

Four Reasons Why Interactivity Makes E-learning More Effective


If learners are not engaged, they will not learn. And interactivity drives learning engagement. Modern web and mobile technologies offer better potential to create interactive experiences than ever before, and learners have come to expect those experiences based on their interaction with consumer websites and video games. Interactivity doesn't just make the content more interesting, it makes the content more effective. There are several reasons why interactivity in learning produces better learning outcomes:

1 **Emotional involvement helps engagement:**

Stories and examples contained in the lessons are an integral part of the overall engagement with the learning. It's proven that people remember stories better than they remember facts. Stories create a situation where the learner feels directly and emotionally involved with the learning, which has been shown to improve retention. By including examples of concrete professional situations with interactive elements, you can tap into the learner's emotions. Stories add an element of fun, and adding some fun to a learning experience is always welcome.

2 **Interactivity encourages the learner to complete the lesson:**

Learners are busy and distracted, and there are many priorities competing for their attention. Abandonment rates of e-learning courses can be high – up to 85% in some cases.¹ However, if a learner is curious about a topic they are more likely to stay with it. Interactivity taps into a learner's curiosity and motivates them to stay involved in the learning; therefore, they are less likely to abandon the course before they master important new information.



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3 **An opportunity to think, reflect, and apply:**

The overall argument for training and learning activities is so that learners can work toward mastering a new skill in a safe environment. The process of trying new skills, and sometimes failing, is what creates a learning moment. The opportunity to experience situations like those learners would encounter during daily work, yet in a low risk learning environment, provide a chance for the learner to try different reactions to challenging situations. When learners can think about the learning situation in the future, and the potential paths and outcomes, they will more tangibly integrate the lessons into their normal workflow.

¹ <http://trends.masie.com/archives/2016/1/15/903-elearning-course-abandonment-learning-innovations-lab-in.html>

The overall goal of a learning activity is learning retention and behavior change. **Activating long-term memory is the key to achieving retention.**



4 **Knowledge transfer and retention is improved:**

The overall goal of a learning activity is learning retention and behavior change. If there is no transfer of knowledge, no behavior change occurs. Activating lasting memory is the key, because long-term memory “allows us to store information based on meaning and importance for extended periods of time, affects our perception and constitutes a framework where new information is attached.”² The way long-term memory is stored in the brain ensures that learners can recognize patterns and recall knowledge learned previously when faced with a new, but similar, situation in the future. Interactivity is more memorable, therefore improving long-term retention.

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. Learning and development leaders who invest the effort to ensure engaging interactivity will be rewarded with more motivated learners, higher levels of learner satisfaction, better learning outcomes, and more alignment with overall organizational objectives.

Inspired by the Cegos whitepaper “Engaging Today’s Learners with Interactivity.” [Download a free copy of the whitepaper here.](#)

² <https://elearningindustry.com/memory-types-facts-and-myths>

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