



We're losing them!

How to engage Gen Z and A to a learning process



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Agenda



1. Introduction
2. Characteristics of Zoomers and Generation Alpha
3. Pain Point of the learning process
4. Techniques to increase learning engagement
5. Ready-made course template
6. Summary

WHAT DO WE KNOW ABOUT ZOOMERS?



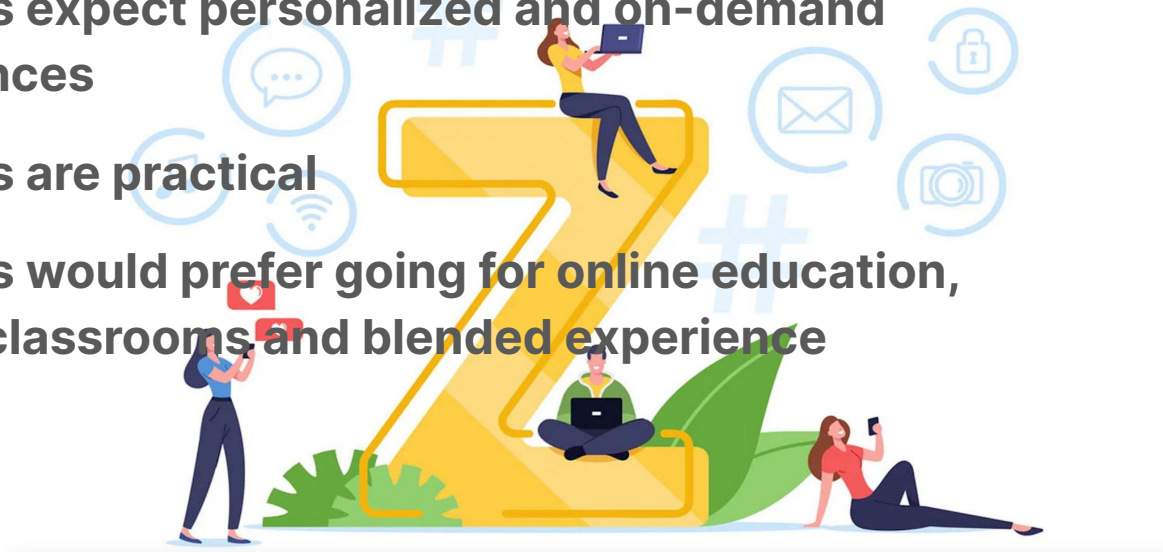
Zoomers are digital natives

Zoomers socialize online

Zoomers expect personalized and on-demand experiences

Zoomers are practical

Zoomers would prefer going for online education, flipped classrooms and blended experience





26%

Of the global population

27%

Of the workforce by 2025

77%

**Willing to act as
tech-mentors**

71%

**Watching video 3 or more
hours per day**

8

Seconds of attention span



WHAT DO WE KNOW ABOUT GENERATION ALPHA?



- **Skilled in navigating digital tools and have a way of “thinking digitally”**
- **Seeking a storyline, capturing the attention of online influencers that speak their language**
- **Technology is a way of living, connecting, and learning**
- **Use of Artificial Intelligence is commonplace and natural**
- **Come to K12 with the propensity to expect personalization**
- **Expect diversity and value diversity**





While students might be “digital natives”, comfortable with and immersed in technology, they still depend on teachers to learn through digital means.

FREEDOM





Techniques to increase learning engagement



1. Blended learning
2. Microlearning
3. Scenario-based learning
4. Mobile application as part of e-learning
5. Gamification
6. Analytics



Blended learning

1 LMS

to deliver content and resources online, to provide interaction or collaborative work spaces, and to manage complete student, course and programmer administrative functions

2 Web conferencing

online counterpart to classroom-based tutorials

3 Blogs and wikis

for individual, reflective writing and for collaborative research and writing activities





Microlearning

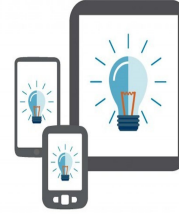
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MINUTES



1

TOPIC

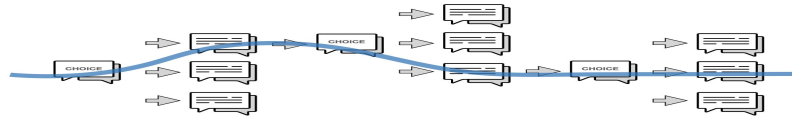


Action items:

- Watching a short instructional video and answering a question.
- Playing an online learning game designed to teach a specific task.
- Reading a summary and answering a short series of questions.
- Viewing an infographic and answering a short series of questions.
- Using virtual flashcards to prepare for a quiz.
- Virtually participating in a scenario-based simulation.



5 Cs of Scenario-based Learning



1. **Context:** Setting the scene, a start of “reading” the situation and environment
2. **Challenge:** A problem set within the context including the learning outcomes and any constraints
3. **Choices:** The options that will lead to an outcome or consequences
4. **Consequences:** Outcomes that can be positive or negative depending on the choice
5. **Contemplate:** Contemplation, review or reflection questions, or feedback can be provided here

Mobile application



*a natural extension to
the traditional
methods of learning*





Gamification



LEADERBOARD

Members	Points	Badges
Smith Johnson Gold	6253	
Williams Brown Gold	5498	
Jones Garcia Gold	4902	
Miller Davis Silver	3459	
Erica Silver	1356	
Williams Brown Silver	1211	

Your Statuses

0 of 3

The more points you have, the higher status you own. Hover on a badge to know how many points you need to have it

Bronze Status
Champion
Grandmaster
1049/1200

Points distribution

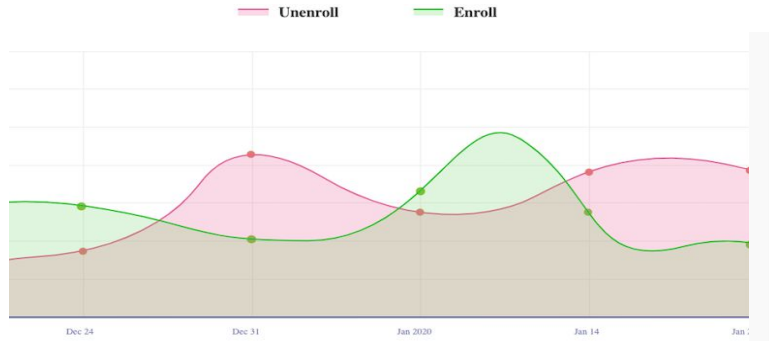
Here you can see what actions caused your current points portfolio

Action Category	Percentage
Watchcer	34%
Team Player	32%
RG Certified	18%
Thread Starter	12%
Watchcer	7%
Watchcer	1%

- Watchcer
- Team Player
- RG Certified
- Thread Starter
- Watchcer
- Team Player
- RG Certified
- Watchcer
- Watchcer
- Team Player
- RG Certified
- Thread Starter
- Watchcer

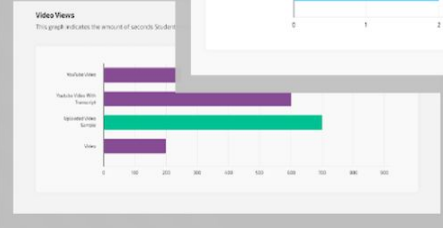
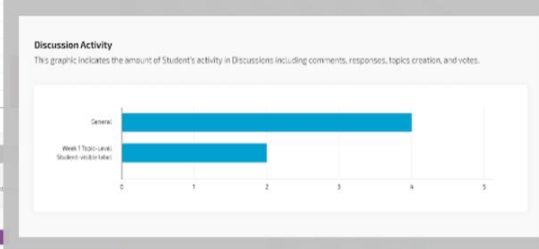
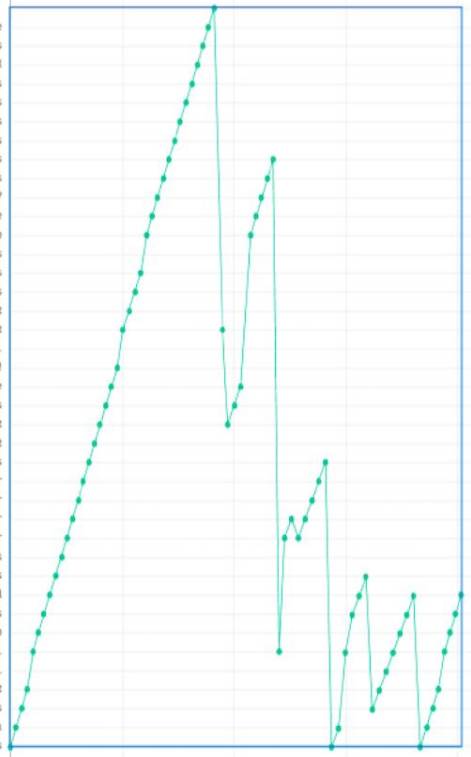


Analytics



Student: FullName@gmail.com

- Getting Your edX Certificate
- Working with Videos
- Videos on edX
- Video Demonstrations
- Video Demonstrations
- Video Presentation Styles
- Interactive Questions
- Exciting Labs and Tools
- Reading Assignments
- When Are Your Exams?
- Pointing on a Picture
- Drag and Drop
- Multiple Choice Questions
- Instructional Expressions
- Algebraic Equations
- Numerical Input
- Text Input
- Responses...
- Get Interactive...
- Reference Table
- Timing Diagrams
- and Experiment
- New Unit
- bs and Demos
- Molecule Editor
- Code Grader
- circuit Simulator
- Protein Creator
- cule Structures
- essed Essays
- Be Social
- Introduction Forums
- Getting Help
- Study Buddy...
- Study Buddy...
- oogle Hangout
- EdX Exams
- date Feedback
- and Sequences

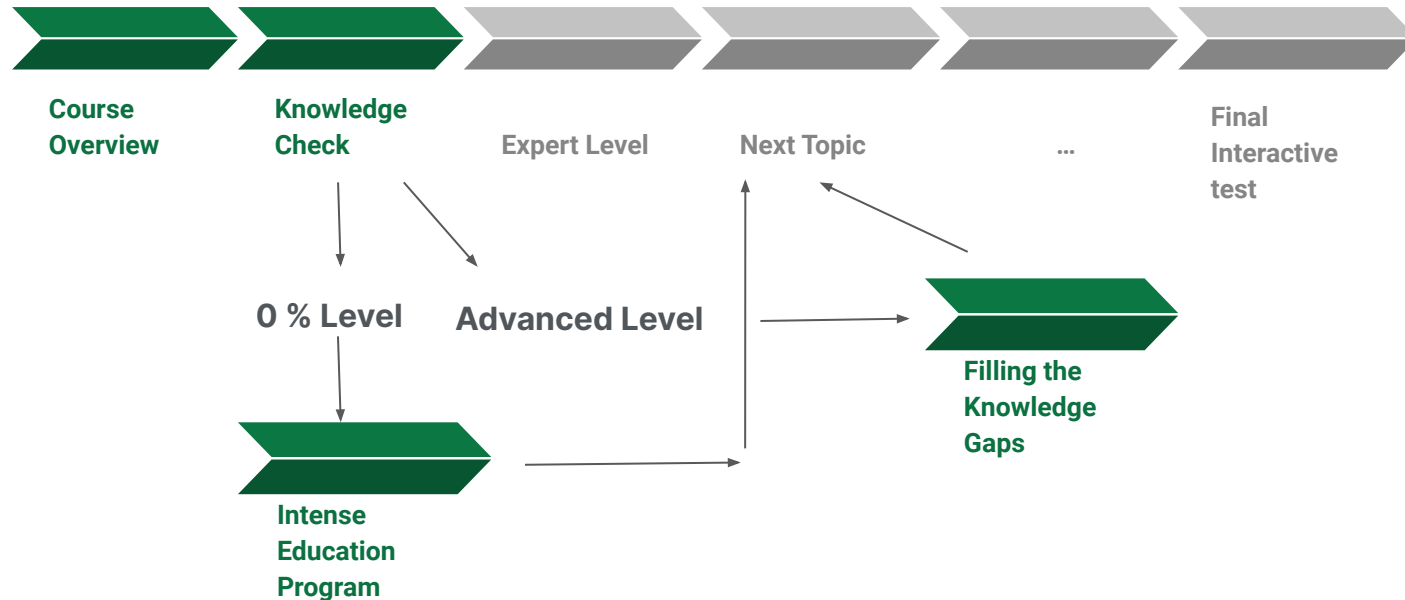




Learning Scenario



3 Courses 6 Months 120 Students





Ready-made course template



▼ Show navigation

Cybersecurity Awareness: Phishing



It's hard to imagine a modern organization that runs without using any information technologies. The bigger the business – the more sensitive data circulates through its systems. This explains the huge value the cyber security awareness has for the companies.

The Cyber Security Awareness: Phishing course covers the basic theory related to phishing and provides a scenario-based training to check the material comprehension. The training tests the recall and understanding of the main phishing signs and means of preventing the information loss. It includes the elements of the decision-making and has several outcomes depending on the user's choices. This course might be helpful for the staff that encounters working with the emails or messengers, so, practically, for everyone.

What is phishing

Phishing (pronounced: fishing) is an attack that attempts to steal your money, or your identity, by getting you to reveal personal information - such as credit card numbers, bank information, or passwords - on websites that pretend to be legitimate.

Cybercriminals typically pretend to be reputable companies, friends, or acquaintances in a fake message, which contains a link to a phishing website.

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How to create online programs more student-friendly



Set Small and Achievable Goals



Provide Quality Resources



Incorporate Communication Platforms



Allow Flexible Learning Schedules



How to create online programs more student-friendly



Offer Rewards & Recognition



Incorporate gamified elements



Introduce topics that align with the student's interests



Ensure that content is presented in different ways



*eLearning doesn't
just "happen".*

*It requires careful
planning and
implementation*



ERREDO

