行動學習趨勢
Mobile Learning Trends to adopt in 2020 to drive Employee Performance and Behavioral Change

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Mobile Learning in 2020

◦ 從最好 ->必要

◦ 2020 marks the acceleration in its adoption as it moves from being a "good-to-have" to a "must-have" option.

◦ As L&D teams step up the adoption of mobile learning in 2020, I share my list of mobile learning trends you should adopt in 2020.

◦ However, before I list the trends, I want to highlight the changing learner and business expectations and how you can use various trends to meet them.

What Modern Learners Want

Modern learners want training to be easily accessible, training that can be "pulled" by them.

It also needs to sync with their lifestyles.

They should have control over when, how much, and at what pace they can consume training.

They want on-demand and instant access to training.

10 Mobile Learning Trends to Adopt in 2020

1. Mobile Learning Will Be Used Extensively To Address A Majority Of Corporate Training Needs
行動學習會廣泛的被應用符合企業訓練需求

Mobile learning solutions enable learners to take training seamlessly across devices.

You can offer an entire spectrum of corporate trainings in this format now.

This gives learners the flexibility to consume it when they want to, move learning sessions across devices, and align it to their individual learning pace.

As a result, you will see higher engagement, better completion rates, and more learners going back to review and refresh the learning resources.

2. Mobile Learning Will Feature Different Delivery Formats To Suit The Content And The Way It Will Be Consumed
行動學習會發展不同形式符合其內容與學習管道

1. Mobile-friendly or adaptive mobile learning
    1. Opting for this approach makes sense if the content will be consumed across devices (from desktops/laptops to tablets/smartphones).
    2. Essentially, the learners want the flexibility to access it on mobile devices, but this may not be the best way to learn.

2. Mobile-first or responsive mobile learning
   In contrast, adopting this approach makes sense if the content will be consumed on smartphones.

3. Mobile Learning Will Be Used Beyond Formal Training To Drive Performance Gain And Behavioral Change
行動學習會應用於正式訓練之外，驅動成效成長並產生行為改變

As we know, learners learn through **multiple channels** and these include:
- **Formal and structured** learning
- **Social learning** or **collaborative learning**
- **Experiential**—on-the-job learning

行動學習的形式

15 Types Of Micro learning For Formal And Informal Learning In The Workplace

特性:

It is a short, focused training.

It is normally 2-5 mins in run length (normally not exceeding 7 mins).

Although it is short, it is designed to meet a specific learning outcome.

It has the following key characteristics:
- Multi-device support
- Rich media formats
- Action-oriented
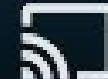- (wherein learners learn, practice or apply for the job)

4. Mobile Apps For Learning Will See A Wider Application
行動學習APP將會有更廣泛的應用

Mobile apps help you offer highly personalized content to learners.

They also enable you to push notifications and updates with ease.

Leverage them for significant programs like sales training, leadership development training, as well as to supplement specific formal trainings.

5. Mobile Learning Will Be Delivered In A Personalized Mode Matching The Learner´s Proficiency Or Interests
客製化行動學習: 個人化模式符合每個人的熟練度與興趣

This is a trend worth investing in, as <u>overwhelmed employees</u> will invest in trainings that offer relevant content and can help them do better in their career-progression aspirations.

6. Mobile Learning Will Leverage Microlearning To Offer Learning Pathways And Specialized Career Pathways
行動學習會提供學習管道與個人化生涯的改變

As for performance support tools, you can use the microlearning nuggets to:

(1) Reinforce learning

(2) Push the acquired learning to application on the job

(3) Challenge learners and push them to review/refresh primary learning

(4) Drive changes in thinking or behavior

7. Mobile Learning Will Feature More Varied Formats Of Immersive Learning Strategies 行動學習提供多樣化沉浸學習策略的工具

Notable immersive learning strategies worth investing in include:

☐ **Gamification for serious learning (遊戲化/教育遊戲)** (fully gamified or a sprinkling of gamified elements in the learning path)

☐ **Virtual Reality** (VR)

☐ **Augmented Reality** (AR)

8. Mobile Learning Will Feature Video And Interactive Video-Based Learning To Enhance Learning, Its Application, Engagement, And Drive Behavioral Change
行動學習促成互動影片式學習，增強學習參與並促進行為改變

Video-based learning or interactive video-based learning

9. Mobile Learning Will Be Used To Foster A Culture Of Continuous Learning
行動學習將會促進一個持續學習的文化

You can leverage curation to offer recommendations of additional, relevant content (based on user surveys, their proficiency, the way they have consumed content, or based on their interest).

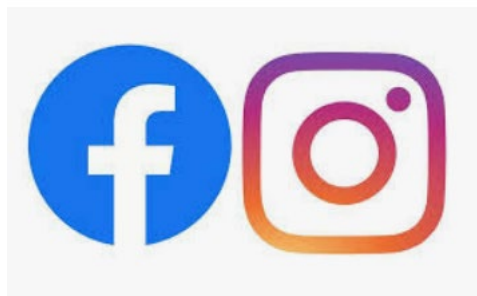This would go a long way to foster a culture of self-directed and continuous learning.

10. Mobile Learning Will Be Used To Enrich The Existing Knowledgebase
行動學習被用於豐富既有的知識

Close to curation is another measure, User-Generated Content (UGC), wherein learners can make contributions to the knowledgebase.

Not only does this make room for continuous learning, but it also helps you keep the existing knowledgebase current and relevant.

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