Attention Interactive Multimedia Learning Plan

Course Purpose:

This course is designed to teach learners about the cognitive process of attention. It guides them through a quick history and definition of attention, and then lays the majority of the focus on how to gain, maintain, and check for attention throughout a course. The course is aimed at audiences who will be creating content for e-learning sites. The course provides a variety of simplistic techniques to engage learners online.

Course Outline:

1. **Introduce topic: Attention**
2. **What is Attention?**
   a. Provide definition/history
      i. **RESOURCE:**
         Weinstein, Y., Sumeracki, M., & Caviglioli, O. (2018). *Understanding How We Learn: A Visual Guide* (1st ed.) [E-book]. Routledge. https://doi.org/10.4324/9780203710463
   b. Establish understanding of attention in general terms
   c. Invite audience to take an attention span self-assessment
      i. **RESOURCE:**
         Attention Span Test. (2020). Retrieved November 16, 2020, from https://www.psychologytoday.com/us/tests/personality/attention-span-test
3. **Gaining Attention, Maintaining It, and The Multitasking Myth**
   a. Explore ways to engage the audience
      i. **RESOURCE:**
         Kolagani, S. (2014, July 26). *5 Proven Instructional Strategies to Gain Learners' Attention [Infographic]* [Infographic]. CommLab India. https://blog.commlabindia.com/elearning-design/instructional-strategies-to-gain-learners-attention
   b. Examine changes over time in attention spans
      i. **RESOURCE:**
         Infographic: The Shrinking Attention Span. (2015, June 11). Retrieved November 16, 2020, from https://www.nbcnews.com/nightly-news/infographic-shrinking-attention-span-n110801
   c. Inform learners of ways attention can impact their delivery
      i. **RESOURCE:**
         eFront. (2016, June 24). *5 Important Moves to Engage Millennials in eLearning* [Video]. YouTube. https://www.youtube.com/watch?v=GxaLeep0Og0
4. **Attention In Action**
   a. Tie in recipe analogy from H5P examples
   b. Provide a "recipe for success" for gaining attention of learners
5. **Attention Quiz**
6. **Summary**