

Playbook for Optimizing Live Online Learning

Familiar with the terms Death by Powerpoint and Zoom Gloom? They reflect the difficulty in keeping student attention during live online training sessions.



Digital distraction is an ever-present barrier to learning.

Consider that American adults **check their phones 344 times per day**, or once every 2 minutes 44 seconds. Digital distraction is a serious problem for adults, but catastrophic for school age children. When personal devices are in hand, learners score half a grade lower than control groups.¹

In this white paper we reveal simple solutions that are quick and easy to employ for trainers and educators, optimizing for:

- learning attention
- message clarity
- long term retention

Live Microlearning



Bite-sized learning helps learners understand content quicker.

Microlearning is a popular strategy employed by 69% of the Fortune 500. It's principles and best practices have been refined over the last 20 years, delivering subject competence 50% faster² for on-demand learners.

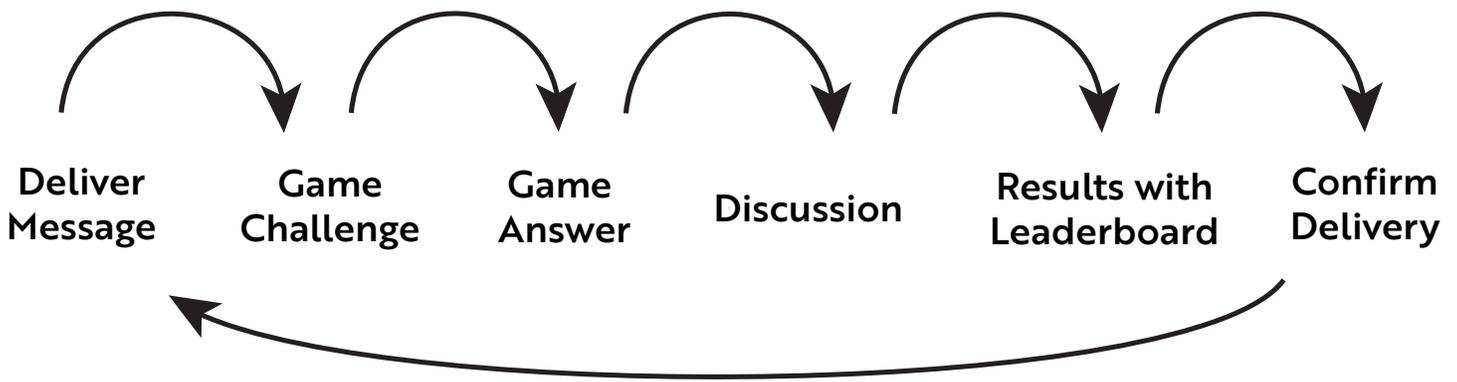
To use a food analogy, it's easier to digest several small meals over the course of a day than consume a giant meal at the start. Microlearning delivers “bite-sized” units of content interleaved with activities that reinforce the learning message.

Recently the application of microlearning concepts has been adopted for live virtual classes. The most important benefits of live microlearning are:

- Deployment speed
- Group energy and excitement
- Limited class timeframe
- Live interactions
- Reading the room
- Immediate clarification of complex messages.

The best Learning and Development organizations leverage the benefits of live training in combination with on-demand activities to optimize the learning process.

The Ideal Gamification Pattern



Live training ideally looks like this:

- deliver the message
- provide a gamified challenge
- reveal the answer with amplification added
- share class results with a leaderboard
- engage the class in discussion
- confirm message delivery
- move to the next message

To deliver the message, use a variety of formats. Slides may be the core format, but add photos, memes, gifs, animations, webpages, and videos for heightened visual interest.

Our brains are programmed to wander when content is static. Rapid attention falloff starts at 60 seconds. It's advisable to change content before that point, making two slides out of one when necessary to keep a good pace of visual changes.

Gamification transforms audiences from passive to active and excited, keeping them involved for hours. In their simplest form, they are multiple choice questions with one or more answers. Barroom trivia games such as [Buzztime](#) are played weekly by millions of users who play for the fun and challenge of competition.

A similar game and many more complex challenges are built into the REACHUM platform.

Game scoring is time based, with higher scores for quicker answers. As a result, learners sit on the edge of their seats listening to lessons so they can answer quickest and climb to the top of the leaderboard.

We've polished the gamification recipe over years of practice to settle on this process:

1. Tease the question
2. Present the question
3. Show a countdown
4. Have the host urge quick responses
5. Give immediate correct/incorrect feedback
6. Reveal the answer, with an amplified explanation
7. Individual game results shown as correct/incorrect percentages
8. Leaderboard shows aggregate participant scores
9. Discuss the message, fixing any misunderstandings

Each of these nine steps, executed sequentially in less than 2.5 minutes, drives every learning metric higher.

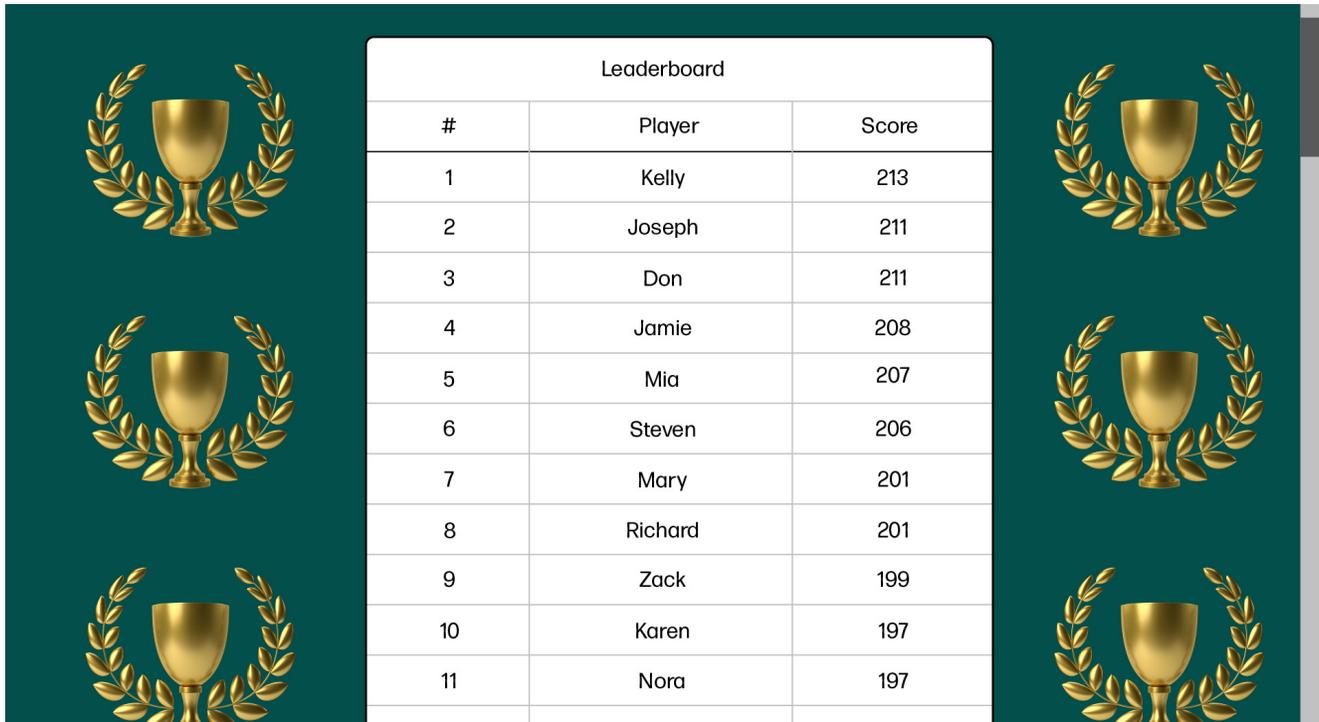
Step 6, reveal the answer, not only reveals the answer, but adds extra information that adds human interest to the message. This helps students recall the learning point years later.

The image is a screenshot of a Zoom meeting. On the left, there is a grid of video thumbnails for participants: Maria Carlos, Greg Fields, Latoya Harris, Will Norman, Sergei Dmitriev, Jamar Jones, Bianca Colby, Roshoun Davis, and Anetta Passol. At the bottom of the Zoom interface are icons for Cam, Mic, Share, Record, Chat, People, and Leave. The main part of the screen is a presentation slide with a dark blue background. The slide text reads: "There are three bones in the human ear." Below the text is a detailed anatomical diagram of the human ear, labeled with parts: Auricle, Outer Ear, Middle Ear (containing the Malleus, Incus, and Hammer), Inner Ear (containing the Semicircular Canals, Vestibular Nerve, Cochlear Nerve, and Cochlea), and Eustachian Tube. Below the diagram, it says "THE HUMAN EAR". At the bottom of the slide, it says: "They are called the malleus, the incus, and the stapes." At the very bottom of the Zoom window are navigation icons (grid, list, stop, play, back, forward) and an "Exit" button.

Revealing the answer with additional information helps with retention.

In Step 7, results, training leaders get immediate feedback on how well each message was understood by the group. For complex training, it's common to have some messages that don't get through clearly. One of the benefits of live training is that these issues are exposed and can be remediated immediately.³ During new product launches, the immediacy of live training is precious.

Step 8, showing a leaderboard, is the step that commands the attention of every learner.



Leaderboard		
#	Player	Score
1	Kelly	213
2	Joseph	211
3	Don	211
4	Jamie	208
5	Mia	207
6	Steven	206
7	Mary	201
8	Richard	201
9	Zack	199
10	Karen	197
11	Nora	197

Leaderboards hold learners accountable and encourage competition.

For one pharmaceutical company's new product training, only 7 people participated in the first game. A leaderboard with 7 positive scores and 89 zeroes got the immediate attention of the sales reps! No more looking at social media or messages. Everyone was riveted on the training for the balance of the session. What started out as a meeting with expectations for the compulsory, boring training, turned into a high energy, friendly competition.

Lastly, Step 9, discussing the message, makes certain that understanding is 100%. For complex messages, a second game may be configured to make certain that understanding is complete.

Conclusion

These steps are built into the REACHUM platform to make effective online training easy to create and deploy. Sign up for a [free trial](#) or [reach out to our Success Management team](#) to get up-to-speed with a free trial.

The screenshot shows the REACHUM platform's 'Multiple Choice Question' configuration interface. The header includes the REACHUM logo (meetings that matter) and navigation links for Dashboard, Pricing, Support, and My Account. The main content area is titled '< Content Manager' and 'Multiple Choice Question'. It features several input fields: 'enter activity name', 'set timer (seconds)', and 'enter question'. Below these are three answer choices, each with a radio button (the first and third are selected) and a text input field containing the placeholder 'enter question choice, click left circle if answer'. A plus sign icon is used to add more choices. A checkbox labeled 'shuffle answers' is also present. A green 'Create' button is at the bottom right.

It's easy to configure a second game in the REACHUM platform.

References

¹ <https://www.tandfonline.com/doi/full/10.1080/01443410.2018.1489046>

² Ray Jiminez, Ph.D. Three Minute Learning

³ <https://click-video.com/stories/Using-Online-Training-For-An-Urgent-Product-Launch.html>