

Maximising Training Recollection through Micro Learning



Many thanks for the support by Michael Fally,
human resource development
SPAR Österreichische Warenhandels-AG
and for the opportunity to use some of his slides.

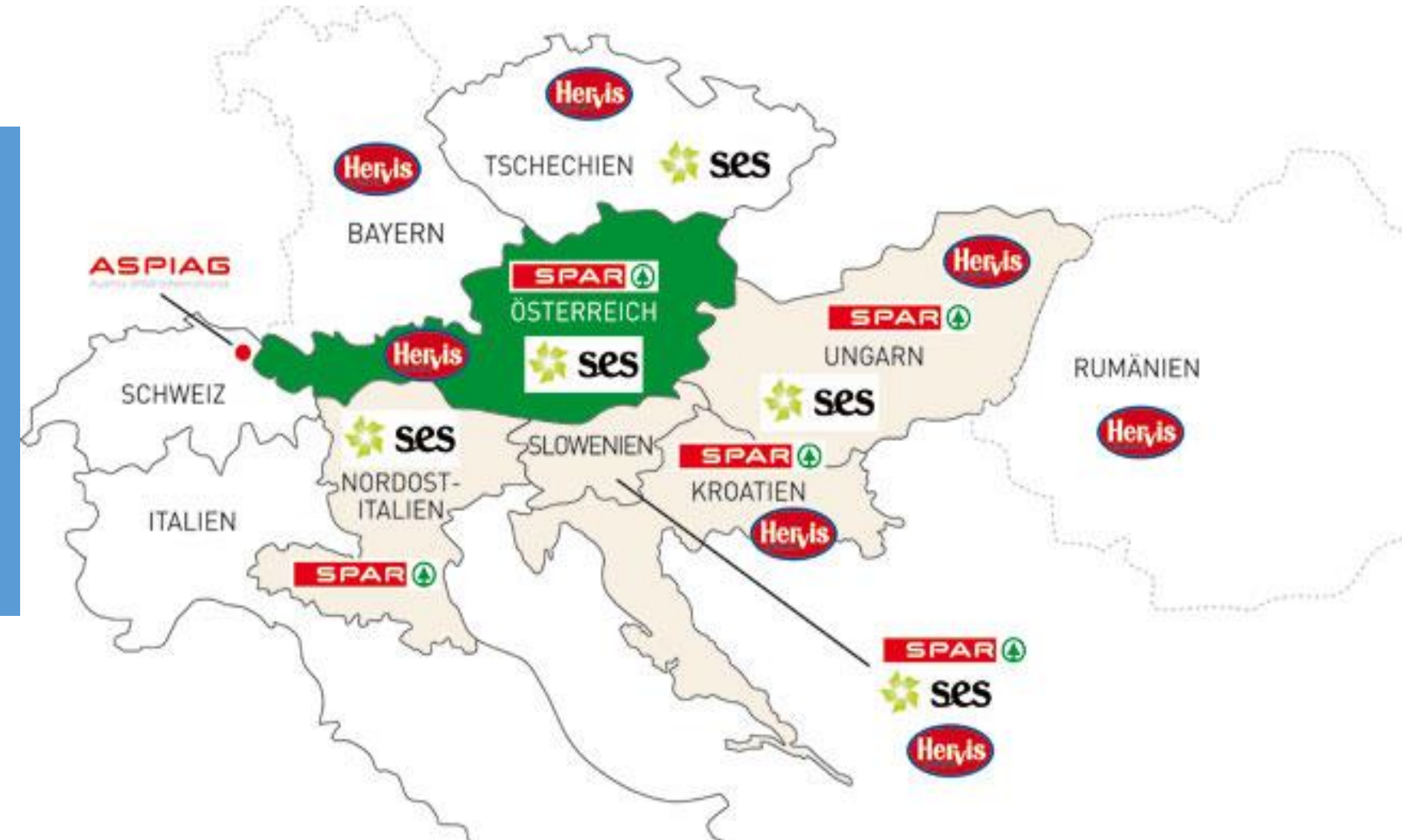


- Foundation: february 2015
- Founder Christian Kiefer
- Our product: Quizzer – App for mobile game based learning.
- Quizzer has been distinguished with an E-Learning Award.
- Our first reference customers are
 - SPAR Austria
 - Beiersdorf
 - EDEKA

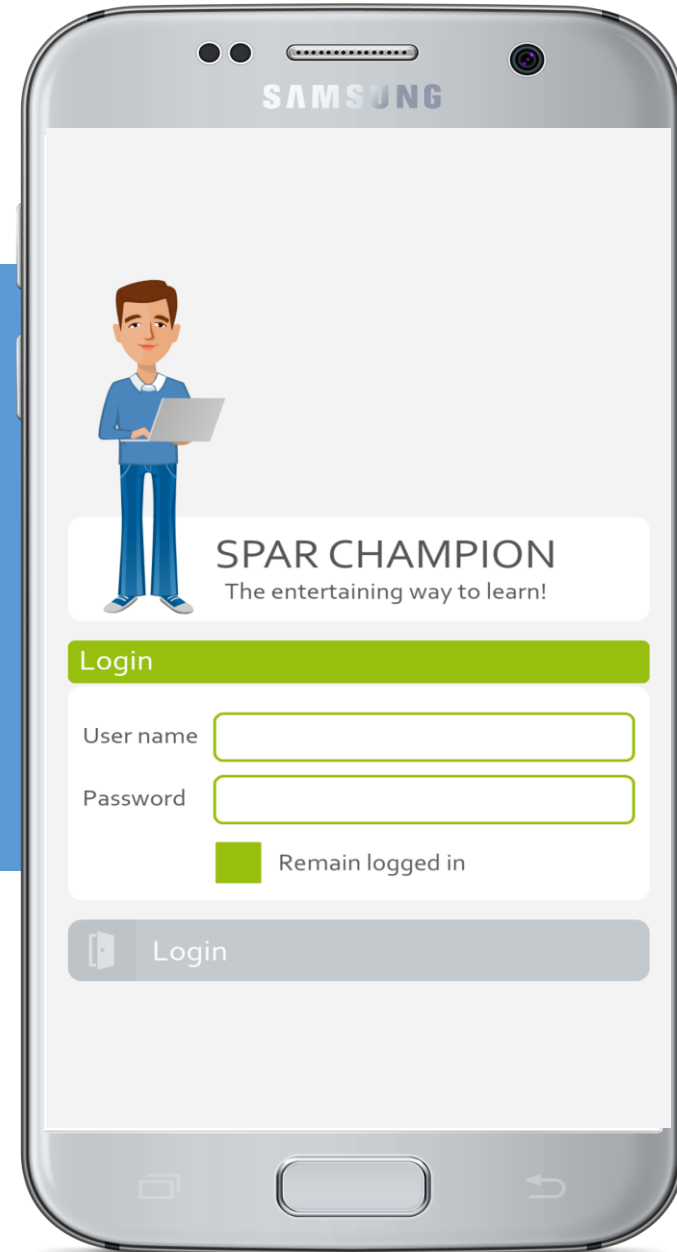
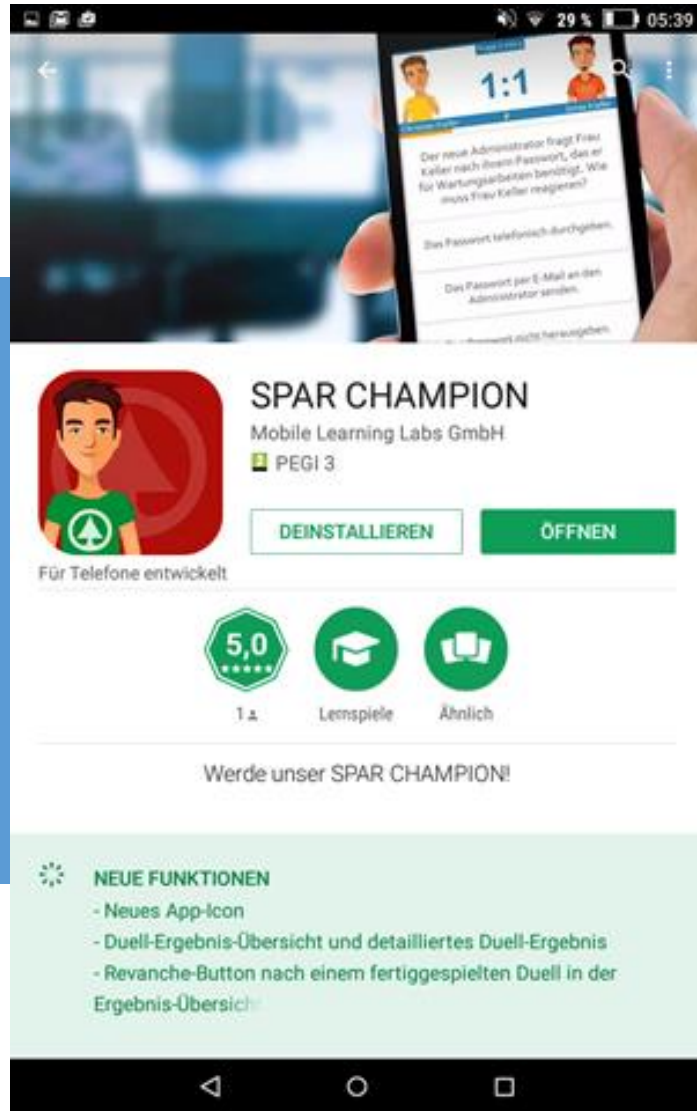


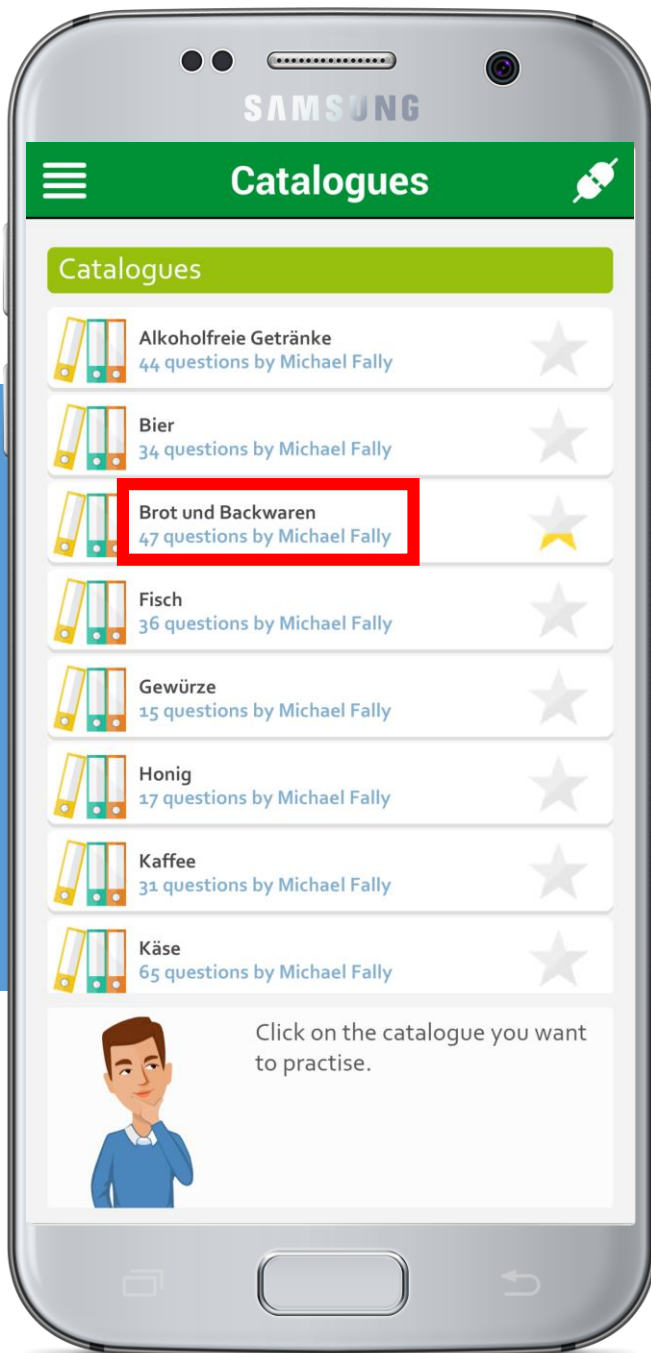
Georg Jöntgen

Education: Seminars, further training, vocational training
HR: Recruiting-Projects
Managementsystem for Recruiting
-> Manager Customer Relationship Management

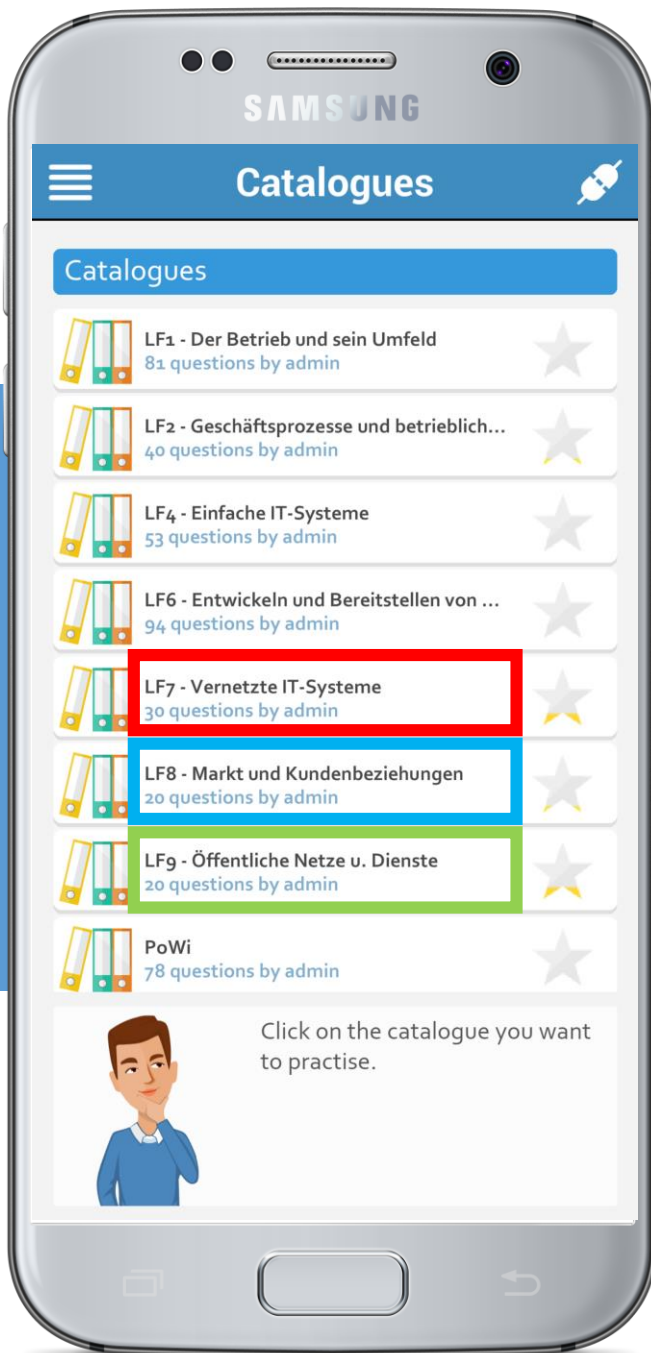


Micro Learning in
cooperation with
Michael Fally from
SPAR Austria



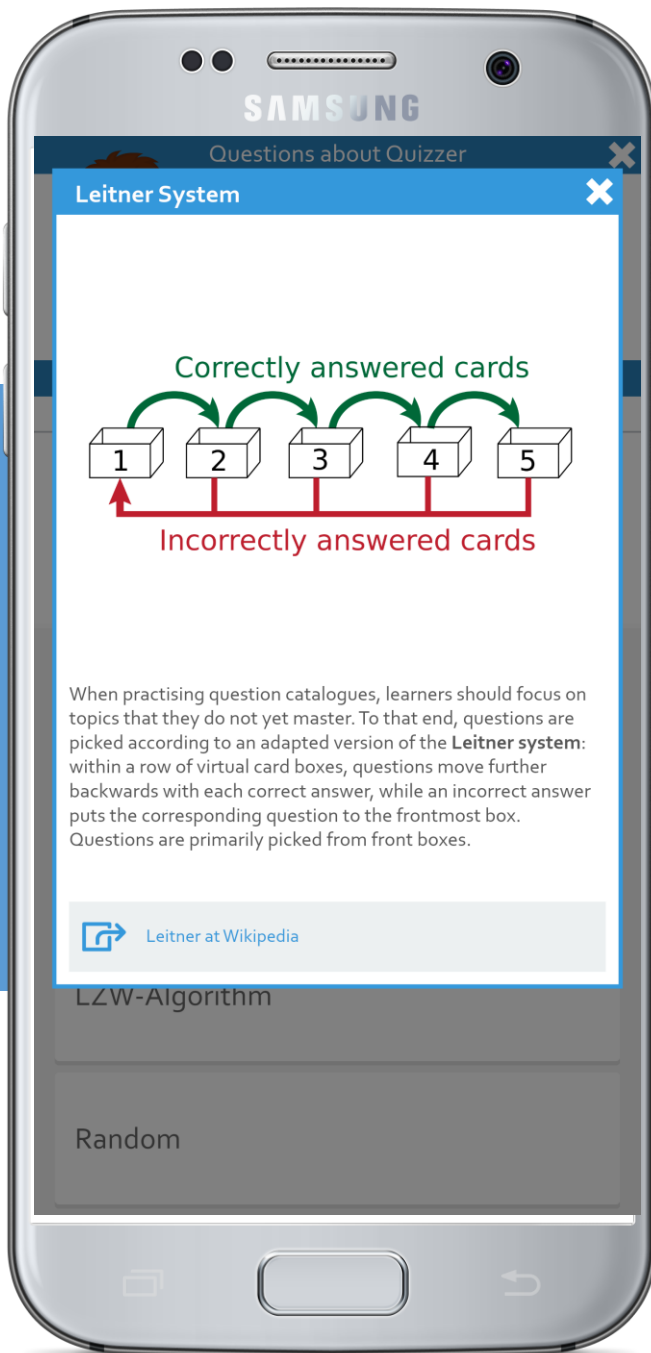


- Micro Learning – one first approach to a definition
- Learning with short and very short learning units (Learning Nuggets)
 - some say with a duration not more than 5 minutes,
 - others say with a content not more than 40 questions/tasks
 - to foster occasional and spaced learning.



A nearer approach to a definition for Micro Learning with regard to the experience with our customers

- Learning with Learning Nuggets,
 - which have a learning goal,
 - which are self-contained and, therefore, enable complete learning,
 - which can use modularly as a piece of a bigger learning goal, e.g. a vocational training with a duration of 3 years,
 - with if possible not more than approx. 40-50 questions/ tasks
 - and which can interrupt at any time in such a way, that the occasional and spaced learning approach is possible for longer Learning Nuggets, too.



- To foster occasional and spaced learning it is necessary to provide the Learning Nuggets in such a way,
 - that the learner receives with each question/task an immediate feedback/result,
 - that on the basis of the result the learner can learn further,
 - that the learner can interrupt at any time,
 - that the learner can restart learning in accordance with his current stage of learning.

A definition from a university

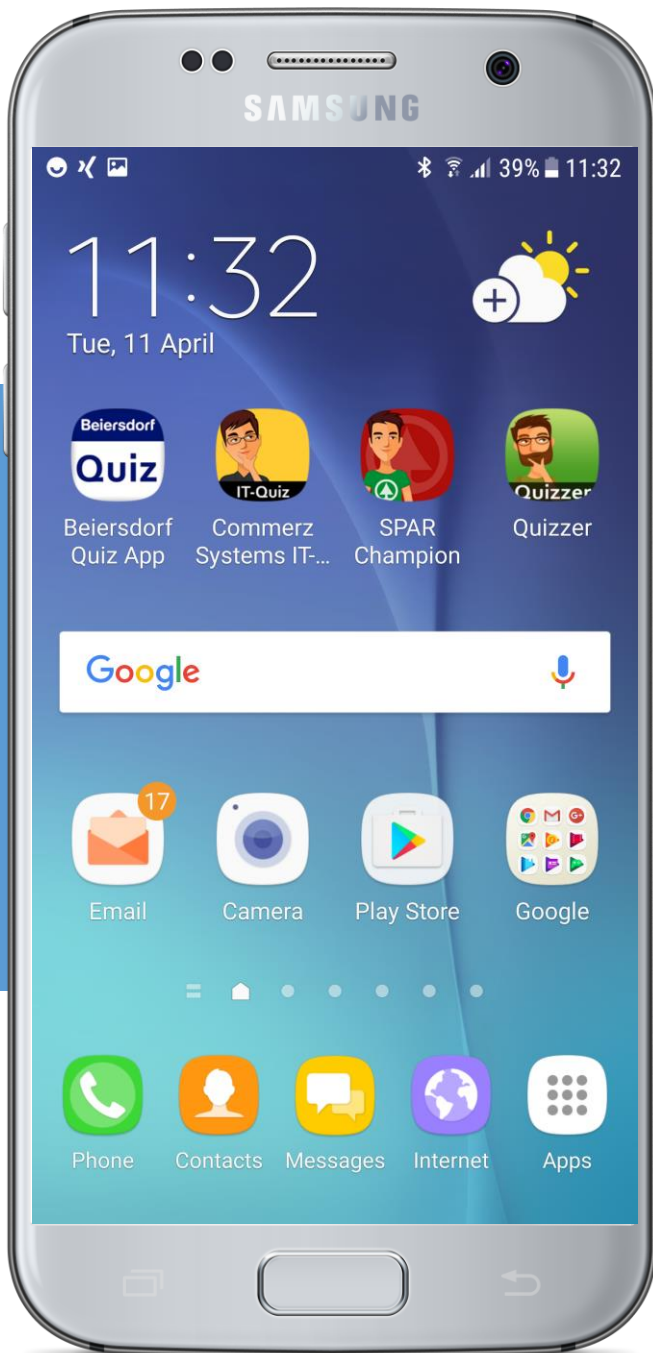


Im weitesten Sinne kann Microlearning als das Lernen mit Microcontent, also mit kleinen und kleinsten Lerninhalten, verstanden werden. Im betrieblichen Kontext bezeichnet Mikrolernen als Sammelbegriff verschiedene Lernaktivitäten und Lernmodelle, die in mannigfaltige lerntheoretische und didaktische Zusammenhänge eingebunden sind. In Verbindung mit Mobilfunktechnologien ermöglicht Microlearning ein ubiquitäres, also allgegenwärtiges Lernen und unterstützt den kontinuierlichen Lernprozess im Alltag in kleinen Einheiten, sowohl hinsichtlich der zeitlichen Ressourcen als auch des Umfangs (Zietz et al. 2010; Hug 2010).

Quelle: **Prof. Dr. Michael H. Breitner u.a.** (2011): Verführerische Wissenshäppchen, Personalführung 2/2011, <https://www.dgfp.de/wissen/personalwissen-direkt/dokument/86216/herunterladen>

The trial of a translation

In the broadest sense it is possible to think about MicroLearning as learning with Microcontent, hence with small and very small learning content. In the context of a company Microlearning describes different learning activities and models integrated into manifold learning theory and didactic contexts. In conjunction with mobile technology MicroLearning enables ubiquitous, hence omnipresent learning and fosters the continuous learning process, with regard to the time resources as well as to the extent.

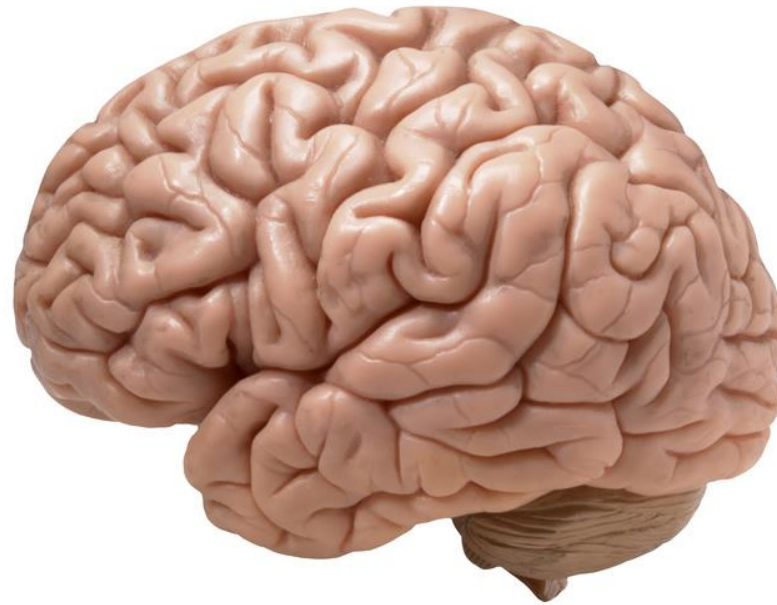


The best delivery of Micro Learning is

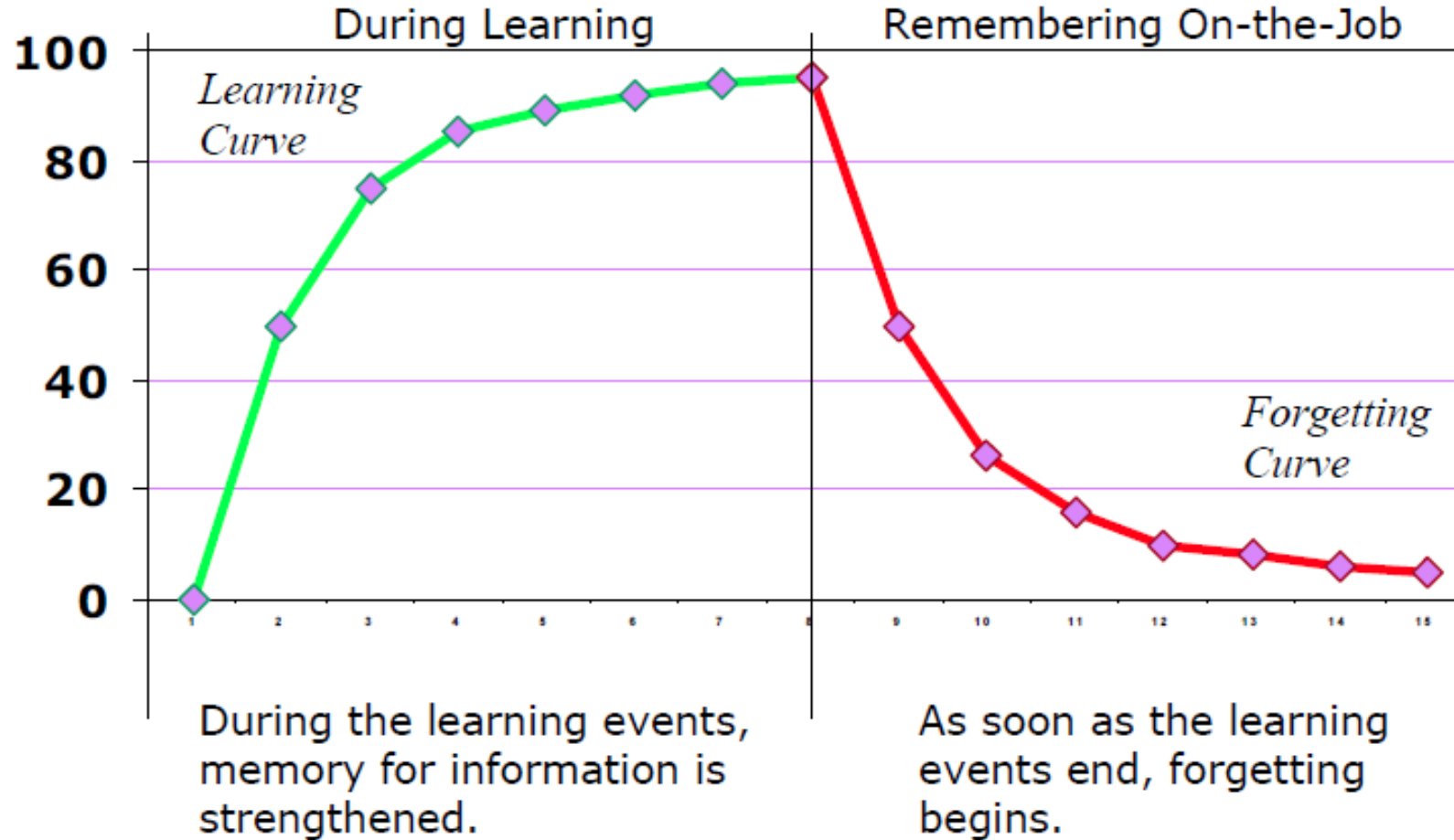
- digital and
- mobile.

Why Micro Learning

A journey into the brain



Typical learning and forgetting curve



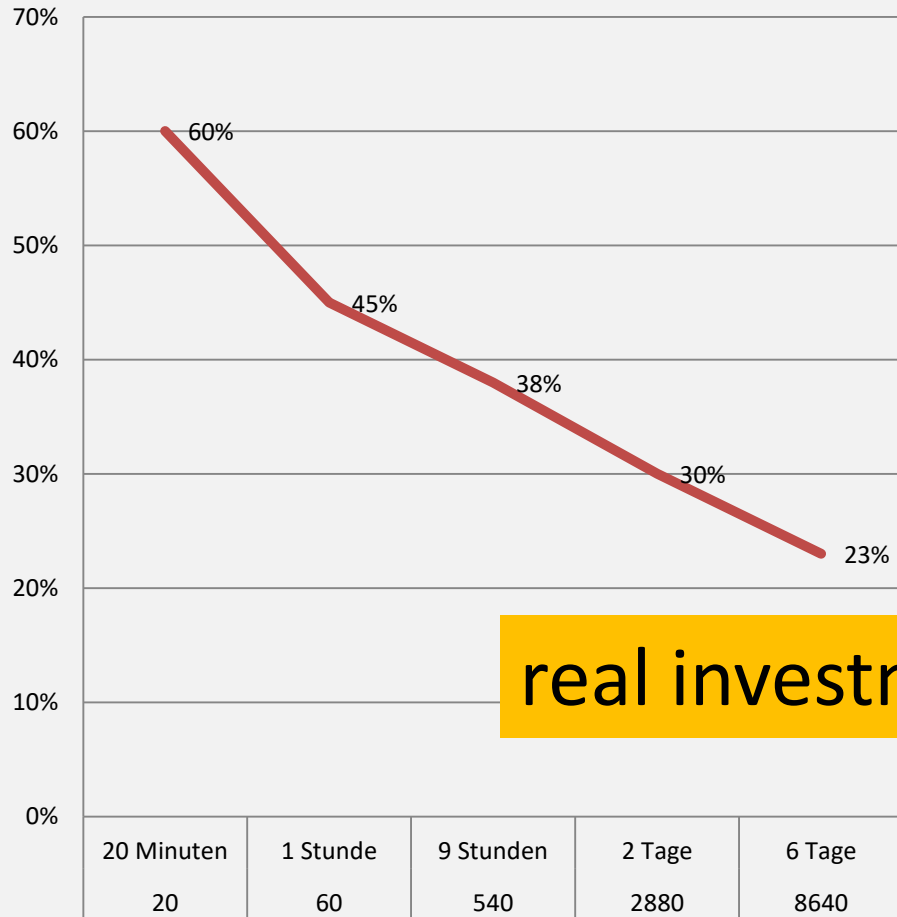
Source: THALHEIMER Will (2006): Spacing Learning Events Over Time: What the Research Says,
http://willthalheimer.typepad.com/files/spacing_learning_over_time_2006.pdf

Forgetting costs €€€€€

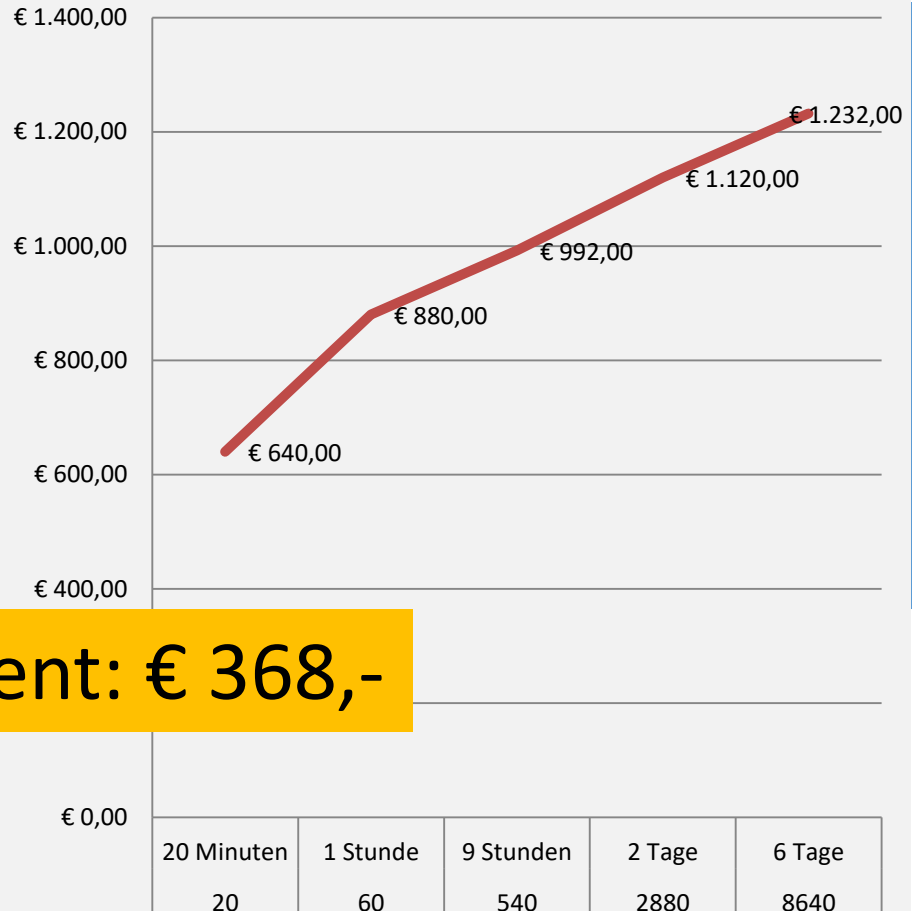
Assumption: Investment: 2 days seminar, costs: € 1.600,-



% preserved knowledge

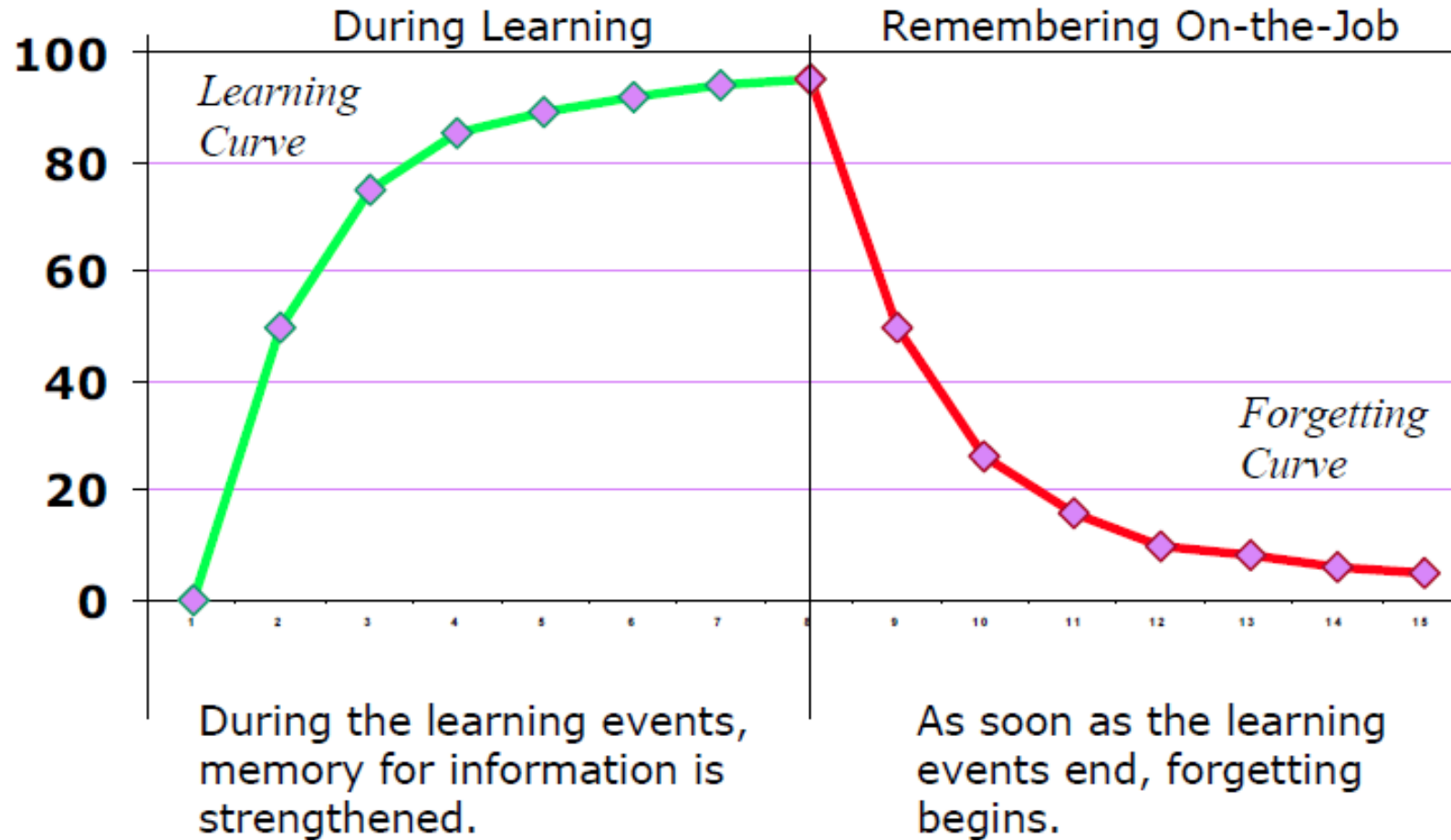


Financial loss



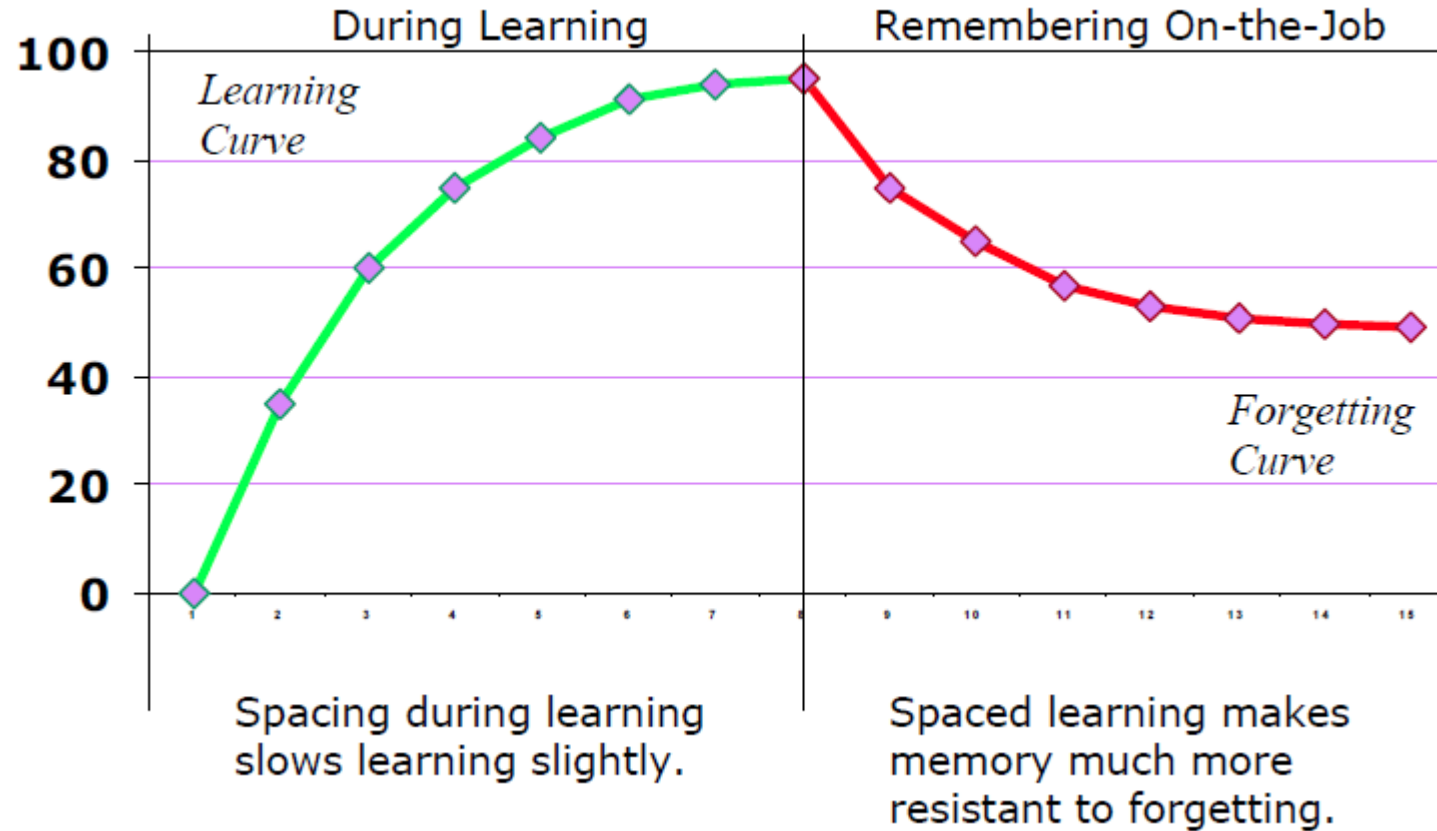
real investment: € 368,-

Typical learning and forgetting curve

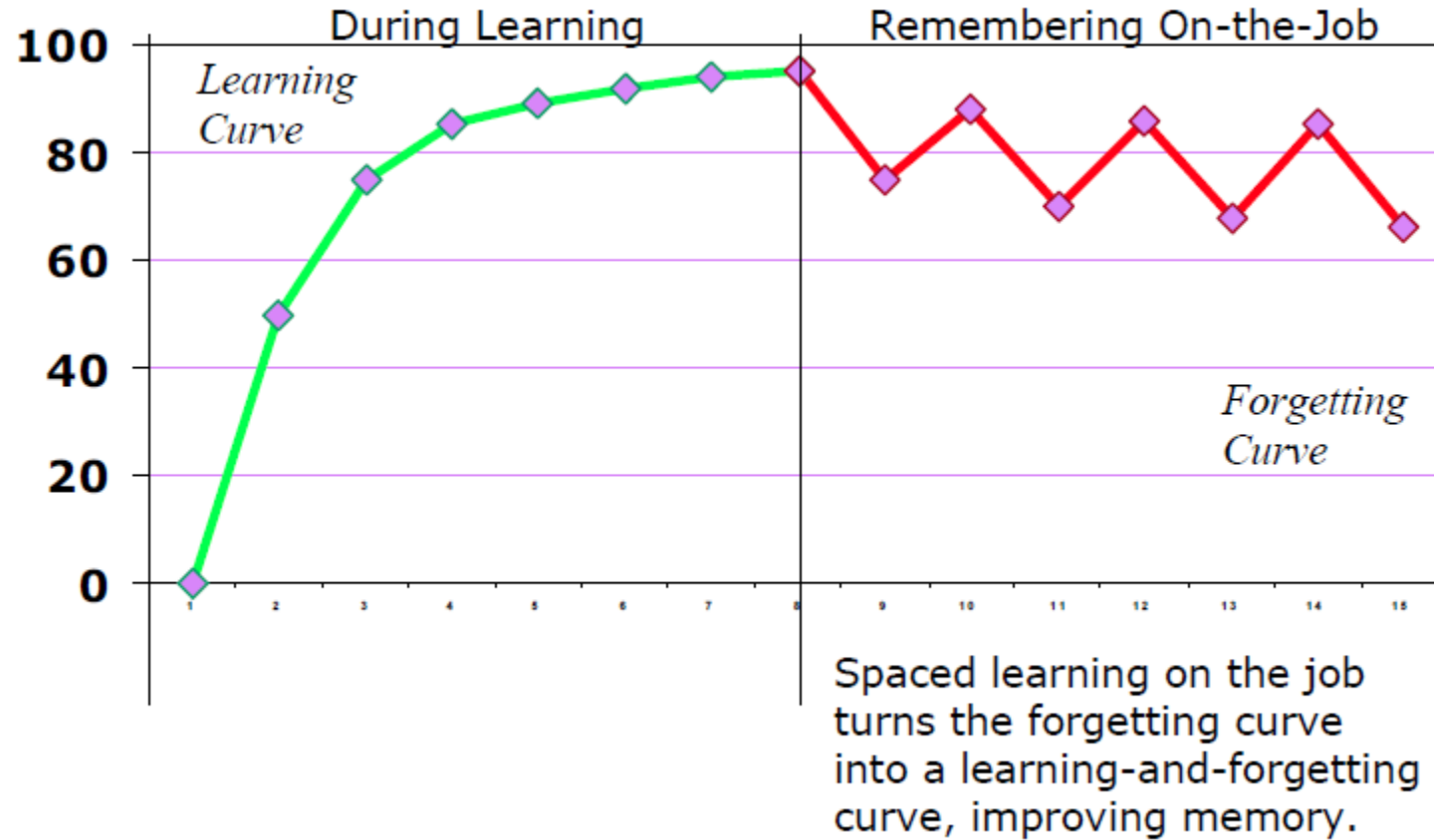


Source: THALHEIMER Will (2006): Spacing Learning Events Over Time: What the Research Says,
http://willthalheimer.typepad.com/files/spacing_learning_over_time_2006.pdf

Learning and forgetting with Spacing during learning



Learning and forgetting with Spacing On-the-Job





The following findings are highlighted in the report of Thalheimer Will:

- Repetitions—if well designed—are very effective in supporting learning.
- Spaced repetitions are generally more effective than non-spaced repetitions.
- Spacing is particularly beneficial if long-term retention is the goal—as is true of most training situations. Spacing helps minimize forgetting.
- Wider spacings are generally more effective than narrower spacings, although there may be a point where spacings that are too wide are counterproductive.
- One way to utilize spacing is to change the definition of a learning event to include the connotation that learning takes place over time—real learning doesn't usually occur in one-time events.

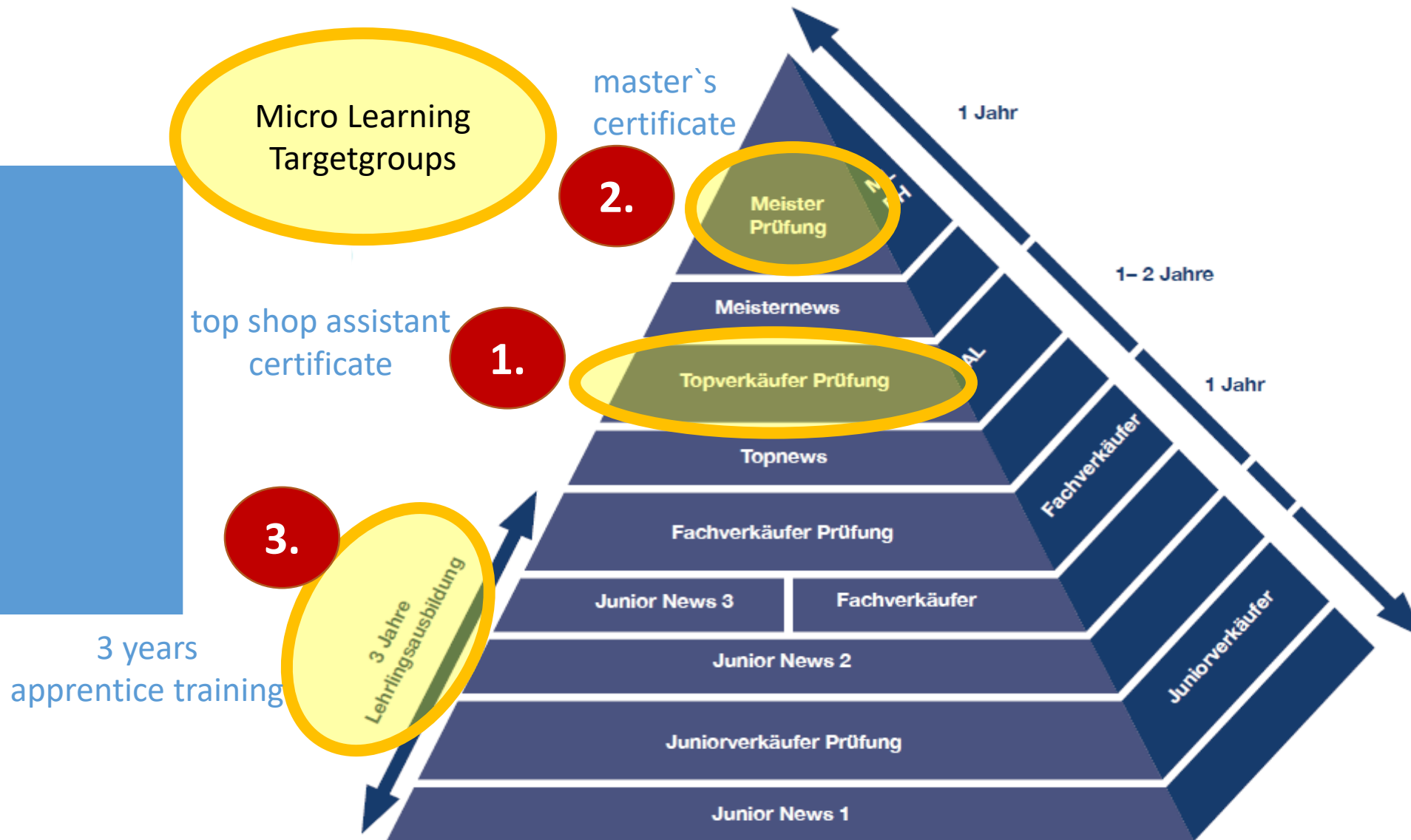
Insights

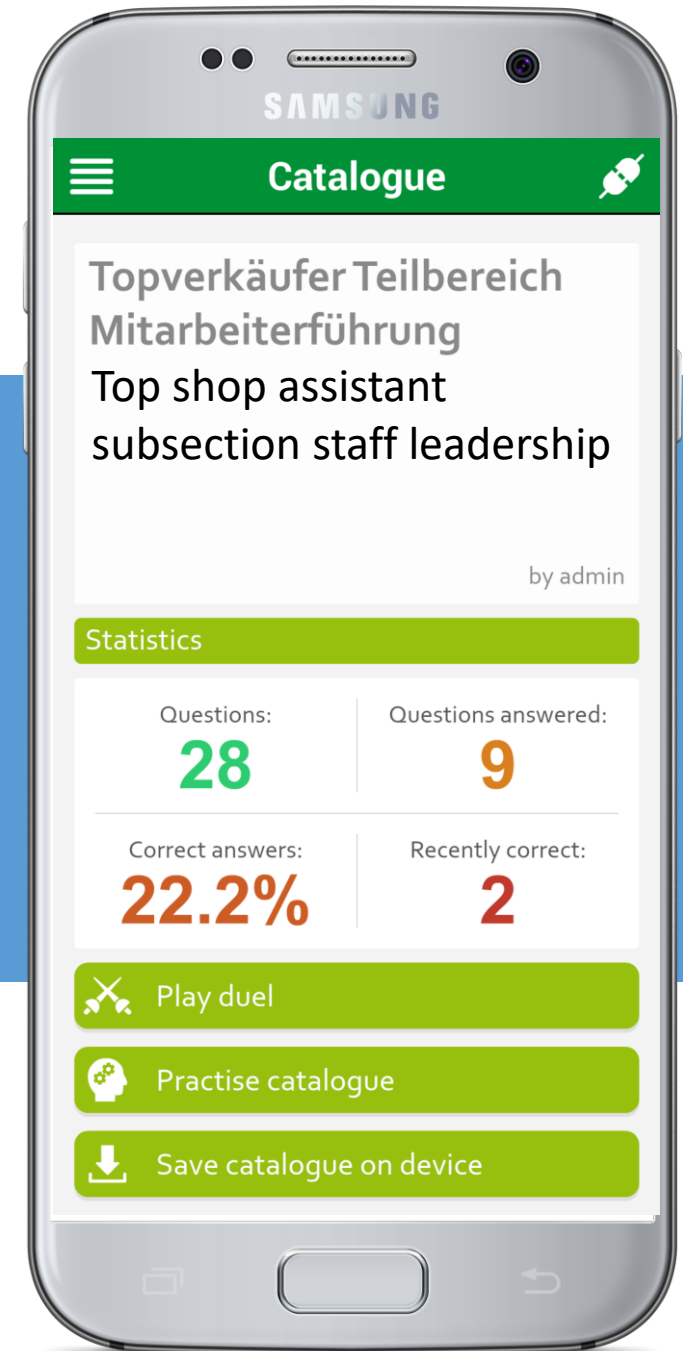
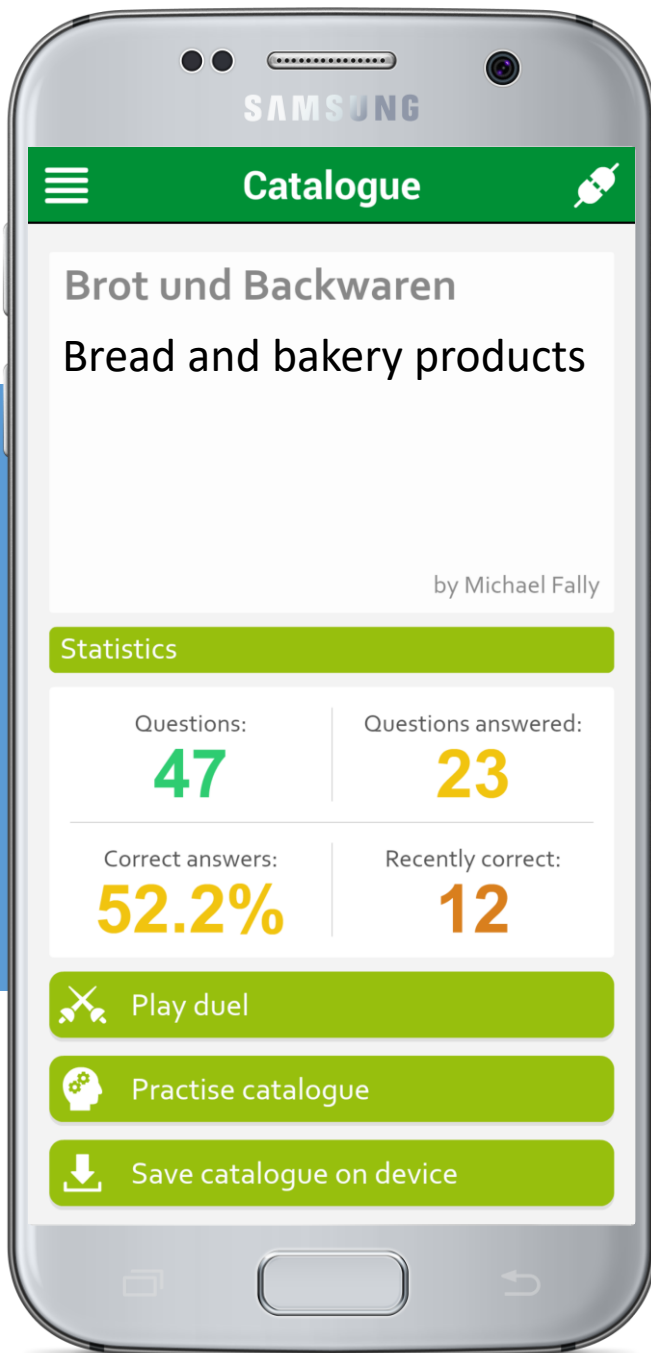


- „Mobile Learning“ at any time (on- and offline)
- „Small“ Learning Nuggets (or Learning Snacks)
- Time-shifted and repetitive learning
- Fun is allowed!

Examples of Learning Nuggets

SPAR vocational training pyramid





Example vocational training
retail salesman/woman (duration 3 years)

Presentation of goods and selling method (one of 240 learning videos with 1400 tasks/questions)
<https://prozubi.de/courses/course/gratis-modul-verk%C3%A4ufer-in-158/lesson/warenpr%C3%A4sentation-und-verkaufsformen-237>



The screenshot displays a web browser window with the URL <https://prozubi.de/courses/course/gratis-modul-verk%C3%A4ufer-in-158/lesson/warenpr%C3%A4sentation-und-verkaufsformen-237>. The page title is "Warenpräsentation und Verkaufsformen". Below the title, it says "Hier lernst Du alles über die Warenpräsentation und Verkaufsformen." A video player shows a man in a grey t-shirt standing in front of a red background with the Prozubi logo and the text "Warenpräsentation und Verkaufsform". The video duration is 3:33. Below the video, it says "Viel Spaß!" and there is a red button labeled "Zum Quiz dieser Lektion". On the right side, there is a sidebar titled "Andere Lektionen in diesem Modul" with a list of topics: Vorwärtskalkulation, Lagerarten, Bezugskalkulation, Warenpräsentation und Verkaufsformen (highlighted), Echtheit von Geldscheinen prüfen, Erfüllung eines Kaufvertrages, Grundlagen der Sortimentsstruktur, Fragetechniken, Meldebestand, and Warenannahme. At the bottom of the page, there is a footer with "© 2014 Prozubi GmbH", a "Frag mich etwas" button, and a blue chat button labeled "Expertenchat? 16-18Uhr". The Windows taskbar is visible at the bottom with various application icons and the system clock showing 10:21 on 17.04.2017.

Warenpräsentation und Verkaufsformen

Hier lernst Du alles über die Warenpräsentation und Verkaufsformen.

PROZUBI
Warenpräsentation und Verkaufsform

3:33

Viel Spaß!

Zum Quiz dieser Lektion

Andere Lektionen in diesem Modul

- Vorwärtskalkulation
- Lagerarten
- Bezugskalkulation
- Warenpräsentation und Verkaufsformen
- Echtheit von Geldscheinen prüfen
- Erfüllung eines Kaufvertrages
- Grundlagen der Sortimentsstruktur
- Fragetechniken
- Meldebestand
- Warenannahme

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Frag mich etwas

Expertenchat? 16-18Uhr

Datenschutz

10:21
17.04.2017

Example of a Learning Snack

Apprentice Knigge

Ready with school and now you have your next goal, your apprentice-ship. How do you have to behave in the job? Here you can find some rules.

One of the most important rules is to be punctual. To be unpunctual is a

NoGo!

How do you behave when your colleagues ask you for help for the organization of a company event?



Endlich fertig mit der Schule und jetzt ist dein nächstes Ziel eine Ausbildung! Und wenn man Teil eines Unternehmens ist, verändert sich einiges! Wie verhält man sich im Berufsalltag? Hier findest du eine

Auswahl der wichtigsten Regeln!



weiter



Eine der wichtigsten Regeln ist Pünktlichkeit! Deine Kollegen verlassen sich darauf, dass du zu deiner Arbeitszeit erscheinst, da ist Zuspätkommen ein

NoGo!



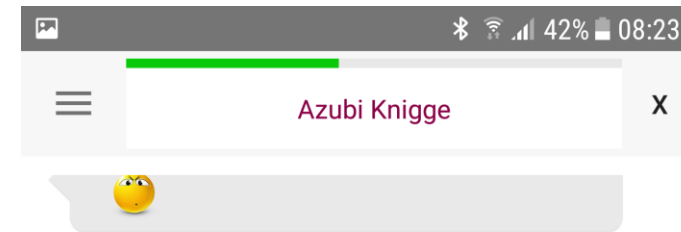
Auch andere Umgangsformen sind wichtig. Wie verhält man sich wenn man von Kollegen gebeten wird, beim Aufbau einer Firmenveranstaltung zu helfen?



Apprentice Knigge

- A
You reject because you don't waste your valuable time with such easy tasks.
- B
You're outraged, because your colleagues demands something from you what is not part of your tasks.
- C
You help, because a team achieves all tasks very much faster.

Think again. Is this really the right answer?



- A** Du lehnst ab, denn du verschwendest deine kostbare Zeit nicht mit solch einfachen Aufgaben!
- B** Du bist empört, denn deine Kollegen verlangen etwas was nicht zu deinen Aufgaben gehört!
- C** Du packst mit an, denn im Team schafft man alles viel schneller!

Überleg nochmal, ob das die richtige Antwort wäre!

- A** Du lehnst ab, denn du verschwendest deine kostbare Zeit nicht mit solch einfachen Aufgaben!
- B** Du bist empört, denn deine Kollegen verlangen etwas was nicht zu deinen Aufgaben gehört!
- C** Du packst mit an, denn im Team schafft man alles viel schneller!

Apprentice Knigge

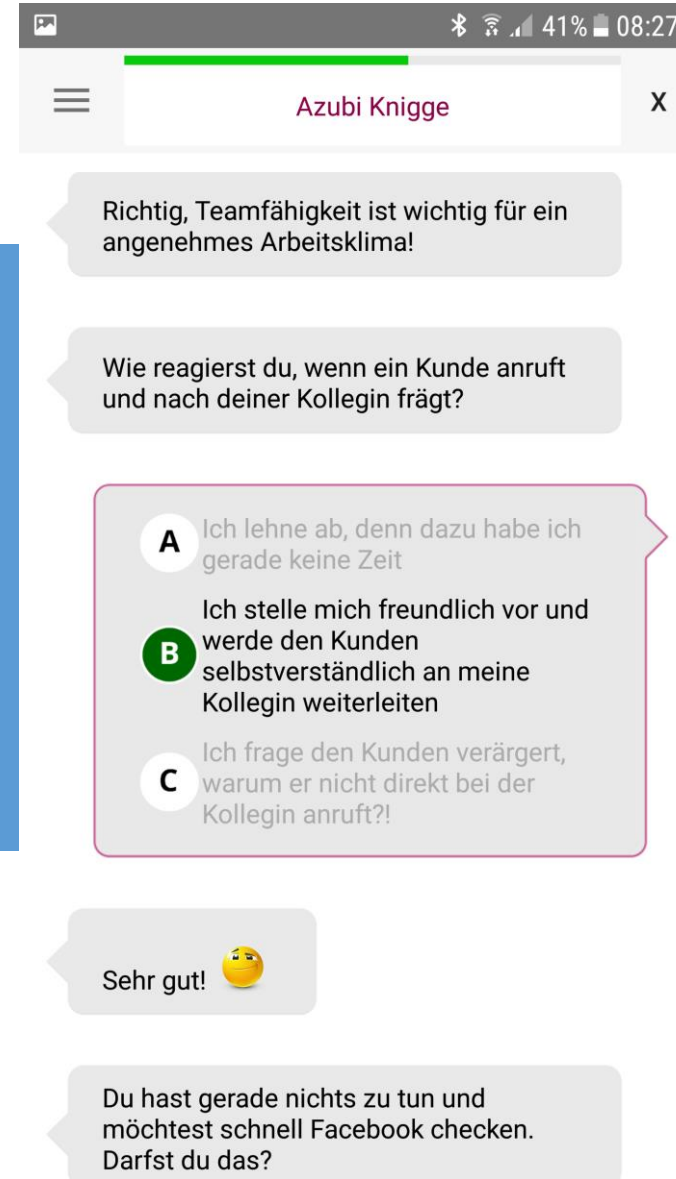
Right. Teamwork skills are very important for a good working atmosphere.

How do you react, when a customer calls and asks for your colleague?

- A
I reject because I have no time for this.
- B
I introduce myself kindly and naturally, I will forward the customer to my colleague.
- C
I ask the customer angrily, why he can't call my colleague directly?

Very good!

You have nothing to do at the moment and you want to check Facebook fastly. Is it allowed?



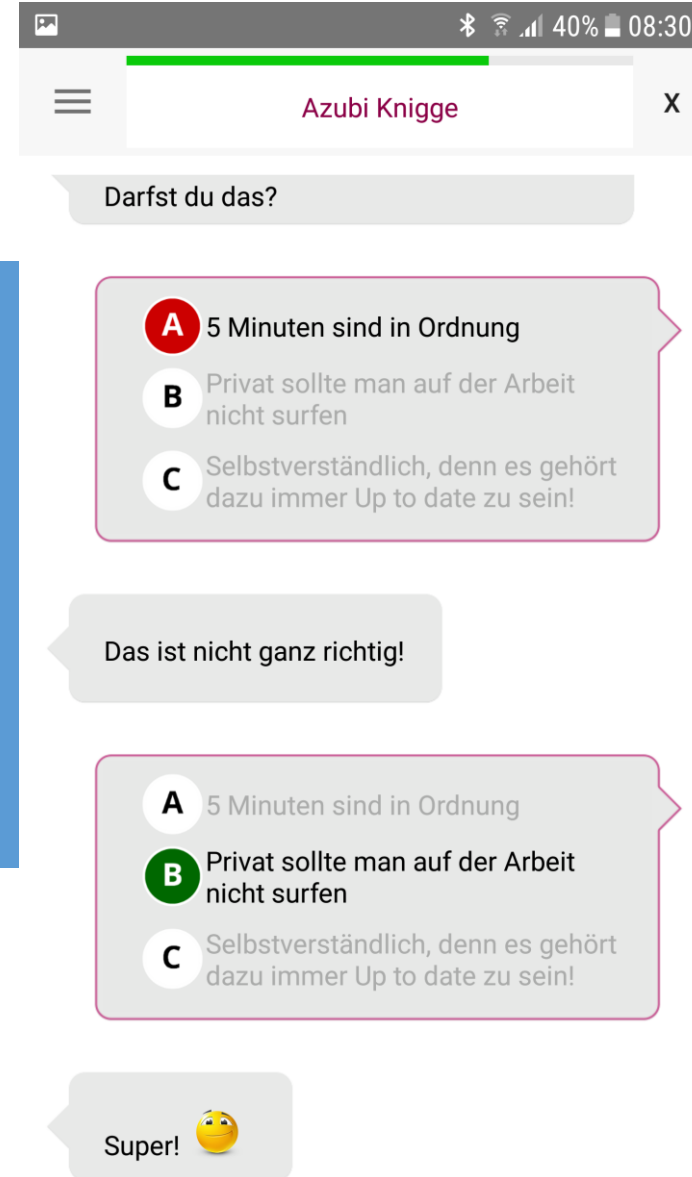
The screenshot shows a mobile app interface with a status bar at the top displaying signal, Wi-Fi, 41% battery, and the time 08:27. The app title 'Azubi Knigge' is in the header. The main content area contains a conversation:

- Grey bubble: Richtig, Teamfähigkeit ist wichtig für ein angenehmes Arbeitsklima!
- Grey bubble: Wie reagierst du, wenn ein Kunde anruft und nach deiner Kollegin fragt?
- Options list (highlighted with a pink border):
 - A Ich lehne ab, denn dazu habe ich gerade keine Zeit
 - B Ich stelle mich freundlich vor und werde den Kunden selbstverständlich an meine Kollegin weiterleiten**
 - C Ich frage den Kunden verärgert, warum er nicht direkt bei der Kollegin anruft?!
- Grey bubble: Sehr gut! 🧐
- Grey bubble: Du hast gerade nichts zu tun und möchtest schnell Facebook checken. Darfst du das?

Apprentice Knigge

- A
5 minutes are okay.
- B
You should not use the internet privately on the job.
- C
Of course, because it is always important to be Up to date.

That's not right.



The screenshot shows a mobile app interface for 'Azubi Knigge'. At the top, there's a status bar with icons for Bluetooth, Wi-Fi, cellular signal, 40% battery, and the time 08:30. Below the status bar is a header with a hamburger menu icon, the title 'Azubi Knigge', and a close icon 'X'. The main content area displays a quiz question: 'Darfst du das?'. Below the question are three multiple-choice options: A (5 Minuten sind in Ordnung), B (Privat sollte man auf der Arbeit nicht surfen), and C (Selbstverständlich, denn es gehört dazu immer Up to date zu sein!). Option A is highlighted with a red circle. Below the options is a feedback message: 'Das ist nicht ganz richtig!'. At the bottom, there's a 'Super!' message with a yellow smiley face emoji.

Darfst du das?

- A** 5 Minuten sind in Ordnung
- B Privat sollte man auf der Arbeit nicht surfen
- C Selbstverständlich, denn es gehört dazu immer Up to date zu sein!

Das ist nicht ganz richtig!

Super! 😊

Our role as instructional designers is not just to maximize learning, but also to minimize forgetting.

Mag. Michael Fally

Konzern-Personalentwicklung

SPAR Österreichische Warenhandels-AG

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