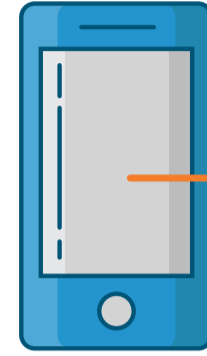


Understanding the Modern Learner

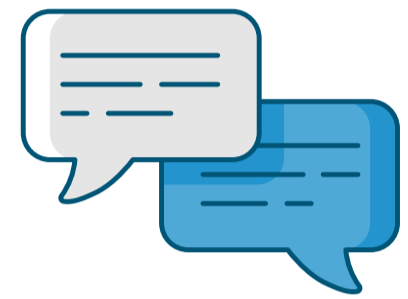
The modern learner is distracted.

74% of workers report being **distracted** at work.



A majority of workers spend up to **60 minutes** each day looking at their phones.

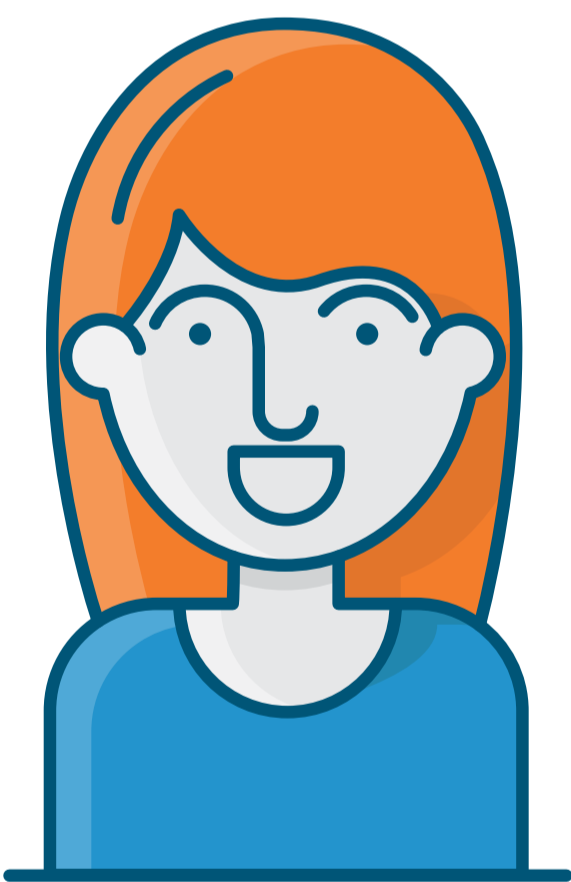
Workers may get interrupted as frequently as every **5 minutes**, usually by work-related collaboration and communication.



With all their responsibilities and distractions, employees have only about **1%** of their time in a given workweek to devote to training.

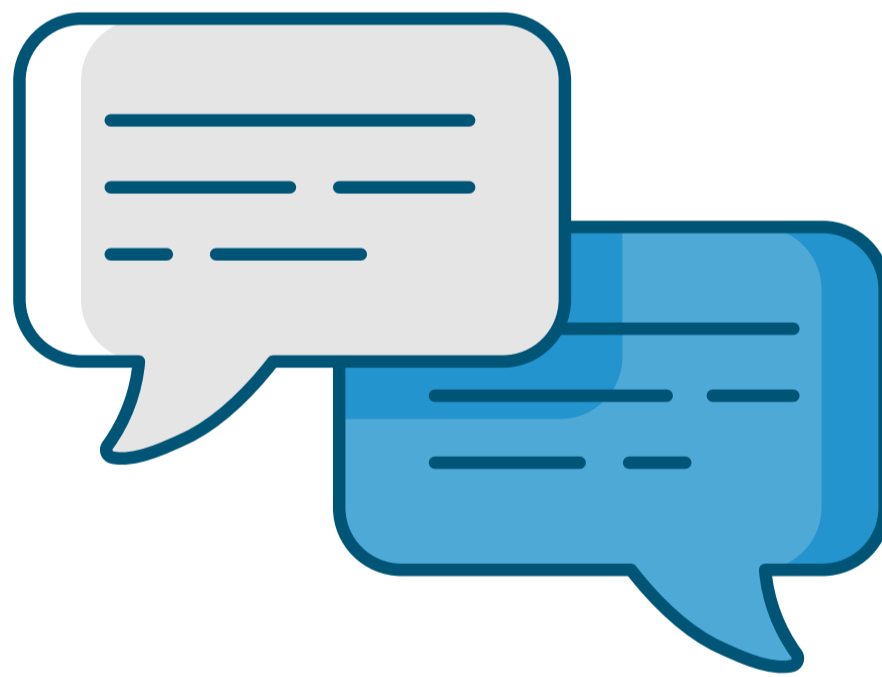
Given these distractions, it's important for training to be highly focused and to quickly capture the learner's attention.

The modern learner wants learning options that are social and micro.



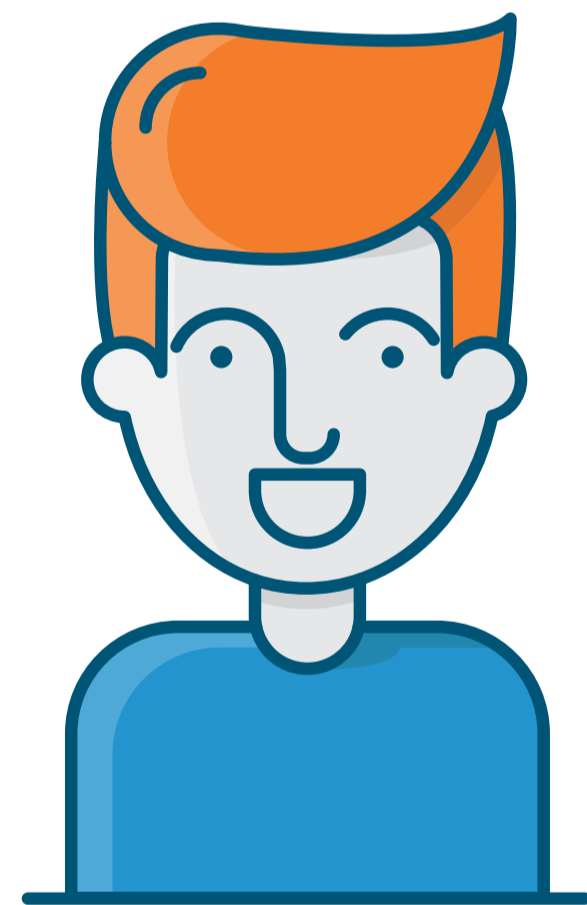
Today's learner is more mobile and social than ever before.

Learners want to access training on their **own terms and schedules**, and to **collaborate with peers** to propel learning.



Learners are also busier and more distracted.

Most learners won't watch videos longer than **4 minutes**, and if their attention is not caught within **5–10 seconds**, they may not access the resource at all.



The modern learner wants to interact with training that is engaging, mobile, and collaborative.

Bibliography

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