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How many times have you checked your mobile today? More than you would like to admit?

According to research published by the University of Nottingham, the average user picks up their device 85 times a day – spending a total of 5 hours browsing the internet and using Apps.

From first thing in the morning to the last thing at night, it has become second nature for people to share their status and activities, and to see what their friends are up to on Twitter, Facebook, Instagram and Snapchat.

Perhaps more surprisingly, people are using their mobile for learning... maybe without even knowing so.

YouTube and forums are often a first point of reference for quick 'how to' videos and tips on new activities or something not done for a while.

Today, people demand the same, immediate access to the latest just-in-time information, training and reference materials from their employees.

Mobile learning is one of the biggest trends in today's learning environment, and many leading organisations are already taking advantage of it. Here are our top 10 tips to get you started... so you can unleash the potential of mobile learning.

## 1. Easy access, on any device

Whether your organisation provides employees with work mobiles and tablets, or operates a bring-your-own-device (BYOD) policy, you should be looking to provide easy access to your learning resources – when it's needed, on people's preferred devices.

## 2. Bite-sized learning is best for mobile

Shorter, focused and regular content works great in a mobile world.

It also enables people to fit learning into their busy schedules, whenever, wherever.

## 3. Good learning design can't be underestimated

Learning design is all about planning what the best learning formats are for different topic areas and learner groups.

For mobile delivery, responsive content that adapts automatically to fit different devices and orientation is a must.

Excellent instructional design is vital.

## 4. Provide the best quality content

The quality of the content is what it is all about.

Mobile content is consumed in a different way to traditional learning. Therefore, you will want to provide content in a format that's best suited for mobiles – here we are talking about a mix of responsive eLearning, videos and PDFs.

## 5. If it can't be found... it won't be used

When people are on the go, they will not want to spend time searching for your content. Make sure your content is quick and easy to find.

It could be as simple as enabling a search option for titles, descriptions and content, or grouping content by type. Make your content easy to find, and it will have a big impact on whether it is used or not.

## 6. If it doesn't work offline... it won't be used

Mobile devices aren't always connected to WiFi. Even when connected to 3G / 4G, your learners won't be happy with large data charges for downloading your content.

For your learning to be truly available anytime and anyplace, it needs to work offline.

A good native mobile learning App will enable learners to download the content they need onto their device whilst connected to WiFi, ready for use when needed – even when offline.

## 7. Make it engaging, make it something people want to use

For any learning programme to be a success, it needs to be one that people enjoy, find useful and want to use. With mobile learning, it is even more important.

Adding elements of gamification – such as awarding points or badges for interactions with the App or learning content – is proving a good way to keep interest and engagement levels high.

Who doesn't like receiving awards or seeing their name at the top of a leaderboard?

## 8. Put the power in learners' hands

Before staying at a hotel or going for a meal at a restaurant, do you look to TripAdvisor for reviews and opinions?

People learn from people, so put the power in the learners' hands and make your learning social.

User generated content can unlock the knowledge and experiences of your learners.

Discussion forums and content rating can provide a great communications platform between learners. You will also get a much needed insight into the content learners find most popular.

## 9. Keep a full record of all learning

This is crucial for both learning and development (L&D) professionals and learners:

- **L&D professionals;** will want to know what content people are enjoying, engaging with and finding useful.
- **Learners;** will want to see that their effort and learning is being acknowledged and rewarded.

Latest technologies, including the Experience API (Tin Can), are enabling organisations to record and create a full picture of their learners' learning journey – including formal and informal learning.

## 10. Mobile learning is not just for millennials

Mobile learning is proving to be an effective way of engaging millennials – but it should not just be limited to younger generations.

Mobile learning is a true multi-generation learning approach and can be used in many scenarios and for lots of different purposes such as training, reference and job support.