



# 微學習的策展與應用

蘇文華 博士 Dr. Wally Su

# 講師簡介



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中山大學企業管理博士

勝典科技創辦人並擔任總經理逾15年

帶領團隊成為大中華及亞太地區領導廠商

**12**次赴美參與ASTD/ATD年會

ATD認證唯一講授 **行動/微** 學習證書課程

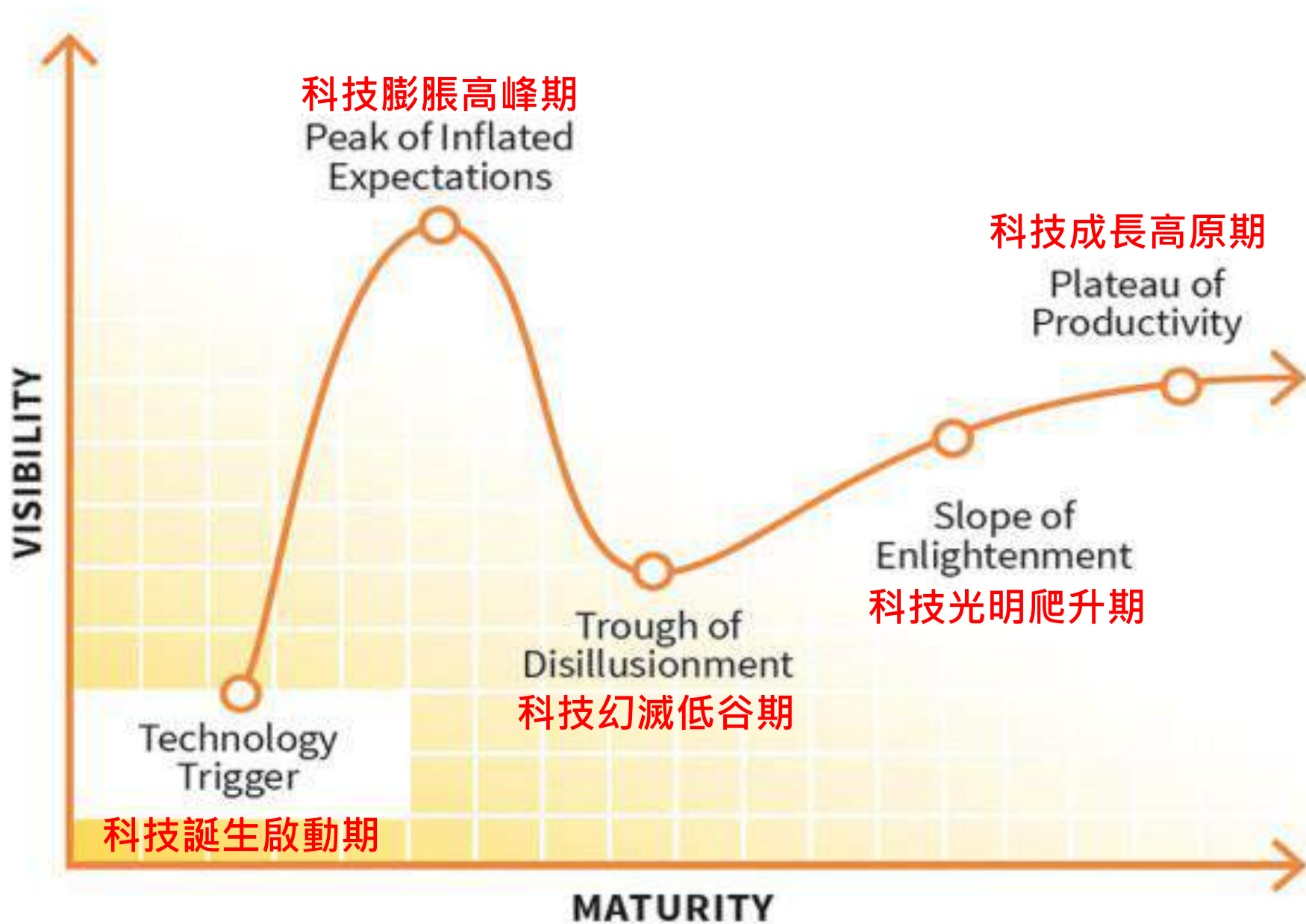
ATD認證唯一講授學習效果評估證書課程

ATD認證講授 培訓師/培訓大師 證書課程

DDI(臺灣)認證FSW講師

CCE認證BCC教練及講師

# GARTNER'S FIVE-STEP HYPE CYCLE



expectations

On the Rise

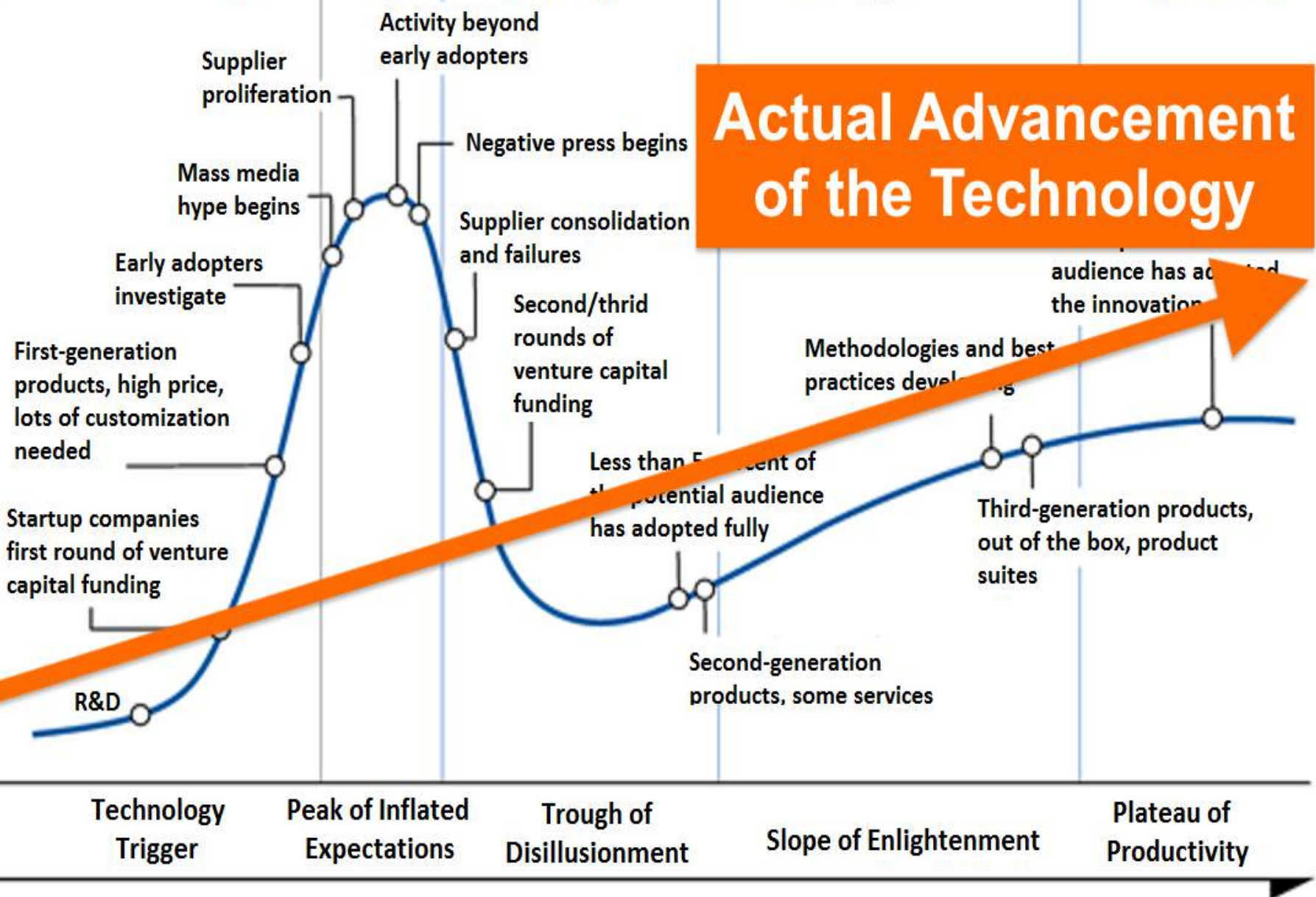
At the Peak

Sliding Into the Trough

Climbing the Slope

Entering the Plateau

**Actual Advancement of the Technology**



Technology Trigger

Peak of Inflated Expectations

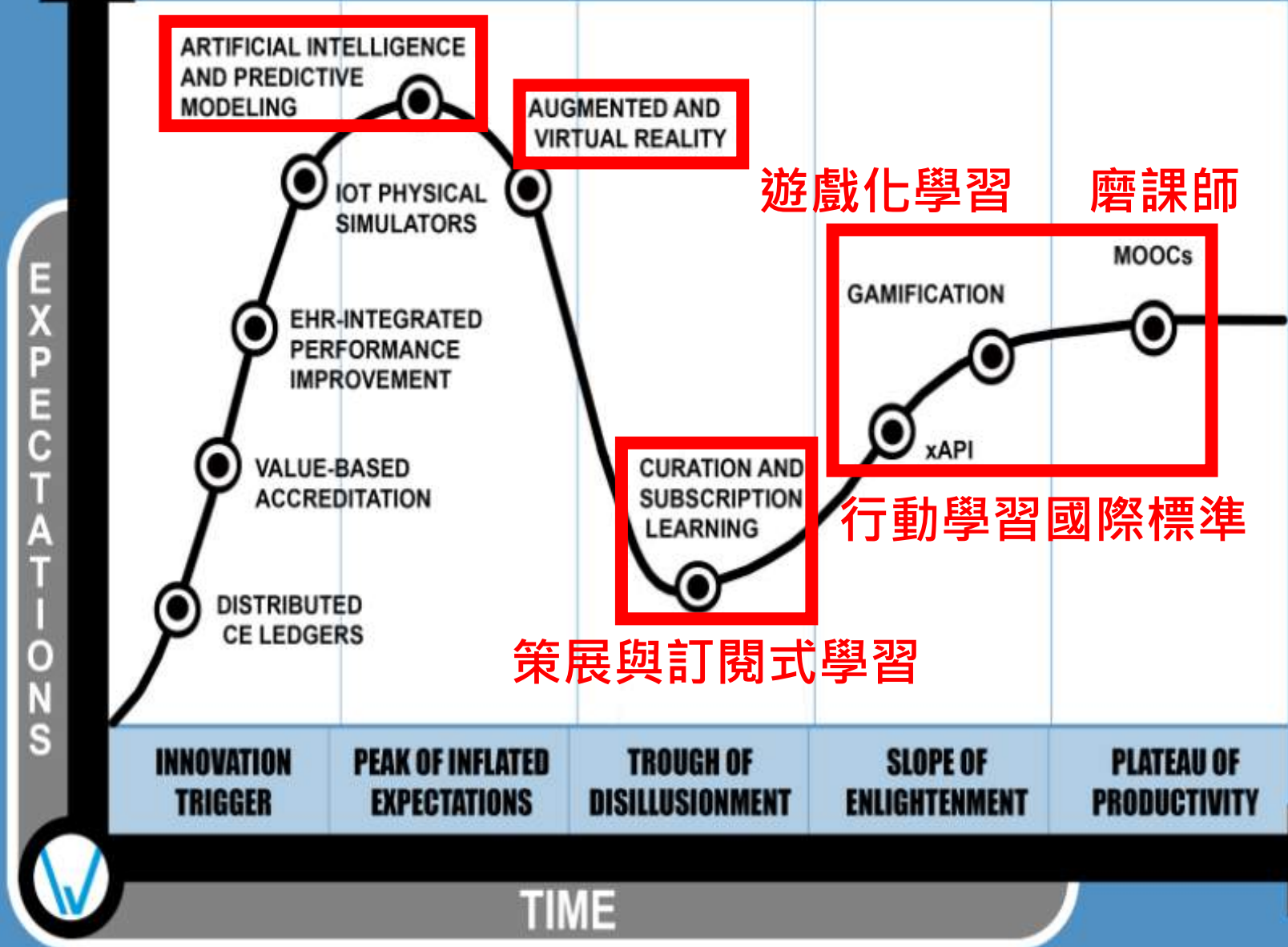
Trough of Disillusionment

Slope of Enlightenment

Plateau of Productivity

time

# 2018 eLEARNING PREDICTIONS HYPE CURVE



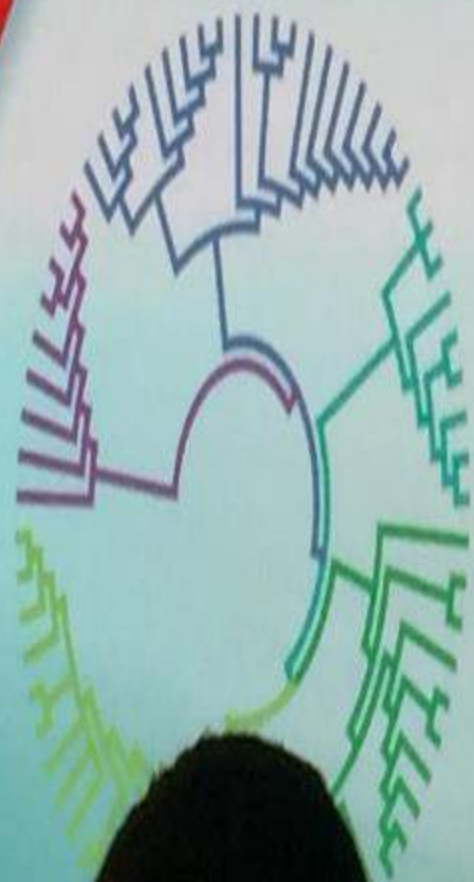
# 微學習的定義

## ATD 2015 ICE

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

The screenshot shows a mobile application interface. At the top, it displays 'Sessions' and 'Session'. Below this is a banner for 'Learning Technologies' with the text 'LEARNING is our PURPOSE' and 'Your visit to 1020 supports WorldLearning.org'. To the right of the banner is a logo for 'Scan with PURPOSE!' and 'GP STRATEGIES'. The main title of the session is 'Bite-Size Content and the New E-Learning'. The time is '15:00-16:00' on '週日 5月17日' (Sunday, May 17th) in room 'W304AB SU314'. Below the title is a profile for 'Stephen Meyer', President and CEO of Rapid Learning Institute. A short paragraph of text describes the demand for bite-size e-learning. At the bottom, there is a navigation bar with icons for 'Home', 'Schedule', 'Program', 'Login', and '更多' (More).





# The Rapid Evolution of Microlearning



2017

# Microlearning

Delivering  
Bite-Sized Knowledge

## WHITEPAPER

WHAT ARE THE MOST USED  
DELIVERY MECHANISMS?

79% VIDEO  
79% SELF-PACED  
E-LEARNING  
62% VISUALS

WHO

PARTICIPATED?

596

TALENT DEVELOPMENT  
PROFESSIONALS

81%

USE MICROLEARNING TO  
REINFORCE OR SUPPLEMENT  
FORMAL TRAINING

92%

EXPECT THEIR ORGANIZATION'S  
USE OF MICROLEARNING  
TO INCREASE IN THE  
NEXT YEAR

228  
ORGANIZATIONS  
THAT USE MICROLEARNING



The biggest voices in microlearning take the stage to demystify the trend once and for all!



JD Dillon



Shannon Tipton



Stephen Meyer

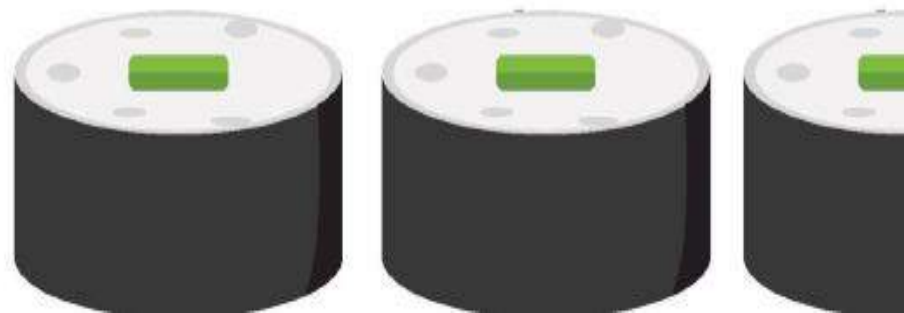


Diane Elkins

# Microlearning

What? Why? How?  
An Interactive Panel Discussion

Tuesday @ 1pm PDT | Ballroom 20A





A single **topic**. 單一主題

A specific **objective**. 特定目標

Digestible **content**. 容易消化

Right-fit **format**. 合適形式

Focus on the **user**. 聚焦學員

Submit your questions @ [umu.com](http://umu.com) | PIN # 11042825

# The Microlearning Guide To Microlearning



**Carla Torgerson, MEd, MBA**

ATD Bookstore

1640 King Street  
Alexandria, VA 22314

May 20, 2017  
4:50 PM

Authorization 657849    MasterCard 2190  
Receipt rWej

MasterCard  
AID A0 00 00 00 04 10 10

Play to Learn                      \$39.95  
ICE2017

ASTD Competency Study              \$49.95  
ICE2017

**Microlearning Guide to Microlearning**              \$13.50  
ICE2017

Doug Stevenson's Story Theater Method              \$18.00  
ICE2017

Discount                              - \$12.14

Subtotal                              \$109.26  
Georgia                              \$9.72

Total                              \$118.98  
MasterCard 2190 (Chip)              \$118.98

All Sales Final

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## Micro Idea 140

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Microlearning should empower anyone who designs instruction and make our jobs fun! It shouldn't feel like we're churning out garbage, but rather like we're making a difference.

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## Micro Idea 141

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Ask yourself this: What's just one thing you read in this book that you will commit to trying in your next project? Actually find one thing, and write it here. If you write it down, you're more likely to do it.

And please send me your comments, feedback, and suggestions. You can reach me at [carla@torgersonconsulting.com](mailto:carla@torgersonconsulting.com).



Formerly ASTD

1.800.628.2783 | Wish List | 0

0 Pin it

0 Like

Tweet

in

in Share

0

G+1

- Members
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- Conferences & Events
- Education
- Certification
- Communities of Practice
- Enterprise Solutions
- Professional Resources
- Store

Search All Courses > Microlearning Certificate

# NEW atd CERTIFICATE PROGRAM Microlearning Certificate

Use snack-sized learning for employee development.

Learning Portal | Add To Wish List | PDF | FAQs

Microlearning—learning in short bursts that anyone can access anytime—is the next big thing in learning and development. In this hands-on, practical workshop, explore what microlearning is, why it's hot now, and how to employ MILE, a microlearning design model, to create outstanding, bite-sized learning programs. The MILE model gives you a road map to create a program structure, gather resources using the three Cs (curate, create, and crowdsource), and

## Dates & Locations

Alexandria, VA  
Jul 24-25, 2017

ENROLL NOW

Show details

New York, NY  
Sep 28-29, 2017

ENROLL NOW

Show details

Live Online

ENROLL NOW

- **Online Courses Only:** During the online program, you will collaborate in real time with your facilitator and classmates using interactive group discussions, polls, chats, and whiteboards.

### Technical Requirements:

- **Face-to-face programs:** A computer is required during class.  
**Online:** The online version of this program is conducted in the WebEx Training Center. Special software is not required. You only need a standard web browser and telephone or VoIP capability to participate.

0  
Pin It

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Like

Tweet

in  
Share

0

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## WHAT PARTICIPANTS ARE SAYING

Here's how our programs drive results.



**Elmer Castro**  
ASTD [now ATD] keeps at the forefront of the latest...

[Learn More](#)

## MEET OUR FACILITATORS

We've got the best in the industry



**Carla Torgerson**  
Carla Torgerson has more than 15 years of experience...

[Learn More](#)



### Designing Learning Certificate

Discover all of the tools necessary to develop powerful, bottom-line focused training. Using a human... [Learn More](#)

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**5 Best Practices for talent development professionals**

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WHITEPAPER

**Accelerating Sales Hire Ramp-Up Time**

Boost Sales Productivity & Lower Turnover

[Download Whitepaper](#)

# The Three C's

- Curate  
策展/重組
- Create  
創造/開發
- Crowdsource  
群眾外包

## The Microlearning Guide To Microlearning



**Carla Torgerson, MEd, MBA**

# The Three C's

- Curate  
策展/重組

When you curate,  
you or your team finds what you  
think are the “best of the best”  
resources on the internet  
– or your intranet.

## The Microlearning Guide To Microlearning



**Carla Torgerson, MEd, MBA**



# How to Curate

PUTTING CURATION INTO PRACTICE  
FOR LEARNING & DEVELOPMENT

David Kelly  
EVP & Executive Director



# The Museum Curator



In the  
digital age,  
we're all  
curators



# What is Digital Curation?



# Aggregation



Photo Credit: <http://www.flickr.com/photos/cdelimages/3584213567/>

Adapted from <http://www.rohithargava.com/2011/03/the-5-models-of-content-duration.html>

# Filtering



Photo Credit: [http://www.flickr.com/photos/\\_belia/3680829939/](http://www.flickr.com/photos/_belia/3680829939/)

Adapted from <http://www.rohitbargava.com/2011/03/the-5-models-of-content-curation.html>

# Elevation



Photo Credit: <http://www.flickr.com/photos/islepunkten/2622070265/>

Adapted from <http://www.rohitphargava.com/2011/03/the-5-models-of-content-curation.html>



# Mashups



Photo Credit: <http://www.gregwilson.co.uk/2011/03/when-dorothy-met-floyd/>  
Adapted from <http://www.rohitbargava.com/2011/03/the-5-models-of-content-curation.html>





# Timelines



Photo Credit: <http://www.flickr.com/photos/brisbaneccitycouncil/57750441218/>  
Adapted from <http://www.rohitbhargava.com/2011/03/the-5-modes-of-content-creation.html>

# Curation's Three Parts

1. Listen
2. Analyze
3. Share



Identify  
Your  
Purpose



LEARNING

100%

# DRAW A TYPICAL FORGETTING CURVE

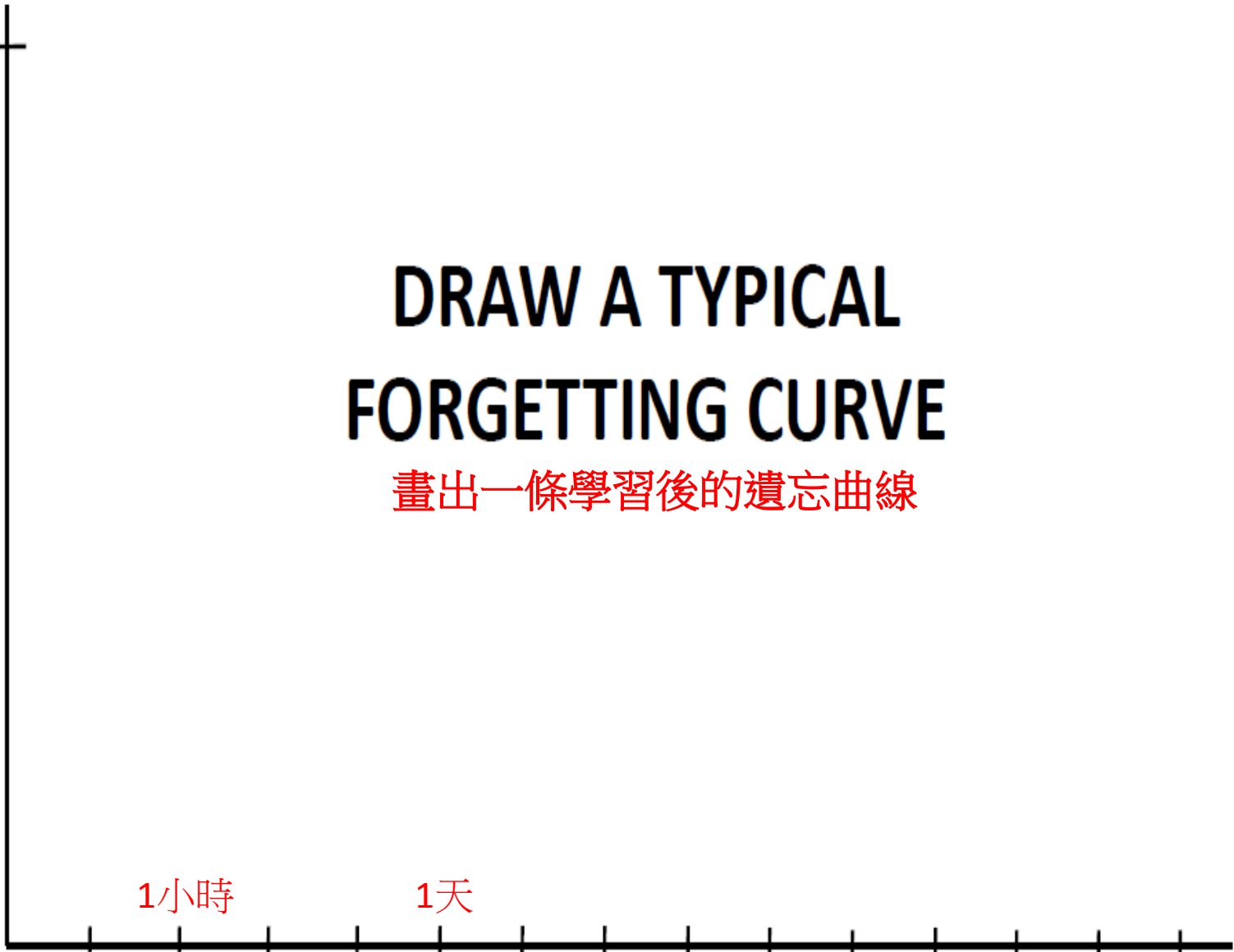
畫出一條學習後的遺忘曲線

0%

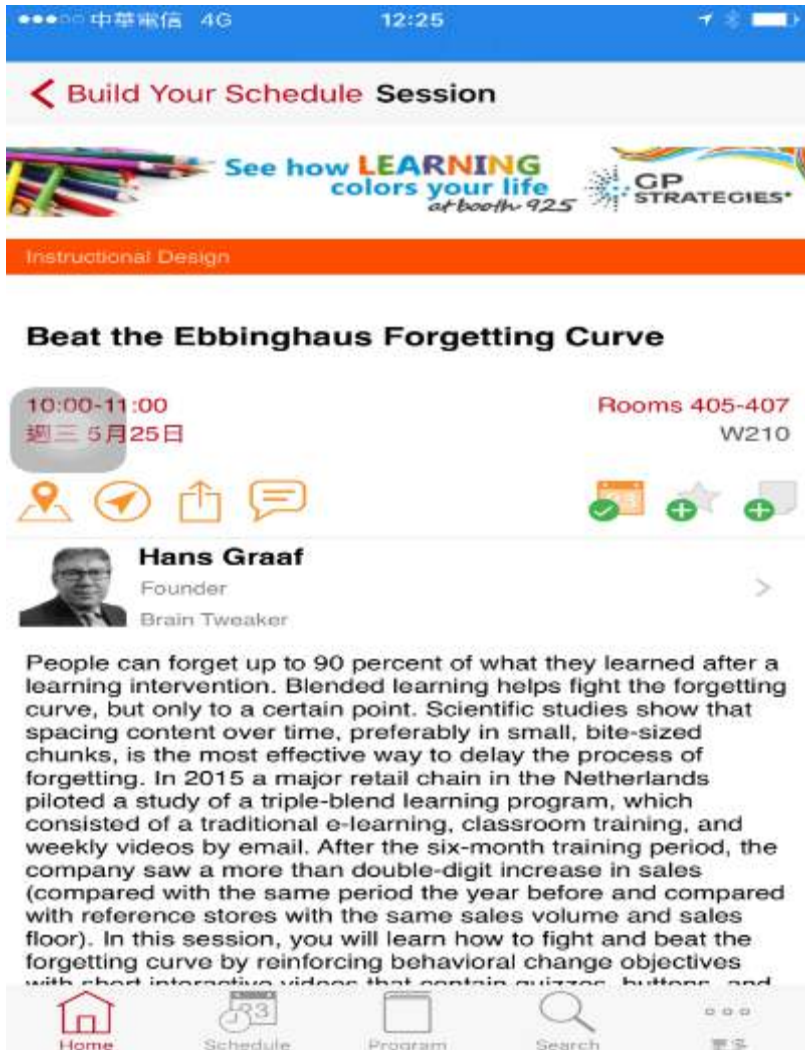
1小時

1天

TIME

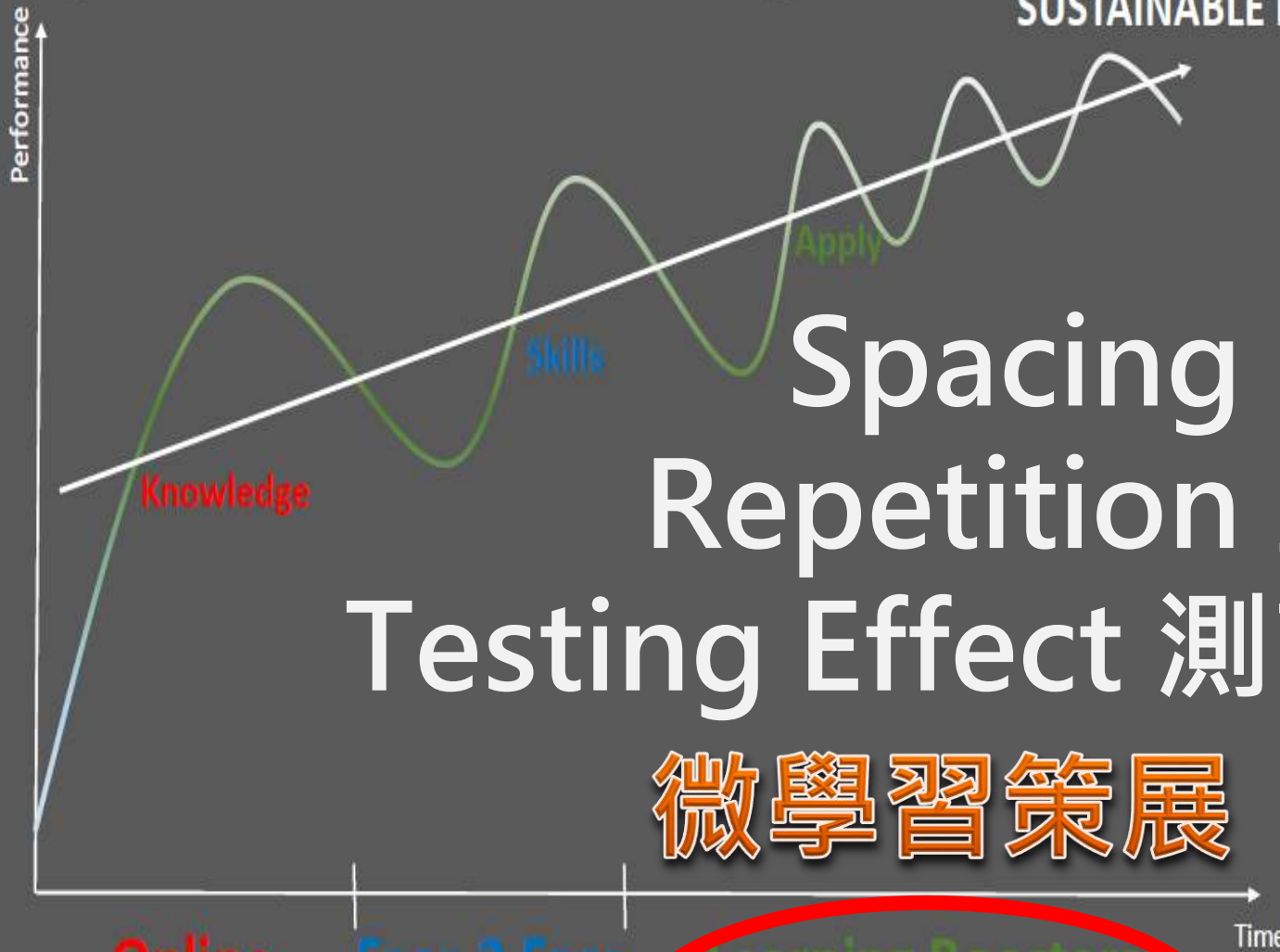


# 微學習策展成功案例 ATD 2016 ICE



# Triple Blend Learning™

SUSTAINABLE RESULTS



Spacing 間隔性  
Repetition 重複性  
Testing Effect 測試效果

微學習策展

Online  
Training

Face 2 Face

Learning Boosters:  
Interactive videos

Time

# 微學習策展成功案例 ATD 2016 ICE



# THE MICRO-LEARNING CYCLE

第**1**次團隊會議  
DAY 2



第**2**次團隊會議  
DAY 10



第**3**次團隊會議  
DAY 21



21 DAY CYCLE



DAY 1

ASSIGN MODULE

DAYS 3-9  
DEPLOY ON THE JOB  
第**1**次工作實際應用



DAYS 11-20  
DEPLOY ON THE JOB  
第**2**次工作實際應用



指定**微學習**單元主題 **結合微學習做學習策展**



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.



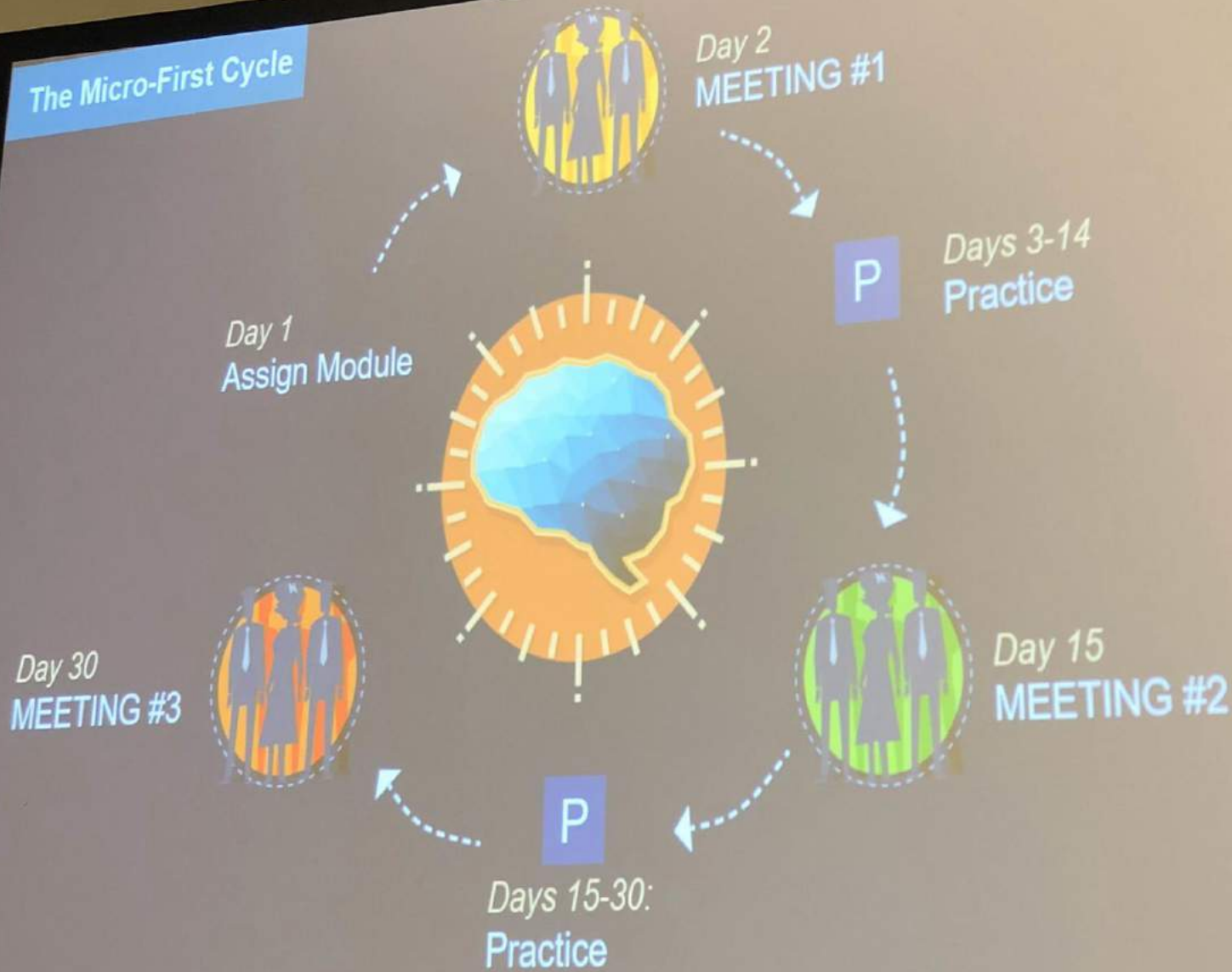
# 微學習策展成功案例 ATD 2018 ICE

The screenshot shows a mobile application interface for a session. At the top, there is a navigation bar with a back arrow, the text 'Build Schedule', and the word 'Session'. Below this is a blue banner for 'inkling | BOOTH #1917' with the text 'MOBILE LEARNING MADE SIMPLE' and a 'LEARN MORE' button. A dark blue bar below the banner contains the text 'Instructional Design'. Below the banner are several icons: a location pin, a compass, a share icon, a speech bubble, a calendar icon with the number '3', a star icon, and a plus sign icon. The main content area features the session title 'Micro-First: A Radical New Way to Design Learning Initiatives' in a large, bold font. Below the title, the session time is listed as '下午4:30-下午5:30' and '週一 5月07日', and the location is 'Ballroom 20A M304'. A profile picture of Stephen Meyer is shown next to his name, 'Stephen Meyer', and his title, 'President and CEO, Rapid Learning Institute'. Below the profile information is a paragraph of text: 'Microlearning is all the rage, while instructor-led training (ILT) now accounts for less than 50 percent of all training. That's down from 77 percent in 2001. But don't write off ILT yet. The future lies in a new approach to blended learning that combines the best of ILT and microlearning technology. The old model of ILT first starts with an instructor...'. At the bottom of the screen is a navigation bar with icons for 'Home', 'Settings', 'Notes and Sta...', 'Maps', and '更多'.



# 結合微學習做學習策展

## The Micro-First Cycle



**Hello!**



**Microlearning on  
the GO!**



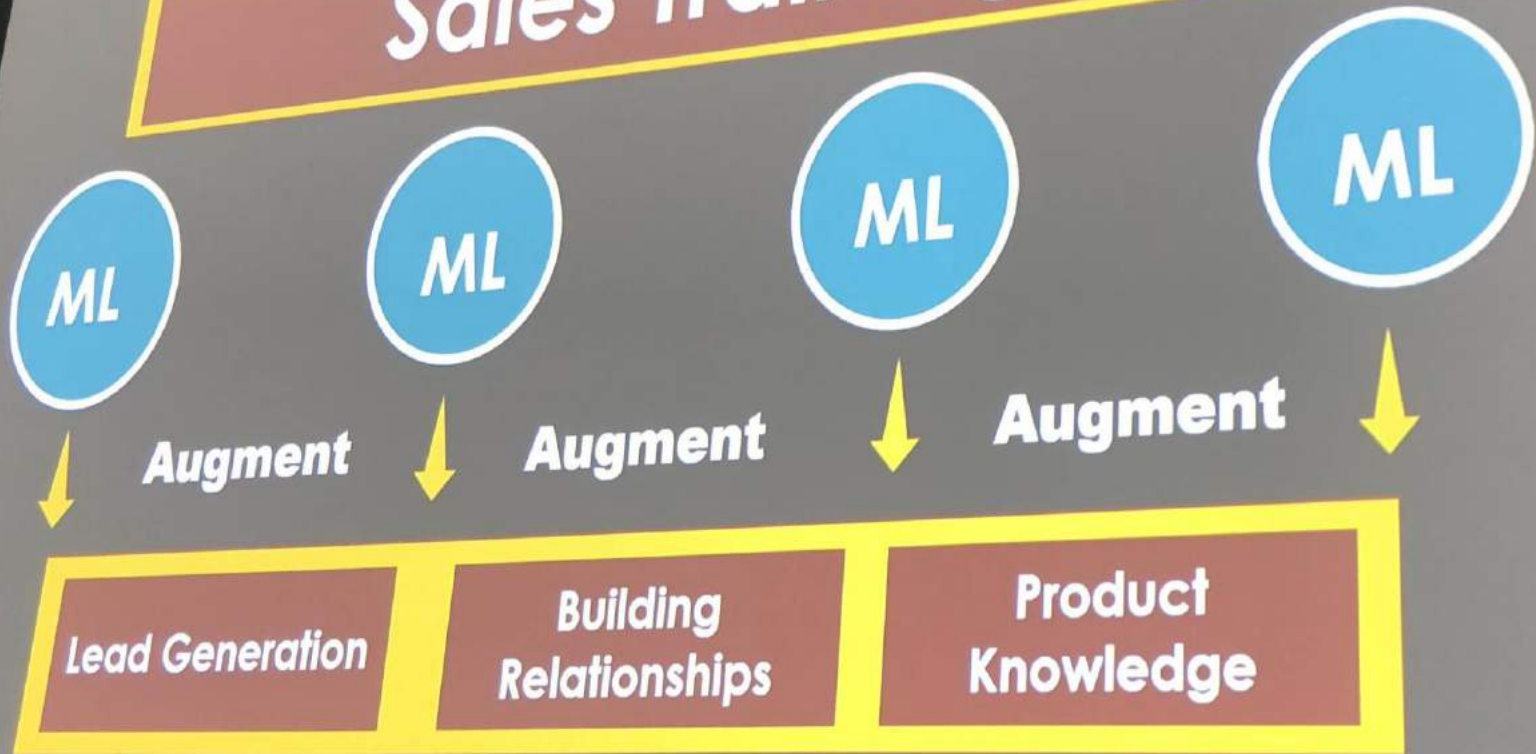
*It might be small but it  
deserves a plan!*

*Tweet this session #SU302*

**Shannon Tipton**  
**Owner**  
**LearningRebels.com**  
**Twitter: @stipton**

# 微學習策展

## Sales Training



即學即用

# 結合微學習做學習策展



臨用即學

# MICROLEARNING

Resource Microsite



atd  
**2018**  
INSTRUCTIONAL COMMUNITY  
AND EDUCATION  
MAY 9 & 10, 2018 | Las Vegas, NV

JD Dillon and LearnGeek have curated a set of resources as part of the 2018 ATD International Conference & Expo to support learning professionals in their understanding and application of **microlearning** principles.

## Articles

- The Ultimate Guide to Microlearning from Axonify
- Microlearning: The Misunderstood Buzzword by Shannon Tipton
- Microlearning is just learning that fits. That's it! by JD Dillon
- Definition of Microlearning by Will Thalheimer
- 7 Deadly Myths of Microlearning by Shannon Tipton
- 9 Ways Microlearning Drives Employee Performance from Axonify
- Microlearning: Advance of Fantasy? by Donald Taylor
- Microlearning, Macrolearning: What Does Research Tell Us? By Patti Shank
- How to build microlearning by JD Dillon

Check out the largest collection of curated microlearning resources ever, including ...

- Articles
- Books
- Collections
- Experts
- Reports
- Workshops

# 微學習的策展網頁

[learngeek.co/microlearning](http://learngeek.co/microlearning)

Bookmark this site

<http://bit.ly/ATD17Curation>

策展的策展網頁



# Wally





**Wally**



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粉絲專頁：**Wally的學習、分享與成長**



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