

6 Ways to Make E-learning More Interactive

If learners are not engaged, they will not learn. Yet modern learners are highly distracted: research shows that workers are interrupted every five minutes and unlock their smartphones nine times an hour.¹ As their attention wanders, they won't retain new information. At the same time, technology-enabled learning means that learners are typically expected to take the initiative and be more self-directed than ever before. If the learner feels that the training content is highly relevant to them, they are much more likely to benefit from it. Here are six tips for HR and learning development professionals looking to make their workforce learning experience more interactive and engaging:

- 1 **Never lose track of learning goals.** Corporate learning is generally targeted at fixing a problem – continuously check that it has. Be sure to ask and answer the question “What’s in it for me?” Learners need to know the reason they are undertaking the learning and what the tangible benefit will be to them as individuals and to the organization.
- 2 **Avoid dumping a lot of information on learners.** Rather than drowning learners with a fire hose of information, it is more effective to enable them to access just the right amount of training as they need it. Today, delivering e-learning to mobile devices is the norm, and given that learners’ attention spans are shorter than ever it works best to chunk the learning delivery into smaller nuggets, allowing learners to access bite-size modules on the go.
- 3 **One size does not fit all.** Match the depth and duration of training delivery to the problem it is seeking to solve. If an employee wants to better

Research shows that workers are interrupted every five minutes.¹ That’s 12 times per hour!



manage stress, you can review their level and experience, assess the previous training they’ve taken, and consider the specifics of their job. For some people, short videos containing reminders of stress management techniques will suffice. For others, a deeper curriculum containing several stress management e-learning courses with the opportunity to test their knowledge and interact with online exercises will be more valuable and effective.

- 4 **Use technology wisely.** It is not necessary to tap into every cool new technology trend to engage learners. Do not make all learning delivery video-based, for example. Research shows that interspersing different types of content – on screen reading, mini-case studies, knowledge checks – along with video yields better knowledge retention than video alone. Tap into the power of traditional storytelling, facilitating the integration of knowledge by using metaphors, case studies, testimonials and real examples. The key is to design learning content from a starting point of prioritizing interactivity and engagement.

Interactive learning provides opportunities for the learner to see the content from different perspectives.



5 Deliver learning at the point of need.

According to learning industry experts, there are generally understood to be Five Moments of Learning Need:

- New: When people are learning how to do something for the first time
- More: When people are expanding the breadth and depth of what they have learned
- Apply: When they need to act on what they have learned, which includes planning what they will do, remembering what they may have forgotten, or adapting their performance to a unique situation
- Solve: When problems arise, or things break or don't work the way they were intended
- Change: When people need to learn a new way of doing something that requires them to change skills that are deeply ingrained in their performance practice

The first two categories tend to call for formal instruction, either through e-learning or in the classroom and interactivity should be aligned with learning a new skill; for example, quizzes or periodic knowledge checks. Beyond the first two

stages, learners may feel they need to review previous learning to apply it on the job. These last three moments of need call for training on-the-job for performance support. This could be with e-learning lessons, supported by coaching and mentoring. The opportunity to test out new skills via scenarios they may encounter in real life would be a good usage of interactivity for the Apply, Solve, and Change points of need.

- ## 6 Make learning fun.
- Learners today have a lot of distractions competing for their attention, so interactivity can add to the fun and excitement which has a positive impact on learner motivation, reflection, engagement, and knowledge retention. Regular communication and feedback is important to keep learners motivated. Sometimes it might be appropriate to use 'gamification' techniques where elements of games such as competition, challenges, reaching different levels and achieving rewards can help motivate groups of learners.

Interactive learning provides opportunities for the learner to see the content from different perspectives, providing examples and opportunities for applying and testing their understanding. Learning occurs faster with greater interactivity because learners use higher order thinking skills such as appraising, interpreting and summarizing information rather than merely labelling, memorizing, or describing information.

Extracted from the Cegos whitepaper "Engaging Today's Learners with Interactivity." [Download a free copy of the whitepaper here.](#)

About Cegos Group

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,000 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors.

cegos-channels-alliances.com

cegos.com

