



微学习 · 大成效

微学习革命时代、企业的应用与挑战

胜典科技 创办人 苏文华 博士

讲师简介



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台湾中山大学企业管理博士

胜典科技创办人并担任总经理逾15年

带领团队成为大中华及亚太地区领导厂商

十次赴美参与ASTD/ATD年会

ATD认证唯一讲授移动学习证书课程

DDI(台湾)认证FSW讲师

CCE认证BCC教练及讲师

INTERNATIONAL
CONFERENCE & EXPOSITION

atd 2015

Content, Community, Global Perspectives

#ATD2015

atd 2016

INTERNATIONAL CONFERENCE & EXPOSITION
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES



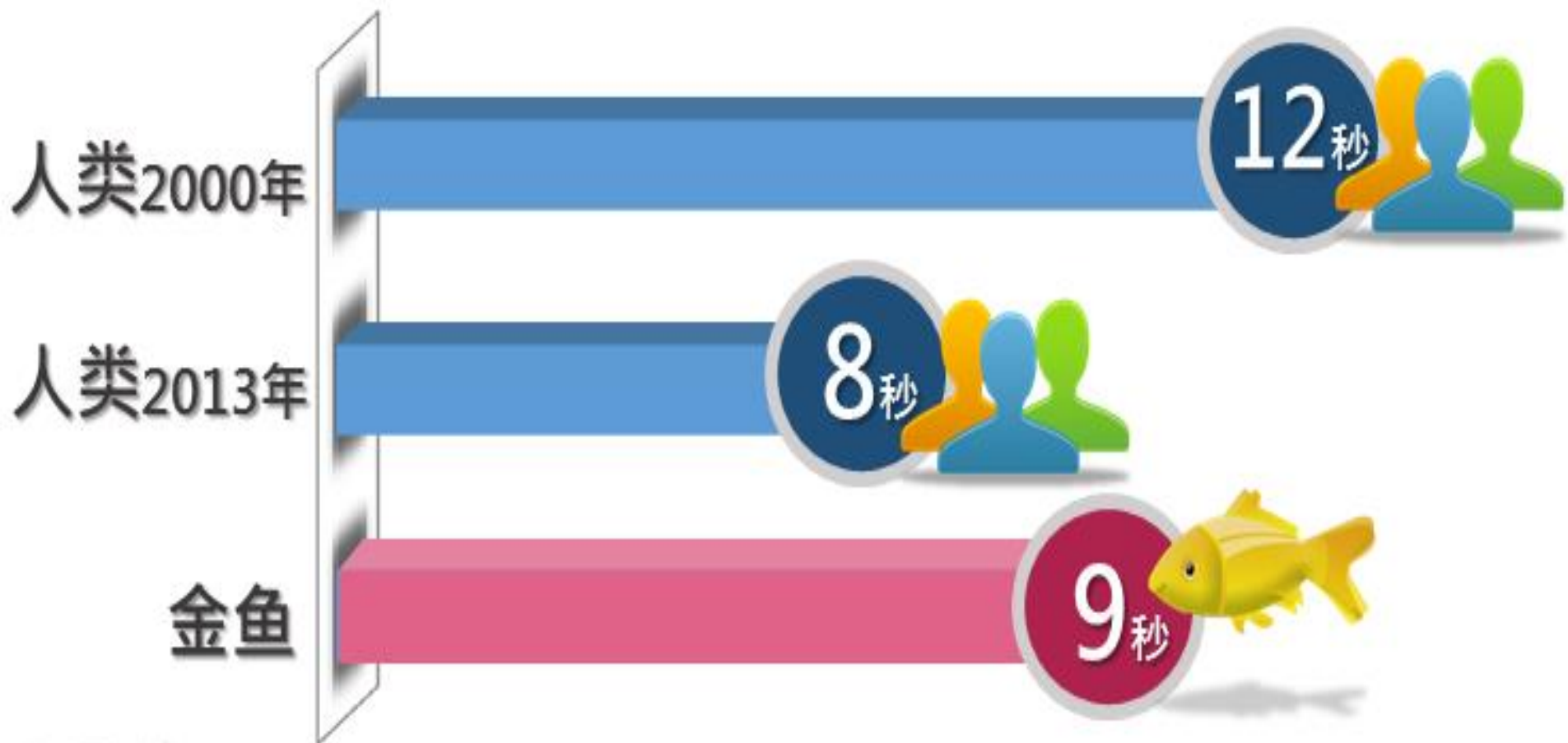
Micro-
Learning

问题思考

- 据国外媒体报导(2015/5/19)，美国微软的科学家在开展一项关于现代科学技术对人类注意力广度的影响的研究。
- 研究人员发现，现代数字设备会导致人类注意力的分散，志愿者的平均注意力广度：已从2000年时的____秒下降到2013年的____秒。



问题思考



讲重点!!!

Agenda

- 微学习的定义
- 微学习的元素
- 微学习的应用模式
- 微学习成功案例(I)
- 微学习成功案例(II)



微学习的定义

Micro-
Learning

微学习的定义

Bite-size single concept learning for today's short-attention-span workforce.



Bite-Size Content and the New E-Learning

15:00-16:00

W304AB

週日 5月17日

SU314



Stephen Meyer

President and CEO
Rapid Learning Institute

Demand for bite-size e-learning is on the rise, especially in soft-skills training. The potential advantages over traditional long-form modules include: reduced cognitive load, shorter time commitments, and compatibility with m-learning. But shorter



微学习的定义

Bite-size single concept learning for today's short-attention-span workforce.

“
一口即食
”

- <90秒 / <3分钟
- 3-7分钟 / 5-7分钟
- 5-15分钟 / 8-20分钟



微学习的定义

Bite-size single concept learning for today's short-attention-span workforce.

“
一口即食
”

- 伪命题
- 不同的公司与文化
- 不同的学员与主题



微学习的定义

Bite-size **single concept learning** for today's short-attention-span workforce.

“
单一观念
”

- Linear 线性顺序
- Logical 逻辑结构
- Complete 完整历程

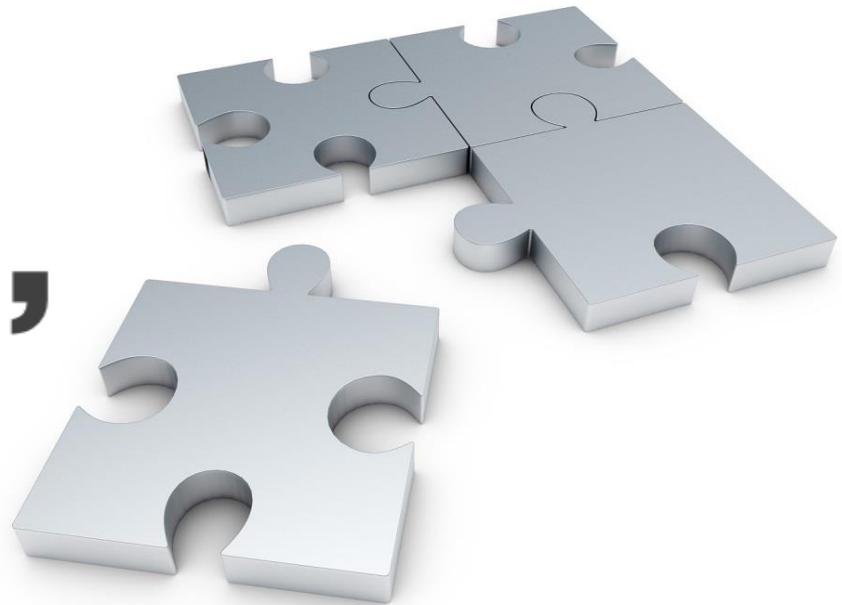


微学习的定义

Bite-size **single concept learning** for today's short-attention-span workforce.

“
单一观念
”

- Less is More!
- 少即多



1

1

1

Concept

Behavior

Outcome



微学习的定义

Bite-size single concept learning for today's **short-attention-span** workforce.

“
注意力短暂
”

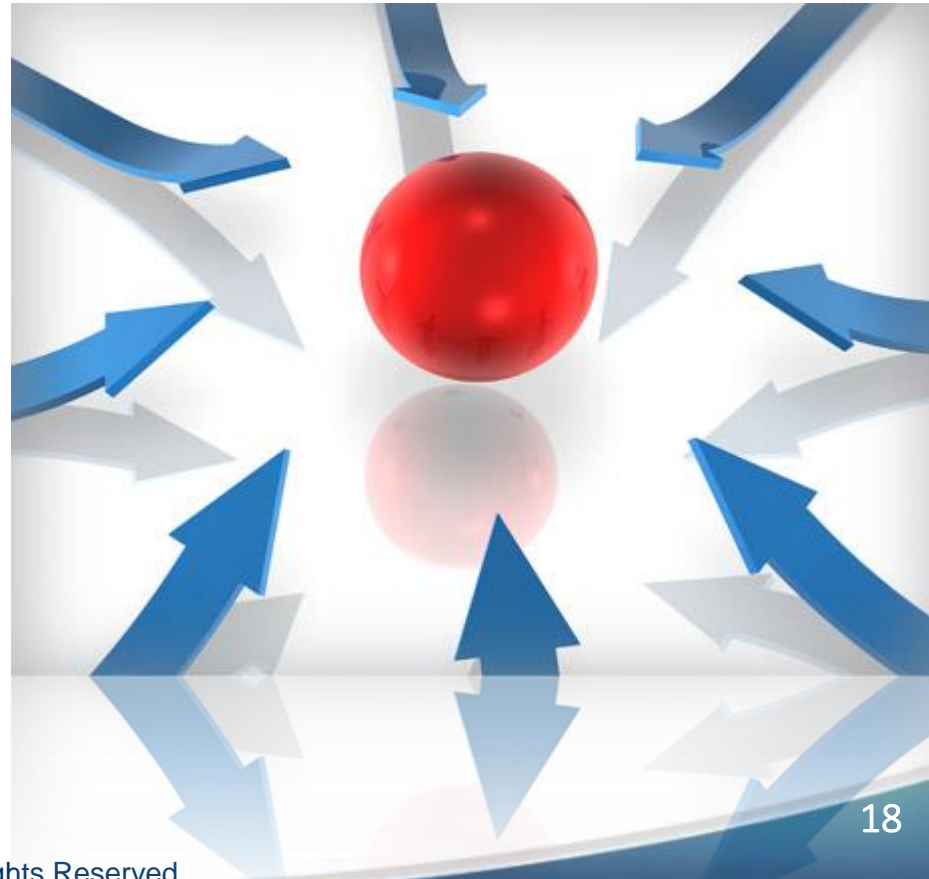


微学习的定义

Bite-size single concept learning for today's **short-attention-span** workforce.

“
注意力短暂
”

讲重点!
给我答案!
不要废话!



微学习的元素

Micro-
Learning

微学习的元素

HTML5网页 / Infographic信息视觉图表



透过工具整合图片、文字、标题等，
运用于教学设计，产出网页或单一图表。

微学习的元素

影片：单一知识点学习



- 快速、直接制作出可跨所有载具浏览观看的MP4影片档案。
- 建议按照训练主题，切割成多个小单元。
- 不仅便于观看，更可透过系统的分类架构出完整培训资源库。

微学习的元素

简报式影片



- 以类似PPT的操作手法为基础，加上图文及影片等多媒体元素进行设计。
- 透过课程制作工具进行编辑，发布为跨载具的影片课程。

微学习的元素

游戏类/模拟类/角色扮演类



- 透过制作工具，整合多样化的多媒体制作跨载具观看课程。
- 具有互动功能，在课程呈现上也较为贴近学习者所习惯的Flash类动画课程。
- 以游戏/模拟/角色扮演等方式设计训练内容，提高学习兴趣。

微学习的应用模式

Micro-
Learning

微学习的应用模式



微学 v.s 微习 v.s 微学习

微学习的应用模式

- 微阅读或微浏览或微学内容



微学习的应用模式

- 面授课程后的跟进与启动



微学习的应用模式

- 网络社群互动经营



微学习的应用模式

- Performance Support (绩效支援)



微学习的应用模式

- Job Aids (工作辅助工具)



微学习的应用模式

- 工作指导与辅导方案



微学习成功案例(I)

Micro-
Learning

微学习成功案例(I)

中華電信 4G 12:25

Build Your Schedule Session

See how **LEARNING** colors your life at booth 925 GP STRATEGIES*

Instructional Design

Beat the Ebbinghaus Forgetting Curve

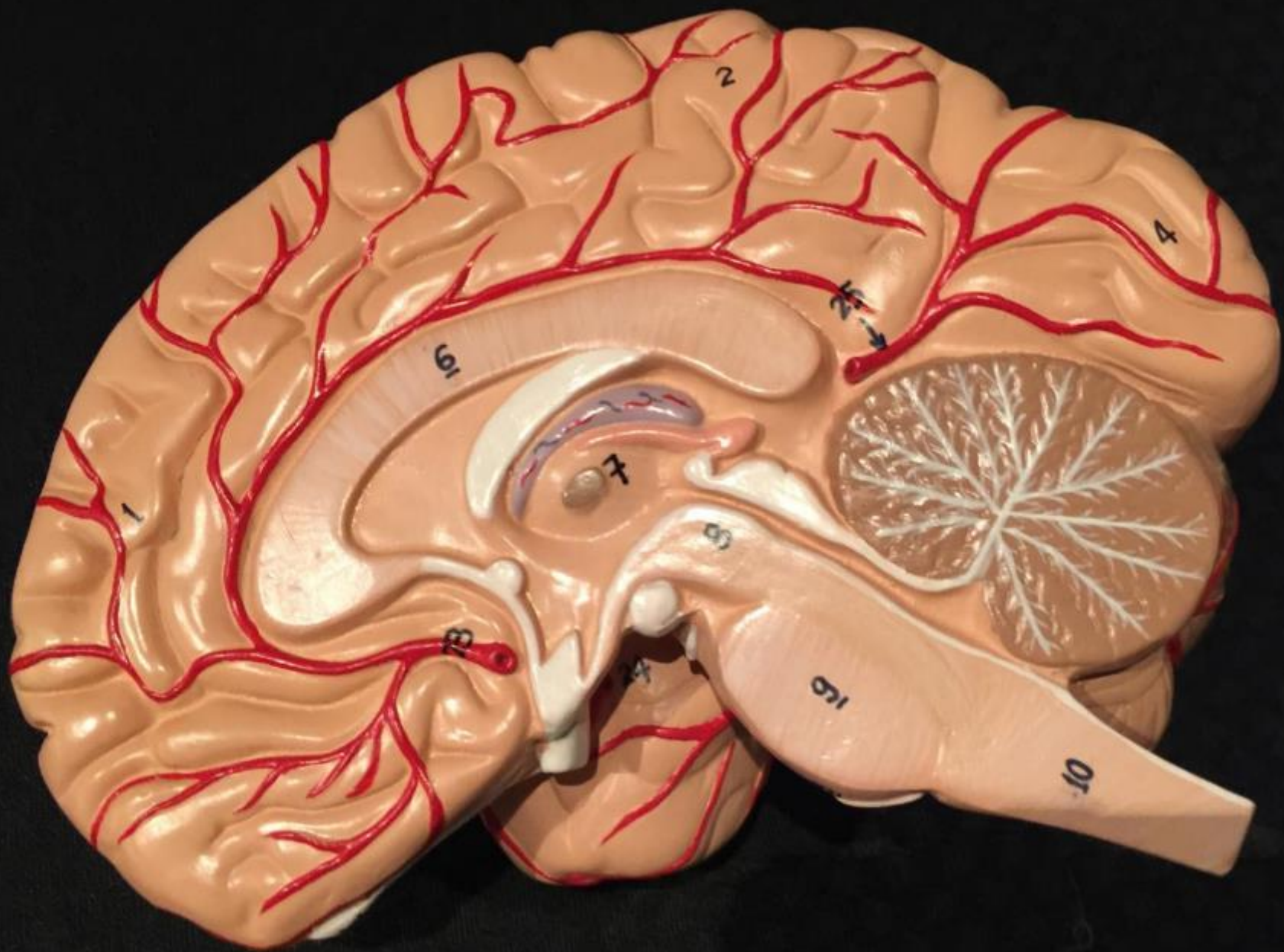
10:00-11:00 週三 5月25日 Rooms 405-407 W210

Hans Graaf
Founder
Brain Tweaker

People can forget up to 90 percent of what they learned after a learning intervention. Blended learning helps fight the forgetting curve, but only to a certain point. Scientific studies show that spacing content over time, preferably in small, bite-sized chunks, is the most effective way to delay the process of forgetting. In 2015 a major retail chain in the Netherlands piloted a study of a triple-blend learning program, which consisted of a traditional e-learning, classroom training, and weekly videos by email. After the six-month training period, the company saw a more than double-digit increase in sales (compared with the same period the year before and compared with reference stores with the same sales volume and sales floor). In this session, you will learn how to fight and beat the forgetting curve by reinforcing behavioral change objectives with short interactive videos that contain quizzes, buttons, and

Home Schedule Program Search 更多







Encoding

编码



Storage

储存



Retrieval

取回

LEARNING

100%

DRAW A TYPICAL FORGETTING CURVE

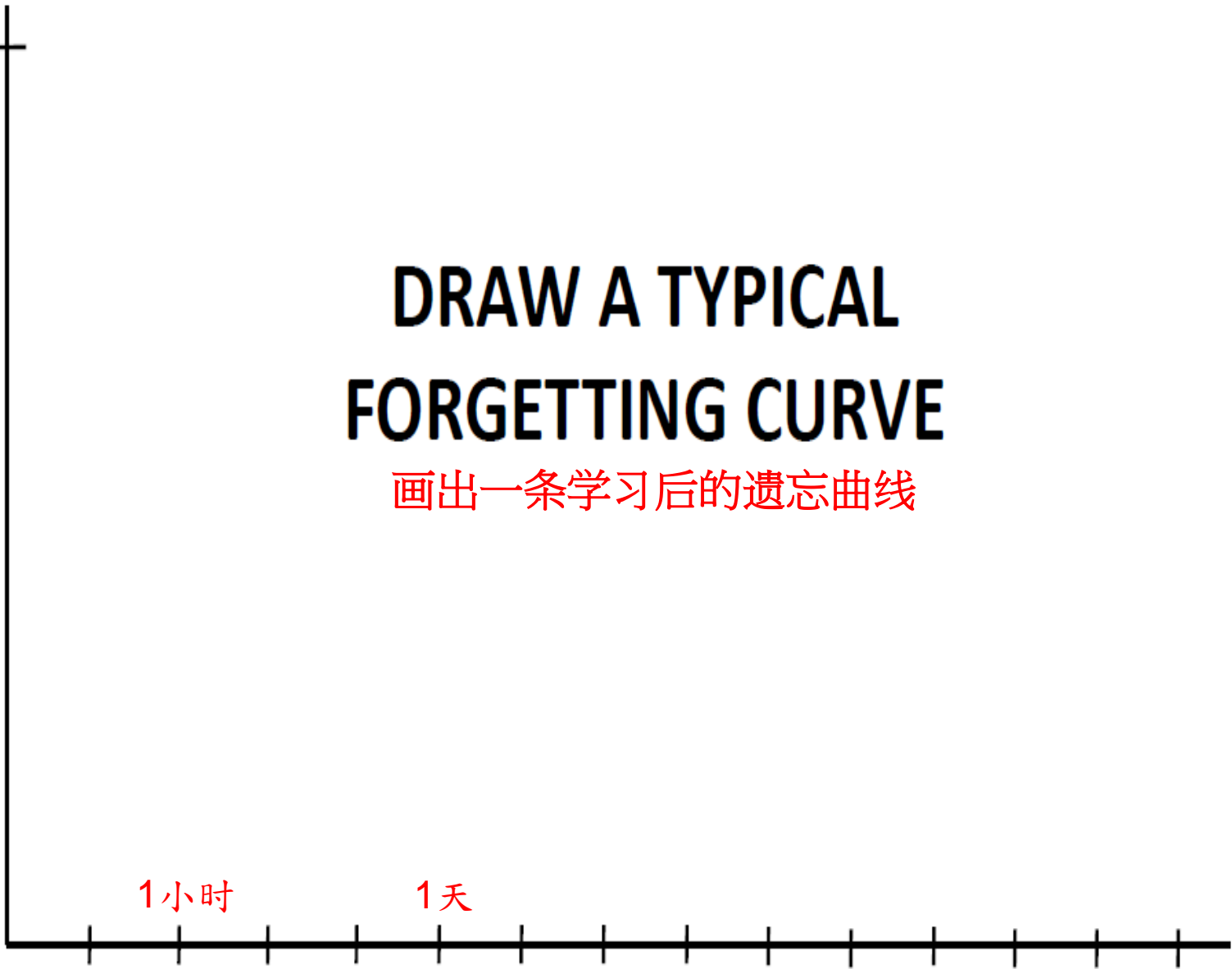
画出一条学习后的遗忘曲线

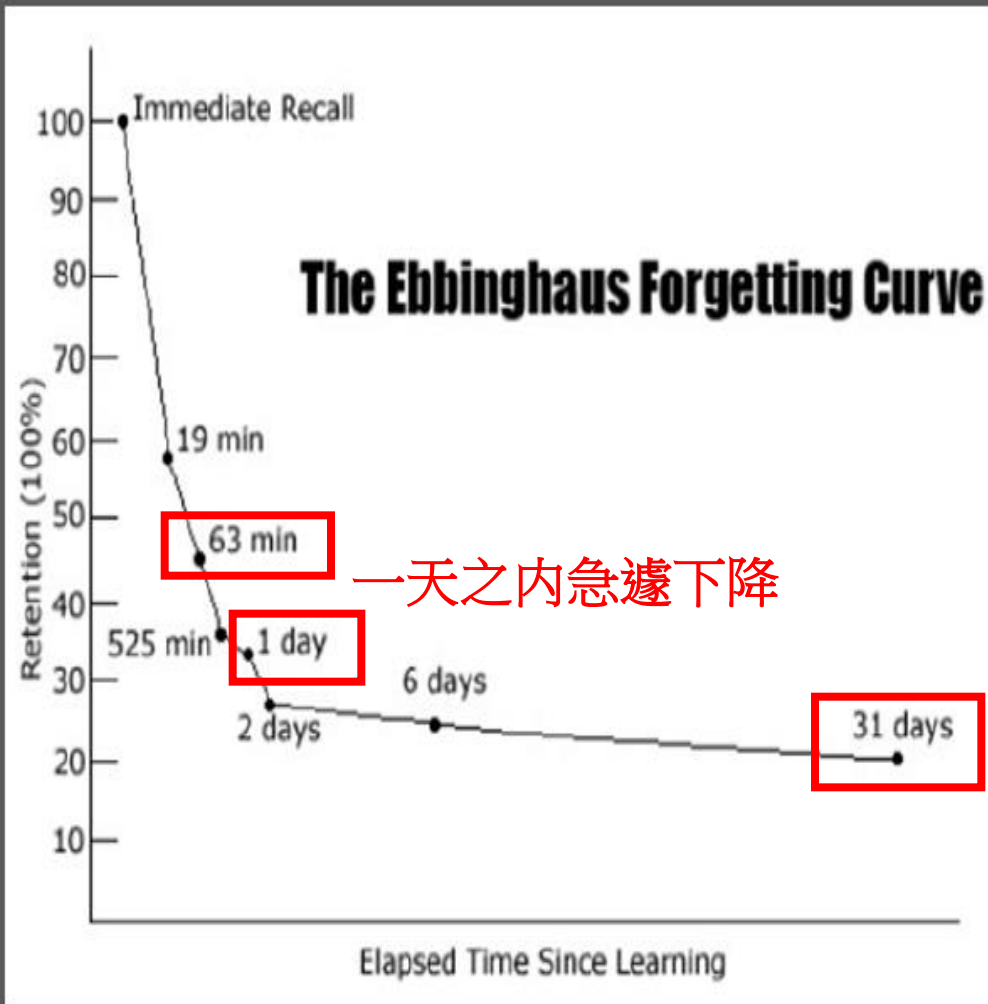
0%

1小时

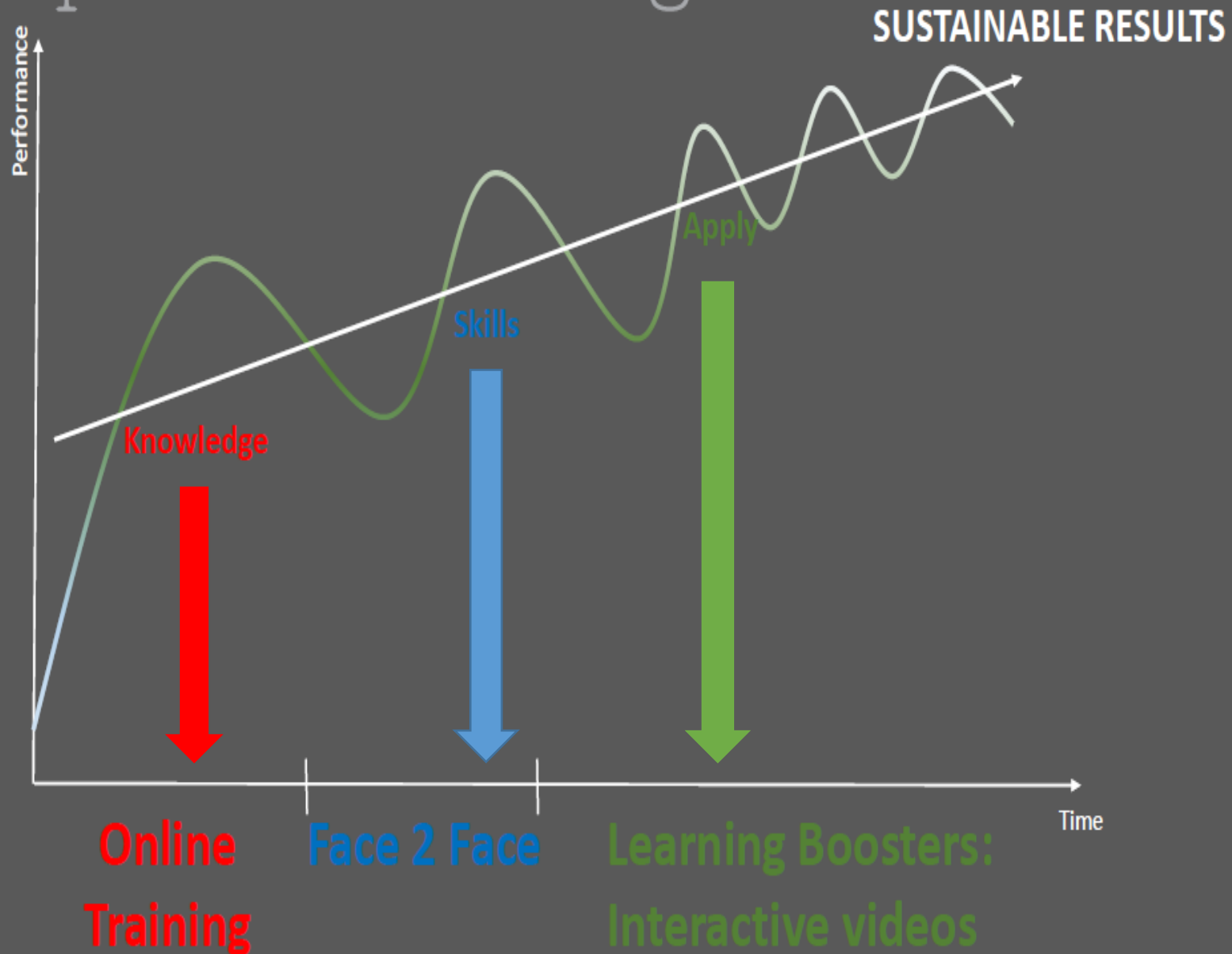
1天

TIME

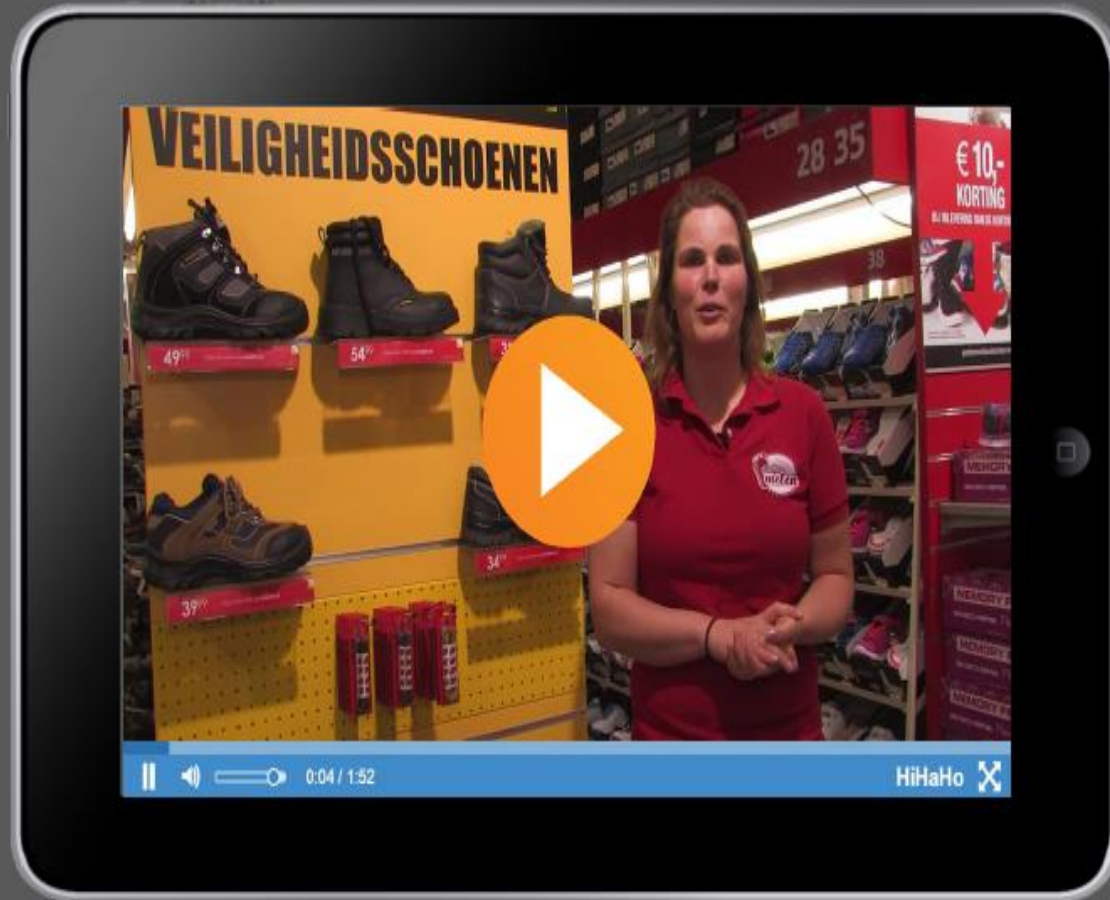




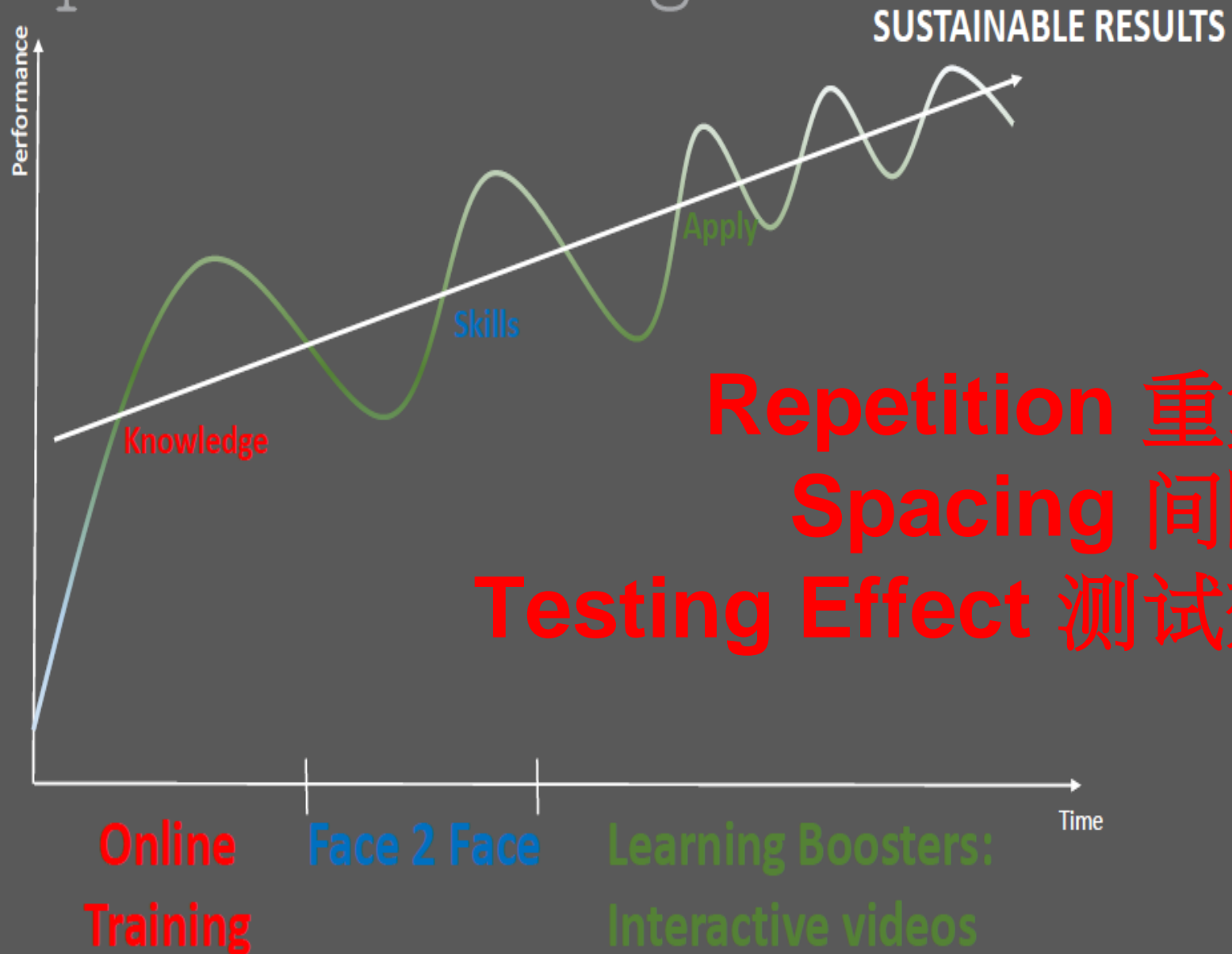
Triple Blend Learning™



The Video Success Formula



Triple Blend Learning™



Repetition 重复性

Spacing 间隔性

Testing Effect 测试效果

微学习成功案例(II)

Micro-
Learning

微学习成功案例(II)

中華電信 4G 12:24

[Build Your Schedule](#) Session

 Patented cloning technology for software simulations, and industry leading performance support solutions – let Vimago elevate your ROI!
Visit: Assima.net

Leadership Development

The Microlearning Revolution: A Bold New Model for Developing Organizational Talent

16:30-17:30
週二 5月24日

Four Seasons 1
TU405

 **Stephen Meyer**
President and CEO
Rapid Learning Institute

The appeal of microlearning is clear: short, narrowly defined bursts of learning. Tech-enabled. On-demand. Millennial- and mobile-friendly. Many learning professionals are keenly interested in this new learning method, which is a radical departure from traditional instructor-led teaching and has the potential to transform workplace training. But how? The method is unproven. And many organizations aren't sure how to implement it. Is it strictly for self-directed learning? Is it best deployed as a coaching tool? Is it suitable for blended learning? This session will provide a workable adoption model based on best practices at leading organizations and research that supports the microlearning concept.

 Home  Schedule  Program  Search  更多



THE MICRO-LEARNING CYCLE



指定**微学习**单元主题

Date: May 22, 2016

Quick Take Name: How to give negative feedback

1st Team Meeting

Plot where you are now. And where you want to be.



2nd Team Meeting

Plot where you are now.



3rd Team Meeting

Plot where you were at the end of the Micro-learning Cycle.



The Ebbinghaus Spacing Effect



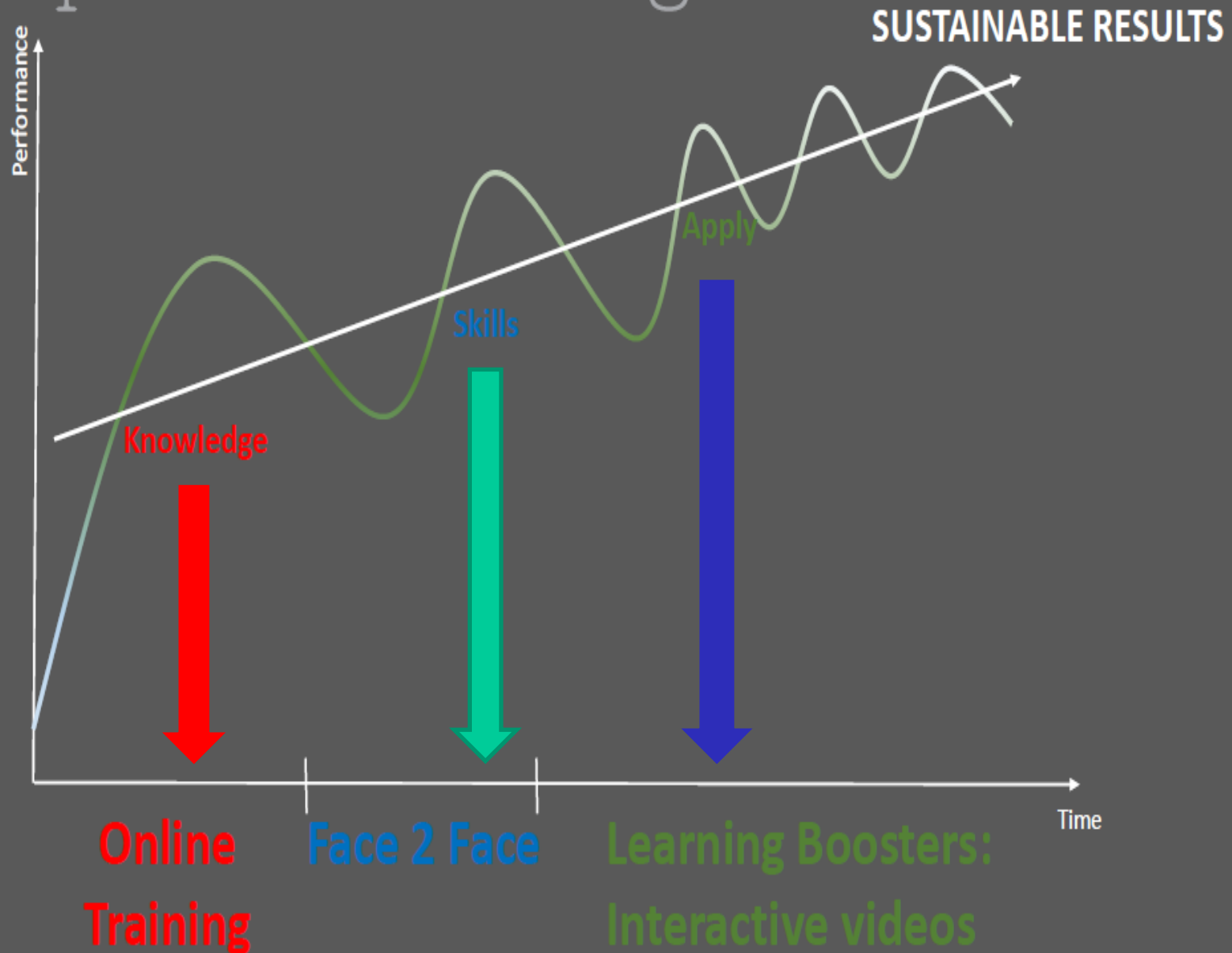
Hermann Ebbinghaus, 1885

When you reinforce
learning at spaced
intervals, it sticks

当你使用有时间间隔的方式强化学习,学习就能巩固!

- 翻转教室/翻转学习
- 训练/培训 O2O
(Online to Offline, Offline to Online)

Triple Blend Learning™



THE MICRO-LEARNING CYCLE



指定**微学习**单元主题

- 翻转教室/翻转学习
- 训练/培训 O2O
(Online to Offline, Offline to Online)
- 混合式学习/混成学习
(Blended Learning)



实体面授

在线数位

微学习



主管引导

Wally



广州：2017/3/23-2017/3/24

深圳：2017/7/19-2017/7/20

上海：2017/11/14-2017/11/15



wallysu1973



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