Applying Micro Content in Workplace

CONCEPT + TECHNOLOGY + APPLICATION

APPLY MICRO CONTENT IN WORKPLACE.MP4

Personal Information Centre

Mobile Phone has replaced PC

21st century – an era of information & knowledge economy

Information Overload

Knowledge Fragmentation

Applying Micro Content in Workplace - Rundown

- Roadmap of Micro Lecture evolution

- Definition of Micro Lecture

- Key Features of Micro Lecture

- Micro Lecture Application

- Steps to Create Micro Lecture by Teacher

- Recommendations for Micro Lecture Production

- Forward Looking

Roadmap of Micro Lecture evolution

- In 1993 - The 60-Second Course proposed by Professor LeRoy A. McGrew at the University of Iowa

- In 1995 – The One Minute Lecture (OML) put forward by T.P. Kee

- In 2008 – The concept of Micro Lecture which is popular now was presented by David Penrose

- In 2012 – Emergence of new teaching and learning modes of TED (Technology, Entertainment & Design), Khan Academy, Flipped Classroom, MOOC (Massive Open Online Course), etc

- 2012 to 2014 – The concept of Micro Lecture is promoted throughout China, with rapid development and adoption in education and training sectors, arrangement of staff training, workshop and external competition

Definition of Micro Lecture

- "Like snapshots of learning, a framework for knowledge excavation, a 60-second impressionistic overview" (David Shieh, 2009)

- "Micro-lecture is a short recorded audio or video presentation on a single, tightly defined topic" (Educause, 2012)

- "Micro-lecture refers to online video lecture resources which are designed and exploited to form a contextualization multimode learning style aim at specific knowledge or teaching link" (Hu Tiesheng, 2013)

Key Features of Micro Lecture

- Moment-of-need learning

- Presenter in the video or just voice recording

- Various mobile media

- Short duration

- Less teaching content

- Less resource volume

- Delicate teaching design

- Different production methods

Micro Lecture Application

- Fit for learning community today

- Learners' needs at the centre of learning

- Widely adopted in schools, training centres and marketing promotion in China

- Micro lecture with organizational context and authenticity
    - Key features of the department/division
    - Promoting specific area of programmes
    - Elaborating specific job task or explaining particular workflow
    - Teaching of specific interesting topic

Steps to Create Micro Lecture by Teacher

- Topic selection
  - Delivering knowledge in 5-10 minutes
  - Arousing interest, encouraging learning

- Teaching plan
  - Teaching task, audience, learning goal, outcome

- Content design
  - Core content, static & dynamic, easy to use

Steps to Create Micro Lecture by Teacher

- Video recording
  - Digital camera, digital video recorder, mobile phone
  - Screen recording software

- Post production
  - Editing, enhancement, background music

- Teaching reflection
  - Student feedback, peer observation, continued professional development

A Live Example

- English teacher at my workplace
  - How to prepare a resume winning the chance of interview?
  - Post-secondary students

Lesson Plan (8-9 minutes)	
Part I: Beginning (half minute)	✓ Live video of 2 students (Paul & Mary) ✓ No idea to write a resume ✓ To watch mini lecture conducted by teacher
Part II: Knowledge explanation (7 minutes)	✓ 4 major sections of a resume with concrete examples ✓ Identification + Work Experience + Education + Skills ✓ Writing Tips = To be brief + To be specific + To be accurate
Part III: Assignment (half minute)	✓ Provide templates of resume ✓ Encourage to create own resume related to area of study
Part IV: Ending (half minute)	✓ Live video of 2 students (Paul & Mary) ✓ Paul tells Mary he has been invited for interview

Recommendations for Micro Lecture Production

- Focus in technology + content

- Tools to deliver + how to design > micro lecture

- Major tasks
  - Formation of project team
  - Understanding of micro content
  - Software trial and evaluation
  - Needs analysis
  - Content design
  - Evaluation

Recommendations for Micro Lecture Production

- A few popular software available for micro lecture production
- Screen recording software for teachers, integrate animation video software
- Budgeting
  - freeware, hardware, software, manpower
  - venue (meeting room, computer lab, classroom)
- Production group (2-4 core members)
  - Key features of software
  - Coordinate different content providers
  - Provide guidance and support for presenters

Forward Looking

- An innovative approach
  - emerging learning technology & IT in education
  - Ubiquitous learning, blended learning
  - Digital indigenous people

- Participants at different phases of development and production
  - Knowledge and skills in IT and learning technology
  - Organizational learning community
  - Active role for knowledge transfer and management

Forward Looking

- Tangible deliverables of video files

- Sharing of learning resources among stakeholders

- Intangible outcomes are valuable and sustainable for educational institution and learning organization

- Promotion via workshop, task force, contest

- Fruitful reward to develop micro content in workplace

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