insendi

Are Your Online Learners Disengaged? Step Up Your Program With These Tips

Over 220 million students attended massive open online courses (MOOCs) in 2021 (UNESCO, 2023), yet many digital learning experiences are unengaging.

Here are some tips and tricks you can use to spark and maintain engagement from your learners.

Make it interactive

Embed interactive content and activities, such as quizzes, to encourage curiosity and excitement about the program. Incorporate multimedia content, such as videos and animations to break up text and make the program visually appealing. Encourage learners to work together in groups when appropriate to foster a strong learning community.

Personalise and tell a story

Personalise your program in appropriate areas to spark your learners' interest even more and make it easier for them to recall new information learnt from the course. Storytelling works in a similar way - by incorporating storytelling elements in your program, you can make your content more relatable and memorable.

Show the 'why'

Show how the knowledge and skills acquired from the program can be applied in real-life scenarios to increase motivation. Real-world application helps demonstrate the 'why' behind the program, which is crucial for learner engagement, and can also be shown with real-life examples and case studies to illustrate any key concepts.

Make objectives clear

Make sure you set clear learning objectives and outcomes to give learners a sense of purpose and direction to help motivate them and keep them accountable. You could also encourage learners to set and share their own objectives too, which is another great way to both foster a stronger learning community and get to know your learners' 'why'.

Ensure full accessibility

Ensure that your program is accessible on various devices, including smartphones and tablets, for flexibility. Also make sure that your program's interface and platform are not causing problems for learners, either. Following accessibility standards is essential for helping learners with disabilities get the most out of the program.

Show their progress

Make sure the program's structure is clearly outlined in its interface so that learners know what to expect next in the module and how far they've yet to go until course completion. Progress indicator graphics can help show this in a clear, visual way and keep learners on track for success.

Instructor presence

Maintain a visible and active online presence as an instructor to provide guidance and answer questions. Aim to give regular feedback to learners and encourage the same from them, too. This will both help you improve the program as per their comments and build a better online learning community for them to experience.