

# Bite Sized Learning: Transforming Global e-learning (16 Bold)

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**Abstract:** *The traditional approach to learning, where the focus is on time and energy on helping people learn is slowly losing its importance in this technologically competitive world. With the rising popularity of internet e-learning has become the center of learning for the people across the globe, where they are getting trained for the advanced levels. As technology continues to evolve at exponential rates, learners become overwhelmed with the information overloaded, but the focus is no longer on just transfer of knowledge, but has shifted on how learning objectives can be met. With the attention span of learners getting decreased, the management feels the need to adapt a creative way of learning which is developed keeping in mind the psychology of the employees as well the organization.*

*The use of multimedia during training programs like animations, on-screen interactions started becoming important. Bite sized learning modules are small, self-contained information nuggets with a focus to achieve defined objectives. With the introduction of bite sized learning modules which is gaining popularity because of the accessibility it provides to the learners, bite sized modules are focused on achieving the specific objectives in shorter time span. Bite sized learning are definitely steps toward right directions especially for the millennia's, who are from the dynamic environment and want to grasp knowledge with a great speed. For organizations where there is learning & development practiced, introduction of these practices become a strategized formulae for organization development.*

**Keywords:** *Innovation, organizational psychology and development, easy learning, adaptability.*

## I. Introduction

In the 'Information Age' where the need for 'Knowledge Employees' increases the need for manual workers decreases. Lifelong learning is seen as key to the continued success of contemporary society. 'E – Learning' is taken into account by several as the solely viable solution to the matter of delivering the resources needed to facilitate lifelong learning. Since the internet was adopted and additional developed as a method of communication by educational institutions in the 1970s, academics are alert to its huge potential as a learning tool. In recent years, governments of each developed and under-developed nations became progressively excited regarding the probabilities of on-line learning to deliver cost effective, easily accessible and ever-current education to any or all ages and social backgrounds.

E-Learning is the employment of technology to assist and enhance learning. It is as easy as high school students watching a video documentary in school or as advanced as a complete university course provided on – line. E-Learning began decades ago with the introduction of televisions and overhead projectors in lecture rooms and has advanced to incorporate interactive computer programs, 3D simulations, video, and telephone conferencing and real time online discussion groups, comprised of scholars from across the globe. As technology advances, thus will e – learning, creating the changes endless. Rapid proliferation of mobile services, shrinking training budgets, and time constraints have changed the way e-learning is designed, developed and delivered. Traditional methods have given way to the development of new bite sized learning modules.

Unlike traditional e-learning courses which are a bit time consuming and were used when there was no need of frequent updates of the course contents. However, this traditional approach has changed and given away to the development of bite sized learning modules. Bite-sized learning is sometimes misconceived as 'short' modules, because of the duration of the course it contains. Instead, bite sized learning is more appealing for its learning objectives. As opposed to traditional courses which typically try to achieve multiple learning objectives, bite-sized learning focuses just on one key objective. Hence it stands important to understand the rationale behind bite sized learning and why it is easily consumed by the learners in the industry. Bite sized learning is presented in any form – not just “e-learning”. Reading an article or watching a video could be considered bite-sized learning if it aims to achieve a specific objective.

One of the major reasons why bite sized learning are becoming increasingly important is due to the changing ways people learn, and the amount of information they have access to. This is due to the attention span of people are getting shorter and learners expect more from training. The way of learning has simply changed as learners no longer want to just gain knowledge, they want to implement and execute the knowledge they have received. Once the learners have executed there is a conscious need for quantifying the progress and make improvements anytime,

anywhere and on any device. The sole objective of the learner is that they want to be in constant touch with their learning journeys and step in the right direction.

## II. Literature review

E-Learning is the acquisition and use of information distributed and expedited primarily by electronic means. This kind of learning presently depends on networks and computers but will probably evolve into systems consisting of a variety of channels and technologies as they are developed and adopted. E-Learning will take the form of courses furthermore as modules and smaller learning objects. The present and projected wants of business organizations amidst today's international trends, communicate the viability and strategic worth of e-learning. This section addresses the strategic importance of e-learning by firstly looking at the trends driving e-learning. Secondly, it looks at the business forces that surface given the trends and third, it looks at the e-learning benefits.

The concept of the learning organization (Marsick & Watkins, 1993) has grown exponentially with the technological era. Mcree, Gay & Bacon (2000) related that today, corporate learning, and the corporate learning organization have ascended to a position of strategic prominence in the context of managing and growing the enterprise. The increase in complexity and velocity of the work environment brought about by technological changes are also major issues that have fuelled the demand for e-learning. As companies digitally transform their businesses, knowledge, and training become rapidly obsolete, just-in-time training becomes a basic survival need, and identification of cost-effective ways of reaching a diverse global workforce becomes critical (Urgan & Weggen, 2000).

The modern trainer faces a lot of problems because of the shrinking attention span. The traditional, continuous training session simply doesn't fit the modern time pressurized dual screening and heavily distracted learners. Instead of delivering a continuous course, bite sized learning is divided into parts with an aim to achieve specific objectives and can easily fit into a vacant time slot into their busy schedule. Bite sized learning is annotated, indexed and even searchable so that learners can access the specific learning they desire on demand. With discussions steaming up on the topic it clearly states that with bite sized learning there is an increase in information transfer and reduction in cost.

## III. Research Methodology

Research Methodology is a systematic way of solving research problems and aims to give work plan. The study is exploratory and qualitative in nature. The research is based on secondary data by informal discussion, and a research done that focuses on obtaining data through open minded and conversational communication.

## IV. Findings & Discussions:

With the emerging trend of bite sized learning modules in learning & development industry, slowly and steadily the concept is been accepted, adopted and customized by and for the organizational development. There are a few driving forces behind the growth of Bite Sized Learning.

Booming demand for mobile learning:

The rapid growth of mobile learning has resulted in a huge increase in the number of firms using bite sized learning programs. The delivery of the sessions on mobile services are concise and short so that the sessions are more creative for learners and are creating the best learning experience. The learners often access to learning content using their mobile phones while they are travelling and now-a-days they find it hard to concentrate on lengthy online modules.

Increasing share of Gen-Y within the workforce:

There are several studies suggesting that learners from Gen-Y are good at multitasking and have short attention span. Bite sized learning modules are perfectly suited to such peoples who have short attention spans and a lot of firms are catering to this segment by delivering training contents in the form of information nuggets.

Constant pressure to develop courses quickly and economically:

Due to the training budget constraints there comes a demand to rollout online courses which are quickly accessible to the learners worldwide. Many learning & development managers are adopting bite sized courses so that their needs and learners demands are fulfilled. Due to the competitive market it certainly becomes a need to develop mechanism that is widely accepted and economical at the same time.

## V. Implications

Bite sized learning modules helps in delivering the best training and enhance the performance of employees in an organization.

Bite sized learning leads to better learner engagement:

This is possibly the biggest advantage of using the learning nuggets that impart learning as learners find it difficult to concentrate on a course for more than 30 minutes at a stretch. Also, it has been widely noted that once the learners

focus is lost the purpose of this module is also possibly lost. Therefore with the introduction of this method it can be said that bite sized learning is highly influential and a creative method of learning.

Learning nuggets are digested effectively:

Bite sized learning modules are perfectly tailored for the human brains as rightly researched that humans have the capacity to process information in proportions. In such complex scenarios bite sized learning modules are more effective in comprehending morsels of information rather than comparing mountains of data.

Short learning modules facilitate effective just-in-time (JIT) support:

These are the most effective means of delivering JIT support. In complex situations where information is needed to perform and complete the job, accessing bite sized modules makes it easier as the learner is expected to just take the information through the application installed.

Better value for money:

Unlike traditional e-learning which is a time consuming process, bite sized learning is reducing the usual expenditure of preparing the courses, rather it helps in providing high quality elements in different forms to which the learner can respond quickly.

## VI. Limitations of Research

Bite sized learning modules are designed in such a manner that target completion of “one objective” in a shorter time span, to which the learners will grasp and respond quickly and effectively. The level of accessibility given by the application i.e., bite sized learning modules is designed keeping in mind the Gen-Y, but the depth of a subject, the practicality, and case studies required by a learner is rather missing.

## VII. Scope of Research

Finding time to train the employees can be tough, bite sized learning is well suited to the busy lives of today’s tech savvy and high mobile employees. Bite sized learning is very specific to the activity they are performing. Acceptance of bite sized learning modules on an industry level especially to the employees who are recruited on a graduate level and training them, giving insights about the business, or a particular subject builds better engagement. E-learning modules comes in handy for bite sized lessons. These tools help businesses to organize each chapter into short snippets that delve into various related topics. The employees taking these short sessions may take quizzes to assess their retention. Bite sized learning modules are not intrusive, the participants can choose to go through the sessions at their own pace. Implementing bite sized learning on an industry level would be beneficial of the people who deal with clients on a major basis, for such people attending training sessions would be very exhaustive and time consuming, instead getting attached to a bite sized learning modules would help them stay updated e.g. sales training, compliance training, software training and many more to be explored

## VIII. Conclusion

The revolutionary bite-size approach breathes new life into how organizations develop their people. Chief Executives are constantly looking out for new ways to build a sustained competitive advantage. Due to the busy schedule, many individuals have a strong desire to develop but have little time to do so. Bite-size learning modules are fast, effective, accessible and provide the answer that learners are looking out for. By shifting their focus from helping the people to learn to help them solve problems in the real world, bite-size is appealing to employees self-interests and is providing the tangible results that business leaders need.

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