

Microlearning: Less Can Be Much More

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Microlearning can provide immediately useful training based on a learner's current questions and needs. It can also be reused outside traditional learning content in chatbots, voice-assistance systems, online help, knowledge bases, and AR/VR environments. Microlearning is also part of a much larger shift by search engines to recognize and feature focused, solution-based content.

Microcontent

What is microcontent?

A block of content that is:

- independently and easily accessible
- self-contained
- combinable/reusable
- quickly consumable

What can be inside a microcontent block?

Anything, including:

- Text
- Tables
- Links
- Images
- Video

Microcontent example – Flare Help

The screenshot shows the MadCap Flare help interface. On the left is a navigation sidebar with sections like 'Get Started', 'What's New?', 'Key Concepts and Features', 'Subtasks', 'Interface and Files', 'Architecture', and 'Steps 1-4'. The main content area displays search results for 'images', showing 370 results. A 'USER GUIDE' section explains that Flare supports various image file formats (BMP, EMF, EPS, etc.) and provides a table of activities. Below the table are sections for 'Deleting Image Files From the Project' and 'Deleting Images From Content Files'.

Main Activities	Other Information	Other Activities
<ul style="list-style-type: none">• Add images to projects• Imported Images• Managing Images Content• Editing Images• Linking Images	<ul style="list-style-type: none">• Raster vs. Vector Images• PDF Files as Images• What the MadCap Doc Tools Do	<ul style="list-style-type: none">• About Images• Deleting and Removing• List of Images• Creating• Page Layout Frames• Flattening

Microcontent example – Google search results

The image shows a Google search interface for the query "how do i get a passport?". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "All", "Shopping", "Books", "News", "Videos", and "More". The search results show "About 297,000,000 results (0.64 seconds)".

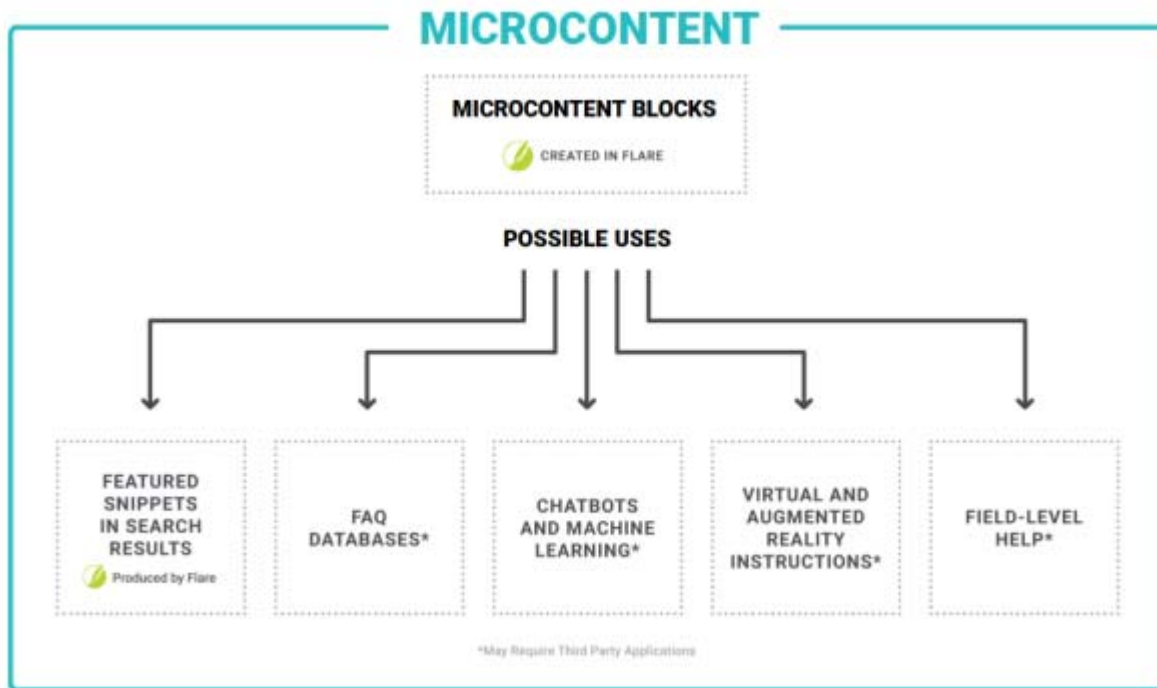
The first result is a featured snippet from www.flclerks.com. It includes a thumbnail image with the title "Steps to Apply for a Child's Passport" and a photograph of a passport and a passport photo. The text of the snippet reads: "Many Clerk's Offices take applications for **passports**. You will need to bring a certified birth certificate, a photo I.D. and money for processing. Some Clerk's Offices provide for taking **passport** photos, or you can have one taken at a number of places, including certain travel agencies and photo centers." Below the text is the URL "www.flclerks.com" and the title "How Do I Obtain a Passport? - Florida Court Clerks ...".

The second result is from www.usps.com, titled "Passport Application & Passport Renewal | USPS - USPS.com". The text below the title says: "Visit the U.S. Department of State website to learn how to apply for a **passport** and what documents you need. Complete your Form DS-11 Application for U.S. **Passport** on the State Department website. Print your completed application. Have a **passport** photo taken."

At the bottom of the search results, there is a section titled "People also ask" with three questions and dropdown arrows:

- How do I get a passport for the first time?
- Where do you go to apply for a passport?
- What is the cost of a passport?



Microcontent - uses



Microcontent - parts

- Phrase
- Response

Microcontent - creating new blocks

- 1 Open a microcontent file.
- 2 Click .
- 3 Type a search phrase and press Enter.
- 4 If you want to add an alternate phrase, click .
- 5 Click inside the Response Editor and add your content.

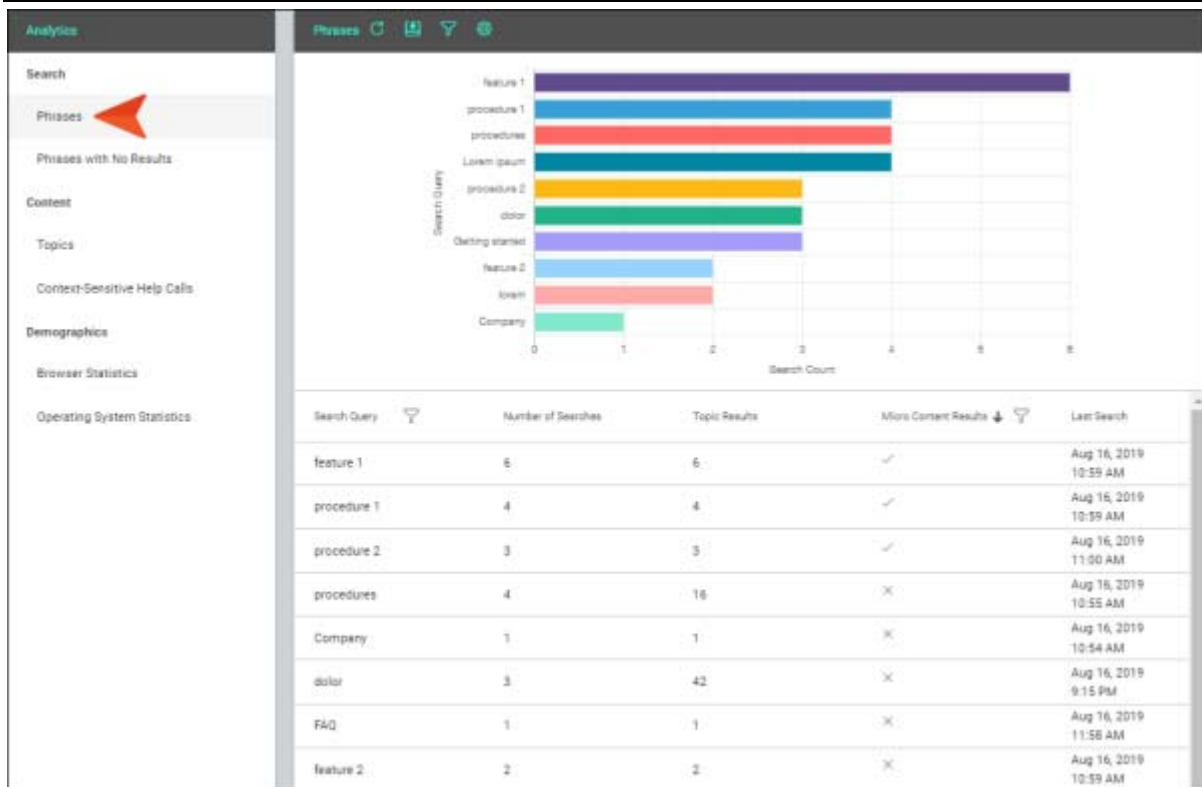
Microcontent - creating from existing content

- 1 Open a topic or snippet.
- 2 Highlight the content you want to convert to a microcontent block.
- 3 Select **Home > Create Micro Content**.
- 4 Type a search **Phrase**.
- 5 Select a **Micro Content File**.
- 6 Click **OK**.

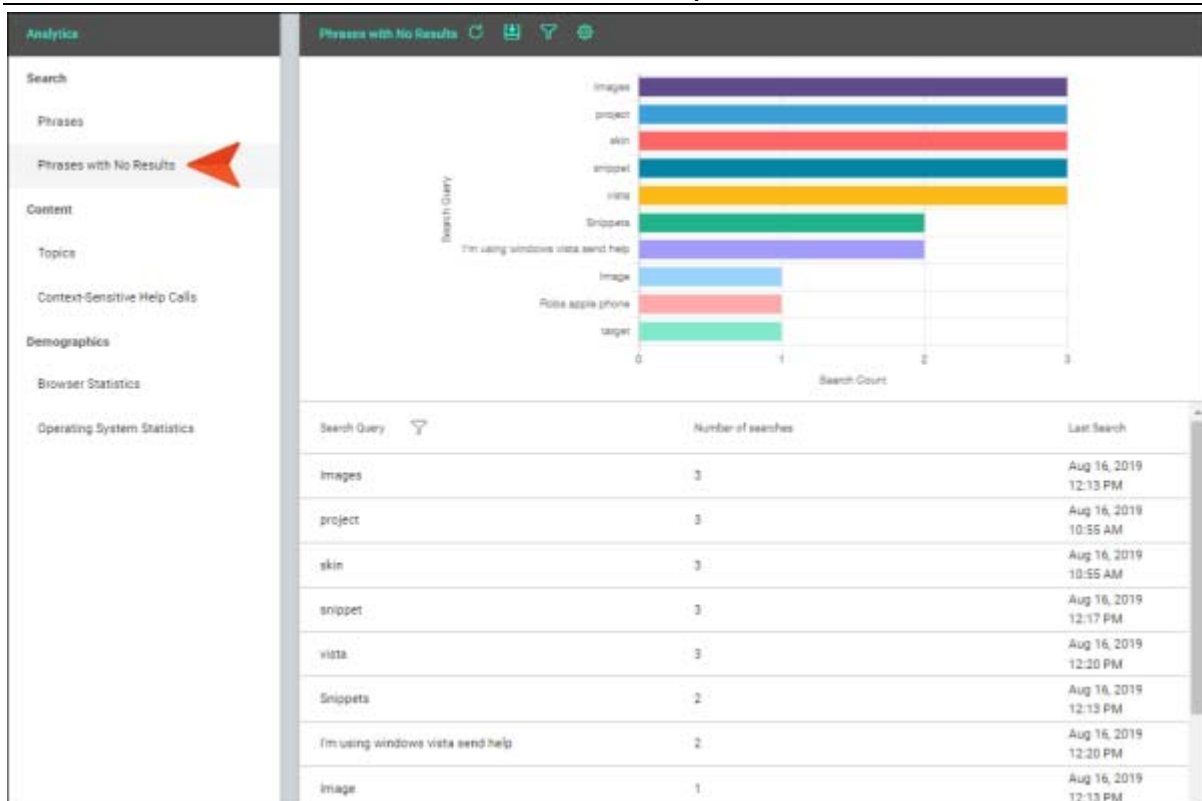
Microcontent - mining from usage data

- Search phrases
- Search phrases with no results
- Search topics

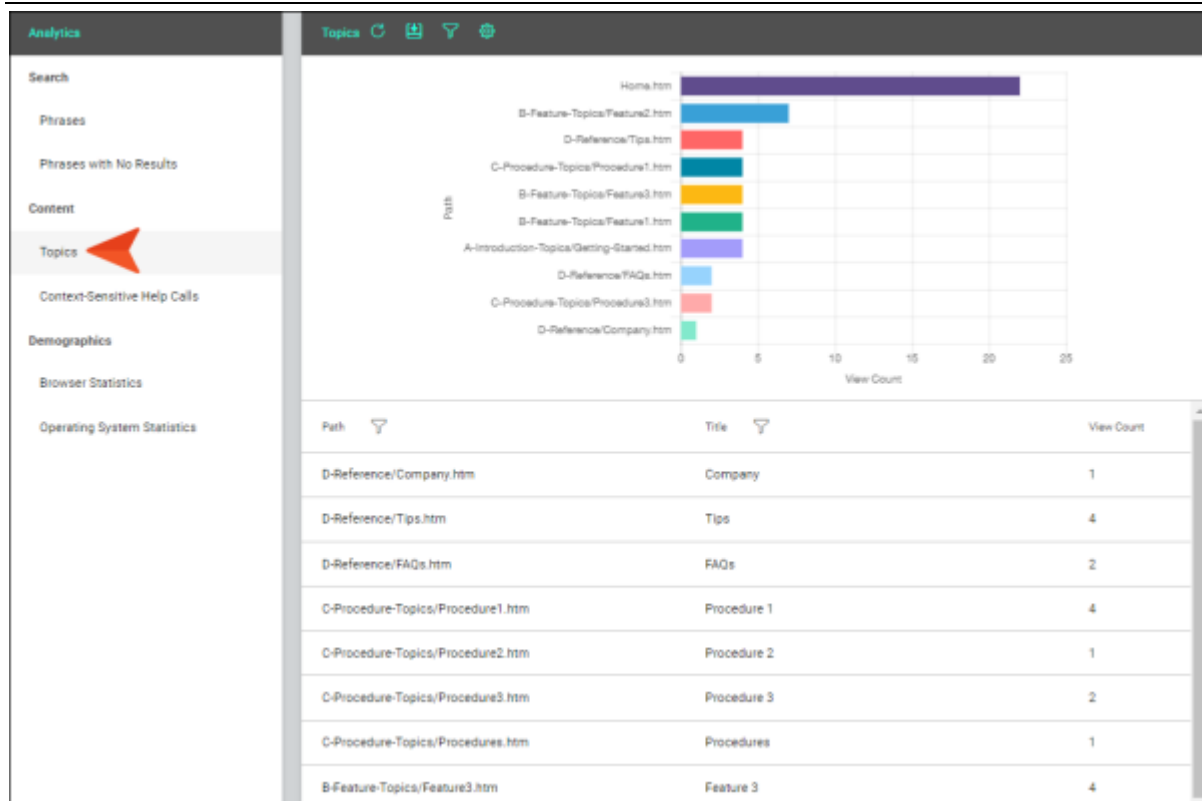
Microcontent - Central "Search Phrases" report



Microcontent - Central "Search Phrases No Results" report



Microcontent - Central "Search Topics" report



Microcontent - mining from content analysis

- Snippets
- FAQs
- Marketing
- Kaizen plugin (www.kaizenplugin.com)

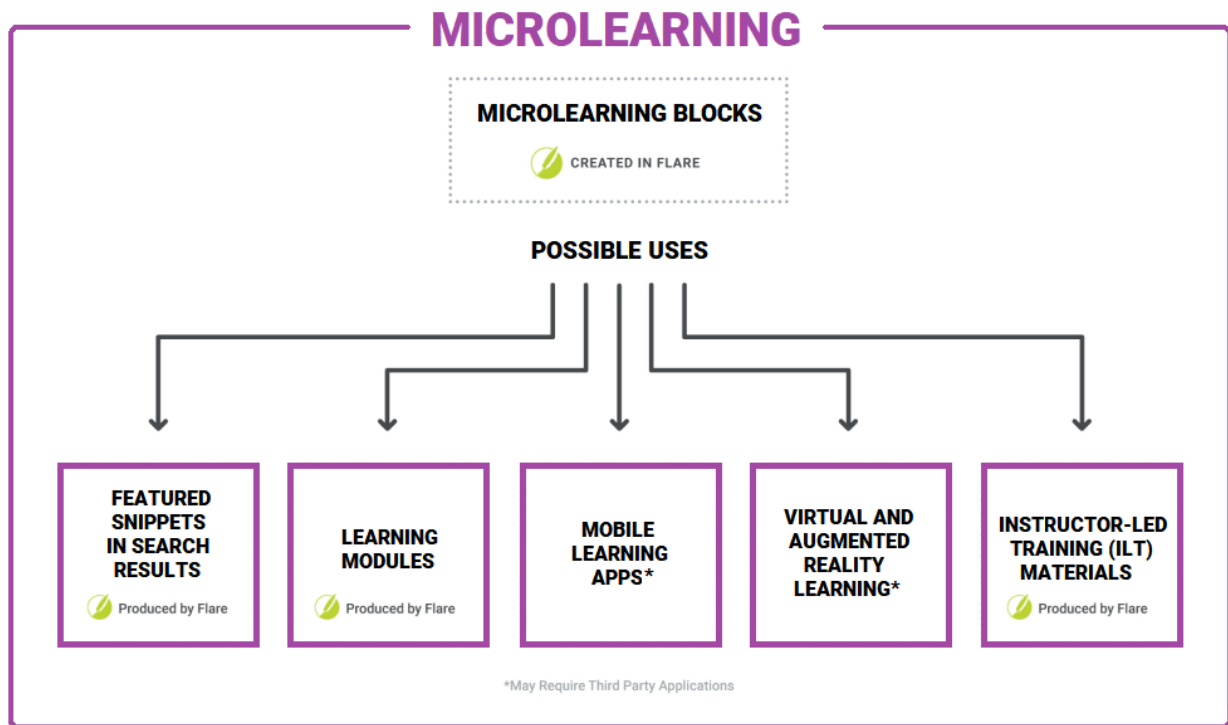
Microlearning

What is microlearning?

Microcontent that:

- Teaches based on learning theory
- Can be retained
- Improves performance
- Includes assessment and/or knowledge integration opportunities

Microlearning – uses



Microlearning - parts

- Phrase / ID
- Response
- Activation & Demonstration
- Application & Integration

Microlearning example - Ted-Ed

Ted-Ed is a free web-based education platform that provides animated microlearning courses. The Ted-Ed program was launched in 2012 as the “youth and education initiative” of the TED Foundation.

TEDEd register or sign in

Discover Create Support Q

How the world's longest underwater tunnel was built - Alex Gendler

660,694 Views
7,375 Questions Answered

TEDEd Animation

Let's Begin...

Ranked by two powerful nations, the English Channel has long been one of the world's most important maritime passages. Yet for most of its history, crossing was a dangerous prospect. Engineers proposed numerous plans for spanning the gap, including a design for an underwater passage more than twice the length of any existing tunnel. Alex Gendler details the creation of the Channel Tunnel.

Watch later

Watch

Think

Dig Deeper

Discuss

Customize This Lesson 300

Create and share a new lesson based on this one.

Share: [f](#) [t](#) [e](#) [d](#) [m](#)

Microlearning example - Khan Academy

Khan Academy is a free web-based education platform that provides video-based microlearning courses through their website and app. Khan Academy was founded in 2008 by Sal Khan.

Courses Search Khan Academy Donate scott defoach

Computing > Computer science > Journey into cryptography > Ancient cryptography

- What is cryptography?
- The Caesar cipher
- Caesar Cipher Exploration
- Frequency Fingerprint Exploration
- Polyalphabetic cipher
- Polyalphabetic Exploration
- The one-time pad
- Perfect Secrecy Exploration
- Frequency stability property short film
- How uniform are you?
- The Enigma encryption machine

What is cryptography?

About Transcript

What is Cryptography? A story which takes us from Caesar to Claude Shannon. Created by Brit Cruise.

[Google Classroom](#) [Facebook](#) [Twitter](#) [Email](#)

Microlearning example - Budapest University of Technology and Economics

Budapest University of Technology and Economics uses microlearning to teach a wide range of subjects, including math, physics, and economics.

The screenshot shows a web interface titled "System Book" with a navigation bar and a main content area. The main content is divided into two columns. The left column is titled "The language of systems: mathematics" and contains a diagram of a mountain with a path, a diagram of a city grid, and a code snippet. The right column is titled "Mathematics is the most abstract language of system models" and contains several paragraphs of text explaining mathematical concepts like Hamilton's equations, Maxwell's equations, and differential equations.

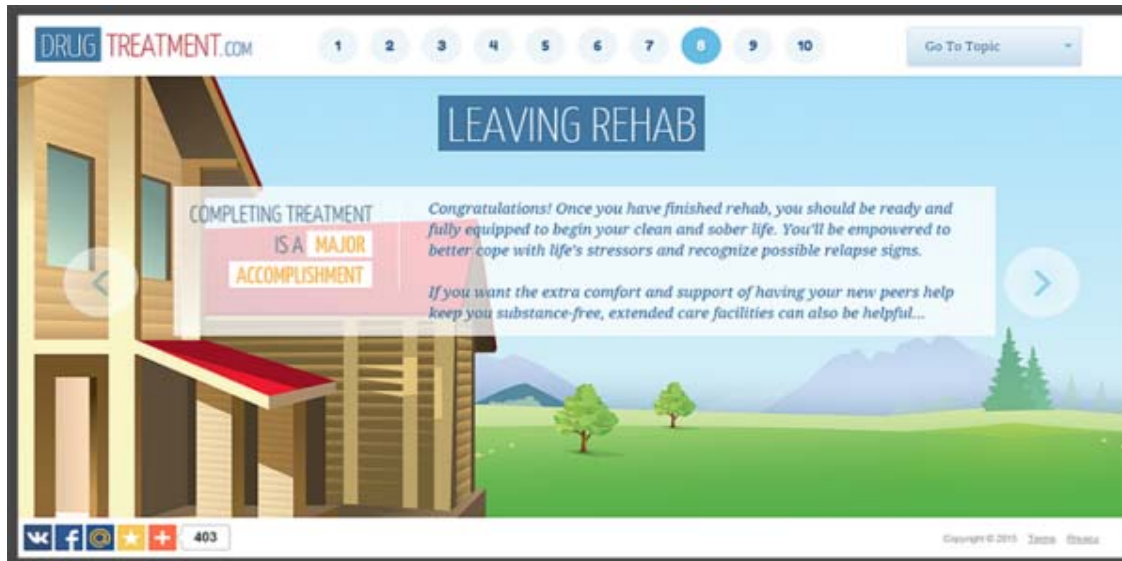
Microlearning example - AICPA

The AICPA includes "nanolearning" options for CPA certification and recertification

The screenshot shows a microlearning module titled "Step 4.4: How does the environment impact leadership?". The main content is a text-based lesson titled "How does a leader deal with ambiguity?". Below the text is a "Discussion Point" section with a text input field and a "Submit" button. To the right of the discussion point is a comment section with two user comments and their respective vote counts and dates.

Microlearning example - American Addiction Centers

American Addiction Centers uses microlearning to raise awareness about drug addiction.



Microlearning - mining

- Course content
- Help & tutorials
- Tech support calls

Learning more

Presentations

I have several presentations available at bit.ly/clickstart-presentations, including:

- "Best Practices for Microcontent-based Authoring"
- "Content Reuse and Automation using Database Publishing and Microcontent"

MadBlog - Paul Stoecklein

Paul's excellent blog post is available at: www.madcapsoftware.com/blog/three-micro-content-lessons-to-enhance-your-html5-search-results

ATD articles

ATD has several articles about microlearning at www.td.org:

- "What Is Microlearning?"
- Microlearning Is More Than a Buzzword
- "Microlearning: Why It Works and How You Can Use It"

Google search reference guide

See developers.google.com/search/reference/overview

Summary

What is microcontent?

A self-contained block of content that is independently accessible, reusable, and quickly consumable.

Is microcontent the same as a snippet?

Nope, but they're similar, and you can use them together.

Can I create microcontent in Flare?

YES!

What is microlearning?

A type of microcontent that is designed for knowledge retention and/or performance improvement and includes an assessment.

Can I create learning materials with Flare?

YEP, and, many teams are already doing it.

Can I create microlearning in Flare?

Absolutely!

About the presenter

Scott DeLoach is the Founder of Click**Start**, where he provides training and consulting for MadCap Flare, embedded user assistance, context-sensitive help, microcontent and microlearning, JavaScript/jQuery, CSS, and HTML5. He has been an instructor, L&D practitioner, and technical communicator for 25+ years, and he is an STC Fellow.

Scott is a certified Flare instructor, and he is the author of *MadCap Flare 2020: The Definitive Guide*, *CSS to the Point*, *HTML5 to the Point*, and an upcoming book about microcontent and microlearning. For more information about Scott's books see bit.ly/clickstart-books

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