Personalizing the E-Learning Experience
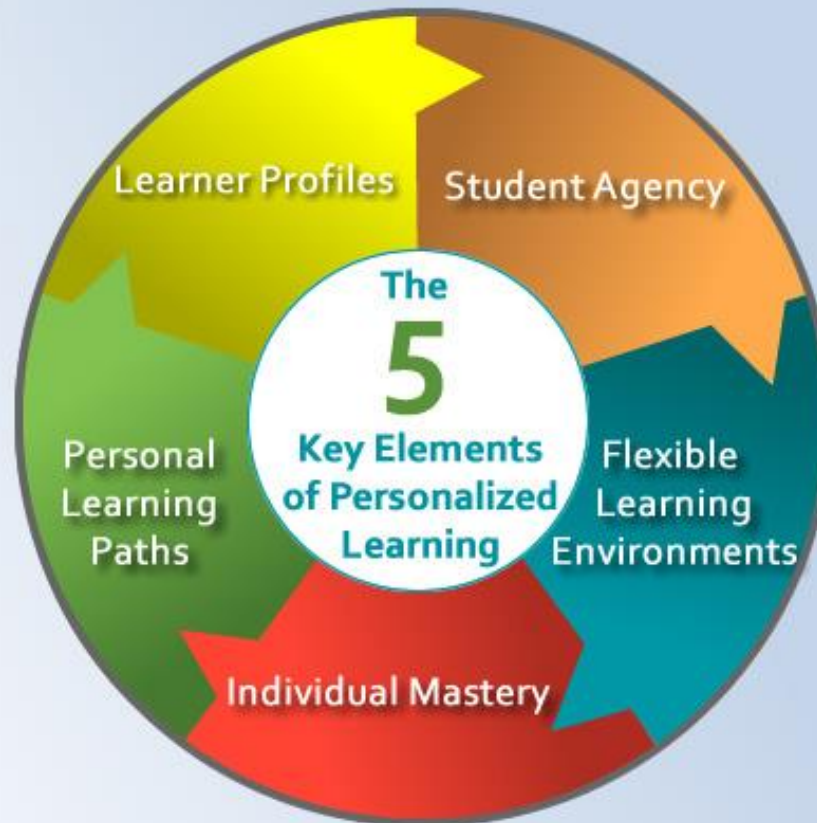
How Video-Based Training Motivates Employees

2015-06-04

What makes e-learning personalized?

Personalized Learning in Education

SCHOOL IMPROVEMENT NETWORK

The Personalization Principle

Illustration by John Hersey

Clark and Mayer, 2011.

Individualized, Differentiated, or Personalized?

When learning is...	Content is	The pace is	Instructional methodologies are	Goals are
Individualized	the same for all	**specific to the learner**	the same for all	the same for all
Differentiated	the same for all	the same for all	**specific to the learner**	the same for all
Personalized	**specific to the learner**	**specific to the learner**	**specific to the learner**	**specific to the learner**

https://www.edsurge.com/personalized-learning

Motivation

Personalization

Contextualization

Choice

Why video? Video is better.

- Follows the Personalization Principle (Clark & Mayer, 2011)
- Allows pacing
- Addresses multiple learning modalities
- Supports a wide range of instructional methodologies

And it's effective!

- Better skill application
- Better quality of work product (craftsmanship)
- Similar outcome to simulation-based learning

What are the characteristics of effective video instruction?

Average viewing time = 4 minutes

Anytime, Anywhere is a Growing Reality
Mobile access is essential for personalization

The Human Touch: Instructor Presence

Be More Funny

3. Find x.

Here it is

x

3 cm

4 cm
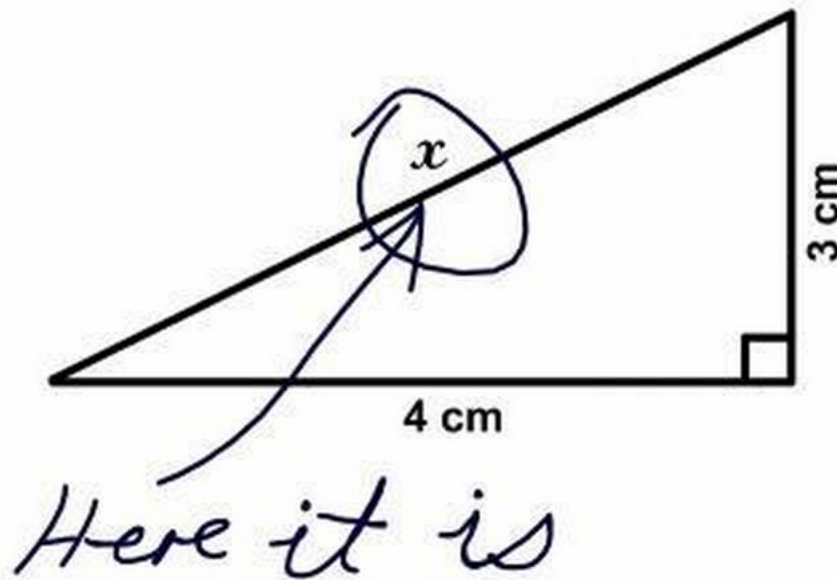
Ocular Trauma – by Wade Clarke ©2005

Blended E-Learning (Truly Multimedia)

Production matters (but not as much as design).
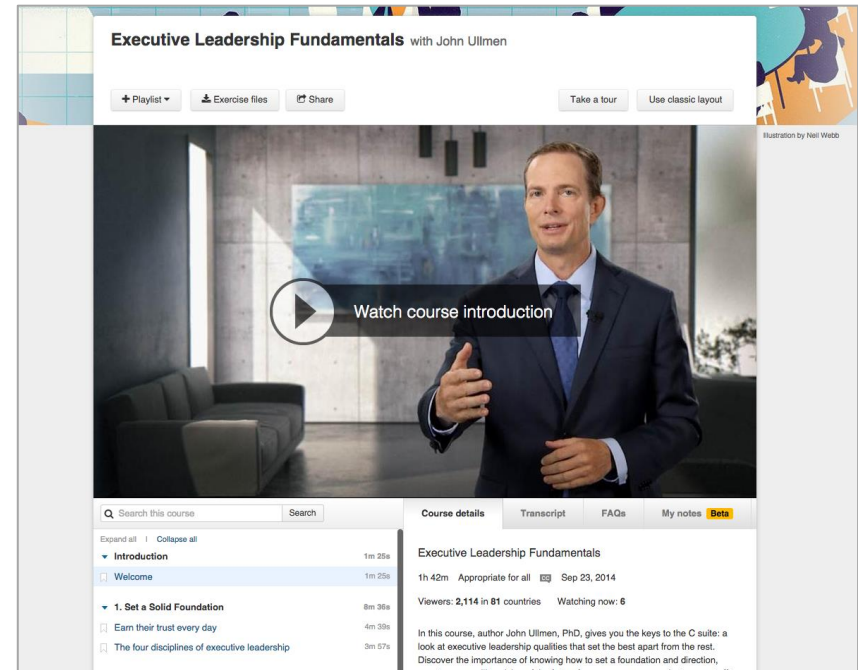
Video is just one element in creating personalized learning…

Note Taking

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Watching: **What do you already know?**
From: Foundations of Branding for Designers with Sean Adams

✚ Playlist ▾   ⬆ Share   Take a tour   Use classic layout

Illustration by John Hersey

What do you already know?   progress: complete

You got 7 out of 12 correct.

Your score has been submitted to your administrator. You will have the opportunity to answer these questions again at the end of this course and try them as many times as you like.

Back   **Next**

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Debriefing

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Social Learning

The Future of Learning Personalization
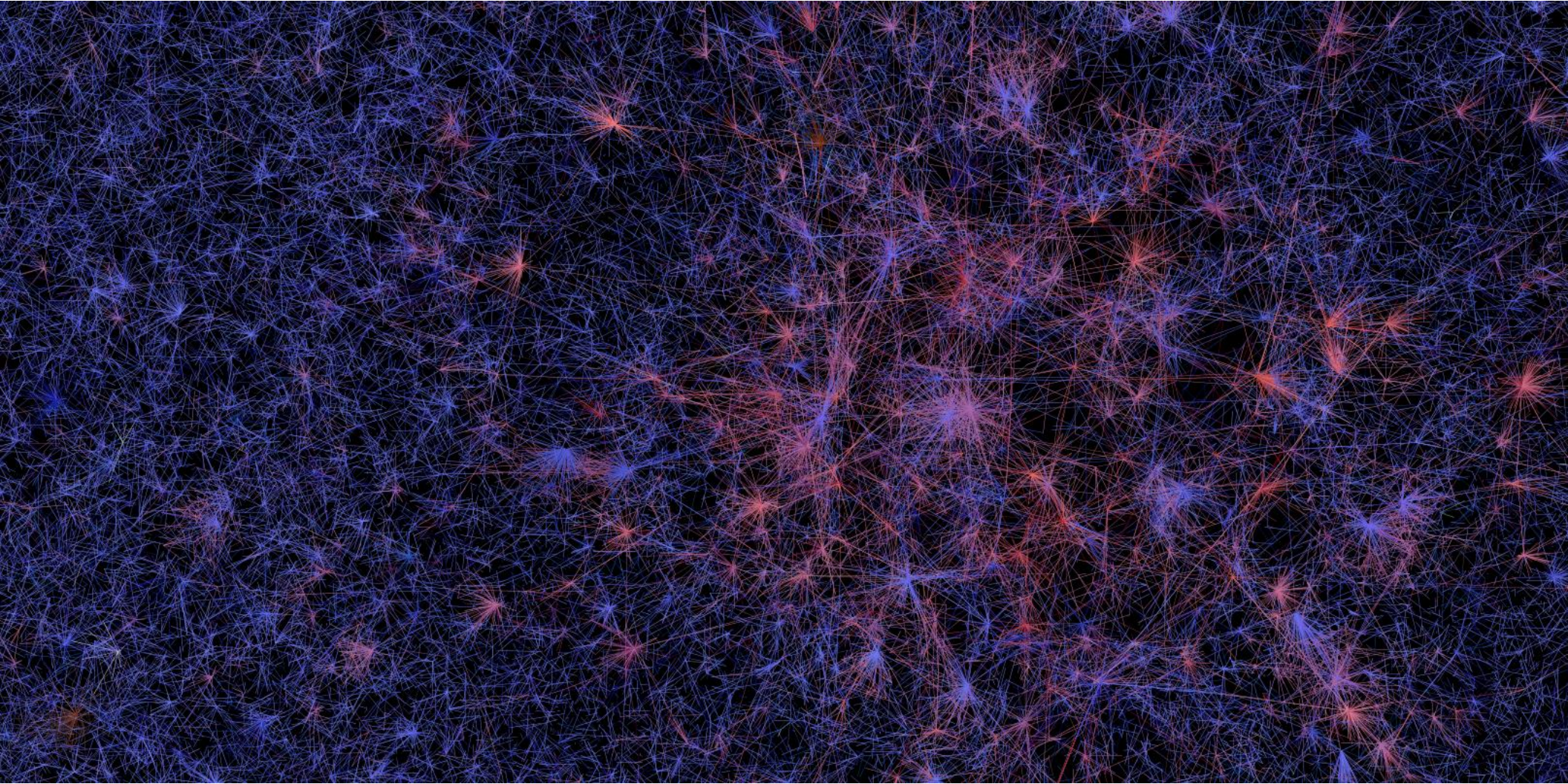
What if?

Thank you.

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koreen@lynda.com

www.learningintandem.com

www.lynda.com

My book is available at the
ATD Store
or
td.org/immerse!

Questions?

… Designed for Optimal Learning

- Videos
- Closed caption
- Transcripts

Audio

Visual

**lynda.com®
Course Design**

Kinesthetic

- Exercise files
- Code practice environment
- Note taking

- Speed /playback controls
- Anytime, anywhere access

Self-paced learning

Micro-learning
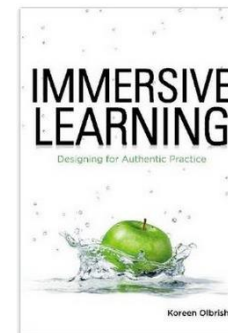
- "Bite-sized" 1-4 minute videos

Just-in-time Learning

- Searchable content for seeking immediate answers
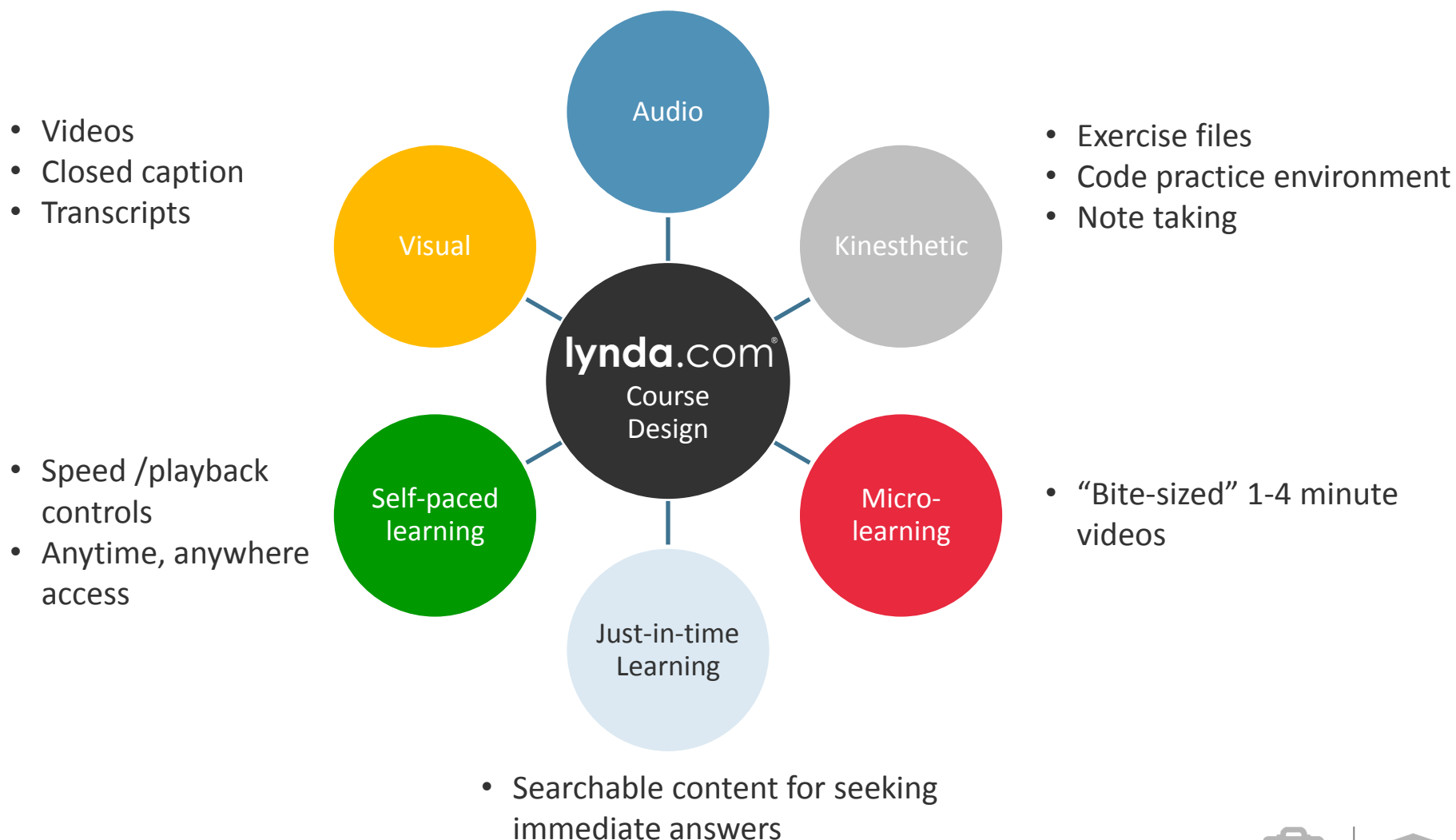
References

Learning Features for Engagement

Item-level playlists

Assessments

Practice Environment

Validate Adoption, Learning, and ROI
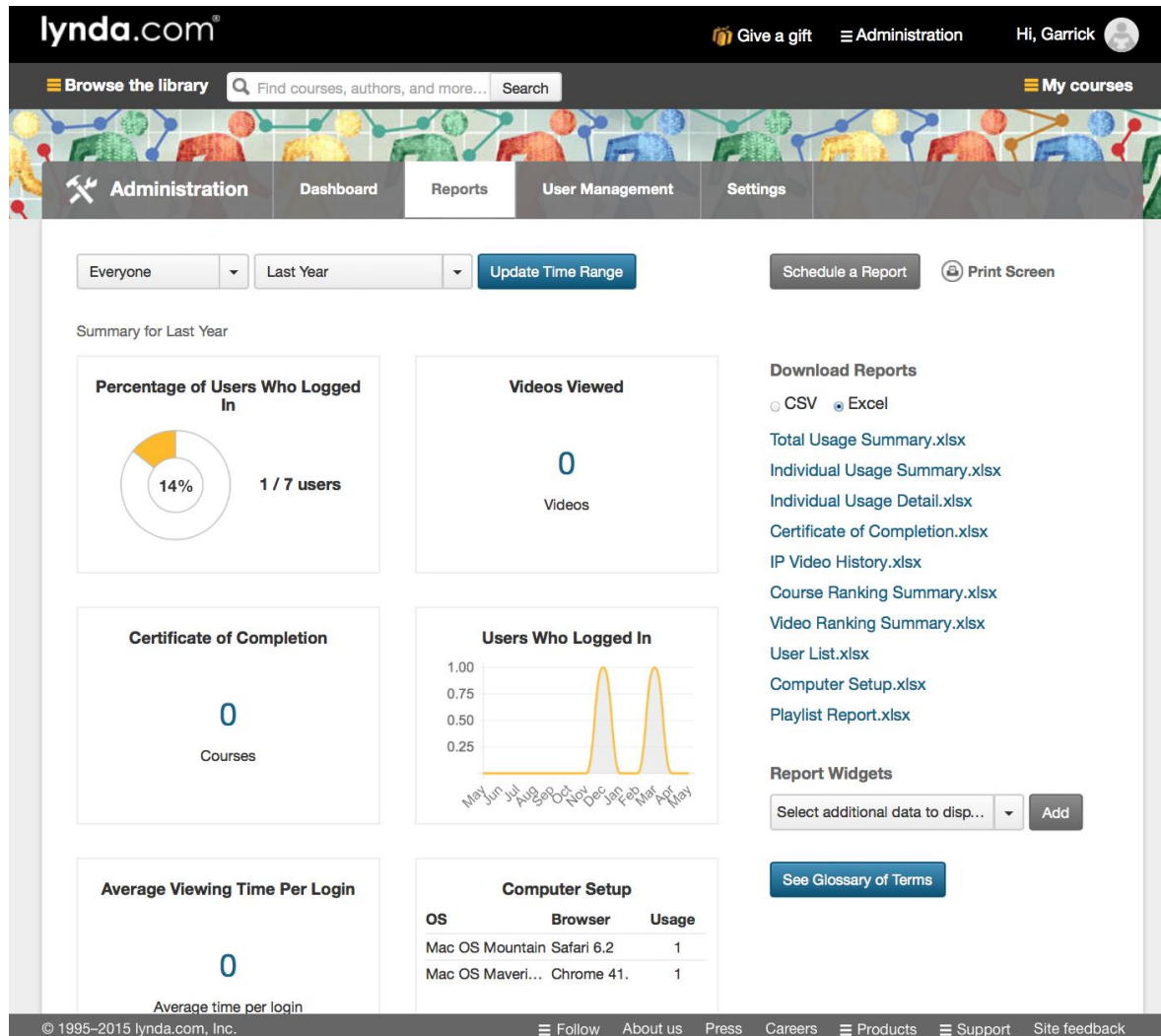
Gauge adoption with login metrics

Gain learner behavior insights with social sharing, playlist completion and certificate of completion data

Measure ROI with assessment scores and usage metrics