Learning Experience

An Integrated Framework for Designing Learner-Centered Online Courses

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Learning Experience

Experience:

To do or see something or have something happened to you: to feel or be affected by something

Direct observation or our participation in events as a basis of knowledge
As an online instructor or learning designer

I want my learners to have a ______________ learning experience.

(1 or 2 descriptor words)

Designing Learning Experiences
(Course-Unit-Lesson-Module)

LXD Framework

Dimensions of Learning

Cognitive

Emotional

Behavioral

Social

Course Design Aspects

Course Structure & Interface

Instructional Content

Feedback & Assessments

Learning Activities

Social Interactions

Conceicao & Howles (2020)
LXD Framework: Part 1

Dimensions of Learning

• Constituents of “Engagement” (Wang, Fredricks, Ye, Hofkins & Schall (2019)
• Deep learning: Cognitive-Emotional-Behavioral (Graesser & D’Mello, 2011)
• Interplay of all 4 dimensions as a unified whole

Conceicao & Howles (2020)

4 Dimensions of Learning

Cognitive Experience

Design

• Cognitive domain (Bloom’s Taxonomy, 1956)
• Invested mental effort (Pass et al., 2005)
• Multimedia learning and cognitive load theory (Mayer et al., 2008)
• Neuro-networks (Zadina 2014)
• Deep vs. surface learning (Graesser & D’Mello, 2011)

Bloom’s Taxonomy
4 Dimensions of Learning

**Emotional Experience Design**
- Intertwined with cognition (Miller 2014)
- Positive & negative emotions (DeMello et al., 2014)
- Interest & motivation – ARCS (Keller 2017)
- Emotional design and aesthetics (Norman 2004)
- Think like a game designer (Kapp 2012)

**Behavioral Experience Design**
- Learner-task centered design
- Interaction with technology (Obrien & Lebow 2013)
- Connecting knowing, doing, practice and feedback (Allen 2004)
- Active learning problem solving of real-world problems (Merrill, 2002)
4 Dimensions of Learning

Social Experience
Design

- Virtual interpersonal relationships and discourse
- Social presence: being with and responding to others (Lehman & Conceicao, 2014)
- Learner-instructor and learner-learner interactions (Moore 1993)
- Synchronous and asynchronous modalities

Engaging, Meaningful (deep) and Impactful Online Learning Experiences

Integrate 4 Dimensions

Cognitive
Behavioral
Emotional
Social

Integrate 4 Dimensions
LXD Reflection

Identify one of your more challenging instructional units where students tend to be least engaged.

What principle(s) might you explore to enhance the learner experience?

Principles

1. Cognitive engagement
2. Emotional connection
3. Linking knowing and doing (behavioral)
4. Social interaction/discourse
5. Integration of 4 dimensions

LXD Framework Part 2:

Online Course Design Aspects

Conceicao & Howles (2020)
Course Structure & Interface

- Sets stage for all learner interactions
- Look, feel and aesthetics
- LMS constraints
- Wayfinding and navigation
- Information architecture
- Meaningful thematic units
- LX “Moments that Matter” example scenario

Instructional Content Interactions

- Presentation formats and strategies
- Explanatory presentation design
- Media hybridization
- Pedagogical wrappers
- LX “Moments that Matter” example scenario
Learning Activities

- Higher-order learning and decision making
- Learning task integration
- Contextualization
- Design thinking
- LX “Moments that Matter” example scenario

Social Interactions

- Technology mediated interpersonal communication
- Synchronous and a synchronous formats and strategies
- Personalization, tone and presence
- Learning activity integration
- LX “Moments that Matter” example scenario
Assessment & Feedback

- Types of feedback
- Motivational & performance impact
- Integrate into course content, learning activities, and social interactions
- LX “Moments that Matter” example scenario

The Ebb and Flow of Online Learning Experiences

The overall LX is a composite of “moments that matter” as learners interact with each aspect.

The Learning Journey
LXD Incorporates Design Thinking

Recognizing and understanding the learner’s perspective.

LXD is grounded in empathic design

What does empathy look like?

The Five C’s of Empathic Learning Design
LXD is about rejuvenating traditional instructional design practices for modern learners in new learning environments.

Your LXD Challenges & Questions