What strategy for mobile learning?

Finally, in order to be able to continue using smartphones or tablets for business or school training, you should have a clear training strategy. The learning objectives should aim at solving a specific problem. In addition, in order to make the content usable when needed, it is good to organize the material in a well updated content library. In this way, the course beneficiary can do a simple keyword search to find the course they need. Another winning strategy for mobile learning is to reproduce the training content in different formats, such as video, audio or quizzes to refresh some notions.

The smartphone can be a valuable online training tool when combined with a responsive LMS that protects user and company data. The content should be short and engaging, focusing mainly on video and interactions. For a lasting strategy, the knowledge pills transmitted through micro-contents must have specific objectives, be re-proposed in different formats over time and be organized in a content library accessible when needed.

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