Is Microlearning More Effective Than Macrolearning for Corporate Training

A few housekeeping items before we begin.

Virtual async sessions and handouts can be viewed at any time. These sessions will remain available to one for one year post-conference.

Ask questions, respond to in-presentation questions, and engage with others.

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Is Microlearning More Effective Than Macrolearning for Corporate Training?

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Agenda
1. Microlearning vs. Macrolearning
2. About the Study
3. Job Performance
4. Time-Effectiveness
5. Cost-Effectiveness
6. What We Learned

Co-authors: Pana Barova-Ozcan, Divya Patel
**Micro vs. Macro**

- **Microlearning**
  - Most effective when delivered in 2-5 minute chunks.  
  - “Learning delivered in bite-sized chunks.”
  - Typically takes between 10 – 13 minutes. It is a flexible approach which can meet the demands of ongoing professional development.

- **Macrolearning**
  - Takes hours, days, or even weeks, rather than minutes.
  - “How we learn larger, more complex concepts.”
  - There is a different perspective where macro-learning and micro-learning are inseparable. Macrolearning is the educational option for mastering a new field of study in depth.
We surveyed 46 employees across different industries, career ranks, roles, and age ranges.

A survey was sent out online. Forty-six participants responded. Answers were stored using the survey software. Results were downloaded and analyzed in Excel. Analysis was formulated using average and separate variance t-tests.

The majority worked in manufacturing, healthcare, marketing, and sales.

93% of participants had some form of higher education credential.
As age increased, microlearning effectiveness increased

Participants ranging 35-44 and 45-54 found that microlearning is more effective in their job role and were able to immediately apply or took little time to apply knowledge from this training method to their job role.

- Increase in age shows increase in microlearning-effectiveness
- Performed using Regression Analysis.
Graetz’s research states that “students manage their limited cognitive resources by actively selecting environmental information for further consideration and by using existing knowledge structures to interpret this information in ways that have worked previously.”

99% of manufacturing participants felt more effective and productive after in-person training or forms of macrolearning.
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### Time-Effectiveness

- **86%** of participants Agree or Strongly Agree that microlearning has helped them **save time at work.**

- **64%** of participants Agree or Strongly Agree that they would rather **learn in short bursts on their own time.**
Cost-Effectiveness

Microlearning is a cheaper form to address employee needs. An overwhelming majority of participants placed an emphasis on wanting their employers to invest in better e-learning platforms to conduct such trainings.

Both Methods Help
Participants noted that both methods of learning helped them become more productive and effective, however, microlearning was more effective in this aspect.

Microlearning Saves Money
Participants agreed that forms of microlearning for corporate training save their company some or much money.

New E-Learning Investments
84% of participants want their companies to invest in better, newer e-learning platforms for training.
MICROLEARNING IS MORE EFFECTIVE
From this study, microlearning is more effective in corporate training programs.

LEARN IN THE ENVIRONMENT YOU WORK IN
99% of manufacturing employees would rather in-person, hands-on training to feel more productive in their roles.

LEARN IN THE ENVIRONMENT YOU WORK IN
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SAVES TIME
Employees prefer to learn in short bursts on their own time, regardless of age.

SERVES AS A COST-EFFECTIVE OPTION
Majority of employees would like to see their companies invest in newer, better e-learning platforms.

BOTH METHODS HELP
Participants were engaged with both forms of learning methods.
Looking Forward

There’s Still Much to Uncover

The findings of this study are limited to the participants in various industries and their locations. A larger sampling could allow reliable generalizations to a population.

Further research should be conducted on the correlation between age and micro-learning effectiveness.

Looking at specific industries can foster a deeper understanding of learning and how to best format information for a specific workforce.
Evaluate Sessions and Win!

Five (5) **$25 gift cards** will be awarded.

*Each session evaluation completed (limited to one per person, per session) – one contest entry.

1. Navigate to this session to evaluate.
2. Select **Evaluate Session** on the session details screen.
3. Complete the evaluation.*
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Thank you!

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