

Why Mobile Learning?

Mobile devices have taken over the workplace—not as a distraction from work, but as an effective learning tool. Mobile learning, sometimes referred to as mLearning, enables employees to access real-time information in the palm of their hands. Mobile learning provides freedom from time and location limitations, freeing employees to leave the training room behind and take training materials with them on their phones or tablets. Because it is accessible virtually anywhere, mLearning offers learners almost instantaneous information sharing and can deliver what they need, when they need it, no matter where they are.

What is Mobile Learning?

At PMG Learning, we define mobile learning as workplace learning enabled by mobile devices like smart phones, notebooks, and tablets. Our focus is on the mobility of the learner and their interactions with portable technologies.

How do Mobile Learning and eLearning differ?

The most important difference between the two modalities is the specific purpose for which each is most effectively used:

- We recommend eLearning for teaching specific skills or in-depth subject knowledge to your audience.
- We recommend mobile learning most often to support performance or other learning interventions. Rather than asking learners to access long courses from their small devices, we instead support them with quick learning bursts or performance support information they can grab and use in real time, and usually on the go.



How Should Mobile Learning Be Used?

- As a complement to traditional training
- As prerequisite learning for other training
- As a multimedia channel to supplement learning before, during, and after class
- To create a virtual classroom where learners who are not co-located can meet to share ideas
- As performance support during training, as well as on the job after training ends
- As a way to create a networked structure of learners to support one another
- As part of an immersive learning experience allowing learners to feel they are in the learning environment (e.g., classroom, hospital, office) and can navigate it using features of their mobile device to complete tasks
- As a learning tool that leverages and incorporates common mobile features such as cameras, GPS, maps, calculators, for completing on the job activities



How Do We Engage Mobile Learners?

For engaged mobile learners, PMG Learning recommends:

- Short and sweet. Bite-sized content is critical to presenting learning on a mobile device. While eLearning requires chunked content in digestible pieces, condensing long tasks and processes into even smaller portions is critical for mobile learning. Removing extraneous information keeps the learning short, relevant and useful
- Simplicity. Interactions are important for effective training, but mobile learning's smaller screens mean limiting complicated interactions and extensive typing
- BYOD. Bring Your Own Device refers to technical considerations around the specific mobile devices being used. Make sure your curriculum reflects the diversity of devices your learners may use. Our technical advice and recommendations can help to overcome whatever challenges the training presents

Mobile Learning Makes Sense

Mobile learning is here to stay and is fast becoming ubiquitous in its adoption. Forward thinking companies have well thought out mobile strategies to ensure mobile learning is properly understood and effectively used within their enterprise. At its best, mobile learning can help to enhance and support authentic learning for today's workforce, incorporating technological and geographical realities, and delivering learning results with measurable outcomes.