Evaluating Microlearning Assets and Programs

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TORRANCE LEARNING

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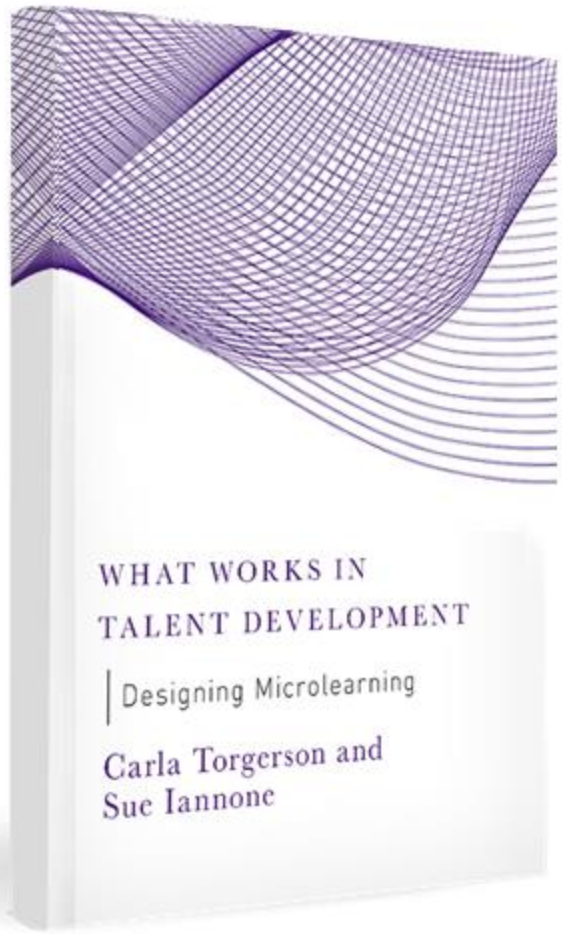
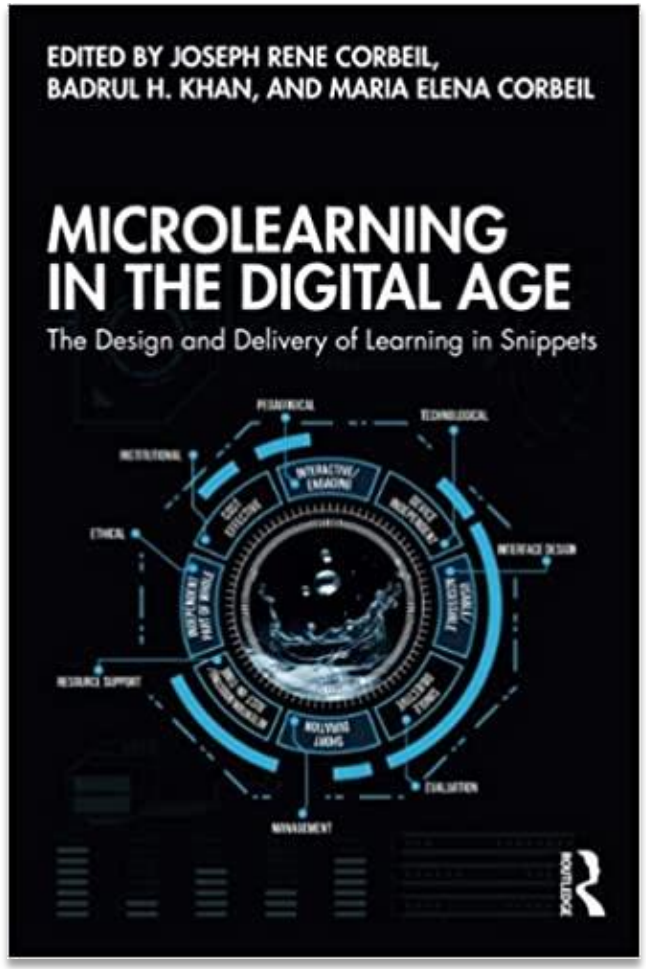
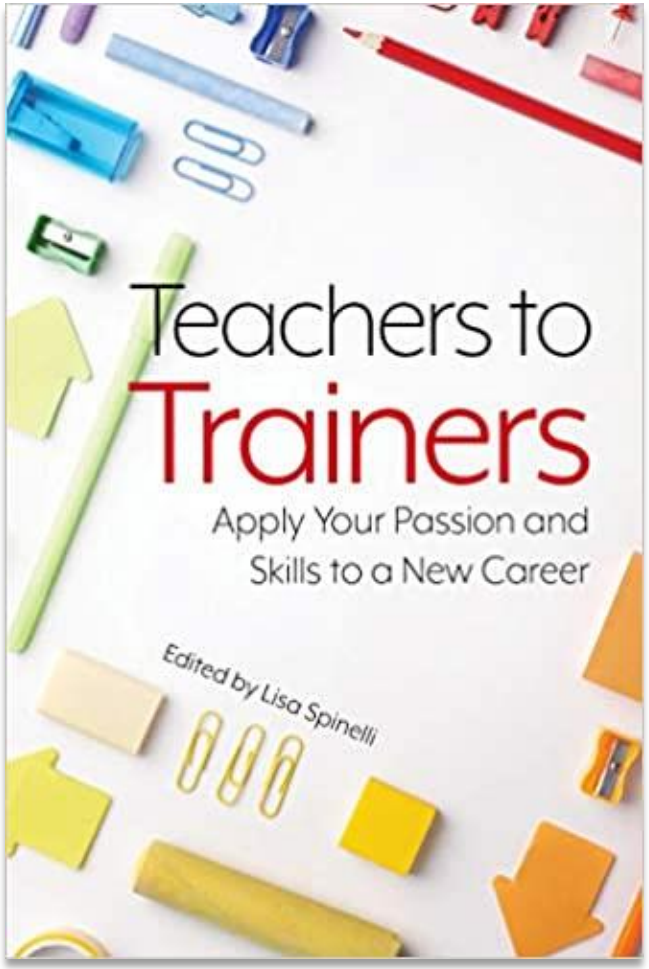
The Microlearning Guide To
Microlearning
Carla Torgerson, MEd, MBA


WHAT WORKS IN
TALENT DEVELOPMENT
Designing Microlearning
Carla Torgerson and
Sue Iannone


EDITED BY JOSEPH RENE CORBEIL,
BADRUL H. KHAN, AND MARIA ELENA CORBEIL
MICROLEARNING
IN THE DIGITAL AGE
The Design and Delivery of Learning in Snippets


Teachers to
Trainers
Apply Your Passion and
Skills to a New Career
Edited by Lisa Spinelli

Let's Get To Know You

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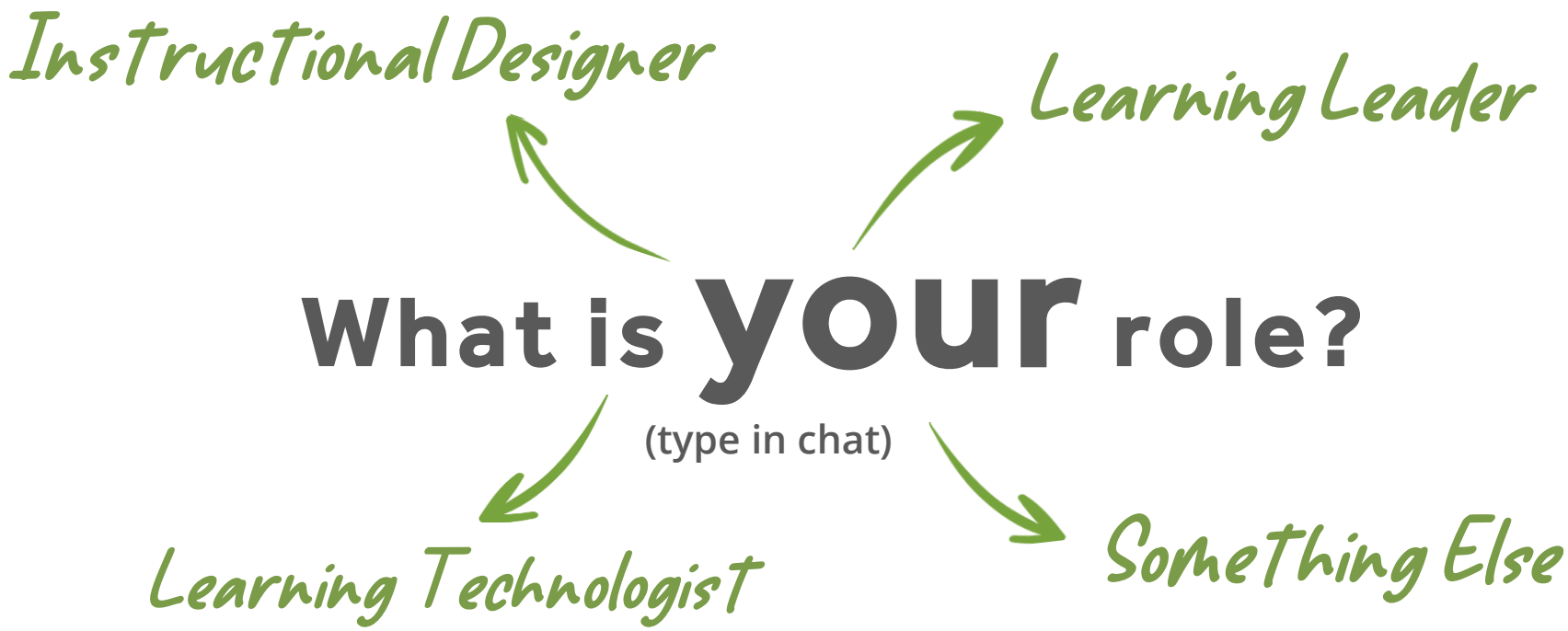
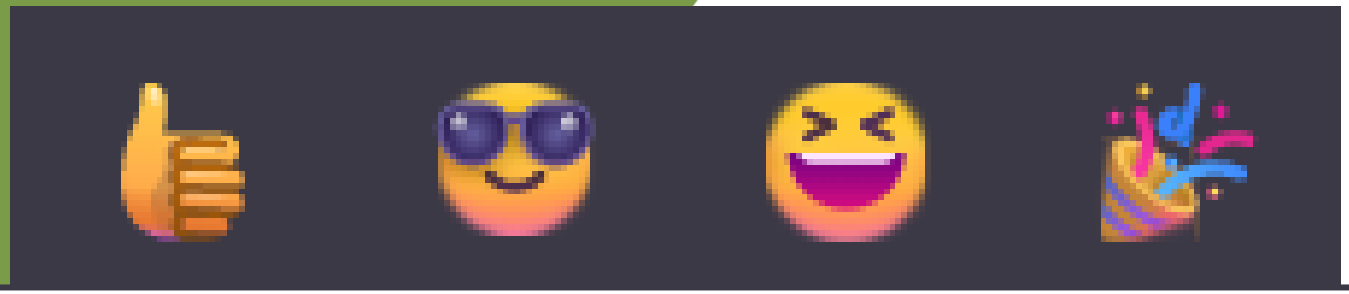

Instructional Designer
Learning Leader
What is your role?
(type in chat)
Learning Technologist
Something Else

What is your experience with microlearning?



none	a little	quite a bit	a lot

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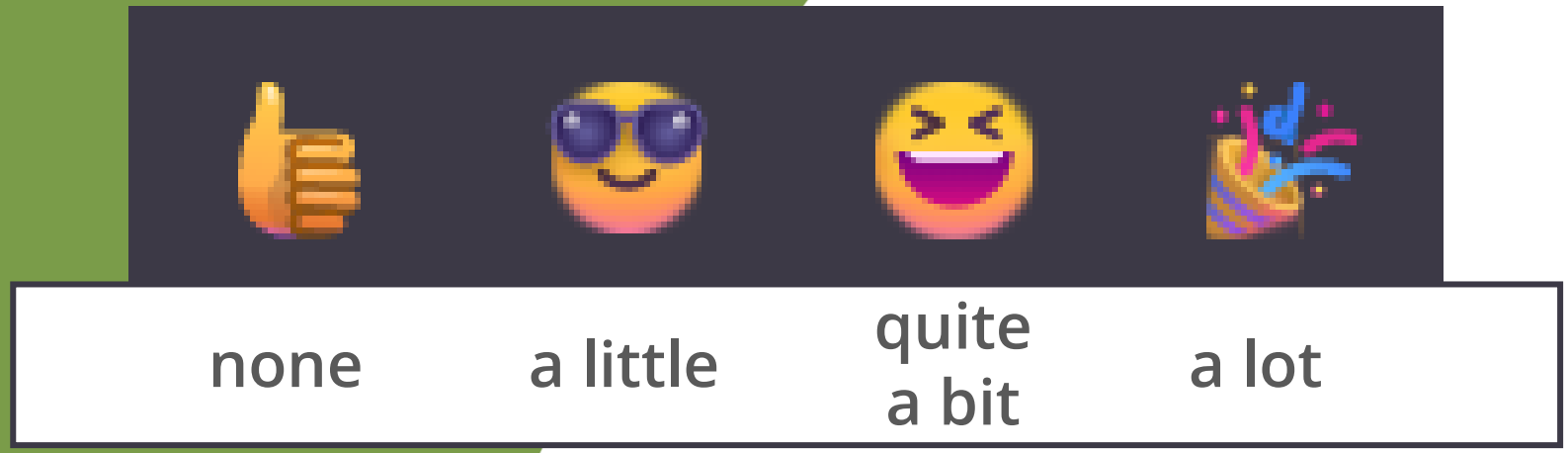
What is your experience assessing microlearning?



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What is microlearning?

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Microlearning is content that is purposely shortened to enable the learner to fit learning within their work and personal lives.

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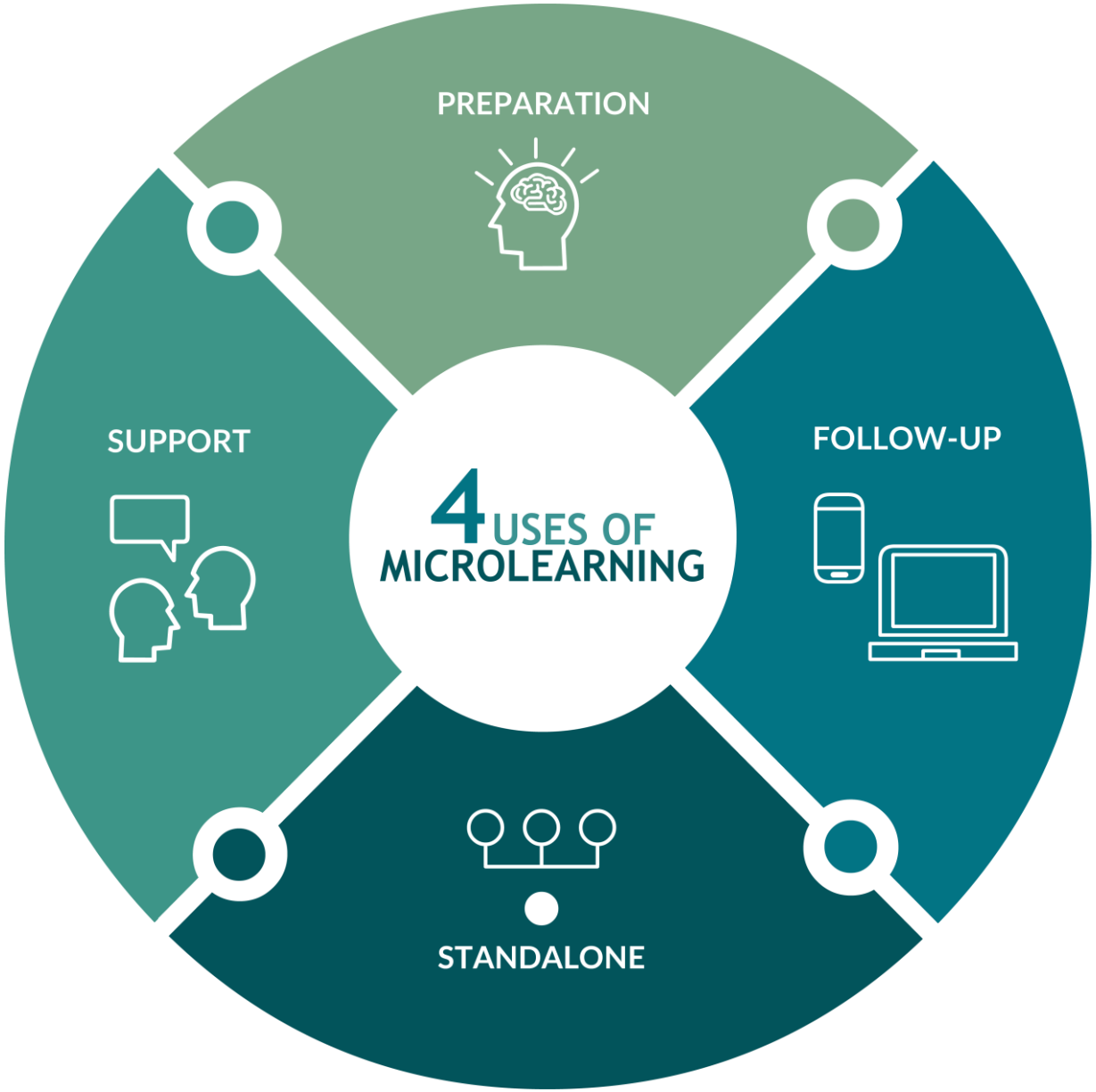
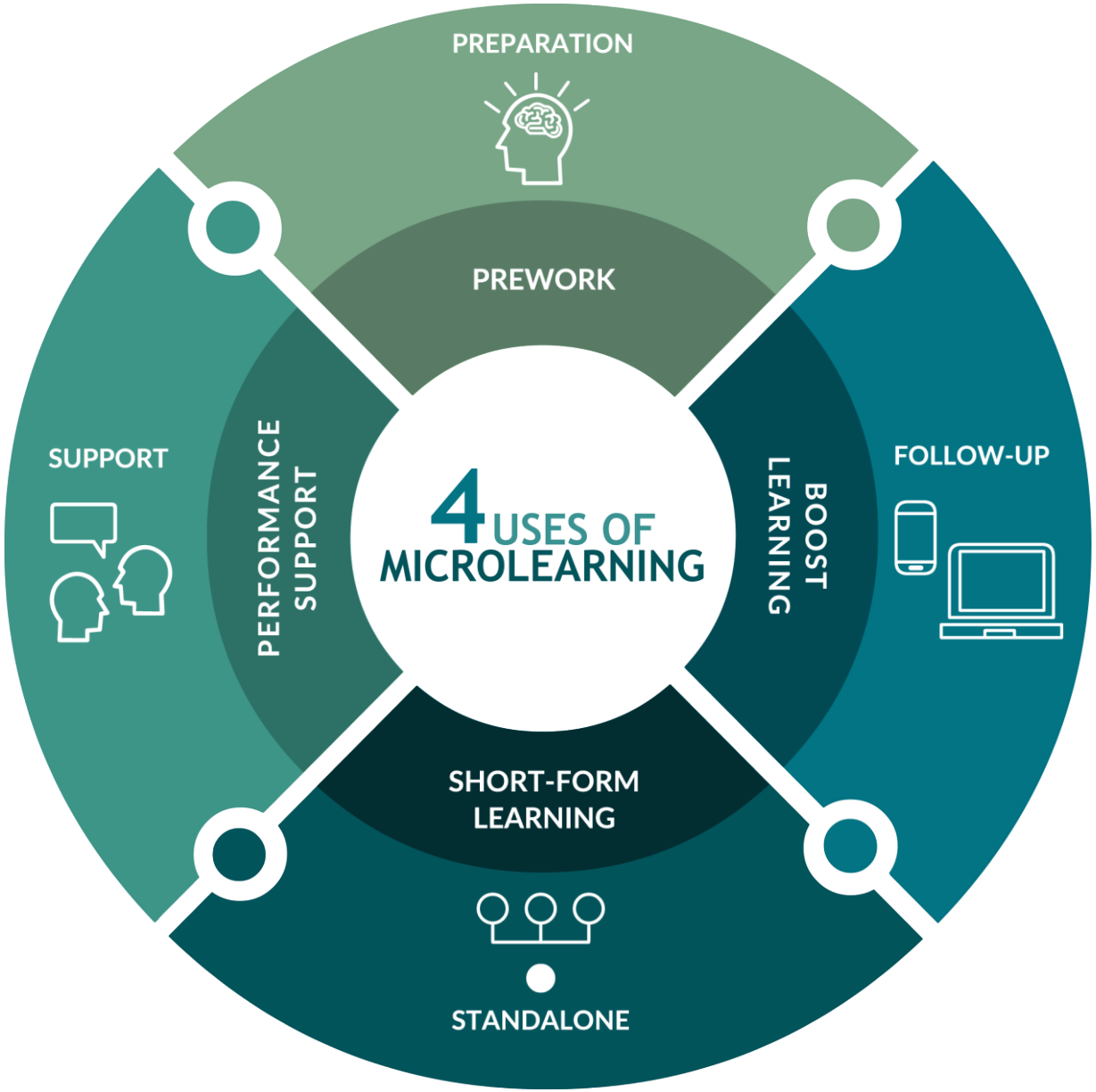
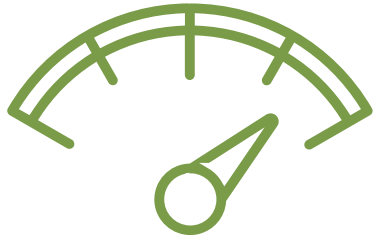

PREPARATION
SUPPORT
FOLLOW-UP
4 USES OF MICROLEARNING
STANDALONE


PREPARATION
PREWORK
SUPPORT
PERFORMANCE SUPPORT
4 USES OF MICROLEARNING
BOOST LEARNING
FOLLOW-UP
SHORT-FORM LEARNING
STANDALONE

Ways to Measure Microlearning

Completion
or Scores

Usage Patterns



Impact to Performance
or the Business

Ways to Measure Microlearning

Completion or Scores

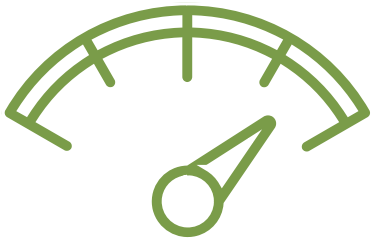
- Number (or percent) of people who completed a resource
- Number of badges earned
- Test scores – on an individual resource or the overall program

Ways to Measure Microlearning

Usage Patterns

- Usage rates over time
- Number of repeated views per user
- Time spent in a resource
- Parts of videos or elearning modules accessed again

Ways to Measure Microlearning



Impact to Performance or the Business

Performance

- Increased speed of task execution
- Reduced errors

Business

- Reduction in customer complaints
- Increase in sales conversion or product adoption
- Increase in sales or market share

How you use microlearning influences how you evaluate it.

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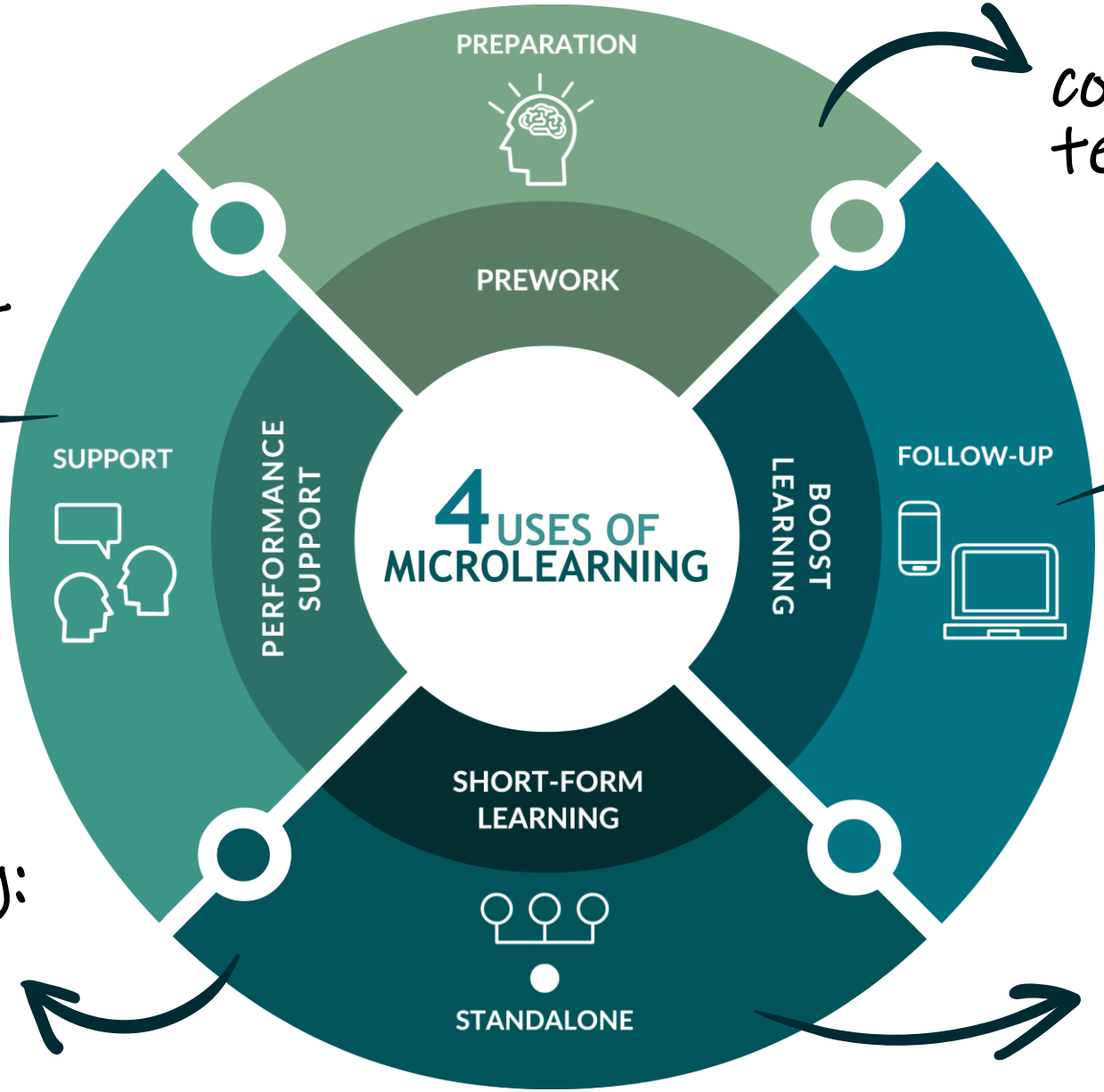

completion and test scores

usage and impact

usage

formal learning: completion and impact

informal learning: completion and usage patterns

You can evaluate the overall program too.

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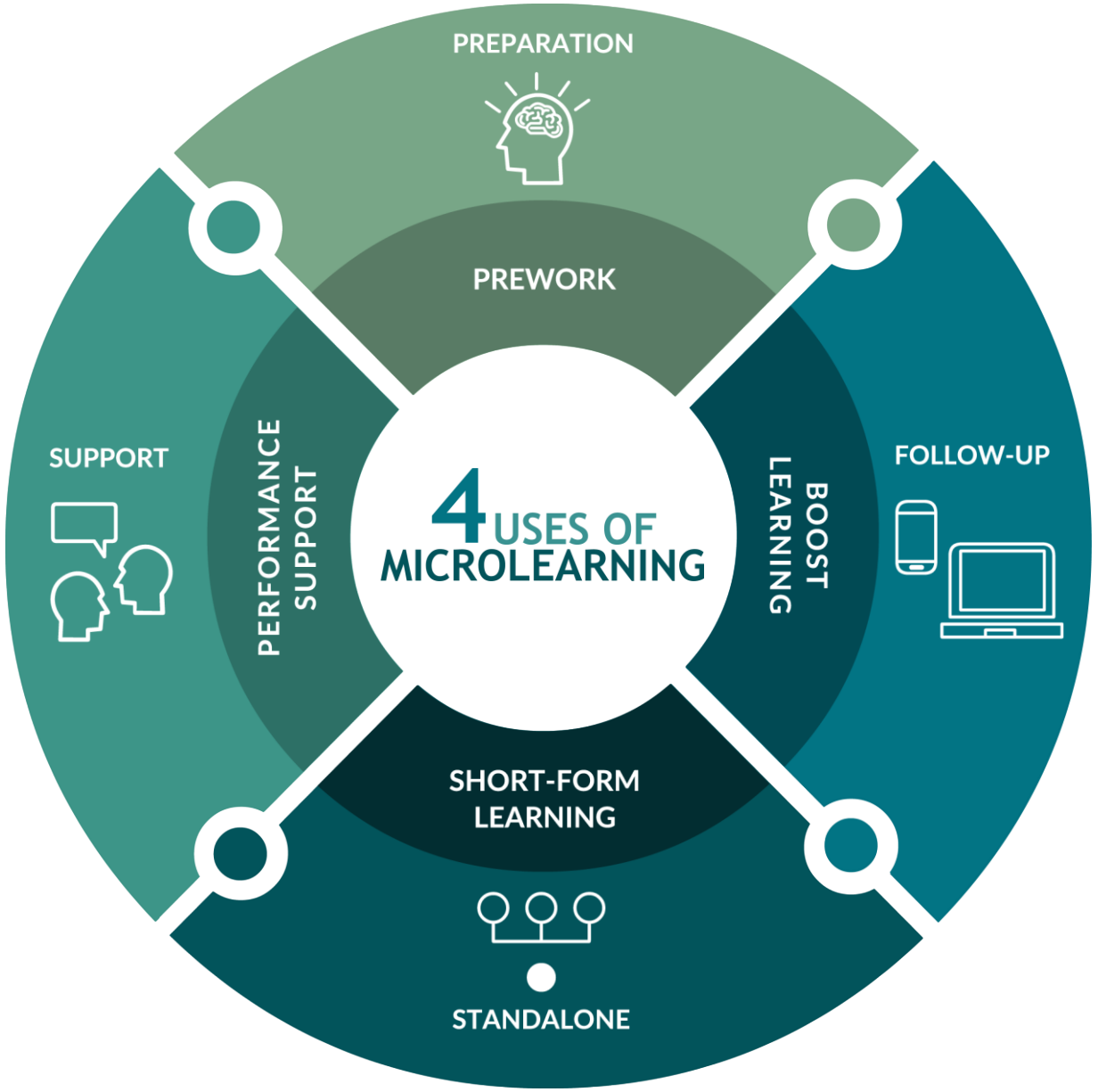

Overall program evaluation:

- Completion and test scores
- Usage patterns
- Impact to performance and the business

Key Questions to Ask

What is the objective of this microlearning resource?

How important is it to measure the effectiveness of this specific resource?

What am I trying to achieve with this microlearning program?

What kind of metrics will stakeholders be interested in?

Does the organization have the capability to capture those metrics?
What tools or platforms are in place? Should I use xAPI?

Microlearning Resource	Learners	Learning Event *(if micro is used to support)*	Learning Objective	Success Defined	Metrics to Inform Success

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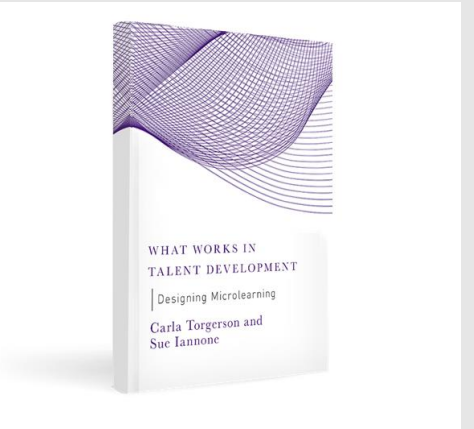
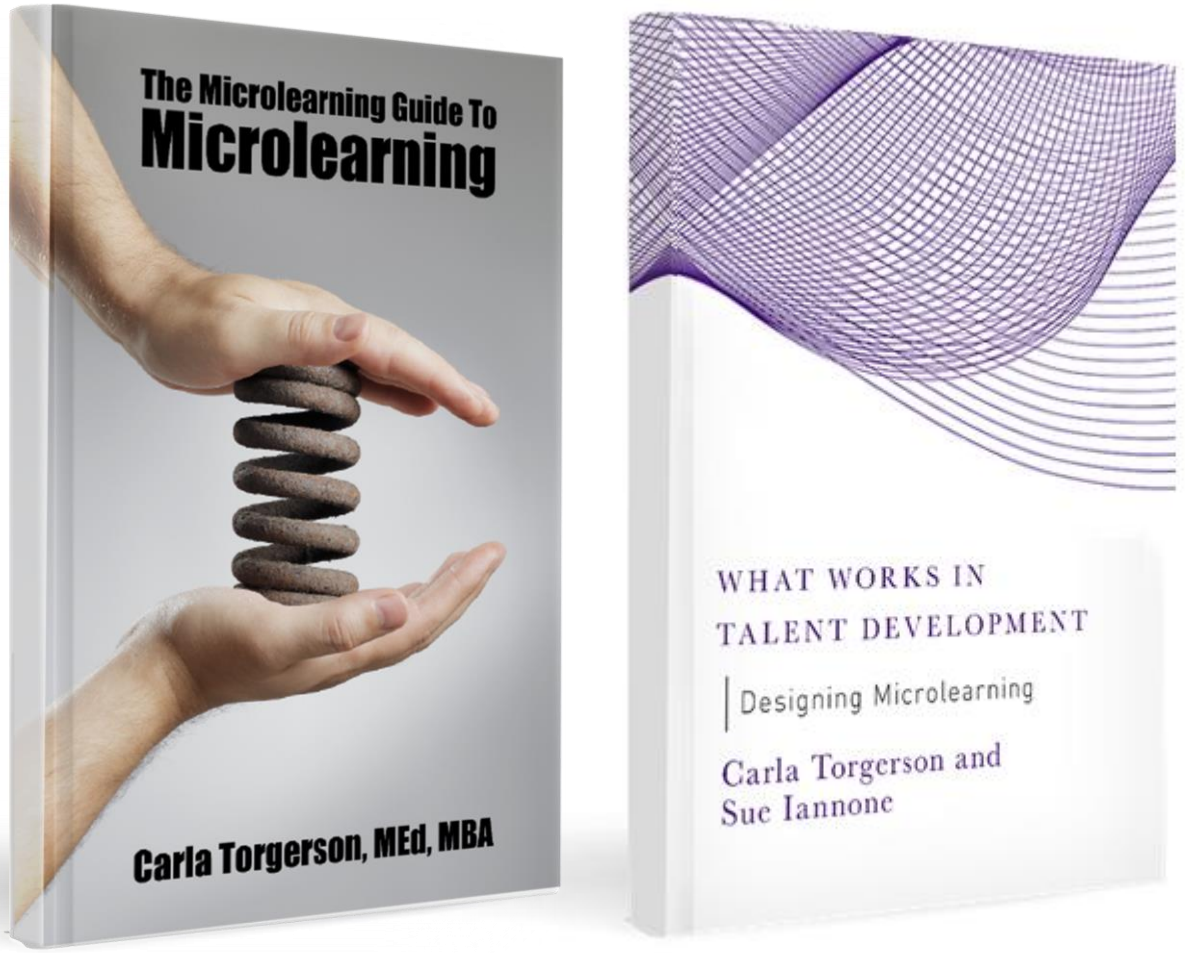


For more…

Microlearning Certificate Program



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Connect on LinkedIn!

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