

Microlearning



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Span of Attention?



Decline of Attention Span in the Digital Era

An illustration of a young woman with long brown hair, wearing a blue hoodie and large headphones, sitting at a desk and writing in a notebook. The desk is lit by a warm desk lamp. On the desk are several books, a pen holder with pens, and a pen. The background wall is a bulletin board with various notes and photos. One prominent note says "Finish Art Project - 2/25/2025". Other notes include "Clean Desk!", "Support and Praise the Points", "Get back on [a] track", "Clean Desk!", "Support and Praise the Points", and "Get back on [a] track". There are also several Polaroid-style photos of people and a drawing of a cat. A window on the left shows a dark, rainy night with trees outside.

(Lorenz-Spreen et al., 2019)
&
(Liebherr et al., 2020)

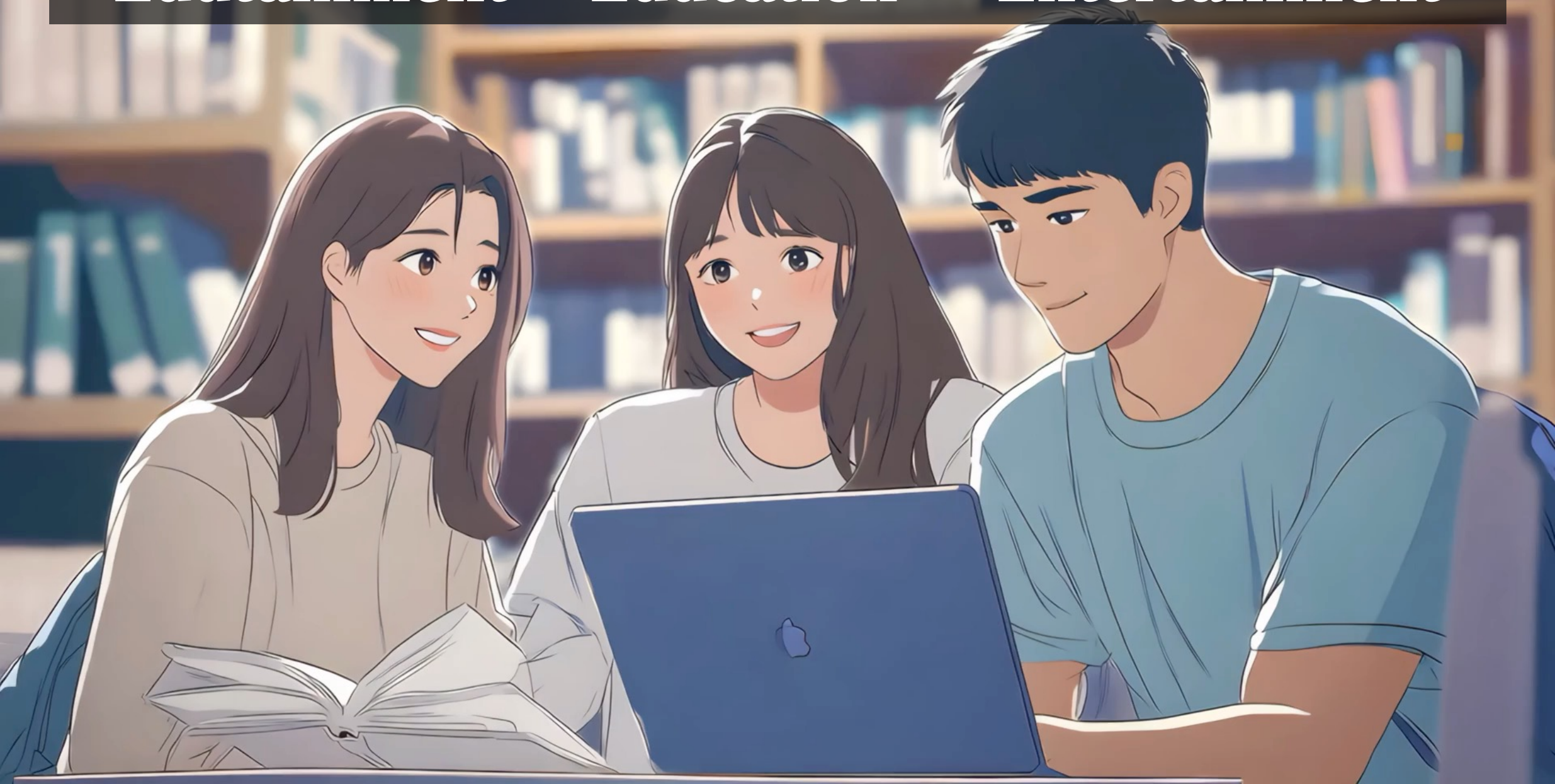
“Attention in the Digital
Era”

or

“The Impact of Digital
Media on Attention”,

because “decline of attention
span” is a stronger claim than
many sources support.

Edutainment = Education + Entertainment



Microlearning

Microlearning is an educational approach that delivers content in **small, focused, and easily digestible units**.

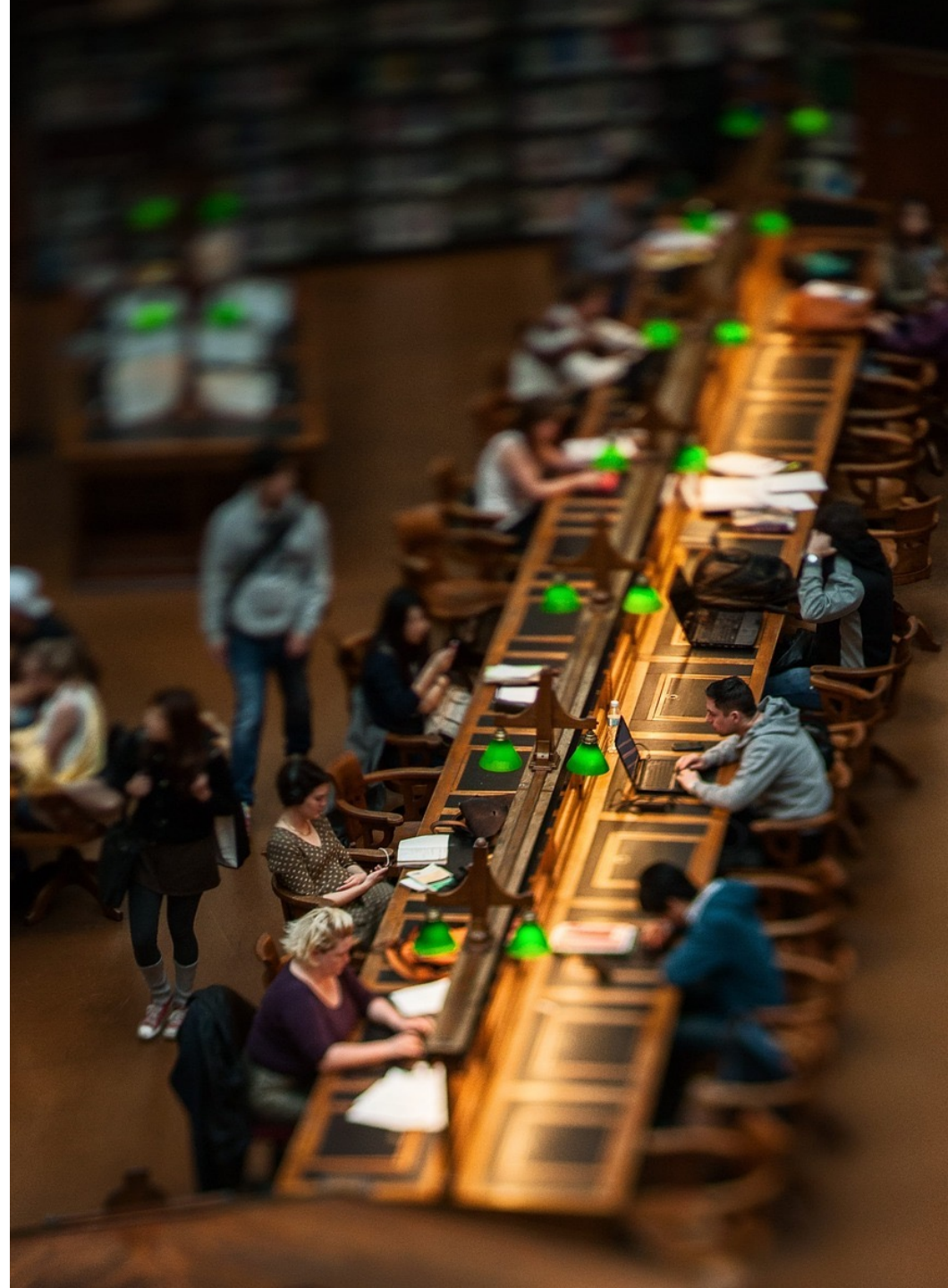
Each unit is designed to achieve a **specific learning objective** in a short time—typically **2 to 10 minutes**.



Microlearning

Microlearning is a method of teaching where information is delivered in **small, focused chunks**.

Each lesson is designed to teach **one specific idea** in a short time (usually a few minutes), making learning quick and easy.



Pedagogical Strategy



Microlearning is a **pedagogical strategy** that creates “**bite-sized**” units of information for learners.



The **bite-sized pieces** are given in **short modules**, helping to **motivate and restructure** the ways in which learners absorb knowledge.

What is Microlearning



One focus

Each burst covers a single concept or skill.

Bite-sized format

Small, digestible chunks of knowledge.

Better retention

Easier for the brain to process & remember.

Daily wins

Turns learning into small, achievable steps.

Flexible learning

Works in small time slots instead of long hours.

Short sessions

Each lasts around 2–15 minutes.

Fits modern life

Designed for fragmented attention and fast pace.

Microlearning Root

Microlearning has its roots in **Hermann Ebbinghaus's** concept called the “**forgetting curve,**” which says that people only retain **24 percent** of the information learned after a month from first encountering it

In 1885, Hermann Ebbinghaus' published his study into [Memory: A Contribution to Experimental Psychology](#)



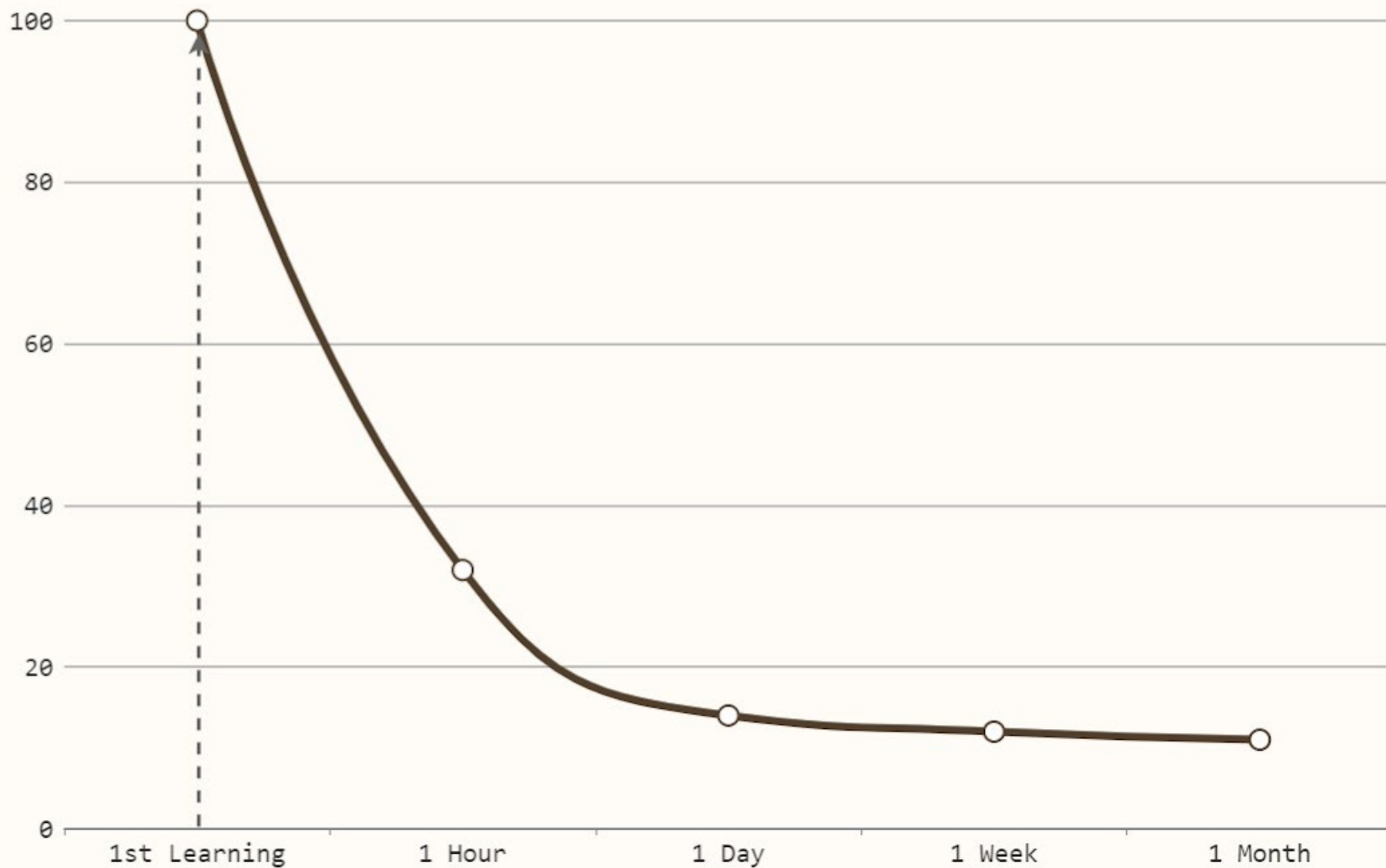
1st

Learning

Learning will be forgotten rapidly in the short term without review intervention.

The Curve of Forgetting

Hermann Ebbinghaus



Source:

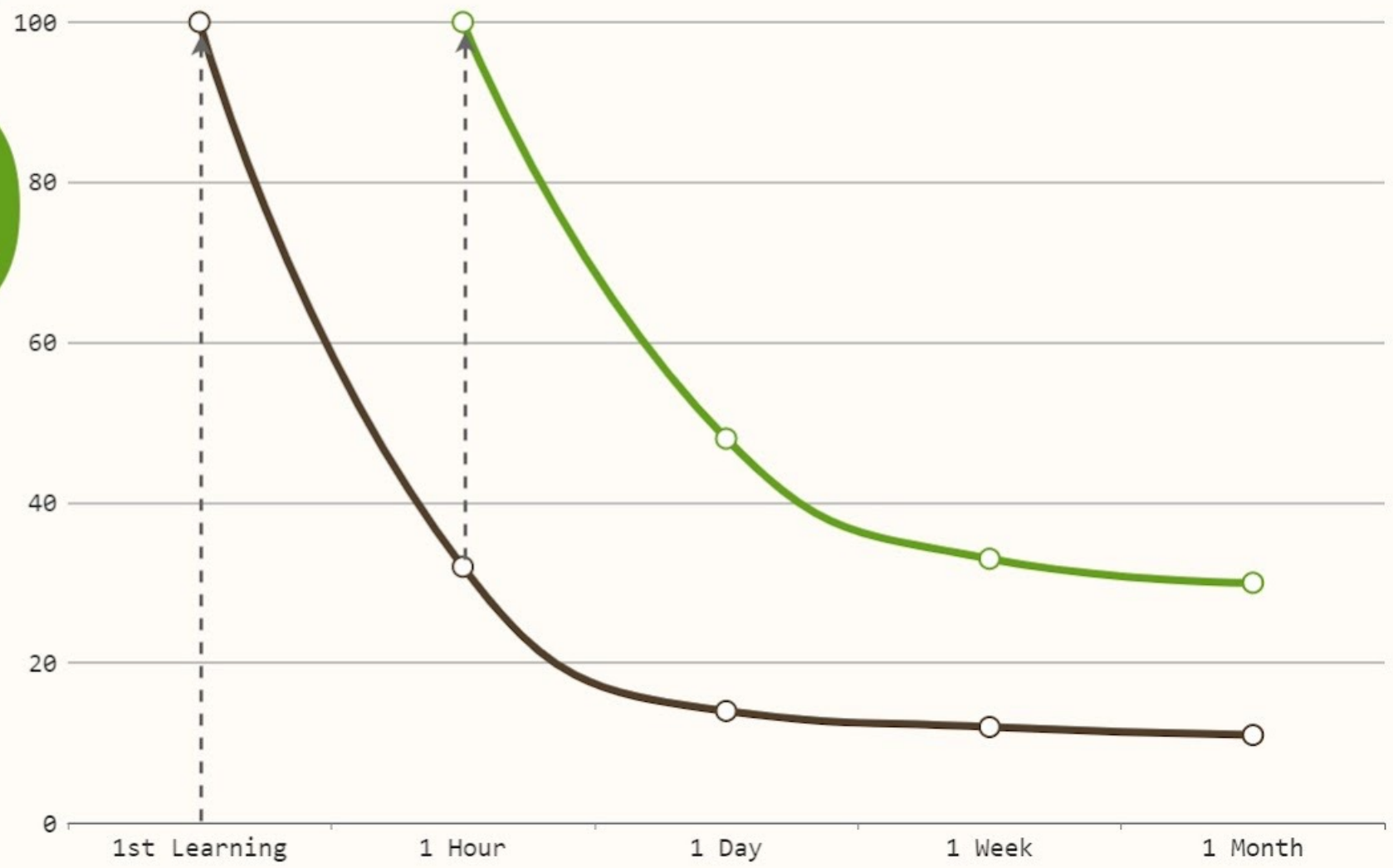
<https://simonbaddeley64.wordpress.com/2021/06/09/the-curve-of-forgetting/>

The Curve of Forgetting

Hermann Ebbinghaus

1st Learning
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1 Hour Review 1
Learning is refreshed and the rate at which it is forgotten is reduced. This could be in the form of questioning during the lesson or exit tickets at the end

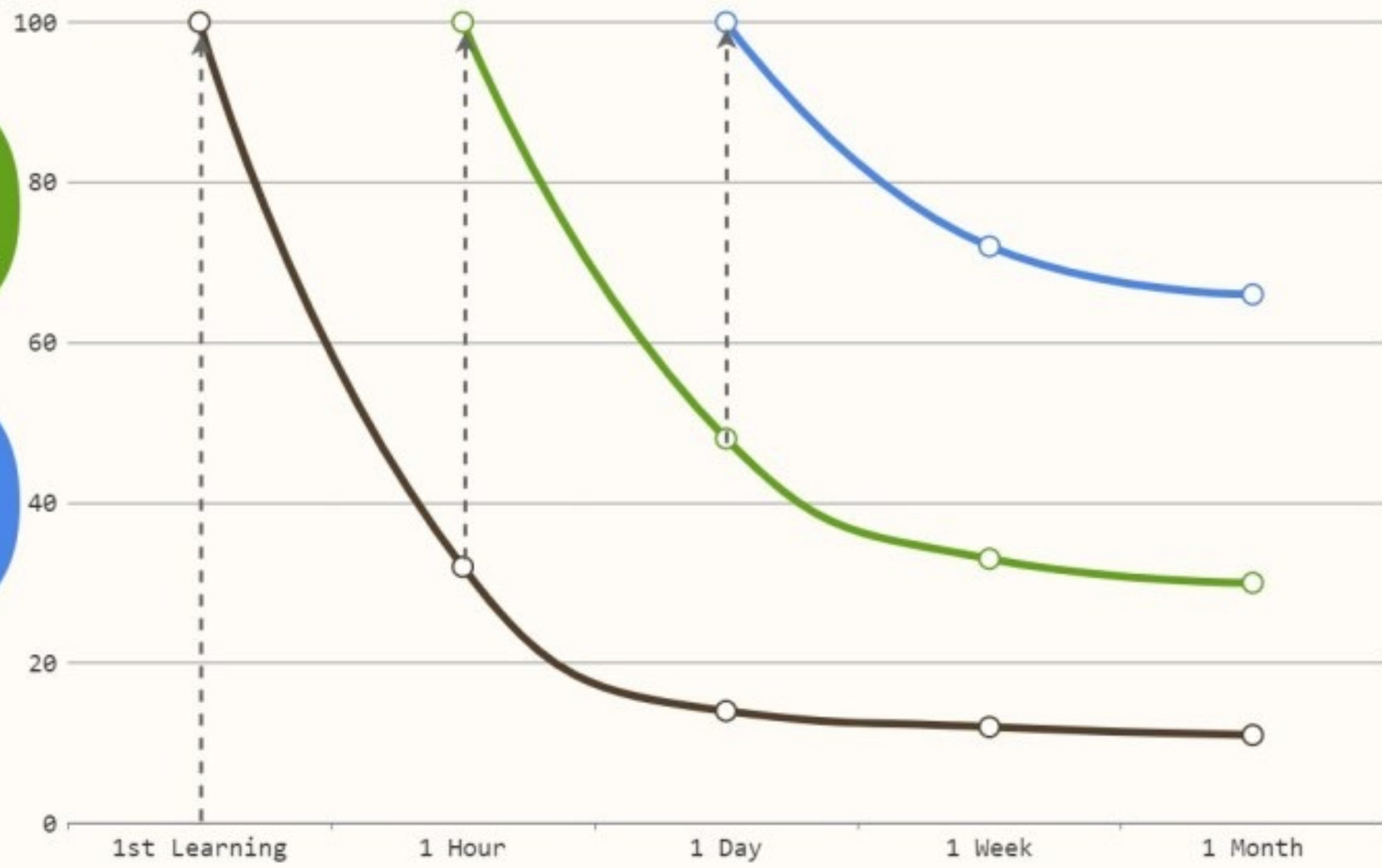


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SimonBaddley64.wordpress.com

○ 1st Learning ○ Review 1

The Curve of Forgetting

Hermann Ebbinghaus



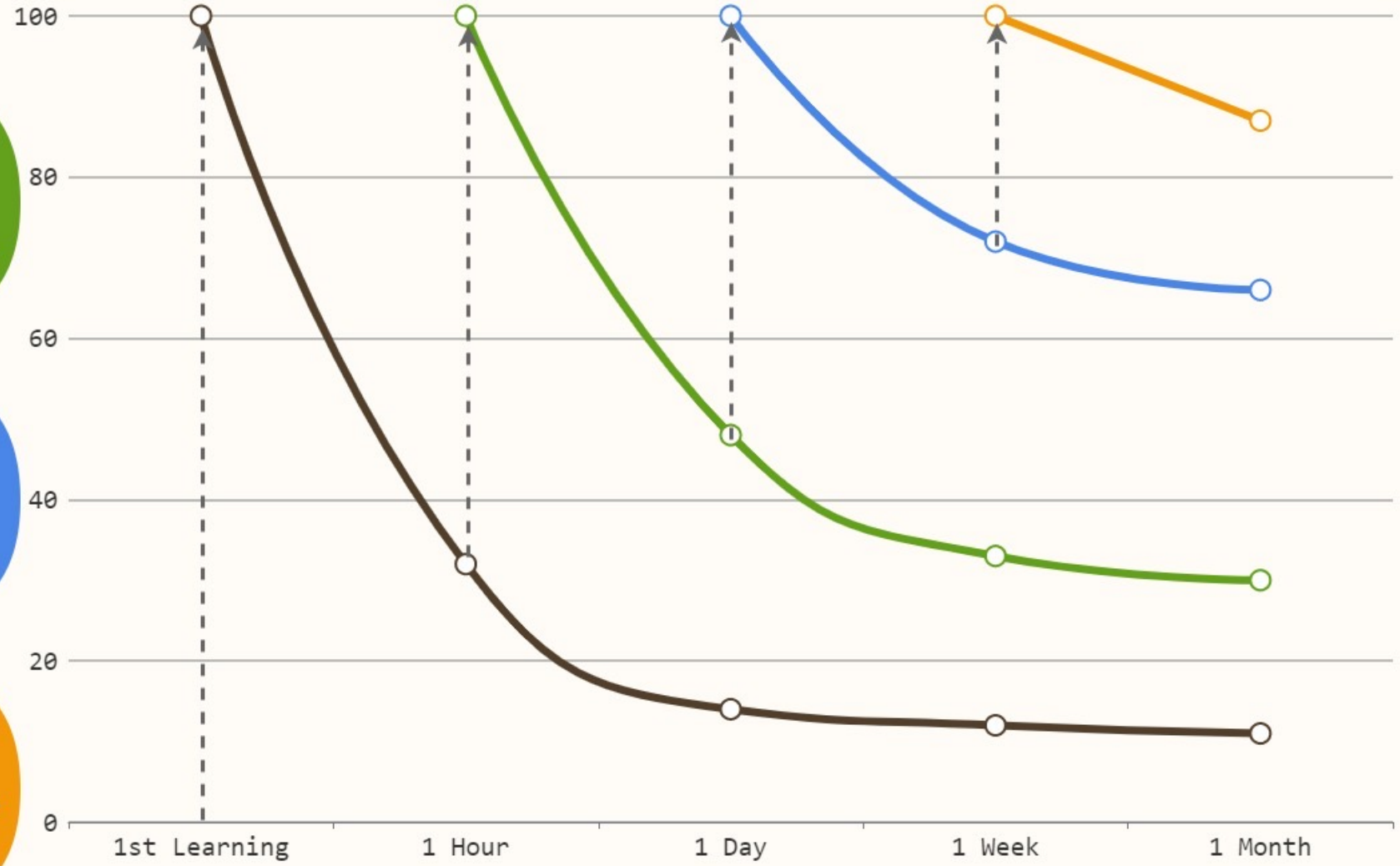
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The Curve of Forgetting

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○ 1st Learning ○ Review 1 ○ Review 2 ○ Review 3

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1 Day Review 2
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1 Week + Review 3
This review should feed into a rolling cycle of periodic review to refresh the learning over time. E.g. Regular recall and retrieval practice

Microlearning vs. Macrolearning: Finding the Perfect Fit

Microlearning: The Flexible Specialist



Short & Focused

5-10 minute modules focusing on a single concept or skill.



High Engagement & Retention

Boosts memory through the "spacing effect" and interactive, quick content.



Anytime, Anywhere Learning

Offers high personalization and flexibility for skill-based revision.



Macrolearning: The Deep Dive

Comprehensive & Detailed

30-120+ minute sessions covering multiple concepts in one sitting.



Sustained Focus Required

Best for detailed subjects that require deep understanding and periodic exams.









Structured Environment

Usually follows a fixed schedule with limited personalization.



Learner Experience Metrics

Dimension	Microlearning	Macrolearning
Attention Span	 Matches modern short spans	 Requires sustained focus
Flexibility	 Global mobility	 Fixed schedule/sessions
Assessment	 Frequent, quick quizzes	 Periodic exams/assignments

Micro-Learning

VS

Macro-Learning



Content Size

Short, bite-sized modules



Duration

5–10 minutes



Attention Span

Matches modern short attention spans



Focus

Single concept or skill



Content Size

Large, comprehensive lessons



Duration

30–120 minutes or more



Attention Span

Requires sustained focus



Focus

Multiple concepts in one session

Micro-Learning



Retention

Higher due to spaced learning



Flexibility

Learn anytime, anywhere



Engagement

High (interactive, quick content)



Assessment

Frequent, quick quizzes

VS

Macro-Learning



Retention

Lower if overloaded with information



Flexibility

Fixed schedule



Engagement

Moderate (can feel lengthy)



Assessment

Periodic exams or assignments

Salient Features of Microlearning

Easy Accessibility

Content is available on mobile phones, laptops, or tablets anytime.

Single Learning Objective

Each module focuses on **one concept only**.

Interactive & Engaging

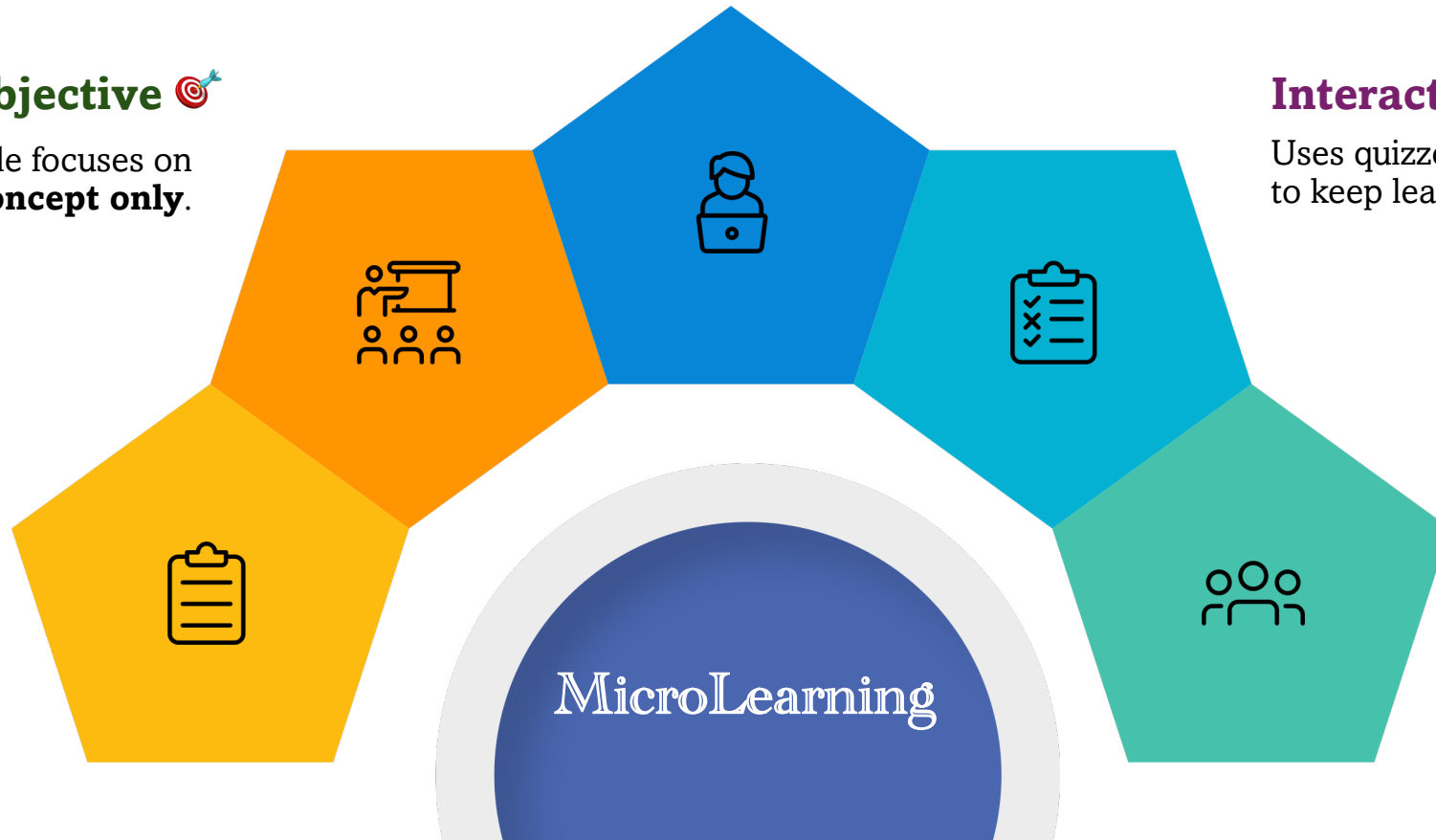
Uses quizzes, videos, or games to keep learners interested.

Short Duration

Lessons are very brief (2–10 minutes).

Self-Paced Learning

Learners can learn at their own speed.



Format of Microlearning Resources

Short Videos

Quick visual explanations of topics.

- Tutorials
- Animation
- Explainer Clips

01



Infographics

Visual representation of information.

02



Quizzes ?

Small tests to check understanding.

- Gamified Mode
- Interactive Mode

03



04

Flashcards

Quick question-answer cards for revision.



05

Short Notes

Brief written explanations.

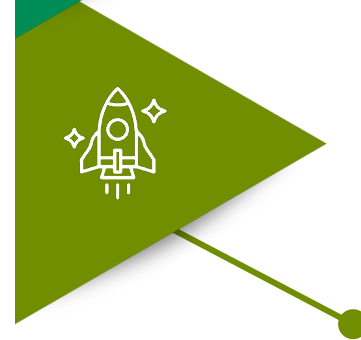


06

Audio Clips / Podcasts

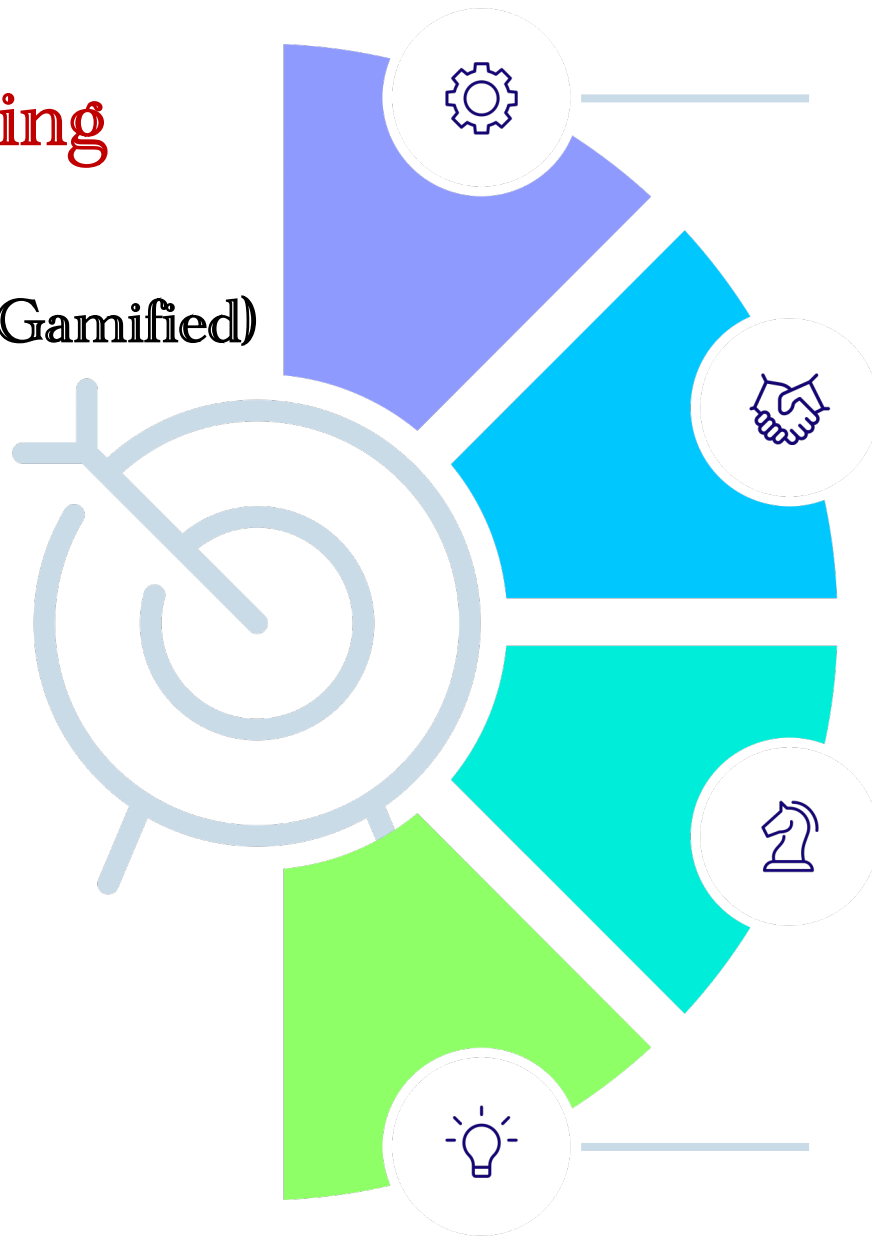
Short listening-based lessons.

- Mini Podcast
- Voice Notes
- Narrated Articles



Emerging Microlearning Formats

(AI, AR, VR, Gamified)



AI-Based Microlearning

AI-based microlearning uses artificial intelligence to deliver **personalized, adaptive, and data-driven learning experiences** in small chunks.

AR-Based Microlearning (AR)

AR microlearning overlays **digital information onto the real world**, enabling interactive, real-time learning experiences.

VR-Based Microlearning (VR)

VR microlearning provides **fully immersive virtual environments** where learners can practice skills in simulated scenarios.

Gamified Microlearning

Gamified microlearning applies **game elements** to short learning modules to increase engagement and motivation.

Microlearning Strategies



Microvideos

Microtasks

Microquizzes

Microcards

Micrographics

Microcontents

Microlectures

Short videos for quick concept understanding

Small activities to apply learning instantly

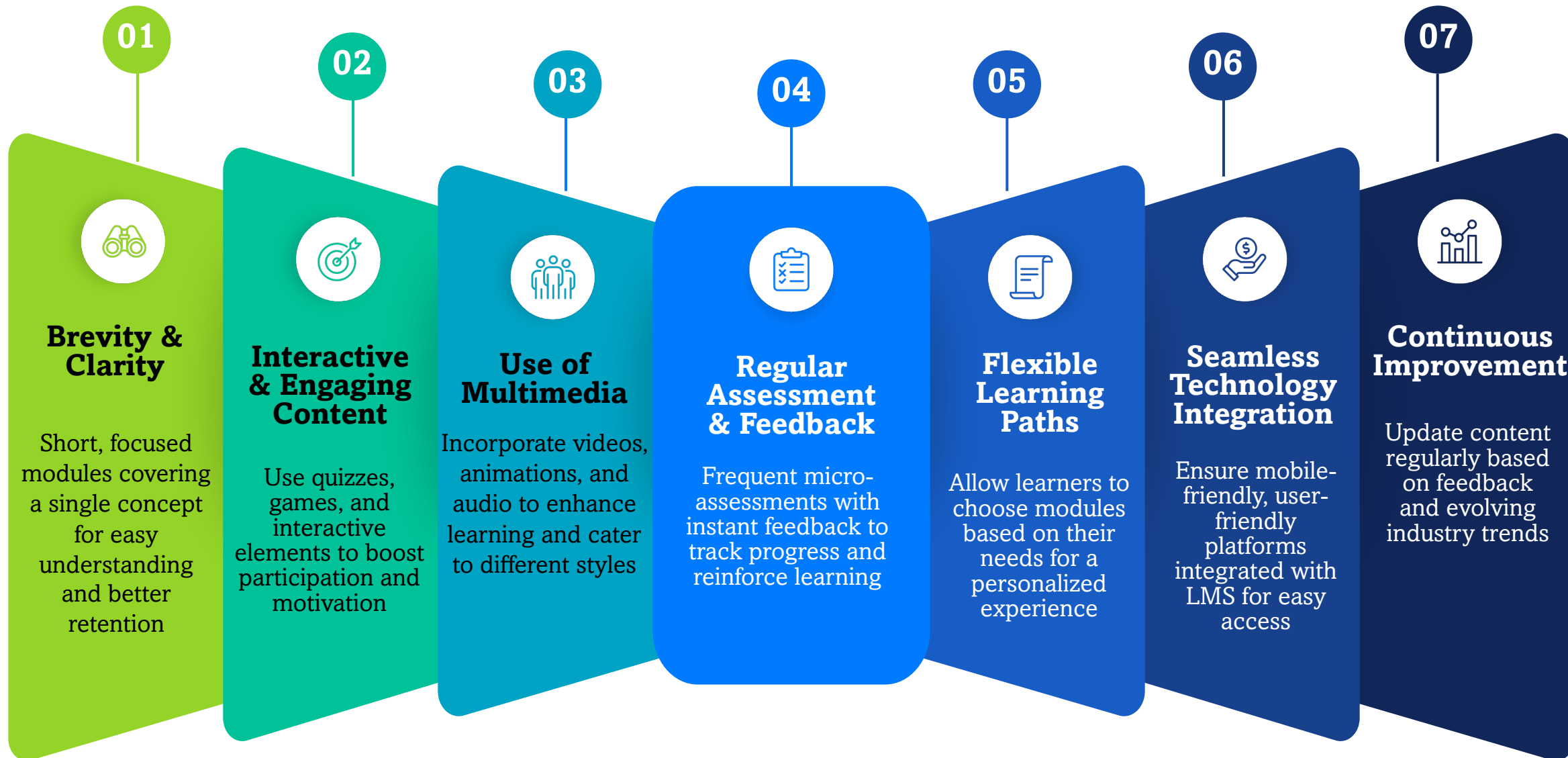
Quick checks to reinforce knowledge

Flashcards for fast recall

Visual summaries (charts, infographics)

Bite-sized text or concept explanations

Key Components of an Effective Microlearning Program



Microlearning Development: Step-by-Step Process

Pick → Ask → Simplify → Create → Share → Check → Observe → Improve → Repeat

Step 2: Talk to Experts

Consult Subject Matter Experts (SMEs)

Step 4: Create Content

Prepare a short video or other format

Step 6: Check Engagement

Look for: Responses, Questions, Participation

Step 1: Pick One Topic

Start with a clear and specific need

Step 3: Boil It Down

Convert into **maximum 5 key points**
Use **simple, plain language**
If more → split into another module

Step 5: Share the Content

Deliver through:
Email, Group messages
Internal platforms

Step 7: Improve and Repeat

Adjust based on feedback
Build on what works
Continue the cycle





Microlearning Examples

High-quality microlearning engages the learner from start to finish. Here are some of the best microlearning examples that will help you visualize what this is all about:

- Learning paths on various topics (as those seen at [Khan Academy](#) and [Lynda.com](#))
- Short educational videos (like [TED-Ed](#))
- Video tutorials and how-tos (for example: [iSpring Suite tutorials](#))
- Educational channels, accounts, and groups in social networks (check out [@nasa](#) on Instagram, for instance)
- Language learning services (such as [DuoLingo](#))

Advantages of Microlearning

1

Improves retention

Small chunks are easier to remember

2

Saves time

Quick learning sessions

3

Highly engaging

Interactive & multimedia-based)

4

Flexible learning

Accessible anywhere

5

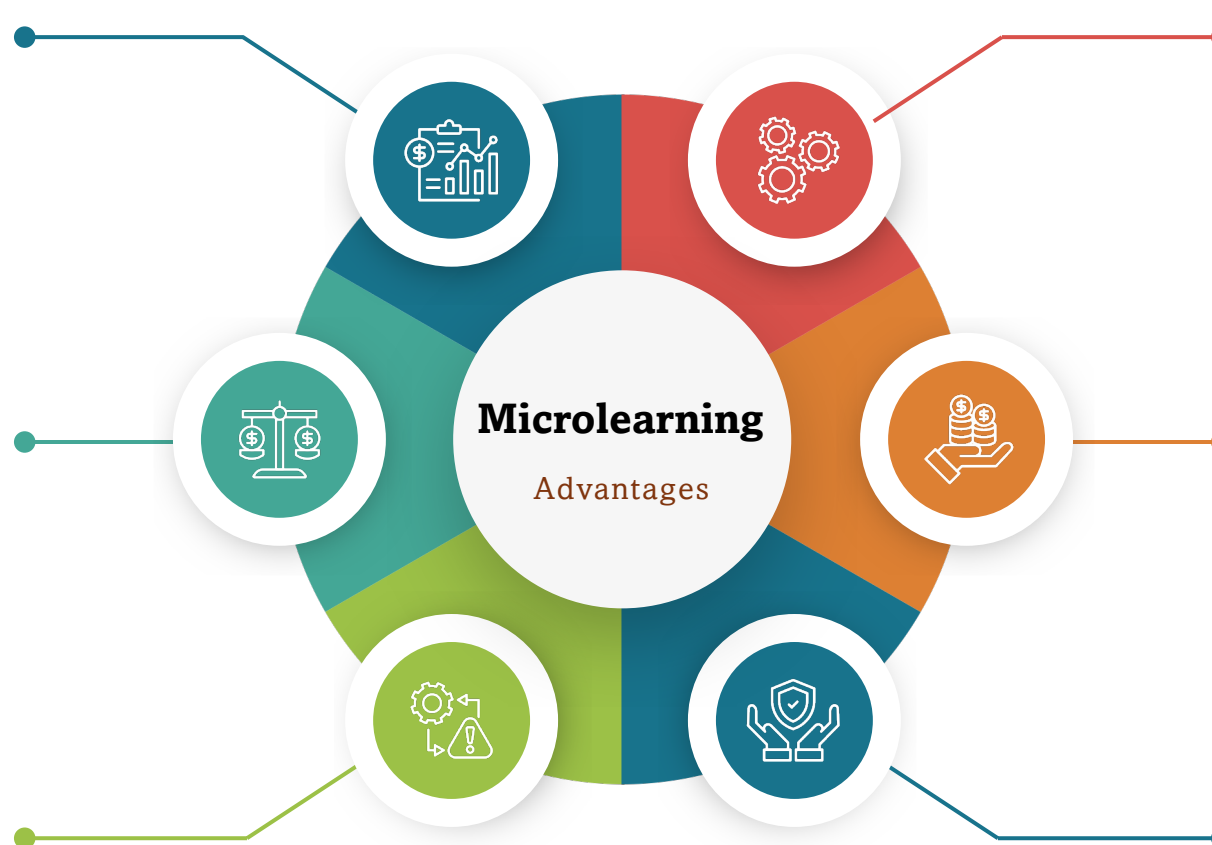
Cost-effective

Less time & resources needed

6

Life-Long Learning

Encourages continuous learning



Disadvantages of Microlearning

