ELEARNINGNEWS ARTICLE

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Short attention? Here's how to use it for the benefit of eLearning

8 tips to make the most of the short attention in eLearning.

Learning requires attention. Because of the frenetic pace of work, technology and the huge amount of information (and distractions) that affects us every day, **attention is increasingly lacking**. Or rather, it is available in limited time (on average 5 minutes). We can take advantage of small attentive intervals that eLearning professionals can use by the creation of easily digestible "learning pills".

Here are 8 tips to make the most of the short attention in eLearning.

1. PROVIDE A BITE-SIZED ONLINE TRAINING LIBRARY

Microlearning (short eLearning courses that help to prevent cognitive overload and strengthen the learning of the main concepts) is the ideal solution to short attention. You could offer your students an online library with various titles of courses in microlearning (divided by sectors, topics, roles ...) that allows them to focus on personal gaps.

2. INCORPORATE FREQUENT REFLECTION BREAKS

This way, you allow students to mentally recharge before moving on to the next lesson and, at the same time, you allow them to reflect on their past performance and identify personal gaps to be filled. You can launch this moment of reflection with an engaging question (that pushes the students not to go off the road during their self-evaluation reflection) or with an interactive activity among the students.

3. INCLUDE MANAGEABLE MILESTONES THAT FEATURE GAMIFICATION REWARDS

If the course has long-term objectives, gamification helps to assimilate and store information over time. Subdivide the course into sections that set manageable goals and reward their achievement with prizes and awards, in a playful perspective. Each goal achieved will be rewarded with a virtual "trophy": this will bring the students step by step to the final objective and increase their motivation.

4. START A SOCIAL MEDIA DISCUSSION GROUP

Social media can be a distraction or a valuable tool to facilitate group collaboration. Opening a linkedin / facebook group where students have the opportunity to share opinions and insights with other students takes just a few minutes. In the same way, your students will only need a few minutes to leave comments, create posts or share useful insights to all group members.

5. BOOST MOTIVATION WITH A PERSONALIZED PROGRESS TRACKER

Rather than a traditional progress bar, you can opt for a more interactive tracker that engages and entertains students more deeply. An example? A clickable course map or a layout that recalls table games. However, even more traditional progress trackers are useful for increasing motivation to complete the course, as they are able to monitor their progress.

6. OFFER TARGETED ONLINE TRAINING SIMULATIONS

If you need to convey knowledge about complex processes consisting of multiple steps, you can offer your students targeted simulations that attract their attention. The purpose is to involve your students: let them live the task to be done, rather than simply illustrating it.

7. SUM IT UP WITH AN ENGAGING ELEARNING INFOGRAPHIC

Infographic tools (images, graphics) are more visual than text: they provide a summary of information. If your students have "attention difficulties" they could do it for you. Infographics improve the understanding of a topic. In any case, be careful to divide the topics into sections and present one theme at a time so that students can focus on the information in a profitable way.

8. USE VIDEO DEMOS TO MAKE IT MEMORABLE

Animated videos offer a visual example that will be followed even by the most distracted students. Use video tutorials to expose concrete cases on compliance issues or challenging situations (for example: How to handle an emergency? How to wear equipment?). Make sure each video is short and concise. You could design Interactive activities just after the video, to reinforce the knowledge and evaluate the level of understanding of the learners.

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