INTERACTIVE ELEARNING simplified
RESOURCES

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WHAT IS INTERACTIVITY?
CONNECT THE LEARNERS TO THE CONTENT
TWO PARTS

Emotive

Cognitive

Build Knowledge
Respect the learners

TWO PARTS

EMOTIVE

COGNITIVE

PULL THEM IN

BUILD KNOWLEDGE
Respect the learners

TWO PARTS

EMOTIVE

COGNITIVE

PULL THEM IN

BUILD KNOWLEDGE

effective interactivity
SIMPLE IS BETTER THAN COMPLICATED
THIS IS WHAT BROCCOLI LOOKS LIKE

THIS IS BROCCOLI

WHICH ONE'S BROCCOLI?
LEARN TO USE THE TOOLS
BONUS TIP: DISTRIBUTE AUDIENCE
WITH FUNNY DOG PICTURES
AVOID THE FRANKENCOURSE
This course has a little of everything.
RESPECT THE LEARNERS
Respect the learners. They're not the Three Stooges.
SET CLEAR EXPECTATIONS
Why am I here?

Where am I?

What am I learning?
ENGAGE THE SENSES
MAKE USE OF ALL MEDIA
LET THEM CHOOSE HOW TO LEARN
How do you use books?
LET THEM EXPLORE
WHERE DO YOU WANT TO GO?
KEEP IT RELEVANT
"IF IT MEANS SOMETHING TO ME THEN I'M MOTIVATED TO LEARN."

-ELEARNER
AVOID TELLING
ALLOW LOOKING
PUSH: I HAVE THE BEST MADE TIRES AT THE BEST PRICES

PULL: I KNOW THAT'S WHY I'M HERE, I FOUND YOU ON THE INTERNET

TELL ME FIND IT
Tell me

The company’s safety manual describes what to do in case of workplace injury. Fill out the form and call HR.

Find it

Joe fell down at work and hurt his knee. What should you do?
SIMPLE SCENARIOS
USE THE 3 C'S

Choices...
CHALLENGE

Joe fell down at work and hurt his knee. What should you do?

CHOICES

Nothing. Call 911. Call your manager. Fill out a bunch of forms.

CONSEQUENCE

Every choice has a consequence. Provide feedback or another challenge.
SIMPLIFYING PRODUCTION
WHAT CAN YOU DO ON THE SCREEN?
CLICK
HOVER
DRAG

*VARIABLES
Respect the learners

Two Parts

User experience

Learning experience

User experience

Learning experience

Emotive

Cognitive

Venn diagram showing the overlap between user experience and learning experience.
EXAMPLES
CONNECT THE LEARNERS TO THE CONTENT

LEARNERS
EMOTIVE

CONTENT
COGNITIVE
QUESTIONS?

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