What Can Netflix Teach Us About Learning?

OLC Accelerate – November 2018
Starring...

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Currently watching:
--Unbreakable Kimmy Schmidt
--Moana (over and over...and over)

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Currently watching:
--Chilling Adventures of Sabrina
What is PDS?

Trust and Timing

- The Right Message
- To The Right People
- At The Right Time
- To Persuade The Right Behavior
- From A Credible And Trusted Source
User-Driven Design Vs. Persuasive Design
Reduction

Making complex tasks simpler
Grid layout

Goal:

Make it easier to find a movie to watch

- Organized by categories
- Removed detailed information from view until needed
Goal: Make it easier to find courses available on a site

- Organized by categories with visual references
- Removed detailed information from view until needed
Guided persuasion; giving control over to an expert
Goal: Users can easily create a new account

- There are very few questions on each page
- Users are walked through account creation
- The user is aware of how many steps are left to complete
User Tours

Goal: Users can easily learn to navigate a new site

- Give a walkthrough of different areas of the page
- Only show the first time the page is viewed
- Users can opt out at anytime
Intervene at the right time
Top Suggestion

Goal:
*Persuade users to view specific titles*

- Moved the suggestion to the top
- Takes up full screen so users must scroll past to view other options
Goal: 
*Drive Users to specific courses*

- Courses are moved to a “Featured Category”
- Shown to users first before other courses are listed
Customization; providing more relevant information to individuals
Because you watched...

Goal:

Provide selections based on Users actions

- Because You Watched shows selections similar to another title you viewed
- Top Picks give you personalized selections based on your entire viewing history
Goal: Make content specific to each user

- Uses Personalization Filter to embed user information in instructions and other details
- Turns the entire site into a personal learning site for users
Self-Monitoring

Tracking desired behavior
Episode Progress

Goal:
Allow users to track completion of selections they have viewed

- Arrow bar for each episode or movie gives visual cue on what is completed
- Highlighted description shows users the last selection they watched
Goal:
Allow users to track progress in course

- Each activity has a checkbox that can show completion
- Checkboxes can be marked by the user or automatically when completed
Reinforcing targeted behavior

Conditioning
Netflix Patches (coming soon)

Goal:
Reward users for watching selections

- Users earn patches when they watch specific selections
- Encourages users to watch all to earn all - Gamification
Gamification

Goal: *Users earn rewards for completing tasks*

- Experience points are set for activities
- As learners increase their level, more difficult activities can be “unlocked”
Reporting results

Surveillance
Popular on Netflix

Goal:
Encourage users to watch titles other users are watching

- Category for Popular on Netflix shows what other people are viewing
- Users can compare what they watch to what’s “Popular”
Goal: 
*Encourage users through gamification*

- Users can observe the progress of others and compare their own results
- Motivation through social engagement

<table>
<thead>
<tr>
<th>Rank</th>
<th>Full name</th>
<th>Level</th>
<th>Experience points</th>
<th>Progress</th>
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<tbody>
<tr>
<td>1</td>
<td>A Demo</td>
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<td>278</td>
<td>78/400</td>
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<tr>
<td>2</td>
<td>B Demo</td>
<td>2</td>
<td>258</td>
<td>58/400</td>
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<td>3</td>
<td>C Demo</td>
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<td>Persuasive Design Strategies</td>
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<tr>
<td><strong>Reduction</strong></td>
<td>Make complex tasks simple</td>
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<tr>
<td><strong>Tunneling</strong></td>
<td>Guided Persuasion: Giving control over to the experts</td>
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<td><strong>Suggestion</strong></td>
<td>Placing triggers in the path of motivated learners</td>
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<tr>
<td><strong>Tailoring</strong></td>
<td>Provide options &amp; learners are more likely to complete a task they chose to do rather than were told to do</td>
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<tr>
<td><strong>Conditioning</strong></td>
<td>Reinforcing targeted behaviors</td>
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<td><strong>Self-monitor</strong></td>
<td>Never underestimate the thrill of checking a box or of recognition</td>
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<tr>
<td><strong>Surveillance</strong></td>
<td>It’s only creepy if you don’t share the results - design for data first</td>
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Quick Recap

- **PDS is about** the *intent* of the designers and not about the tools they use.
- **PDS** works best when combined together in a *meaningful* way.
- **PDS** is about designing *holistically* to create an digital learning environment.
The integration of independent systems is an important part of a modern digital learning environment. Integrations can solve many problems but that doesn’t mean they will drive impact. This session will demonstrate how utilizing Persuasive Design Strategies in the creation of an integrated learning environment can meaningfully impact learner outcomes.
Appendix:

Some evidence to how PDS makes an impact on learner performance.
Comparative Study

When implemented in an online course environment, how do persuasive design strategies impact learner mastery?

Baseline Group
Course with identical content and learning objectives

VS.

Treatment Group
Course with Persuasive Design Strategy

Service technicians who met inclusion criteria
Treatment Course Design

- **Reduction**: Clean course layout with clear instructions, simplified content presentation, and auto-linking between activities.
- **Tunneling**: Conditional activities that require mastery before progression and auto-linking between activities.
- **Tailoring & Suggestion**: Branching and persuasive feedback to suggest additional practice based on performance.
- **Self-Monitoring**: Progress completion tracking through each section and gradebook access.
## Results

<table>
<thead>
<tr>
<th>QUIZ</th>
<th>Baseline Group</th>
<th>Treatment Group</th>
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<tbody>
<tr>
<td></td>
<td>MEAN</td>
<td>STD DEVIATION</td>
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<td>Safety Quiz</td>
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<td>Theory Quiz</td>
<td>97.13</td>
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<td>Containers Quiz</td>
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<td>Systems Quiz</td>
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<td>Purge Quiz</td>
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<td>Systems Testing Quiz</td>
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<td>Propane Systems Exam</td>
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</tbody>
</table>
Average Quiz Scores on First Attempts

- Safety
- Theory
- Containers
- Systems
- Purge
- Systems
- Propane Exam

- Baseline
- Treatment (PSD)
Number of Retakes Before Mastery

- Safety
- Theory
- Containers
- Systems
- Purge
- Systems

Baseline vs. Treatment (PSD)