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Microlearning content that captures attention and improves retention

Microlearning allows you to transform continuous education into an integrated and accessible process. Find out how to create effective training pills by applying the marketing funnel theory.

Microlearning has established itself as a powerful and adaptable training methodology, capable of effectively responding to the dynamic needs of modern learning. Through the in-depth analysis of implementation strategies, challenges and related solutions, the intrinsic value of this approach clearly emerges: the ability to **transform continuing education into an integrated and accessible process**.

Instead of navigating through extensive training modules, students can absorb specific, targeted information in short periods of time.

Fundamentals of microlearning

Learning in small doses can be incredibly effective. This is the secret, effective yet simple, of microlearning. This approach breaks away from traditional learning, often characterized by long sessions and dense content, to instead embrace short learning modules that aim to teach specific concepts in a clear and concise way. The strength of microlearning lies in its ability to **break down complex information into smaller**, more easily digestible units, making it ideal for rapid assimilation and long-term retention. These modules, which rarely exceed five minutes in length, are designed to be direct and to the point, focusing the learner's attention on a single learning objective at a time.

Furthermore, microlearning adapts to modern media consumption habits. It is widely believed that the average user's attention span has shrunk. Technology and hyper-connection are indicated as responsible for this inconstancy: **concentration time has been significantly reduced**, especially among adolescents and pre-adolescents. Whatever the causes and the real extent of this phenomenon, adapting the contents to reduced time and attention can allow us to maintain the interest and commitment of a greater number of students.

Through the use of videos, infographics, interactive quizzes and other forms of multimedia, the content provided in microlearning makes learning not only more accessible but also more engaging. This training method effectively responds to the growing demand for flexible **learning solutions**, which can easily be inserted into short work breaks or free moments during the day. Beyond mere convenience, microlearning relies heavily on validated pedagogical principles, using repetition and reinforcement to cement knowledge and foster practical application of learned skills, transforming learning into an ongoing, flow-integrated experience. of daily work.

Design techniques and strategies

Designing microlearning content requires careful attention to synthesis and impact. In this area, the adoption of targeted techniques and strategies proves essential to transform complex information into short but meaningful learning modules.

The first phase in the design process involves precisely identifying learning objectives. Each microlearning module must **aim for a single objective**, ensuring that the user can fully focus on a specific skill or concept without distractions. Clarity of objectives facilitates not only the creation of content, but also the evaluation of the effectiveness of learning.

To ensure the effectiveness of the contents, **choosing the most suitable format** is essential. Short videos, interactive infographics, quizzes and simulations are just some of the options available, each capable of stimulating interest and engagement in different ways. The integration of multimedia and interactive elements helps to create a dynamic and engaging learning experience, promoting long-term retention of the concepts learned.

Equally important is the **personalization of the training path**. Through data analysis and continuous feedback, it is possible to adapt microlearning modules to the specific needs of each student, increasing the effectiveness of learning. Finally, the integration of storytelling techniques and the use of practical examples make the contents not only more accessible, but also closer to the working reality of the trainees, thus facilitating the transfer of the skills acquired into the professional context.

The active role of students

Synthesizing the contents into pills is an important point to maximize the effectiveness of the content. In this case, it becomes crucial to decide what not to include in the lessons. Contextual information, useful considerations from teachers and related content may not be included within the course but may be made available among the sources and attached material.

If the objective of a course is to provide basic knowledge, this choice is not a major limitation. If the course is more advanced, the solution may be to increase the number of microlearning lessons.

The point is not only how to maintain attention, but how to stimulate the curiosity in students that could push them to put in more effort than the minimum required. LXP format courses, where students can choose to customize their learning path, can be a good fit for this purpose.

Whatever the duration and composition of a microlearning course, it is a good idea to include **open questions** - which go beyond the content of the tests on which the student is assessed - which instill curiosity among users and which suggest that what is illustrated is just a synthesis of a broader and more complex content architecture. Ideally, these questions should act as **implicit Calls To Action**. Interest and curiosity should lead the student to follow the learning path, exactly as the customer does along a **marketing funnel**:

- Awareness
- Interest
- Consideration
- Action
- Loyalty

In the **Awareness** stage, the student comes across a microlearning module that catches her attention. This can be through social channels, newsletters, educational blogs, or recommendations. At this stage, the requirement is to create high-quality, short and intriguing content that introduces a key concept or skill, sparking the student's initial interest.

In the **Interest** phase the student shows curiosity about topics related to the modules she has followed or wishes to deepen the skills she has just discovered. The engagement strategy aims to offer previews of more advanced content or case studies that demonstrate the practical application of the skills learned, keeping the student's attention high.

In the third phase, that of **Consideration**, the student evaluates the idea of investing more time and resources to delve further. At this stage, it is crucial to provide detailed information on available advanced courses. Course providers should present success stories from other students, demo advanced courses, and offer Q&A sessions or webinars to address questions or concerns.

Convinced of the added value and effectiveness of the proposed training course, the student enrolls in further courses to expand his skills (**Action**). It is important, at this stage, to simplify the registration process, offer discounts or exclusive access to additional resources for students who decide to continue their education.

After completing the advanced courses, the student has not only acquired new skills, but also becomes a promoter of the training path, sharing his or her positive experience with other potential students (**Loyalty**). Encouraging the sharing of feedback and reviews, creating a learning community for discussion and ongoing support, and offering incentives for sharing the learning path with friends and colleagues are all actions that allow you to maximize the benefit of microlearning courses.

The role of artificial intelligence in content creation

Artificial Intelligence (AI) is also revolutionizing the field of eLearning. In the context of microlearning, AI offers innovative solutions for creating personalized and impactful educational content. Through the use of advanced algorithms, AI is able to analyze and interpret individual learning needs, allowing the design of training modules that dynamically adapt to the knowledge level and preferences of each apprentice. This ability to personalize not only increases the effectiveness of learning, but also significantly improves user engagement, offering highly relevant and engaging learning experiences.

AI also contributes to the creation of concise and effective content, facilitating the distillation of complex concepts into short, focused learning units. Through the analysis of large amounts of data, AI identifies patterns and trends in learning, allowing educators to optimize content to maximize information retention and stimulate critical reflection. Furthermore, the **integration of AI in educational design** supports the development of adaptive learning environments, where training paths are continuously updated based on the user's progress and interactions, thus ensuring learning that is always cutting-edge and in line with the latest developments in the field of study. The use of Artificial Intelligence in the creation of microlearning content therefore represents a fundamental step towards the creation of personalized and deeply effective educational experiences.