Mobile Learning Labs GmbH

Maximising Training Recollection through Micro Learning

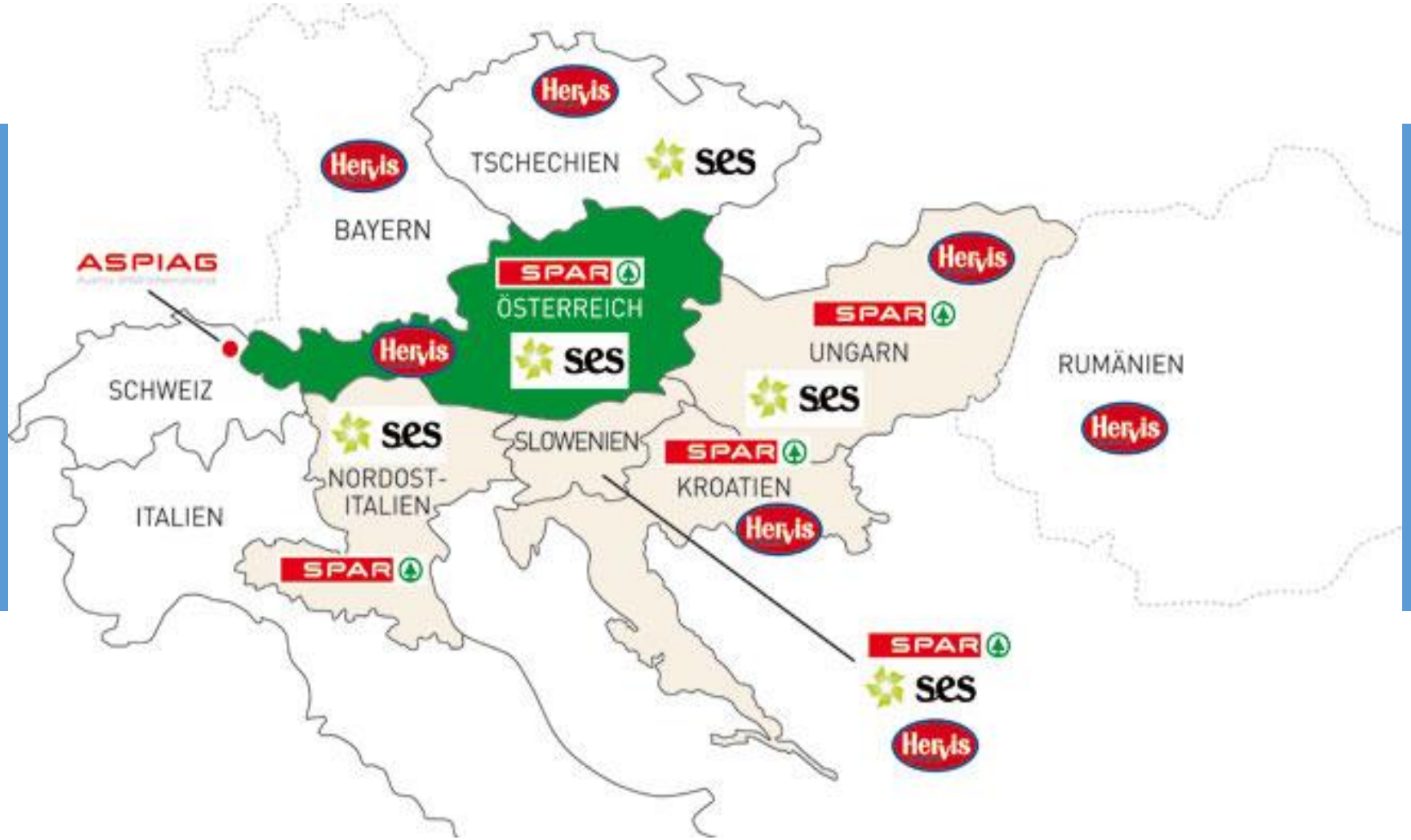
Many thanks for the support by Michael Fally,
human resource developement
SPAR Österreichische Warenhandels-AG
and for the opportunity to use some of his slides.

Mobile Learning Labs GmbH

- 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 Jäntgen

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

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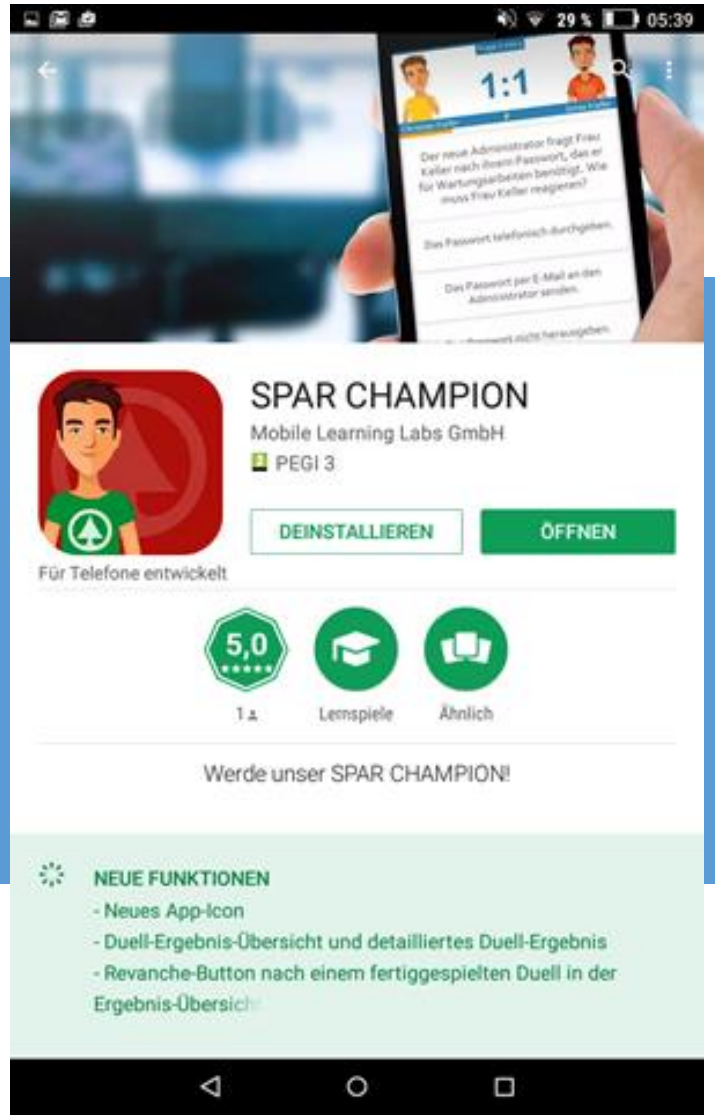
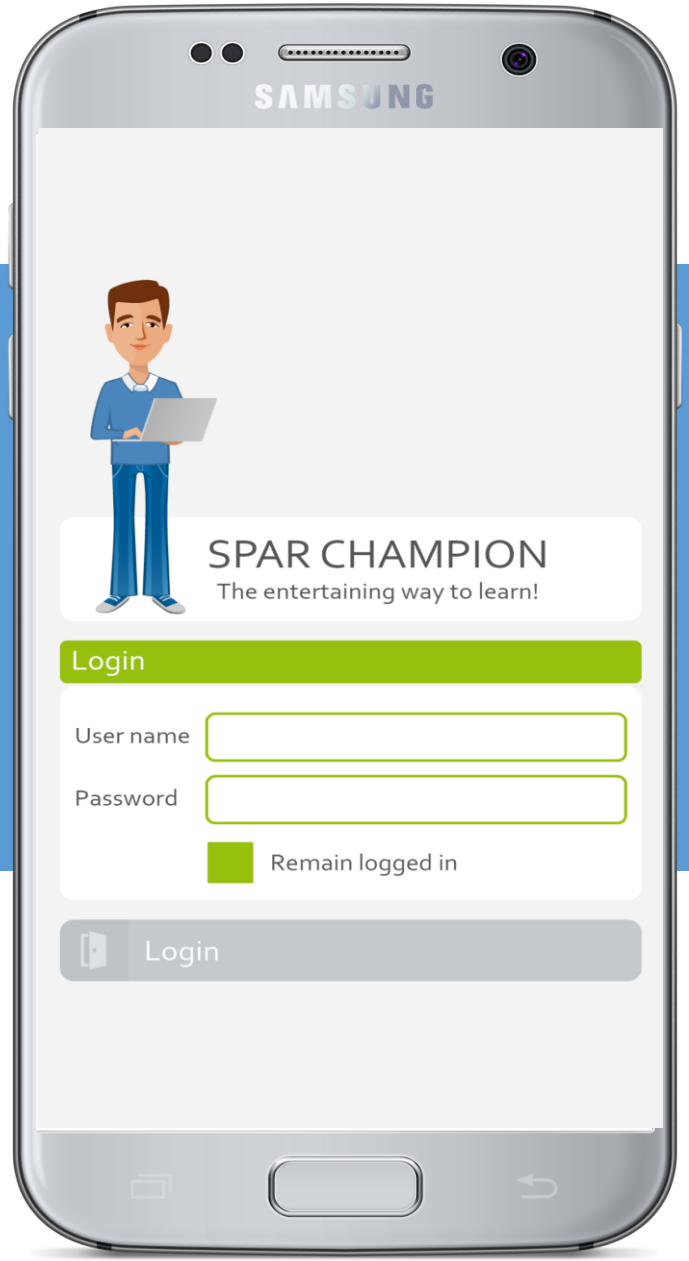
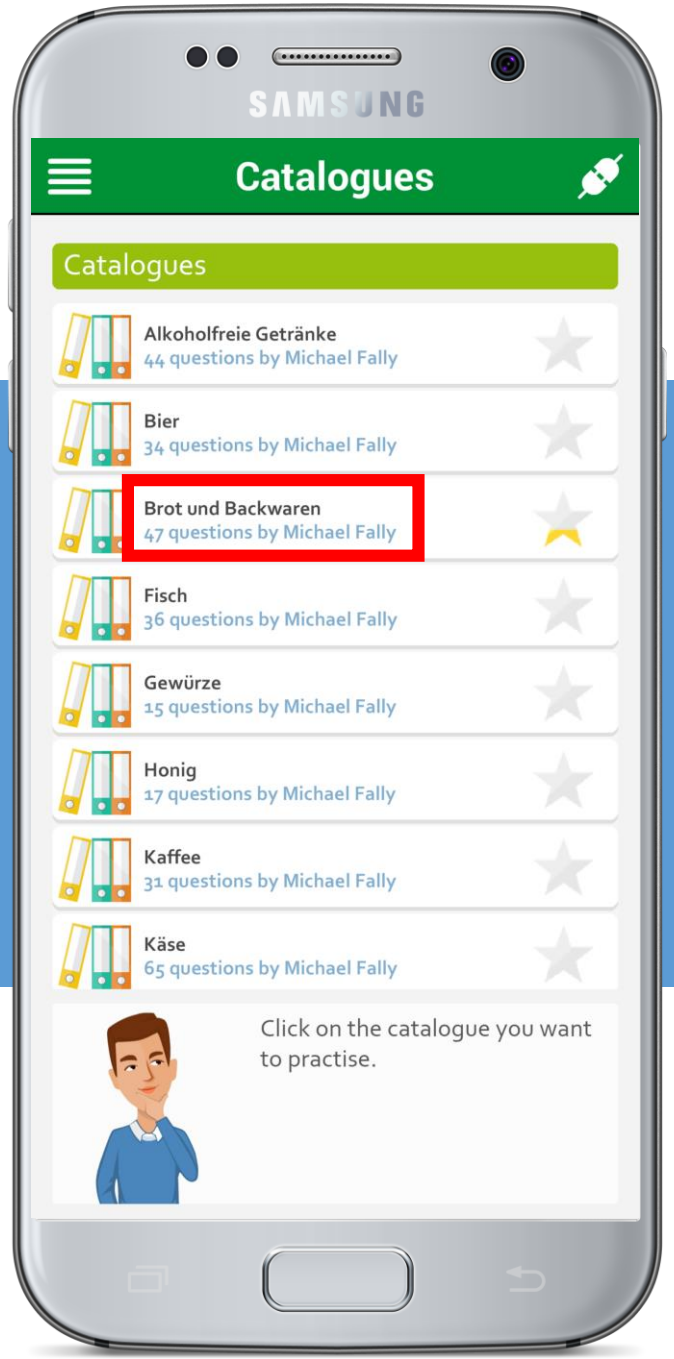




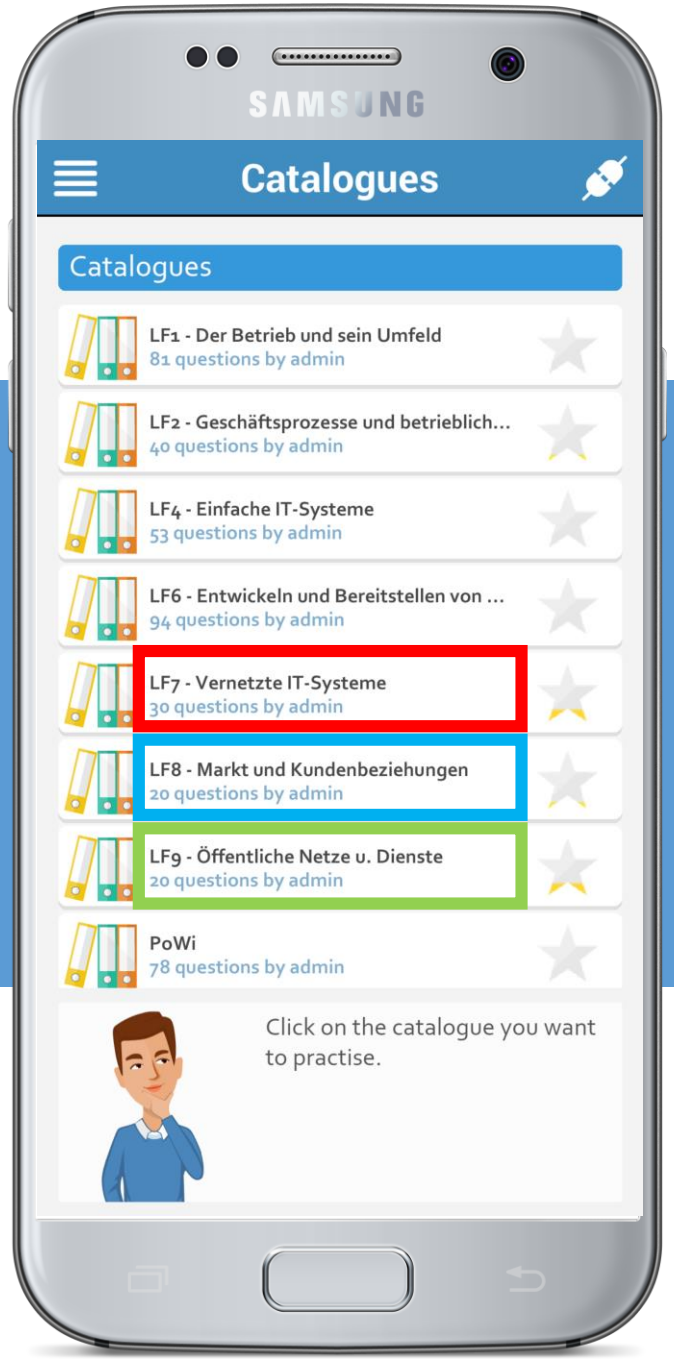
JETZT BEI Google Play

Laden im App Store



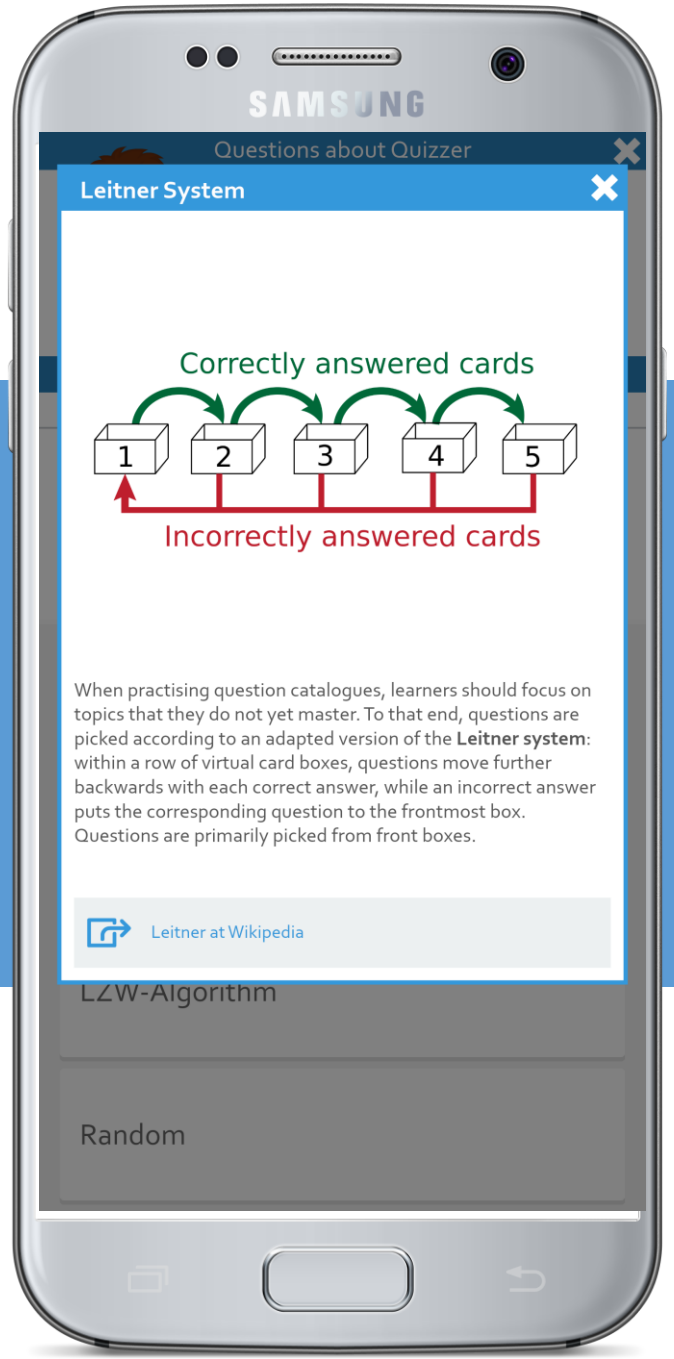
Micro Learning – one first approach to a definition

- 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 didatic 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.

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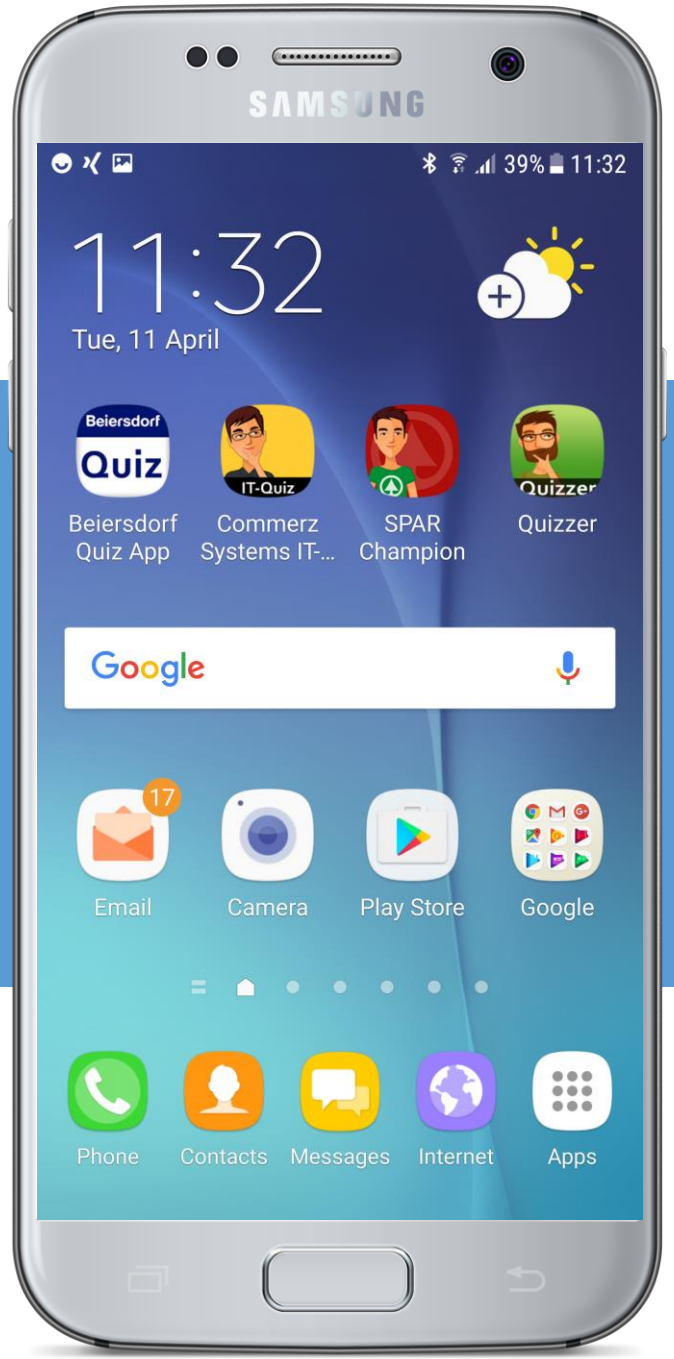


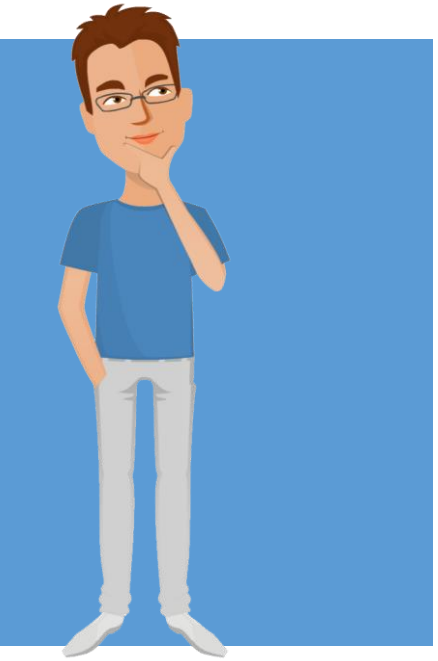
The best delivery of Micro Learning is

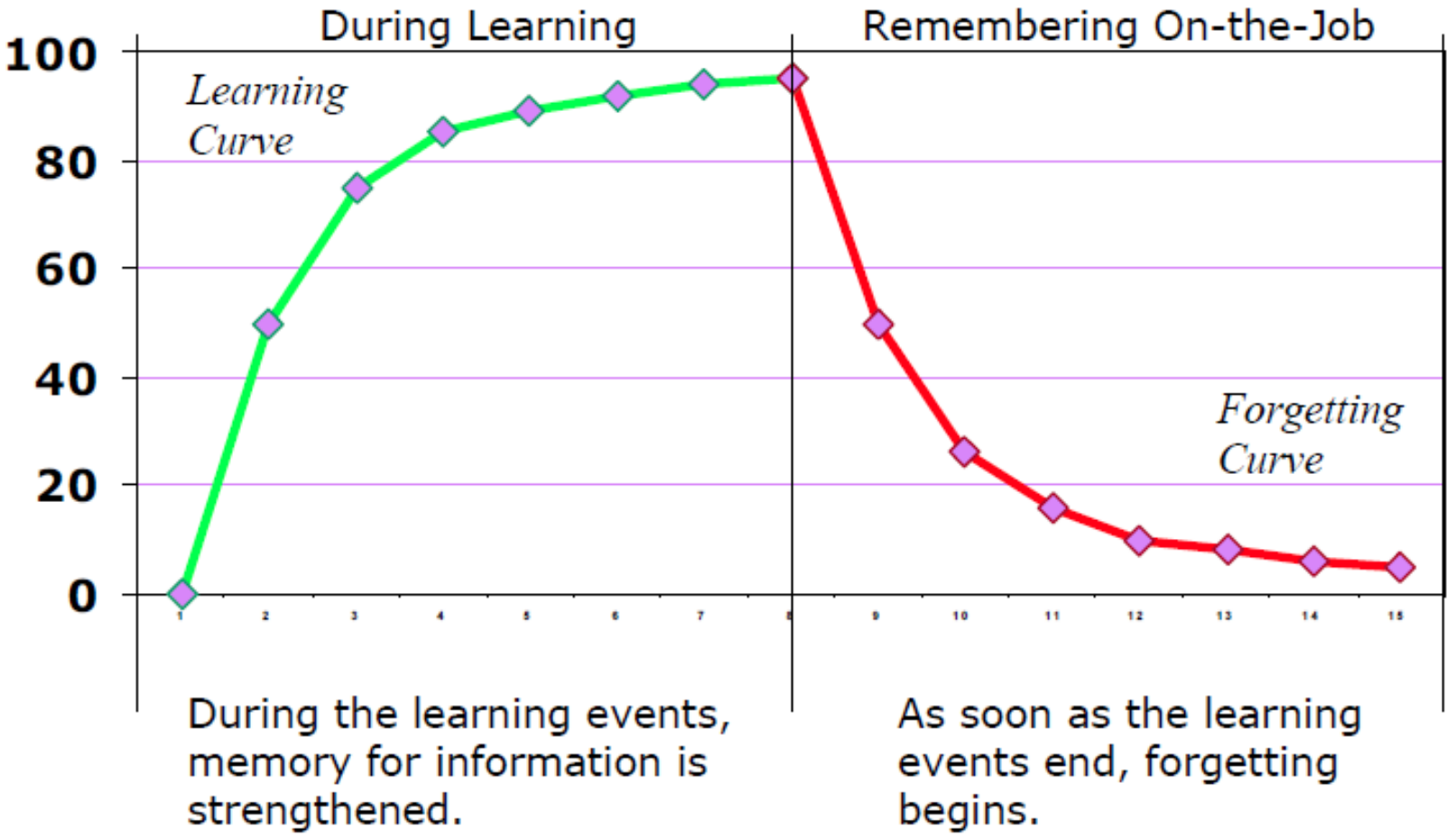
- digital and
- mobile.

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

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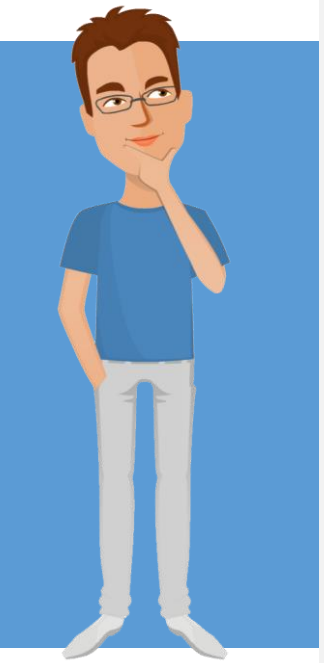
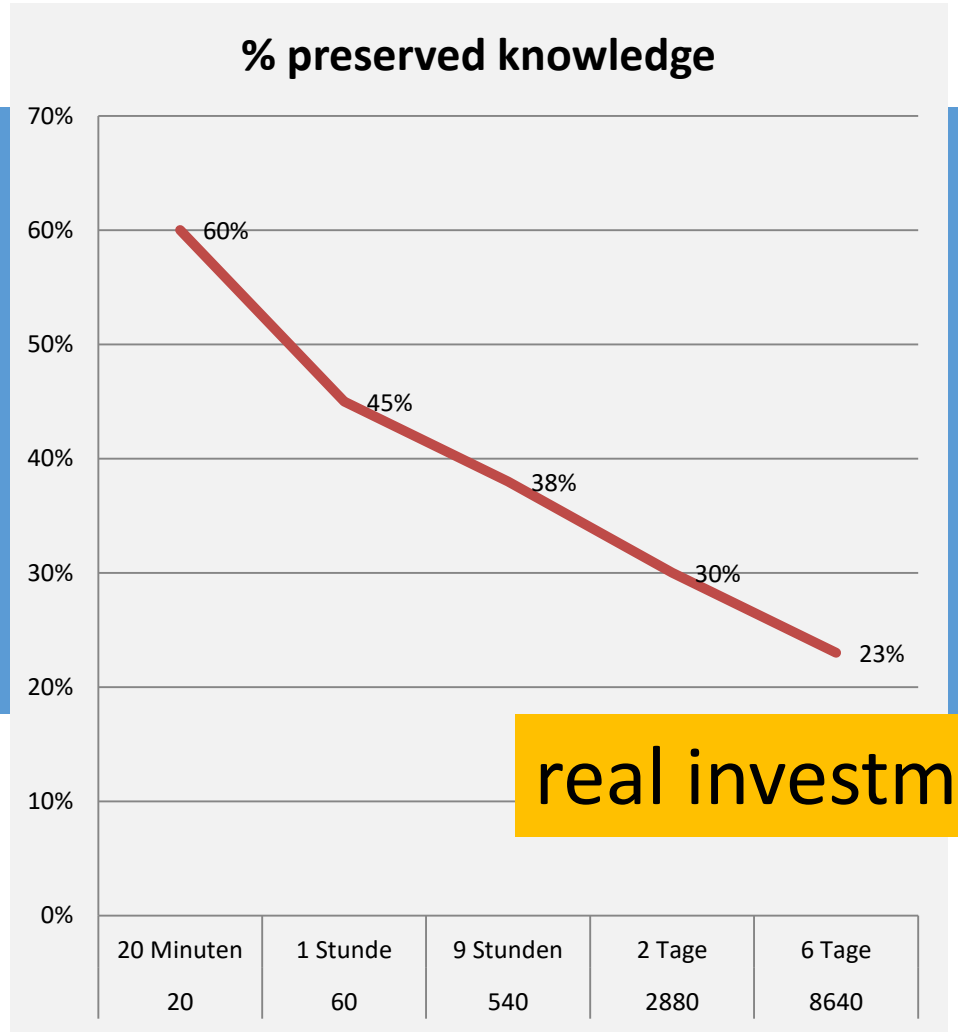
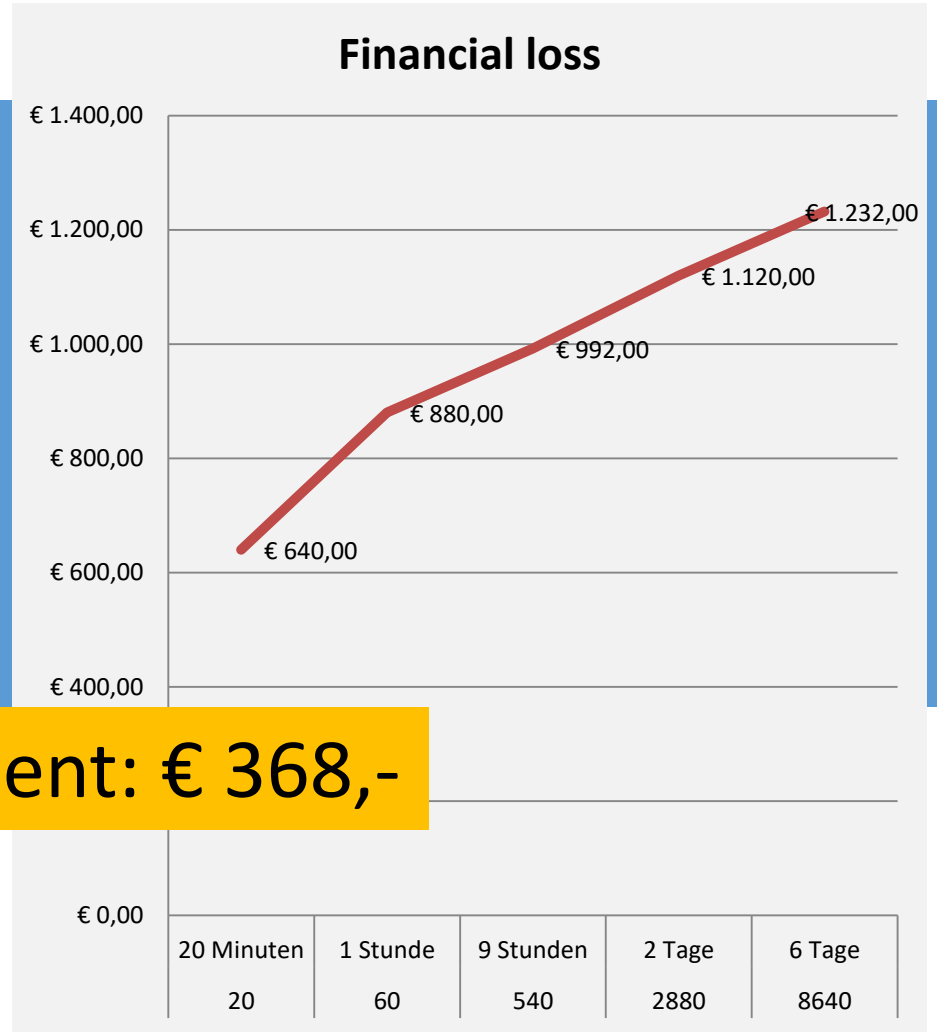
Forgetting costs €€€€€

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



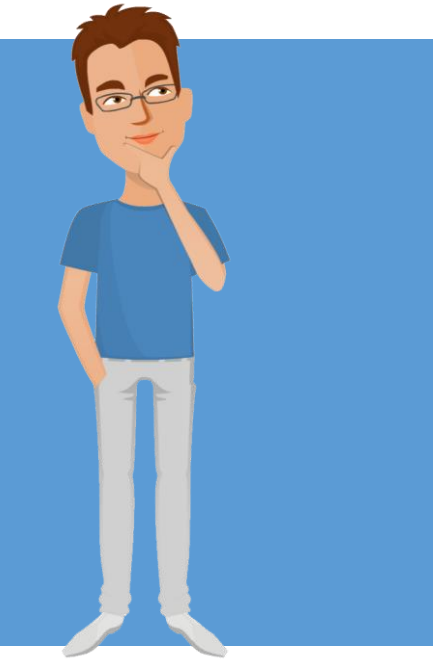


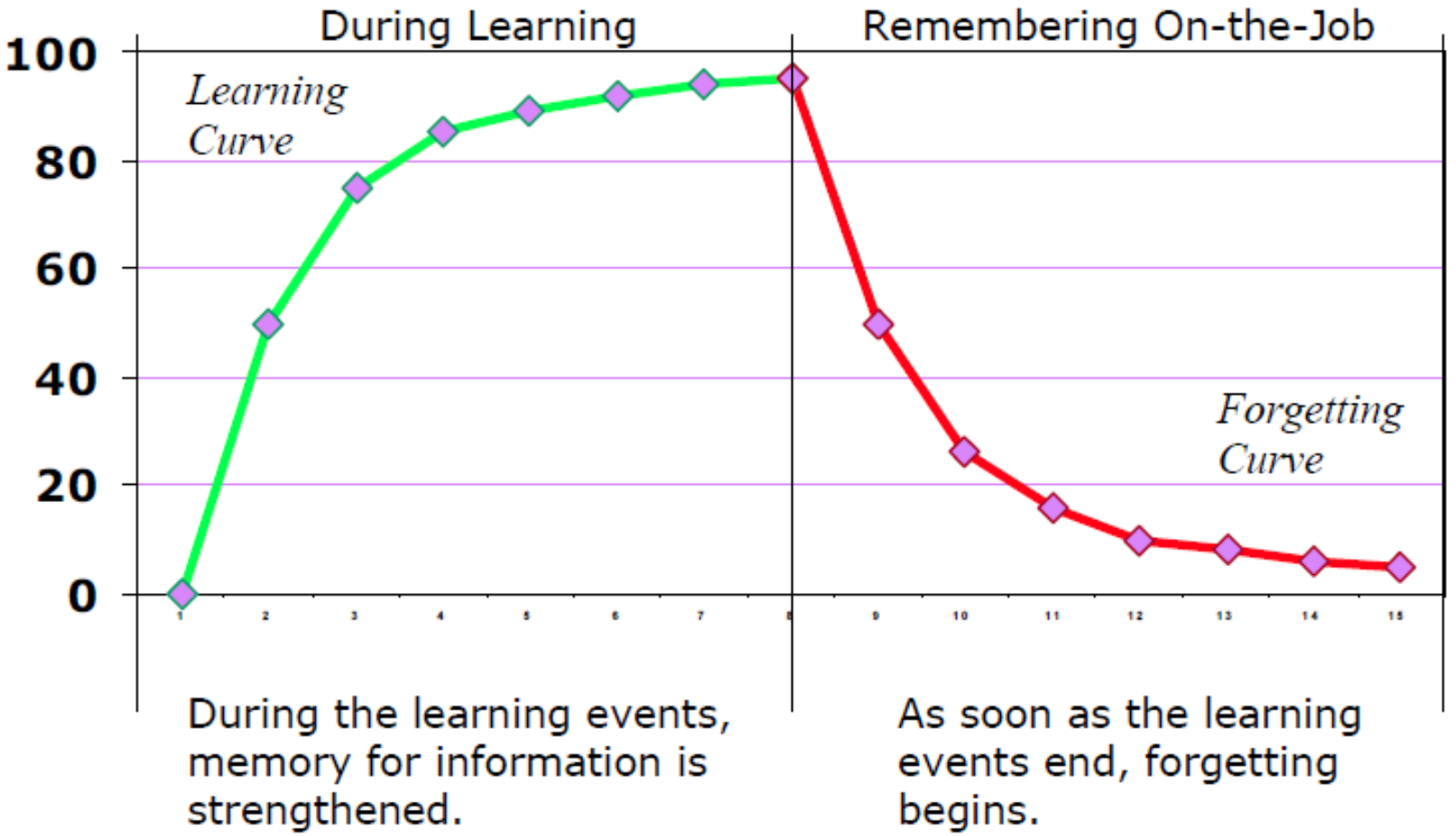


real investment: € 368,-

Presentation after: http://www.festo-didactic.co.uk/gb-en/news/forgetting-curve-its-up-to-you.htm?fbid=Z2IuZW4uNTUwLjE3LjE2LjM0Mzc

Typical learning and forgetting curve





Source: THALHEIMER Will (2006): Spacing Learning Events Over Time: What the Research Says,
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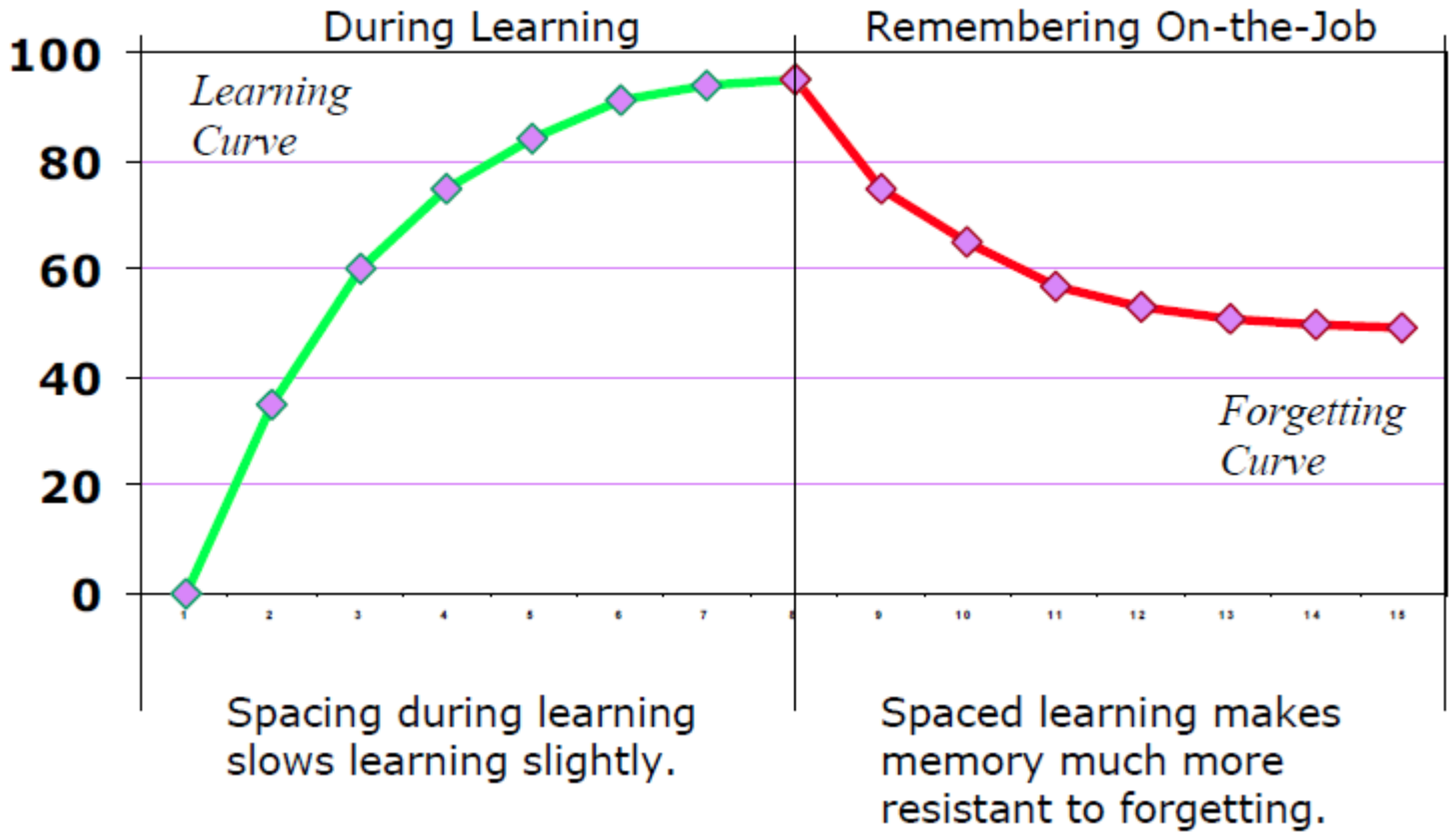
Learning and forgetting with Spacing during learning



Quelle: THALHEIMER Will (2006): Spacing Learning Events Over Time: What the Research Says,
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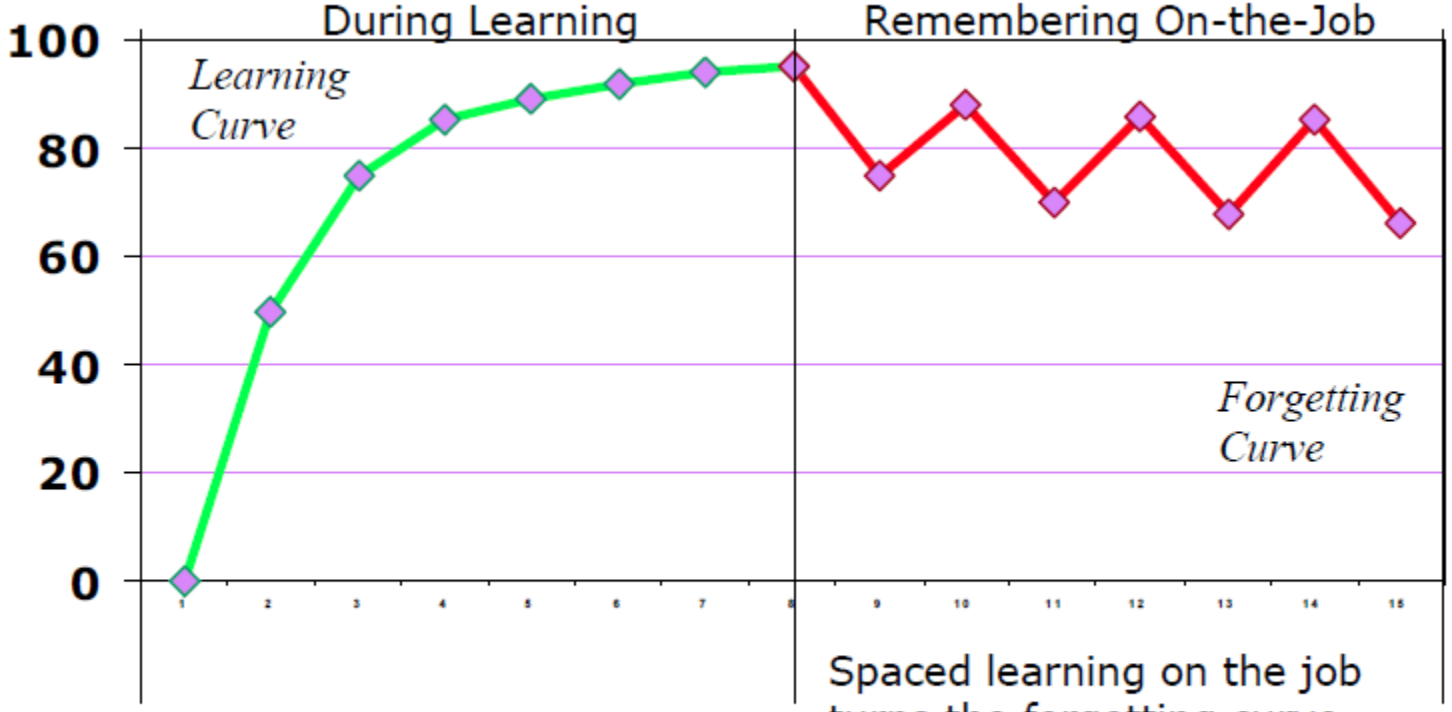
Learning and forgetting with Spacing On-the-Job



Spaced learning on the job turns the forgetting curve into a learning-and-forgetting curve, improving memory.

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

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

Micro Learning
Targetgroups

master`s
certificate

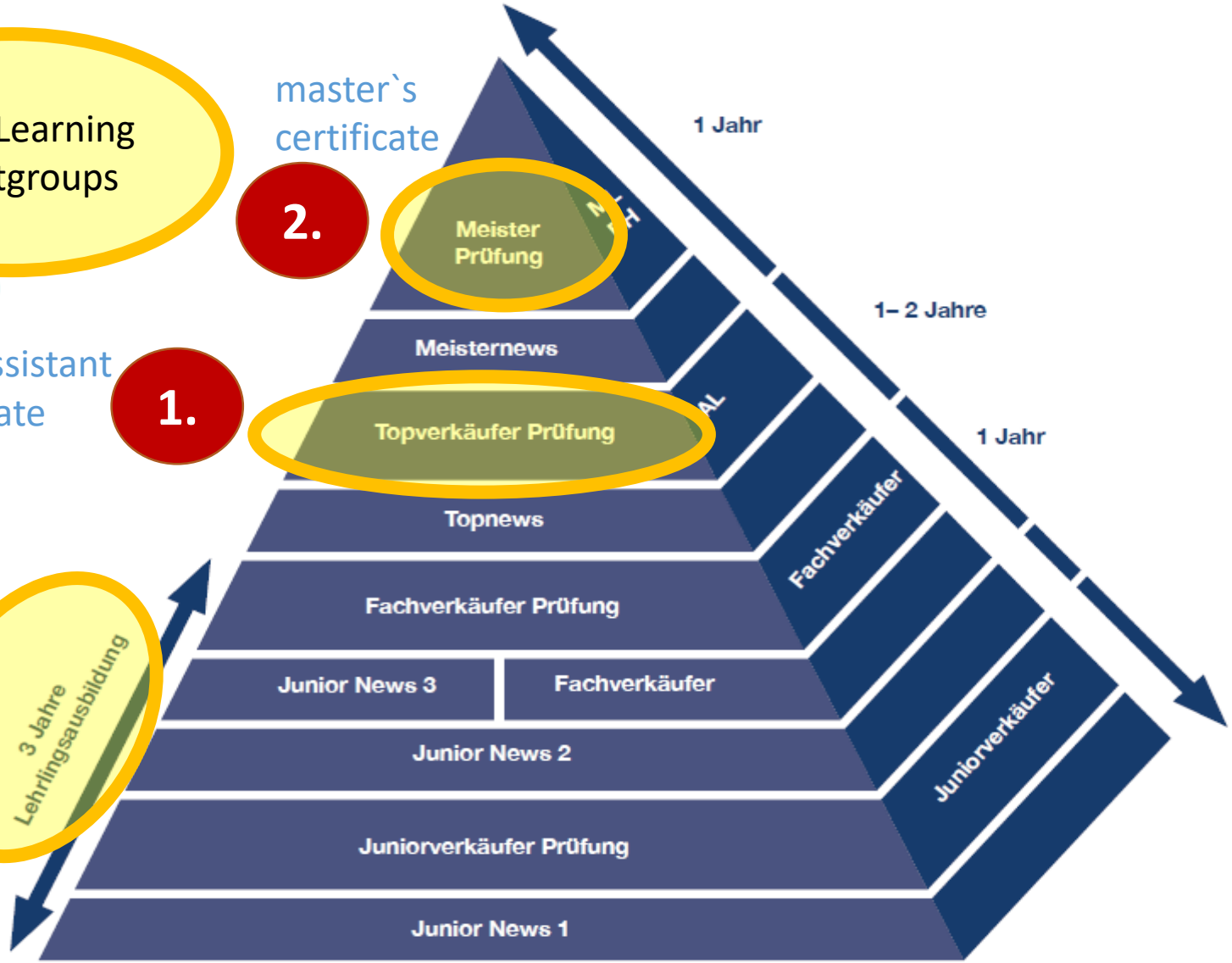
2.

top shop assistant
certificate

1.

3.

3 years
apprentice training



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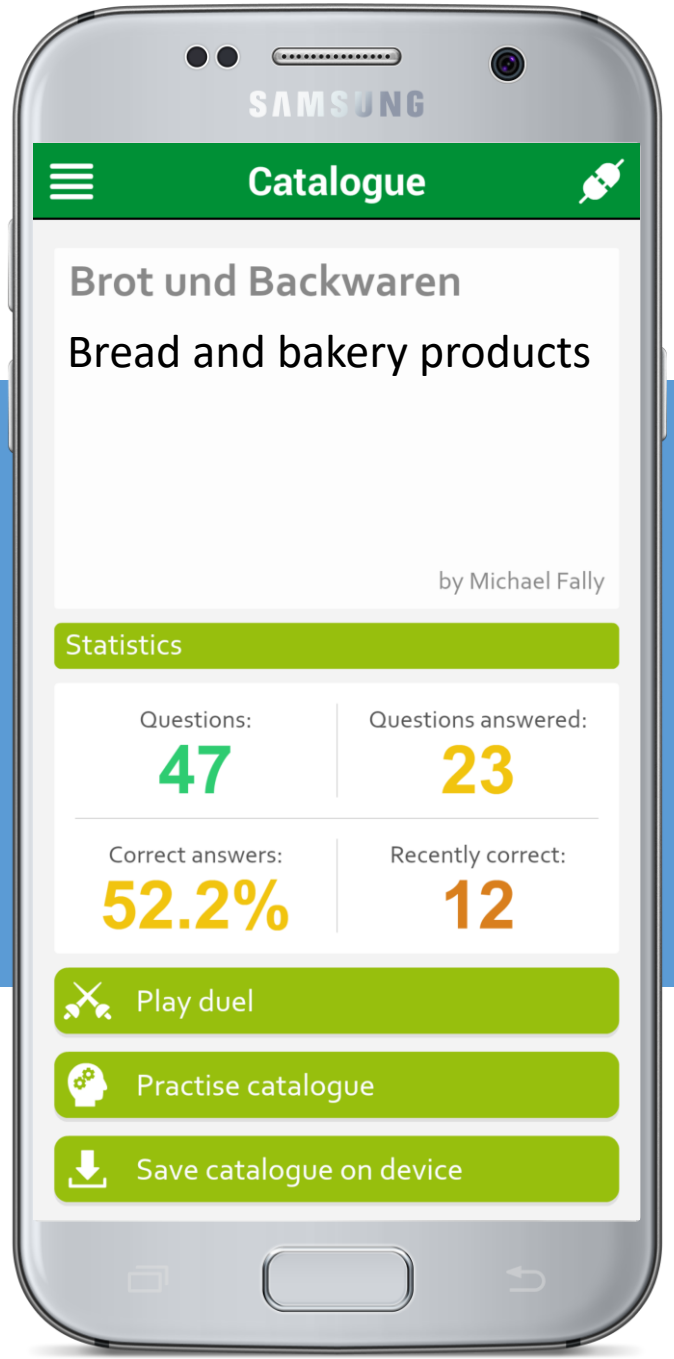

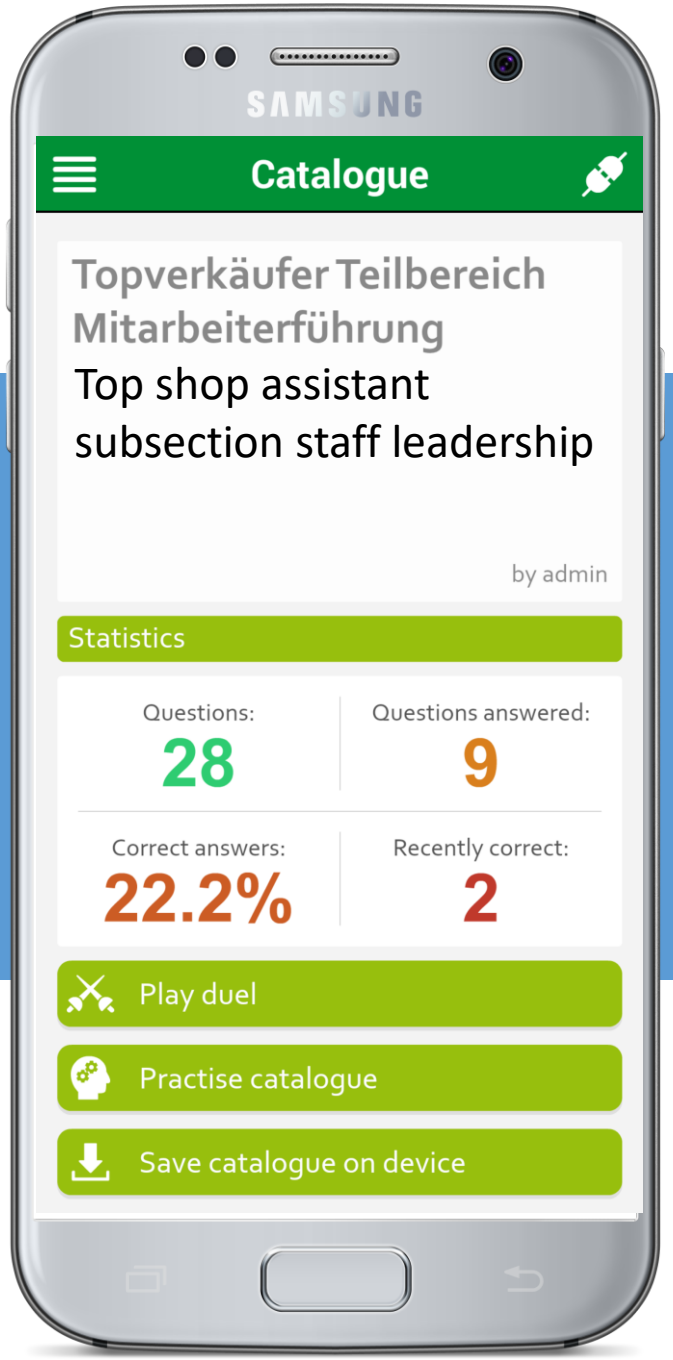

Example vocational training
retail salesman/woman (duration 3 years)

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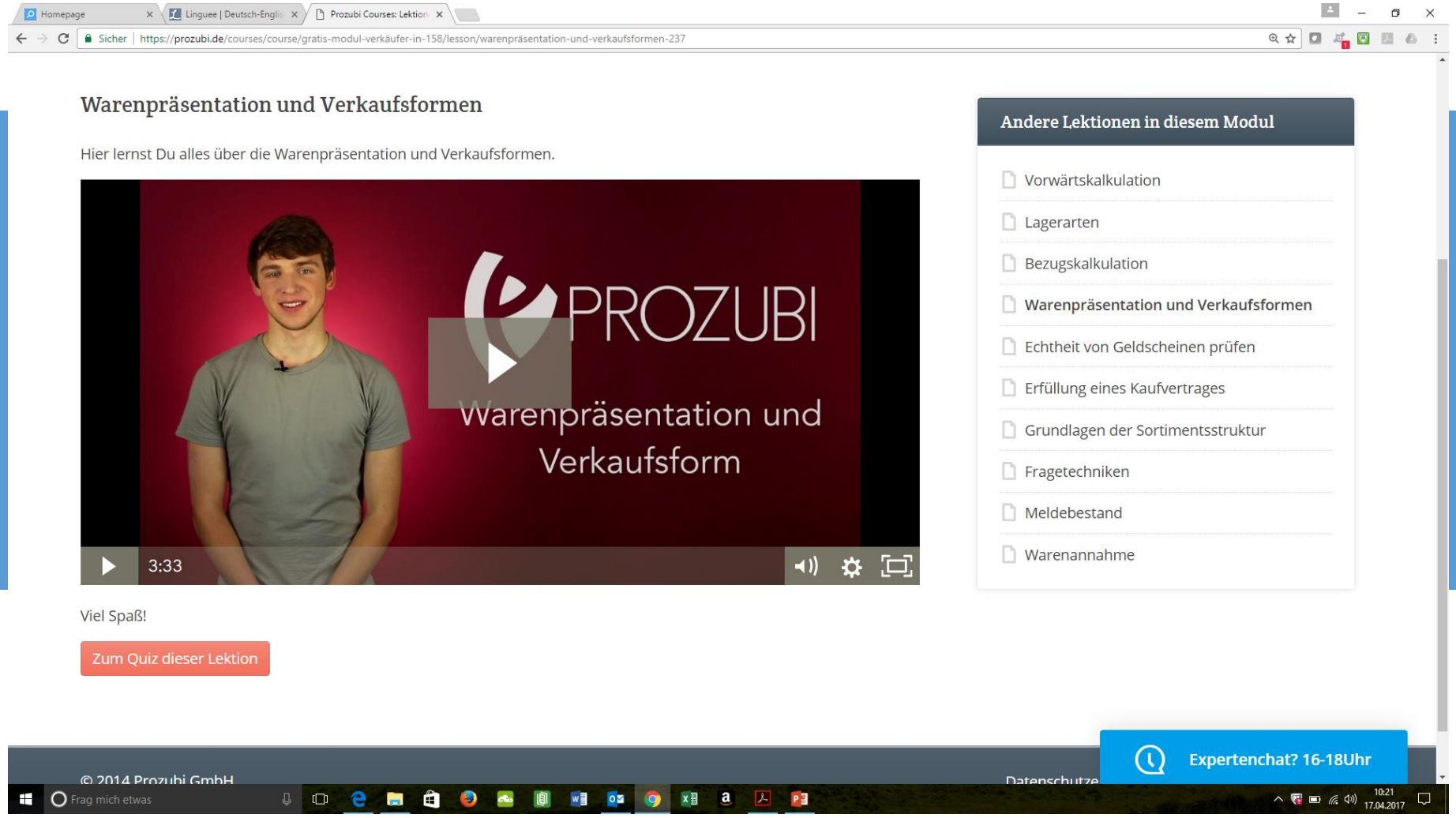
Presentation of goods and selling method (one of 240 learning videos with 1400 tasks/questions)

https://prozubi.de/courses/course/gratis-modul-verk%C3%A4ufer-in-158/lesson/warenpr%C3%A4sentation-und-verkaufsformen-237



Example of a Learning Snack

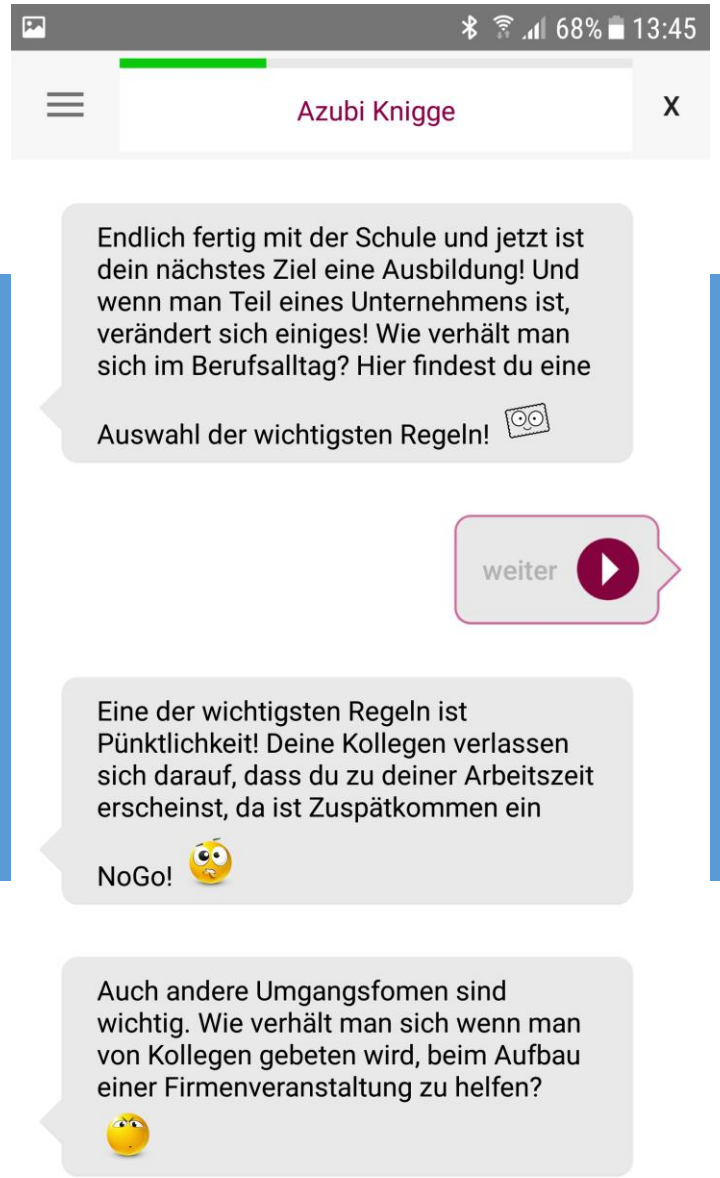
Apprentice Knigge

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!

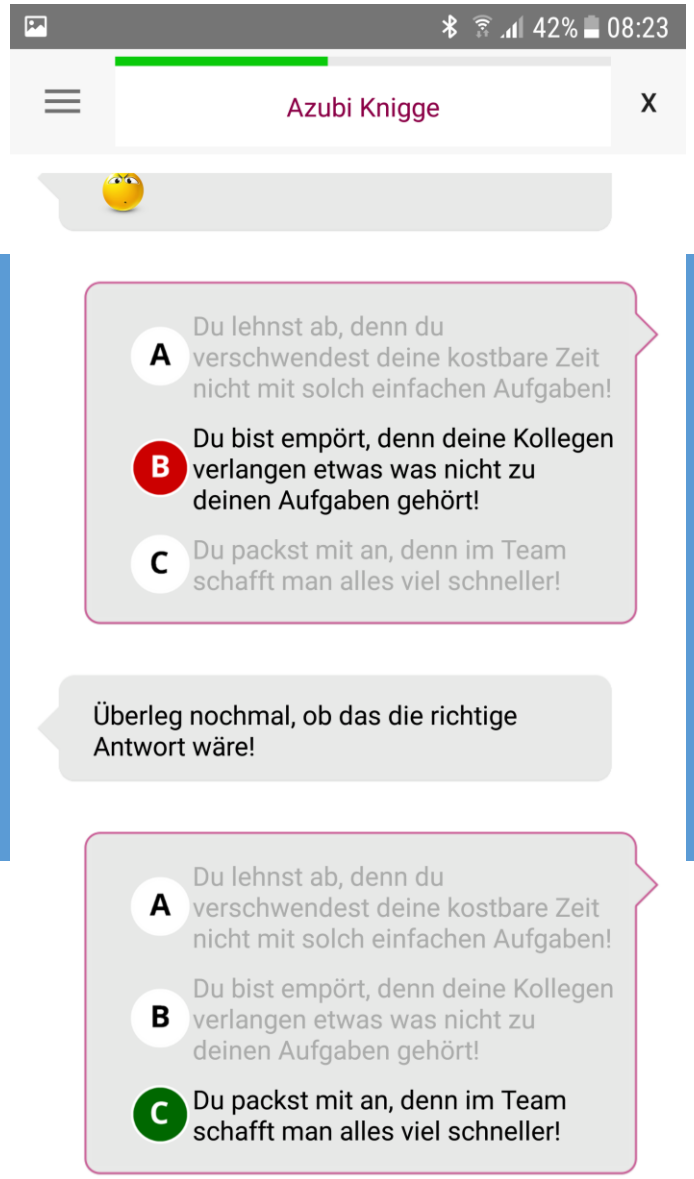
How do you behave when your colleagues ask you for help for the organization of a company event?



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?



Apprentice Knigge

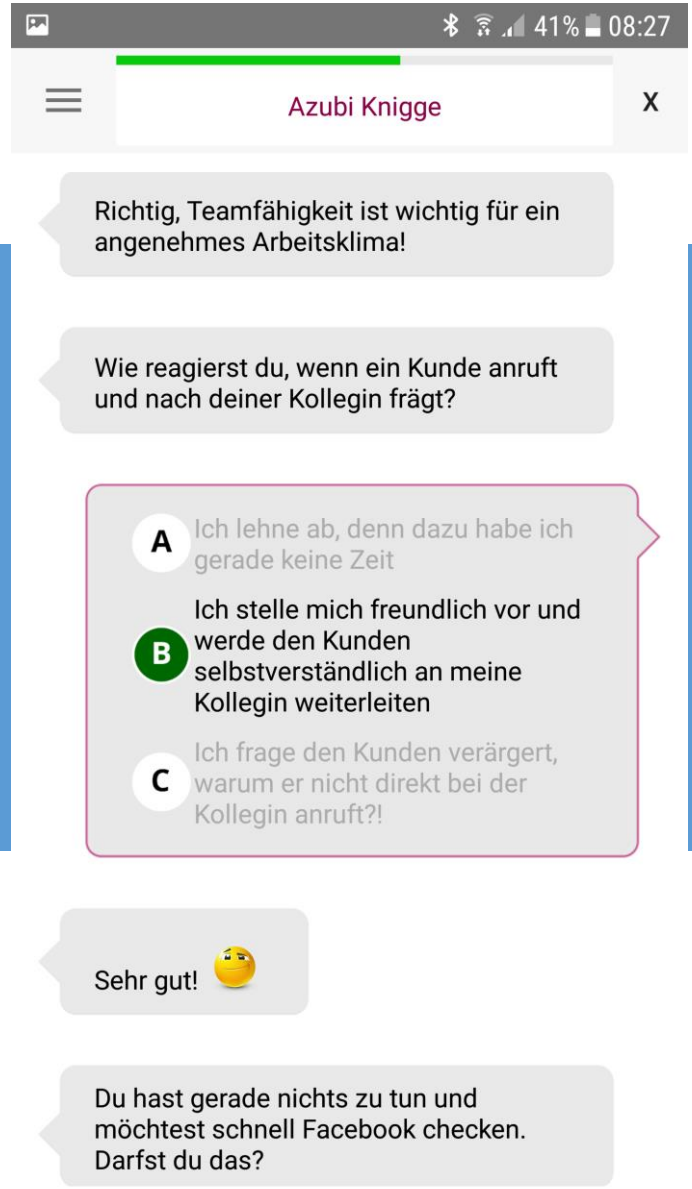
Right. Teamwork skills are very important for a good working atmosphere.

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!

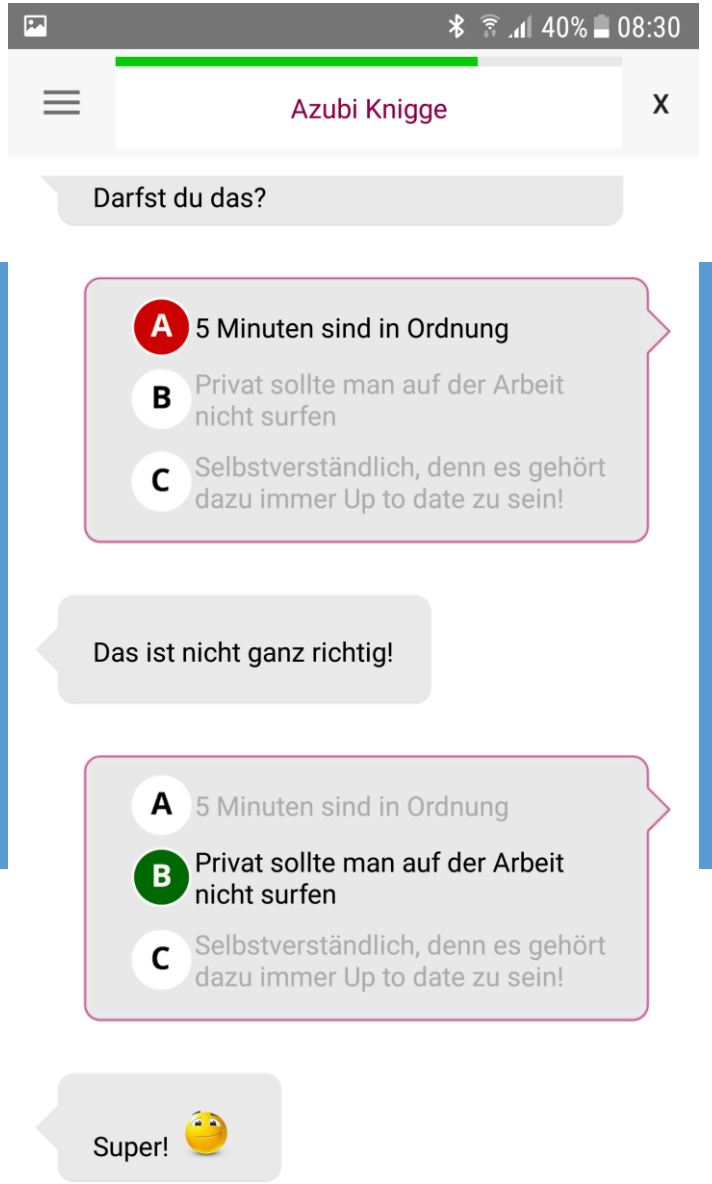
You have nothing to do at the moment and you want to check Facebook fastly. Is it allowed?



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.



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