Moving Things Online
Research-Based Factors to Ensure Learning Succeeds!

Is eLearning Destined to be Ineffective?
Because sports have been cancelled, ESPN is looking for other competitions they can show to their audience. They have formed the American Legal-Education Championships.

You’re the Chief Learning Officer for Knickerboxer Legal Education Foundation.

Your clients—lawyer learners—will be competing with other lawyers in the new American Legal-Ed Championships.

You must decide which methods to use to ensure that your lawyers learn best—so that they perform best.

What will you do?

A. Provide your lawyers with a typical elearning program.
B. Provide your lawyers with typical classroom training.
C. Doesn’t matter. Both will produce similar learning results.
Comparing Identical Learning Methods

A. eLearning

B. Classroom

C. Both Equal

Correct!

Suppose you create a beautiful video-based simulation that requires learners (i.e., lawyers) to make five real-world lawyering decisions.

This video simulation can be presented in a classroom or in an elearning program.

Your team decides to conduct an A-B test, comparing the classroom use of the simulation to the online use of the simulation.

Which will create the best learning results?

Because sports have been cancelled, ESPN is looking for other competitions they can show to their audience. They have formed the American Legal-Education Championships.

You’re the Chief Learning Officer for Knickerboxer Legal Education Foundation.

Your clients—lawyer learners—will be competing with other lawyers in the new American Legal-Ed Championships.

You must decide which methods to use to ensure that your lawyers learn best—so that they perform best.

What will you do?

Correct!

A. Provide your lawyers with a typical elearning program.

B. Provide your lawyers with typical classroom training.

C. Doesn’t matter. Both will produce similar learning results.
Research Findings

1. When learning methods held constant, no difference between the two.

2. It is the learning methods that make the difference—not whether we use elearning or classroom instruction!

3. When methods not held constant, research found that elearning tends to outperform classroom learning.

Critical Implication:
Both classroom instruction and elearning can be made more effective when better learning methods are used!

Available on PLI’s PD Center!!

So, if the difference between elearning and classroom learning isn’t the issue—if it’s about the methods utilized—how should we be thinking about our learning designs?
The Decisive Dozen

for Learning Design and Learning Measurement

1. Content
2. Exposure
3. Guiding Attention
4. Creating Correct Conceptions
5. Repetition
6. Feedback
7. Variation
8. Retrieval Practice
9. Context Alignment
10. Spacing
11. Persuasion
12. Perseverance

Engage
Learn
Remember
Act

http://is.gd/ddResearch
Learning and Forgetting Curves

Case Study

Situation

Gretchyn and her team have been working on a new legal-education training program.

The program will consist of 4 online sessions running about 2 hours each.

Gretchyn’s team compiles enough content to have 8 specific learning points.

As they are designing the learning intervention, they think about what to do with the last 30 minutes of each session.

Which of the following would create the best long-term remembering?

A. Use last 30 minutes to present a REVIEW of the key content.

B. Use last 30 minutes to PROVIDE QUESTIONS on the key content areas, but don’t give learners feedback on their answers.
Presenting vs. Presenting Plus Questioning

Presenting Content enables learners to ENCODE.

RETRIEVAL from Long-Term Memory

Presenting (Encoding)

Retrieval (Remembering)

The Power of Retrieval Practice

Retrieval Practice – Examples

- True-False questions
- Multiple-choice questions
- Matching questions
- Recall questions
- Essay questions
- Problems to solve
- Reflection
- Case studies
- Simulations
- Decision scenarios
- Skill demonstrations
- Hands-on practice
- Discussions
- Verbal responding
- Action planning

Their eyes are scanning...
Two Issues Presenters Must Overcome

People Scan
Distractions
All Objects/Words
Grab Attention
The Presentation Science Solution

Maximize Slide Geography
Balance for Aesthetics/Credibility

Limit Objects and Words
Maximize Whitespace
Be Careful in Using Bullet Points

Show Objects One at a Time

Learn more at PresentationScience.NET

Use Fewer Questions
You can Rotate Questions
Iterate!
Get Expert Feedback
Get Stakeholder Feedback
You can do A-B Testing
Give half new questions, half old
Tailor Your Questions

25

26
“It has long been recognized that traditional, stand-up lectures are an inefficient and unengaging strategy for imparting new knowledge and skills.”

“Recent reports suggest that information and demonstrations (i.e., ... lectures and videos) remain the strategies of choice in industry.

And this is a problem [because] we know from the body of research that learning occurs through the practice and feedback components.”