

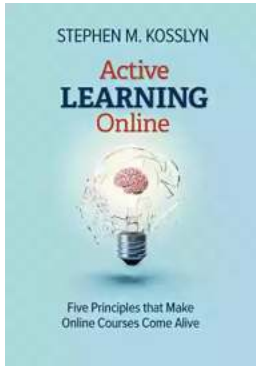
# Five Principles That Make Online Courses Come Alive



Online courses are gaining popularity around the world, enabling individuals to acquire new knowledge, enhance their skills, and achieve personal and professional goals. However, not all online courses are created equal. Some courses fail to engage learners and leave them feeling disconnected from the subject matter.

In order to create a truly captivating online learning experience, instructors must incorporate five key principles into their course design. These principles focus on interactivity, personalization, feedback, collaboration, and multimedia integration.

**Active Learning Online: Five Principles that Make Online Courses Come Alive**



by Stephen M. Kosslyn(Kindle Edition)

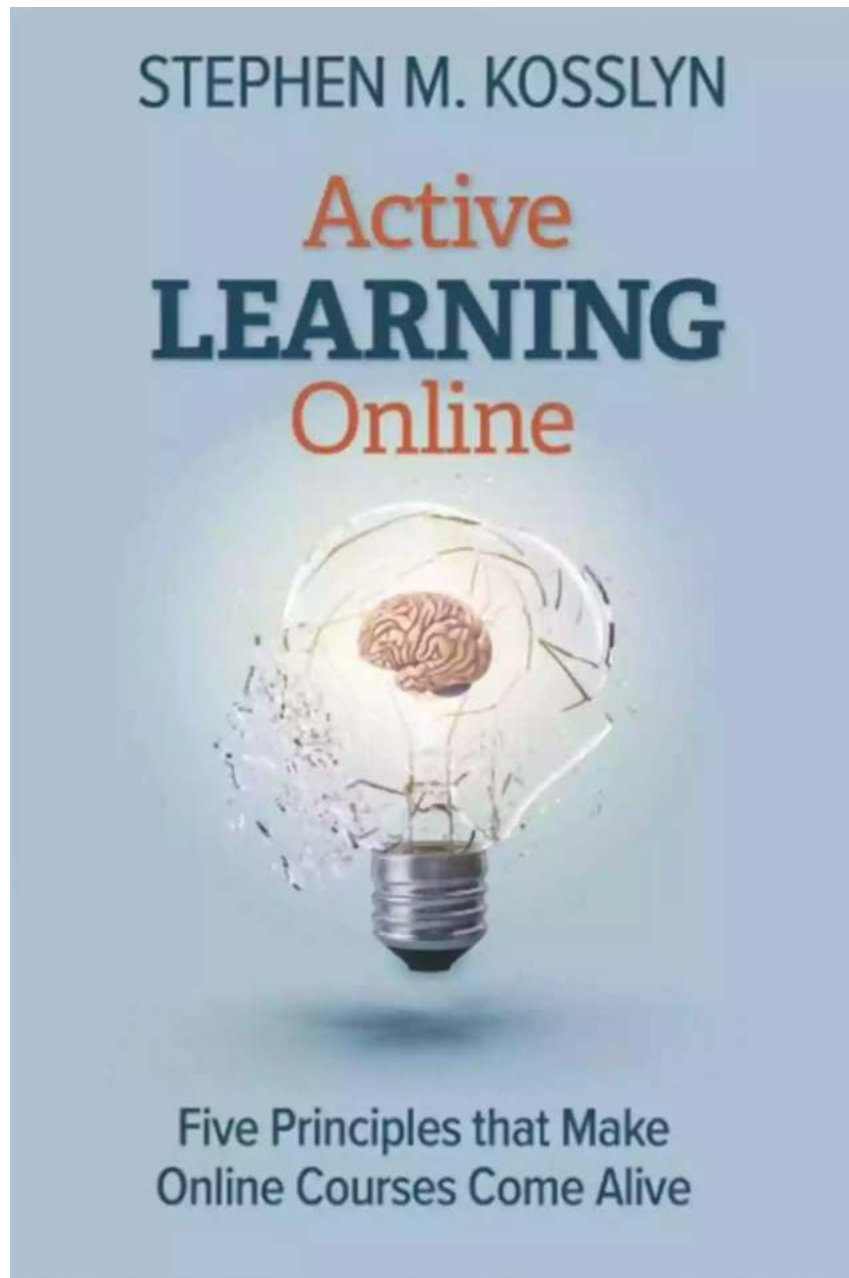
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## 1. Interactivity

Interactivity is a crucial component of online courses that can greatly enhance learner engagement. Incorporating interactive elements such as quizzes, interactive presentations, and simulations can help learners actively participate and apply what they are learning.




Providing opportunities for learners to engage with the course content through interactive activities not only keeps them actively involved but also facilitates better understanding and retention of the material.

## **2. Personalization**

Personalization plays a key role in making online courses feel relevant and tailored to the individual learner's needs. This can be achieved by allowing

learners to choose their learning paths or by offering customized content based on their interests or prior knowledge.

## HOW PERSONALIZED LEARNING CAN BENEFIT STUDENTS



Personalized learning is a strategy schools are using to improve student learning and achievement. Check out how this model can help students succeed.

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### DEFINITION


Personalized learning is instruction that is paced to student learning needs and tailored to student learning preferences and interests. Check out how this model can help students succeed. Objectives, content, pace, and method of instruction may all vary from student to student, and the focus is to help students achieve success.

## How Does It Differ From Traditional Learning?

The traditional learning structure is based on mass production – teaching students in a fixed manner and expecting them to adjust to the system. Personalized learning is based on mass customization – teaching students by adjusting for their needs and focusing heavily on equity, ensuring that all students get the chance to succeed.

<h4>Learning Model</h4> <ul style="list-style-type: none"> <li>• <b>Generic vs. Individualized</b></li> <li>• A generic model does not account for students' different learning preferences or unique interests. Personalized learning allows for "anywhere, anytime" learning including:           <ul style="list-style-type: none"> <li>Online and blended learning</li> <li>Dual enrollment and early college high schools</li> <li>Project based and community-based learning</li> </ul> </li> </ul>	<h4>Roles</h4> <p>A traditional lecture setting relies on passive students but the brain changes that underlie learning occur when the experiences are active.</p> <h4>Teacher</h4> <ul style="list-style-type: none"> <li>• "Sage on the Stage" vs. "Guide on the Side"</li> <li>• A teacher's role in personalized learning is to guide students in a collaborative and interactive setting</li> </ul>
<h4>Instructional Sources</h4> <ul style="list-style-type: none"> <li>• <b>Teacher and Textbook vs. Virtually Unlimited</b></li> <li>• In traditional learning, NEARLY all information is from either teacher or predetermined course materials. In personalized learning, students are encouraged to search out independent sources and experts, typically online</li> <li>• 94% of education professionals said that students demonstrate improved learning, performance and/or achievement when technology is integrated into their curriculum</li> <li>• Almost 50% of high school students have sought out information online to help them better understand a topic studied in class</li> </ul>	<ul style="list-style-type: none"> <li>• 30% of high school students in a traditional classroom expressed a strong interest in a STEM field</li> <li>• But interest jumped to 27% in a student- and teacher-driven classroom that utilized technology</li> </ul> <h4>Student</h4> <ul style="list-style-type: none"> <li>• <b>Receiving vs. Interacting</b></li> <li>• In a traditional setting, students simply receive and absorb information. In a personalized setting, they contribute to their learning</li> </ul>
<h4>Curriculum</h4> <ul style="list-style-type: none"> <li>• <b>One Size Fits All vs. Student-voiced</b></li> <li>• In personalized learning, students have the power to focus on their interests and personal goals</li> <li>• Students who work toward their personal career goals with the Career Academics Support Network at the University of California Berkeley report graduation rates <b>10 percentage points higher</b> than statewide average</li> </ul>	<ul style="list-style-type: none"> <li>• 15% of students grades 6-12 have informally tutored other students online or found an expert to help them with their own questions</li> <li>• 12% of high school students have taken an online class on their own (not school or teacher-directed) to support their learning</li> </ul>
<h4>Pacing</h4> <ul style="list-style-type: none"> <li>• <b>Fixed vs. Variable</b></li> <li>• With personalized learning, students have the opportunity to learn at their natural pace, without fear of being left behind</li> <li>• 93% of education professionals agree that students would benefit from personalized pacing targeted at gaps in achievement or to accelerate learning</li> </ul>	<h4>Assessment</h4> <ul style="list-style-type: none"> <li>• <b>Knowledge vs. Skills</b></li> <li>• While traditional learning is evaluated with periodic knowledge tests, personalized learning is evaluated with diverse, ongoing assessments which can immediately help tailor instruction and help guide students toward their goals</li> <li>• 66% of students measure their academic success by the achievement of their own personal learning goals, surpassing parental goals (55%) or school awards and honors (42%)</li> </ul>

In an age where standardized tests are the norm, personalized learning offers a different perspective on education – one that puts the student first.



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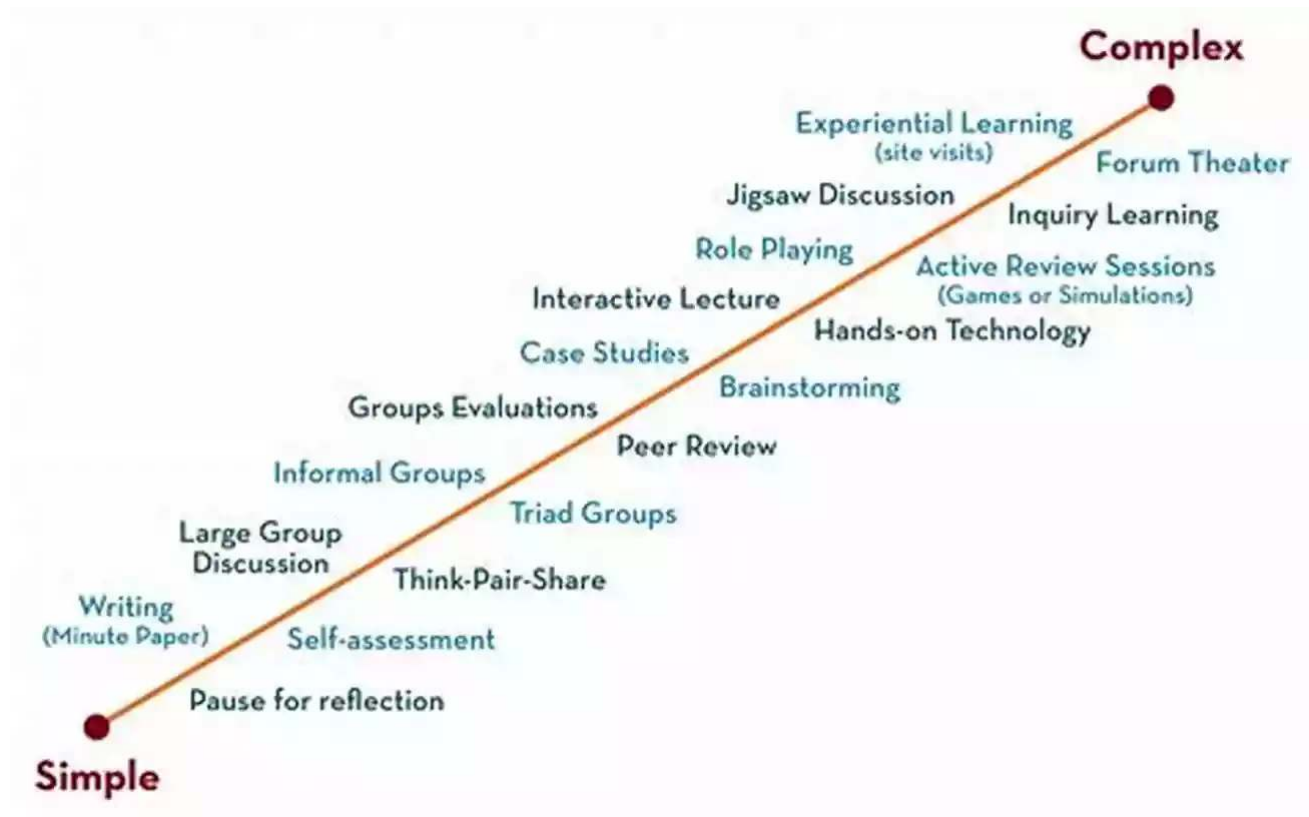
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By incorporating personalized elements, instructors can make learners feel more invested in the course, increasing their motivation to learn and succeed.

Personalization can also help learners feel supported and valued, creating a positive learning environment.

### 3. Feedback

Feedback is an essential component of effective online learning. Providing regular and constructive feedback allows learners to track their progress, identify areas for improvement, and build confidence in their abilities.



Timely feedback helps learners stay on track and make necessary adjustments to enhance their understanding. It also fosters a sense of ongoing collaboration between instructors and learners, creating a supportive learning community.

### 4. Collaboration

Collaboration is a powerful tool for online learning. By incorporating collaborative activities, such as group projects or discussion forums, learners can engage with their peers, exchange ideas, and learn from different perspectives.

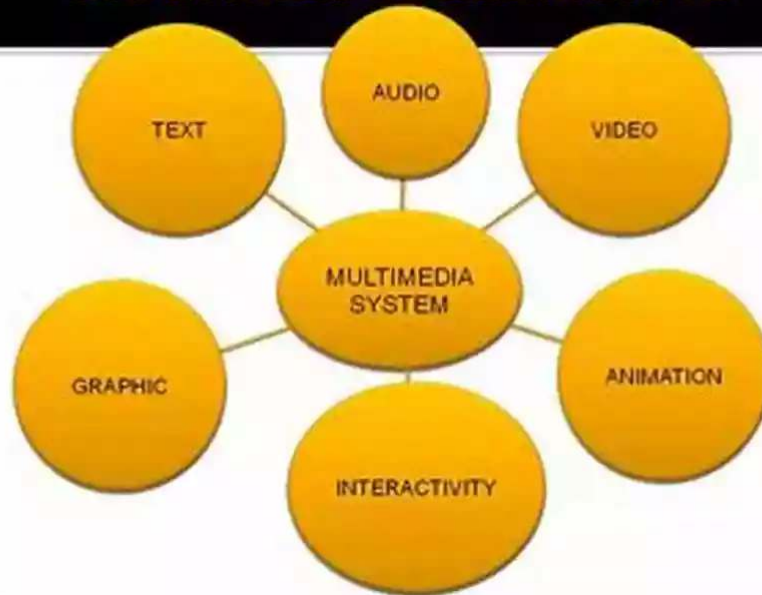


Collaboration promotes active learning and helps learners develop important skills such as communication, teamwork, and problem-solving. It also fosters a sense of belonging and community among learners, reducing feelings of isolation often associated with online learning.

## **5. Multimedia Integration**

Integrating multimedia elements, such as videos, audio clips, and interactive presentations, can significantly enhance the effectiveness of online courses. These elements not only make the learning experience more engaging but also cater to different learning styles.

## MULTIMEDIA ELEMENTS



Visual and auditory stimulation allows learners to process information in multiple ways, increasing comprehension and retention. Additionally, multimedia elements can bring real-world examples and scenarios into the course, making the content more relatable and memorable.

By incorporating these five principles into their online courses, instructors can create dynamic and engaging learning experiences that truly come alive. These principles ensure that learners are actively involved, motivated, and connected to the course content and their peers, ultimately enhancing the overall effectiveness and success of online learning.

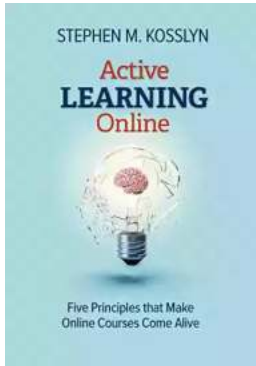
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Inspired by the surge of online courses during the COVID 19 pandemic, researcher and educational innovator Stephen M. Kosslyn offers a treasure trove of active learning principles and activities to bring online courses alive.

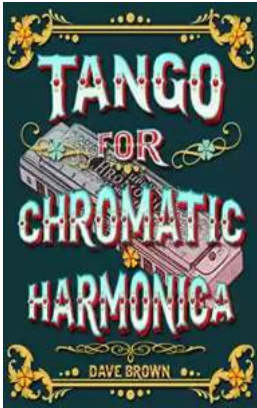
Whether your course is synchronous (e.g., live with Zoom) or asynchronous (e.g., using video content on Canvas), Active Learning Online will inject your new or existing course with all the benefits of active learning: your course will be more interesting and effective, student engagement will increase, learning outcomes will be reached, and general teaching and learning experiences will be enriched.

At the heart of this book are five key principles from the science of learning that will help to ensure that that taught materials stick in students' minds: (1) deep processing, (2) chunking, (3) building associations, (4) dual coding, and (5) deliberate practice.

Based on these learning principles, Active Learning Online provides a wealth of specific active learning exercises that you can implement in your classes immediately. Further, it provides you with the tools to create your own active learning exercises, tailored to your specific interests and the subject matter of your class.



To provide the very best, scientifically-proven online learning experience (not to mention hybrid and in-person learning experiences), Active Learning Online is an invaluable resource for instructors, course designers, school administrations and teacher-education students.



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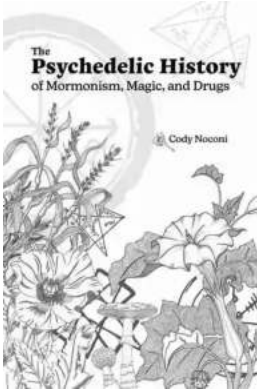
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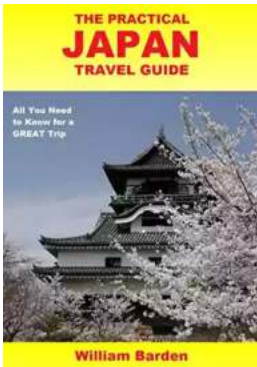
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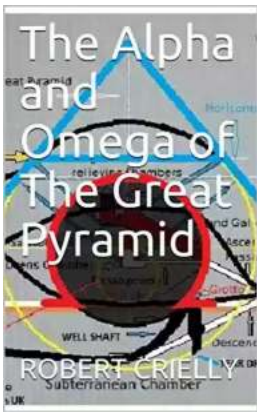
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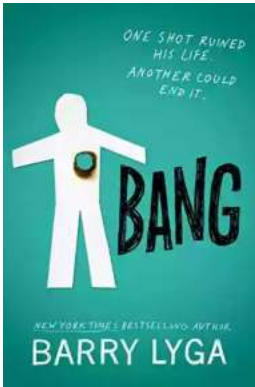
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