ELEARNINGNEWS ARTICLE

Year 4 - number 137 Wednesday 2 december 2020

Millennial-proof eLearning

What are the features that cannot be missing in an online course dedicated to millennials?

The **target audience** is the starting point for designing an online course. Speaking of eLearning target groups, we absolutely cannot forget that part of the population that first entered the world of the Internet: the **millennials**. This is the generation (born between the 80s and 90s) who lived their childhood with computers and online, moving naturally between different technological devices.

Millennials are undoubtedly one of the broadest **targets of online courses**. Besides knowing the virtual world perfectly, they often work in smart working and are constantly updated. Compared to the previous generation, this generation that experienced the arrival of the new millennium in childhood no longer has the same prospects for permanent employment as their parents. By necessity or interest, they are more inclined to change jobs, freelance and reinvent themselves, which leads them to be in a constant learning process.

One cannot, therefore, design an online course while ignoring one of the largest slices of potential students. If you do not want to miss the opportunity to attract this generation to your courses, remember to pay attention to these elements:

1. Give priority to mobile learning

As we said, millennials were the first to use computers with ease. This also applies to smartphones. For this reason, it is essential that online courses are also available on the phone. Enhancing **mobile learning** means adapting to the needs of a technological generation that needs fast and focused learning.

2. Learning in small doses

In general, in the virtual world attention tends to drop rapidly. Millennials are well aware of this and, in general, they tend to get bored more easily than previous generations because of the constant stimuli they are used to receiving from an early age. For this reason, it is necessary to divide the course into small "doses". You can discover other strategies to keep the attention of the participants high in this article.

3. The video as the main 'dish

From television to TV series, millennials are big consumers of images. For this reason, video is undoubtedly one of the elements that cannot be missing in an online course dedicated to this generation. In this way it is possible to stimulate their attention, as long as the content is quality and **not too long**.

4. The indispensable gamification

Those born between the 80s and 90s have certainly spent part of their childhood or adolescence in the company of video games. For this reason, gamification is undoubtedly a well-known and, at the same time, full of constant stimuli for millennials. Fun and learning are assured.

5. Simulations to improve learning

Video games, but also comics and books, have accustomed millennials to making quick choices. For this reason, in an online course, an **eLearning based on scenarios** cannot be missing: through realistic situations linked to the theme of the course, students will have to choose which path to take, discover the consequences of their actions and, consequently, learn the lesson.

Translated with www.DeepL.com/Translator