# What is Microlearning?

Microlearning is a learning approach that delivers learning in bite-sized bursts at the point of need, with a focused learning outcome. The learner is in control of what and when they are learning and can complete their training at any time.

## What is the claim?

- Reduces cognitive overload, improving knowledge retention.
- Improves employee engagement and motivation.
- Provides just in time support.

## Where does the concept of microlearning come from?

The concept of microlearning is based on the Hermann Ebbinghaus forgetting curve, which shows that when people take in large amounts of information, retention of what was learned is lost over time.
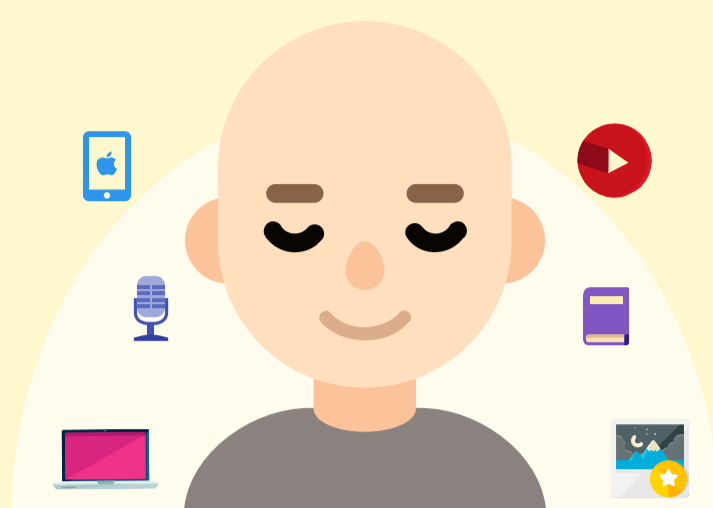
**80%** of the information people learn is typically lost within a month.

### THE FORGETTING CURVE

Retention (100% / 80% / 60% / 40% / 20%) vs Days (1 2 3 4 5 6 7)
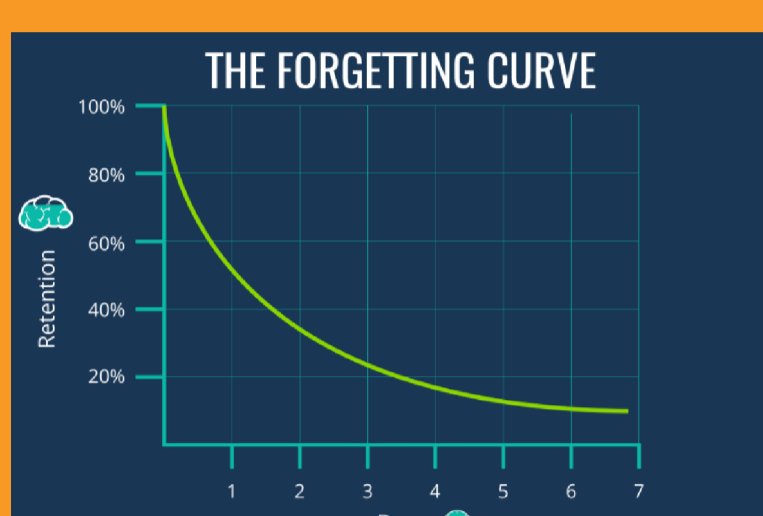
## A Short History of Microlearning

**Mid - 1880s**
Hermann Ebbinghaus created a scientific approach to study and classify memory, introducing the forgetting curve.

**2006**
Elliott Masie of the Masie Center coined the phrase nano-learning, saying that nano-learning can appreciate the fact that learning can and should happen daily — not just when we have the time to attend a class or a course online.
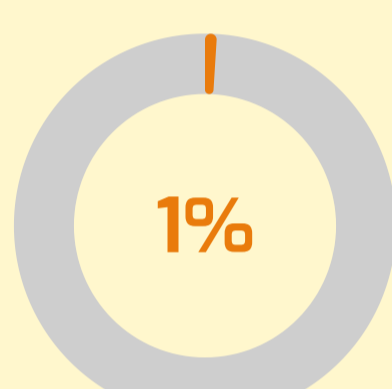
**2009**
The term "microlearning" is coined.

**2010 - 2013**
Early content vendors emerged and pioneered microlearning content for the modern learner.

## What are others saying about microlearning?

**1%** of the average employee's work time or **24 minutes** a week, is spent on learning, making a great case for microlearning.

"Again, it's not that people are not learning on the job — they are, constantly. It's that they don't have large blocks of time to set aside specifically for training. With the need for constant learning crashing into the apparent lack of time, microlearning is a natural solution that is getting more and more attention."

-Josh Bersin by Deloitte

## Why are you being asked to believe the claim is true? What evidence is offered?

**80%**
Studies show retention **increases by up to 80%** when large content is broken down into smaller chunks.

**17%**
A study in the Journal of Applied Psychology found that **microlearning was 17% more efficient in transferring knowledge** than typical classroom training.

**58%**
of surveyed employees would **be more likely to complete** training if content was broken into multiple, shorter lessons.

**8 out of 10**
Learning & Development professionals **prefer microlearning** to traditional time-consuming courses because their learners prefer it.

## Microlearning Drawbacks

- Not ideal for complex certification or compliance programs.
- Can lead to a disorganized or fragmented learning experience.
- May not build on the learner's prior knowledge to help them connect to new ideas.

## My experience with microlearning:

- Learners find it easy to fit learning into their schedules.
- Microlearning makes it easy to learn a new skill in the workflow.
- Learners are more motivated and engaged with short bursts of content.

## Should I do it?

**YES!** Learners prefer shorter bursts of content.

### Saves time
Short modules of focused content allow the learner to absorb and retain information quickly.

### Improves Productivity
Learners who can focus on their performance or skill gaps improve workplace productivity more rapidly and efficiently. Microlearning allows learners to apply what they have learned immediately.

### Appeals to the Modern Learner
Millennial and Generation Z learners want learning customized to their needs, informal, and available on demand.

## Resources

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