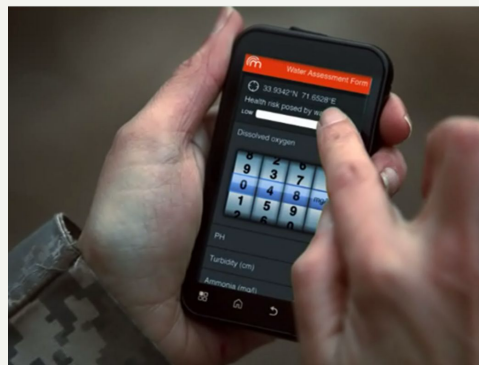
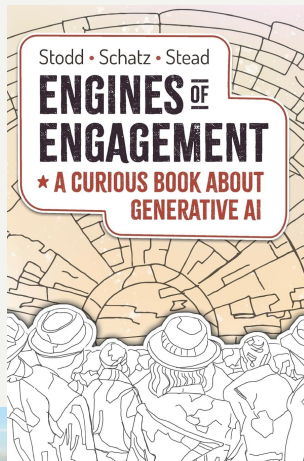


Learner engagement in the age of AI

Finding your engagement ladder



Geoff Stead
CPO at large



think
with Google

decoding the
classroom



Geoff Stead
Chief Product Officer



MyTutor

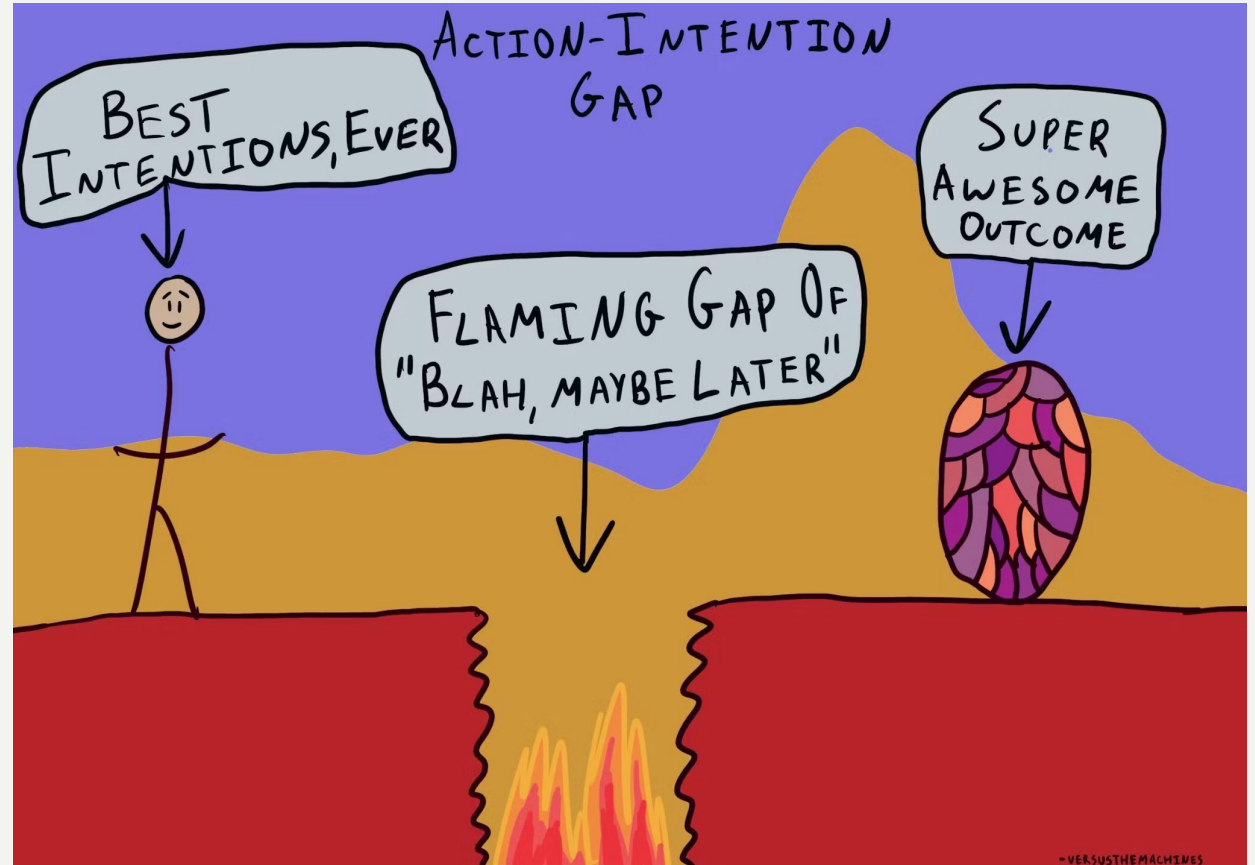
+Babbel Qualcomm



Intention - Action gap

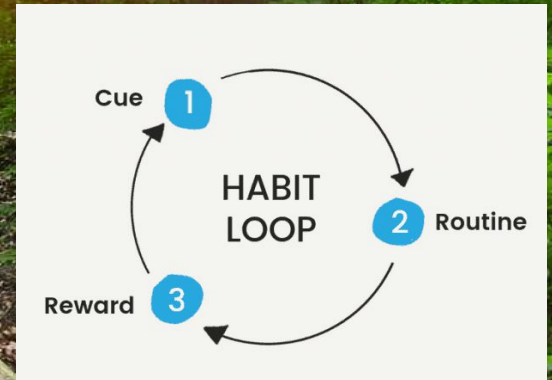
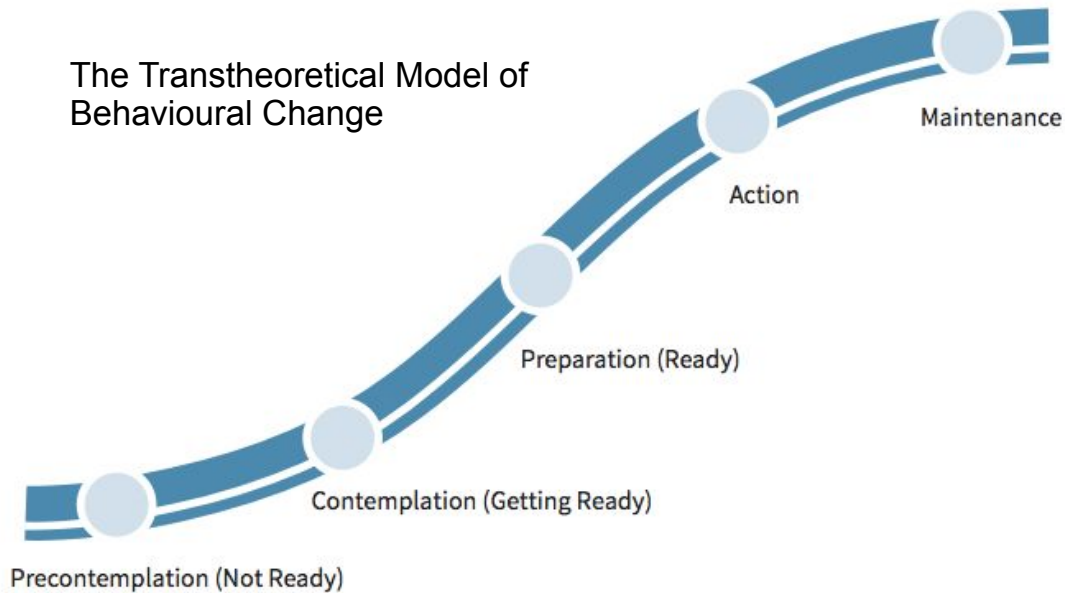
We're distracted, & we fall foul of our (many) cognitive biases:

Present, Loss-aversion, Overconfidence, Planning fallacy, Social norms, Cognitive load, ...



Building a new, healthy habit is HARD.
Even if we know we want it ...

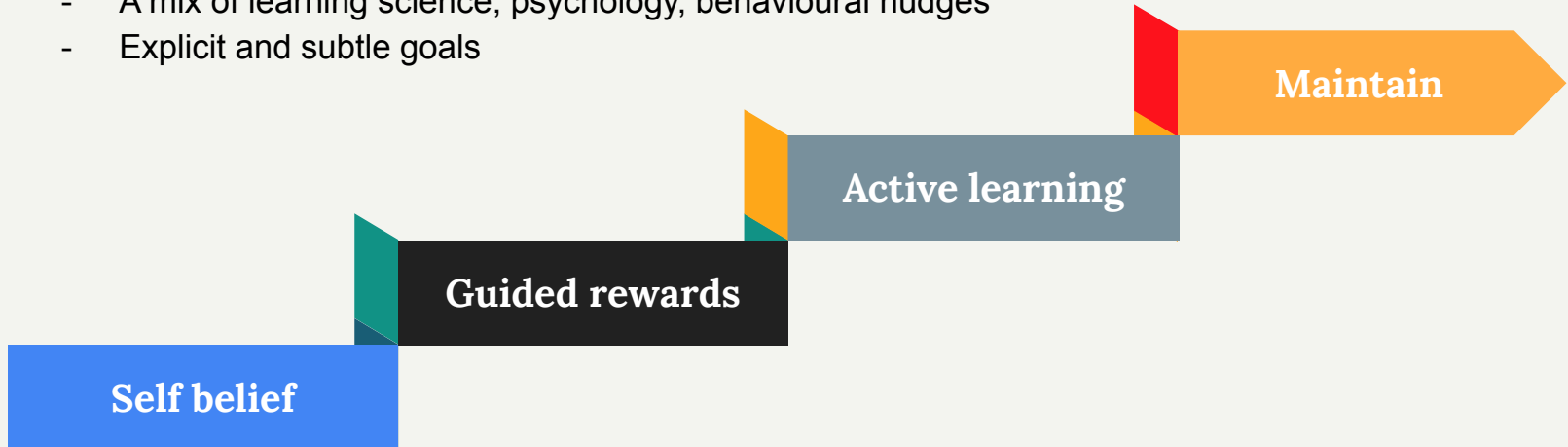
The Transtheoretical Model of Behavioural Change



Learning Engagement Ladder

Because one “Aha!” moment is not enough

- Each step deepens engagement, and commitment
- Builds learner momentum to get through tough patches
- A mix of learning science, psychology, behavioural nudges
- Explicit and subtle goals



1. Self Belief

Day 1 - Growth & Acquisition

- “Quality” leads = learners with intent
- Foundations for personalisation
- Prepare to commit
- Mini-aha. Shift from Contemplate > Prepare > Act

Cialdini's 6 Principles of Persuasion

+Babbel

- *Social cues*
- *Serious intent. Trusting the method*
- *I CAN speak*



+Babbel

Language learning that works

- A proven method
- Real-life vocabulary
- Conversation practice

Start speaking right away

9:41

Listen, then say it out loud

¿Cómo estás?

How are you?

2. Guided Rewards

Till day 7 - Engage & Retain

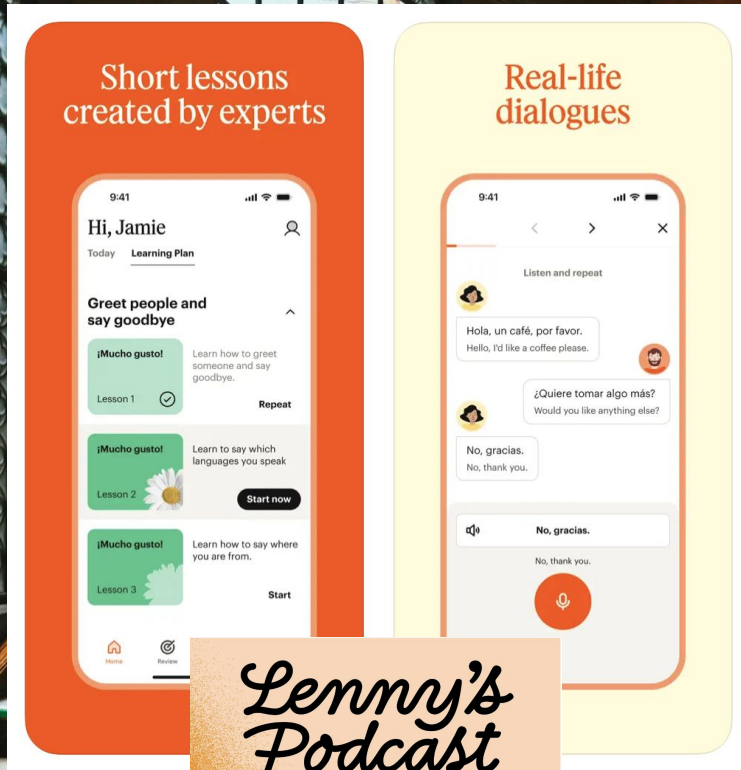
- EVERY return is victory!
- Tiny steps. Low friction, Easy wins
 - Fogg (tiny habits and triggers)
 - Vygotsky (zone of proximal development)
- Build sense of commitment
- "Hook Model" (Trigger → Action → Reward → Investment)
- 7 days to build a foundation. Be front of mind ...

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- *Imagine success*
- *Lesson completions*

duolingo

- *Vocab focus*
- *Streak forgiveness*



3. Active Learning

Till day 21 - Engage & Retain

- Bolder steps. Deeper learning
 - Adding friction: Learning ISN'T easy
 - Shift from Intrinsic to extrinsic motivation
 - Csikszentmihalyi - Flow state
 - Ebbinghaus - Spaced repetition
- Habit loop (trigger > action > reward)
- Accrue benefits / mounting loss
- Don't overdo nudging (counterproductive)

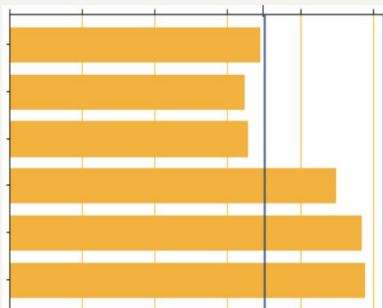
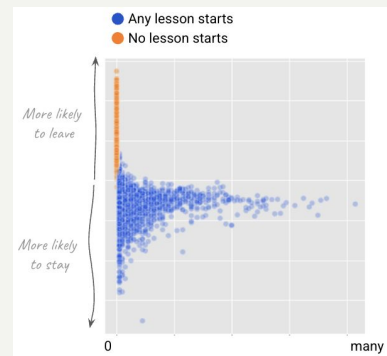
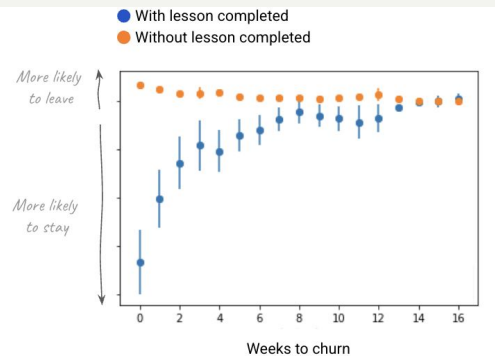
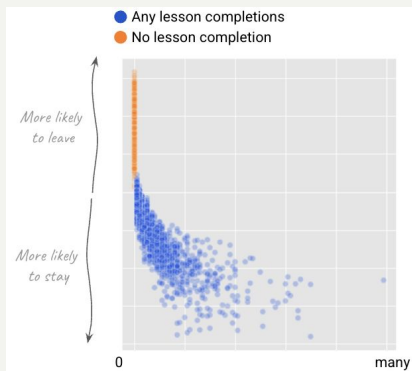
Iterate like crazy. Sift for key features (segments / moments).
Amplify and repeat

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- *Mix it up. Culture. Light. Serious*
- *Multimodal*
- *Personalisation (at scale)*
- *US vs EU, DE vs UK*



Data informed insights ...



clusters	Nr. of active days	Length of active interval	Lesson initial perfect score rate	Review initial error rate	Nr. unique lesson sessions started per day	Nr. review sessions started per day	Share of days with lesson & review	Share of days with lesson session	Lesson completion rate	Lesson initial error rate	Share of web only users	Share of web user	Share of mobile app only users	Nr. of months since subscription	Cluster share
Dormant users	0	0	0.0%	100.0%	0.00	0.00	0.0%	0.0%	0.0%	100.0%	0.1%	0.1%	0.2%	13.8	63.81%
Non-learners	2	10	0.6%	99.4%	1.23	0.04	0.6%	83.1%	32.8%	61.8%	17.5%	21.1%	70.9%	9.2	15.74%
Moderate users	11	57	11.1%	73.5%	1.47	0.22	6.2%	87.5%	77.7%	18.4%	20.3%	38.7%	61.2%	8.1	9.80%
Busy learners	4	29	4.3%	29.1%	1.14	2.23	43.9%	64.7%	53.9%	43.7%	27.5%	40.2%	59.8%	10.8	7.39%
Weekly learners	33	80	11.2%	25.9%	0.92	2.44	34.2%	57.2%	84.1%	20.6%	29.2%	62.7%	37.3%	11.9	2.64%
Daily learner	66	87	21.9%	24.0%	1.23	3.11	51.5%	60.9%	92.1%	13.3%	43.2%	82.2%	17.8%	13.2	0.61%

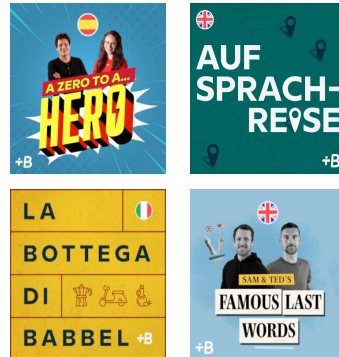


4. Maintain

66 days till a habit.

- Smooth onboarding for returners
- Richer rewards for persistence. Learning lifestyle
- Take a break - culture learning etc

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Podcasts



Live

Learning Engagement Ladder



Where can AI help?



Learning Science basics

Encoding > Consolidation > Retrieval

Quiz yourself. Practice retrieval

- Spaced repetition.
- Interleaved and Varied

Effortful learning

- Generate
- Explain it
- Reflect

“Trying to solve a problem before being taught the solution leads to better learning, even when errors are made in the attempt”

Application

- Growth mindset
- Authentic practice

“Learning is stronger when it matters, when the abstract is made concrete and personal”

make it stick



The Science of Successful Learning

Peter C. Brown

Henry L. Roediger III

Mark A. McDaniel



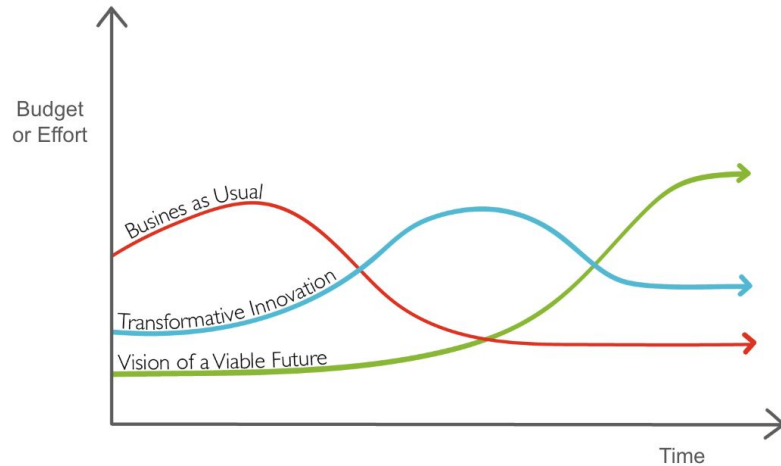
Being AI Chaos Pilots

Term originated in Google's X/Moonshot factory

Search out their "gimbal" onboarding guide
<https://x.company/gimbal>

Useful frameworks for managing chaos (innovation)

3 Horizons model for spreading risk



SAMR model for learning-tech adoption

Substitution

Technology as a direct substitute

Augmentation

Technology as functional improvement

Modification

Significant task redesign.

Redefinition

New tasks, previously inconceivable

Enhancement

Transformation

Finding your own Ladder

Discover your own engagement levers.

Obsess about learner behaviours, and progression

1: 7: 21 You've got a week to get them hooked

Human focused - design around learner psychology

- bridge between their head and your product
- nudge them towards a habit
- seek & celebrate commitment

Pace & personalisation - goldilocks tasks = "80%"

From from **extrinsic to intrinsic motivation.**

Learning ISN'T easy. Friction can sometimes be critical.

Own that



Geoff Stead

For the library ...

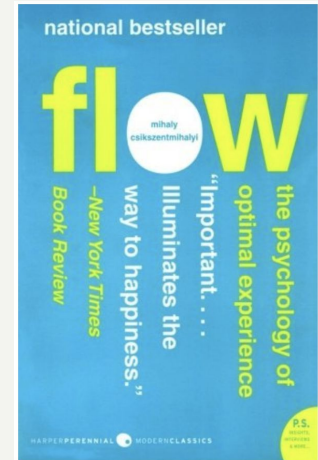
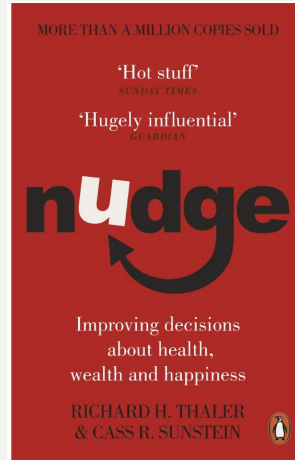
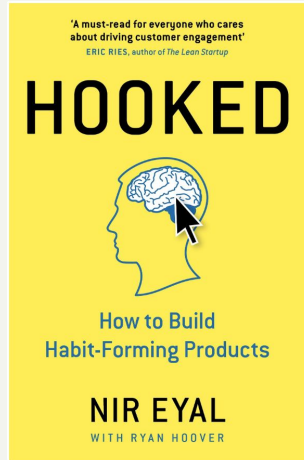
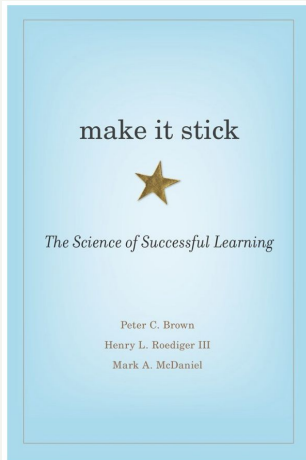
Self belief

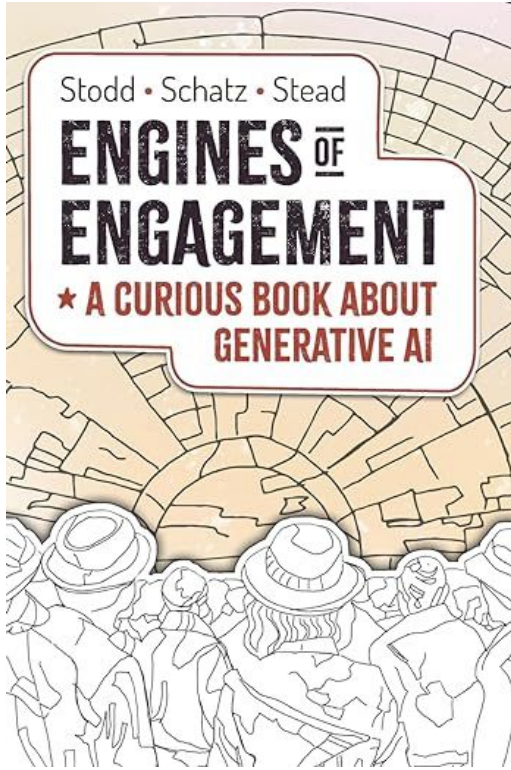
Guided rewards

Active learning

Maintain

Engage, Nudge, Challenge, Flow state, Spaced repetition, Productive skills, Intrinsic motivation, Game theory, Behavioural economics





Free for attendees!

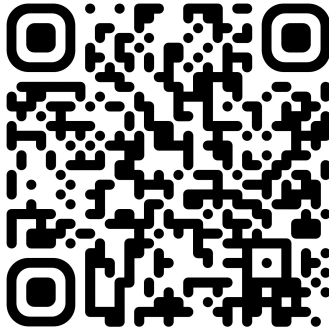
bit.ly/EnginesOfEngagement

the best book I've read on generative AI

informative, entertaining, and thought provoking

*the book that I recommend to my students
as they make sense of the new world*

*opens the door on Generative AI through
a mix of humor, philosophy and technology*



*a creative, unique take
on this massively changing landscape*

*it's relatively short,
a blessing in this age of verbosity!*