Micro-Learning: Something to Tweet About!

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Problem

Less than 25% of 100/200-level psychology students read the text.

Students say they do not have time, but they would be enticed to read smaller amounts of information (Hoeft, 2012).
Solution -> Micro-Learning!
Micro-learning involves delivering material in smaller amounts (micro-content).
It allows students to receive information in a way that more closely aligns with how they learn, especially considering the increasing calls for our attention ("Mi*cro*learning", 2015).
Recent research suggests that information retention increases by 20% with micro-content (Giurgiu, 2017).
Micro-content is defined as a single topic, available via a single url, and suitable for hand-held mobile devices (Giurgiu, 2017; Eades, 2014).
Content can include links to web 2.0 applications, websites, case studies, articles, images, presentations, videos, and more!
Use Twitter to deliver content!
Twitter is a mobile application which supports social interaction and collaboration.

It is informal (serving as a bridge between the user and the content).
Twitter allows for personalization (allowing the user to customize their learning and take ownership of it).

- It is searchable using hashtags.
- It is available to all students, past & present.
The difference between classical and operant conditioning:

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youtube.com
When posting your tweets, include hashtags so that students can use them to search for content.

Some common hashtags:

- #psy358ggCH1
- #psy358ggResearch
- #psyggResearch

I use it as well, as a research bank of content!
Twitter can be used to send a continual flow of micro-content to students, extending learning outside the classroom.

Students can access micro-content when it is convenient (using their mobile devices).
This blended learning opportunity takes advantage of students' interest in social media platforms to introduce or reinforce information which may increase learner achievement and outcomes.
Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded
Must submit evals using the OLC Conferences mobile app or website


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