



SOCIAL LEARNING WITH CURATION IN ADOBE CAPTIVATE PRIME

A Structured Approach to Informal Learning.

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What is Social Learning?

Today, social media tools replicate social learning on virtual platforms. Opportunities such as video conferencing, discussion forums and discussion boards are all forums for social interaction and therefore for

social learning.

Why use Social Learning in your LMS? What are some reasons to opt for it?

The addition of social learning to a learning management system (LMS) enhances an already rich learning environment. The integration of social elements brings patterns of human interaction into an otherwise formal



According to experts 70% of what we learn comes from observing others.

“Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action.” - **Albert Bandura (1925 – present)**

context.

Social learning is beneficial to learners because:

1. It permits posting of informally sourced learning (links, video/audio content, etc.) which is a great way to share and gain expertise.
2. It is a platform for learners to express themselves. Aside from what learners may gain through ILT/VILT/self-paced trainings, they also learn a lot from interacting with each other.
3. It adds to training knowledge gained through other content.
4. The element of gamification encourages competition between peers, and rewards participation with points and recognition of expertise.

Social Learning in Adobe Captivate Prime

Social Learning in Adobe Captivate Prime incorporates elements of peer learning using discussion boards. Informally created or sourced content is posted on these boards by learners, for learners.

The [Adobe Captivate Prime Desktop App](#) helps learners create content easily from their desktops – webcam videos, audio recordings, screenshots and screen capture recordings. Once you install the social bookmarklet

CAPTIVATE PRIME DESKTOP APP

The different types of content that can be shared are:

- Video
- Audio
- Screenshots
- Texts
- Questions
- Polls
- Web pages and blogs

in your desktop browser, you can share relevant content that you discover on the Web to these boards with ease.

Benefits of the Social Learning App in Adobe Captivate Prime

Key Value Additions for a

Chief Learning Officer or Head of Learning & Development:

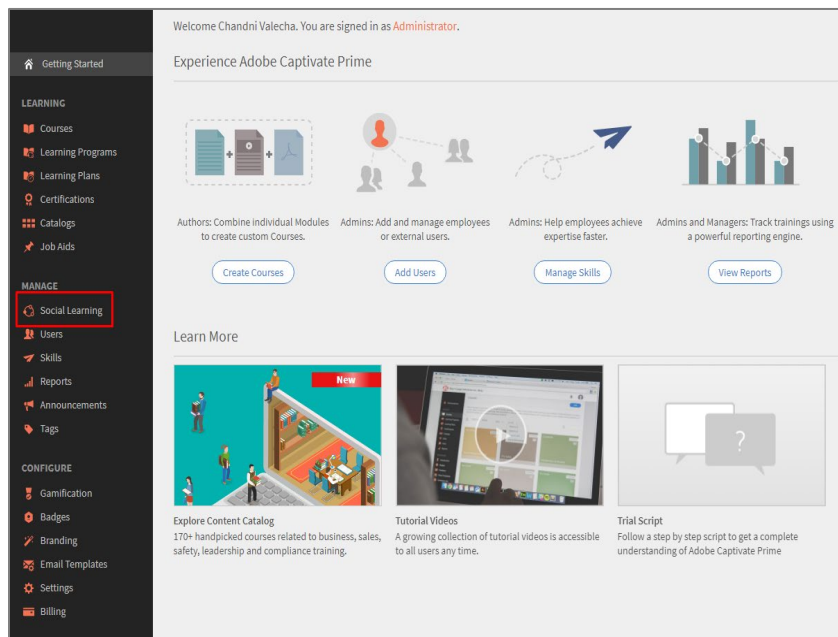
1. Allows the L&D team admins to structure informal learning using the concept of 'Skills'. This then ensures that informal learning is self-directed to align with the business goals of the organization. Without this structure informal learning can be difficult to aggregate and its effects easily lost.
2. Content Curation that is powered by Adobe Sensei AI algorithms: A key concern for an enterprise regarding user-generated content is about ensuring that the quality of content uploaded to the platform does indeed meet some basic requirements. Otherwise there is a risk of some learners flooding the platform with subpar content that will eventually discourage other learners. Therefore, Captivate Prime has implemented an AI algorithm that assists Subject Matter Experts (SMEs) in curating content. By combining the manual efforts of SMEs with automated algorithms, Prime tries to balance the load on SMEs yet retaining a high standard for content.
3. Allows L&D team to create groups of learners who can socialize with each other thereby supporting the business need of encouraging communication only within specified business groups and not across.
4. Allows L&D teams to monitor the Social Learning activity to "discover" trending Skills with their organization and the SMEs for those skills. (Admins can simultaneously allocate SME status manually to select learners.)

Key Benefits for a Learner

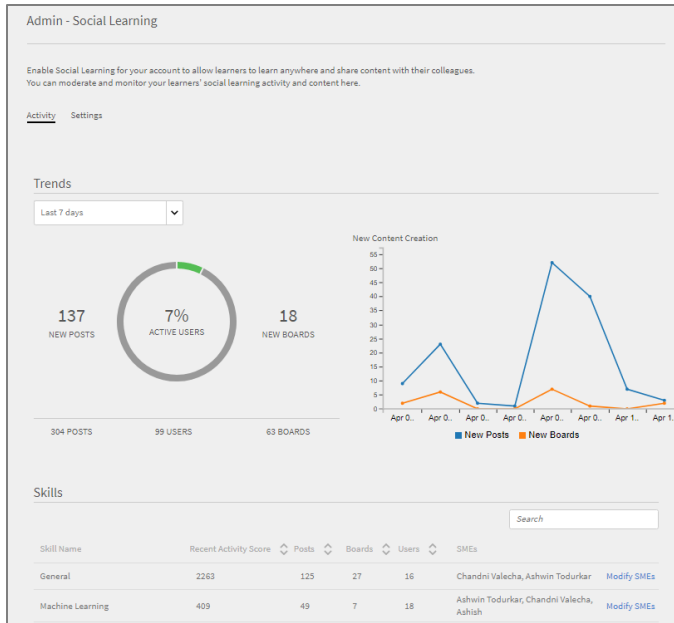
1. Allows learners to rely on what others have learned before them and thus avoid having to reinvent the wheel when it comes to searching, discovering and curating for authenticity, recency, etc. In effect, “standing on the shoulders of their peers”.
2. Allows learners to discuss and learn 1:1 or in a group with peers on topics of mutual interest.
3. Allows learners to discover SMEs and in fact aspire to also become an SME.
4. Allows learners to create content organically using Adobe tools that cover the gamut of Audio and Video capture including webcam, screen capture or a combination. All this in a manner such that the experience is as seamless as just posting a comment.
5. Allows managers or learners to comment on a video/audio or any other content right within the content, much like a bookmark. Feedback or discussion is that much more effective as it is focused on the timestamp, for example, within a video or particular page of a PDF.

Use Social Learning in Adobe Captivate Prime as Admin

When you log in as Admin, the social learning icon is on the left-hand side of your screen under 'Manage'.



You can use 'Activity' and 'Settings' to monitor and moderate your learners' social learning activity and content.



ACTIVITY

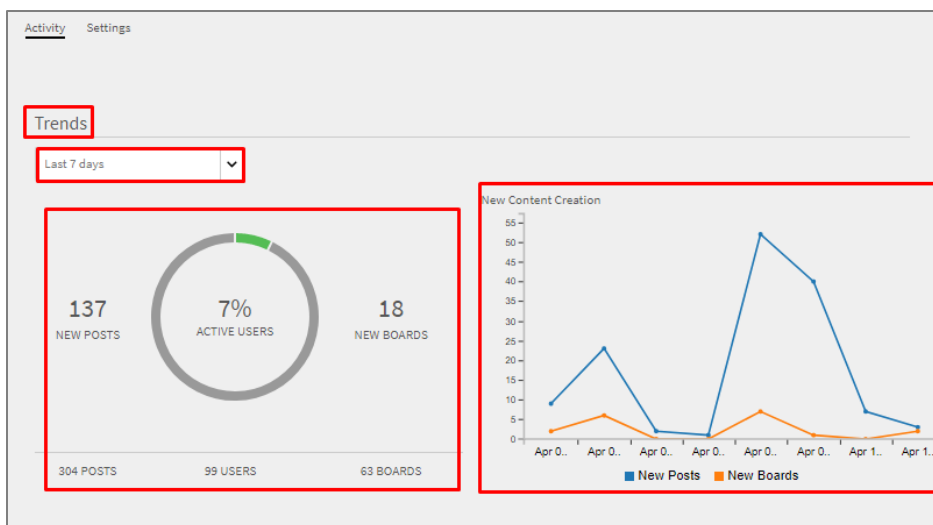
At a glance you can see: Trends over time and Skills that have the most content activity.

Trends

The drop-down menu allows you to choose the time period for which you want to see the trends.

For the selected time period you will then be able to see:

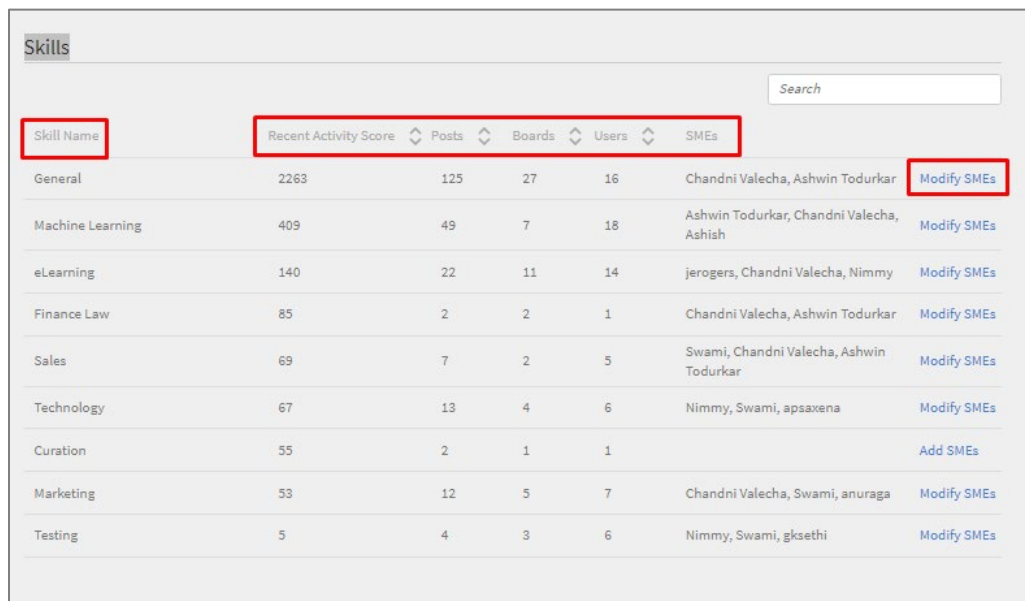
- The number of new posts
- Percentage of active users
- Number of new boards created



The graph represents the number of new posts and new boards for the period selected.

Skills

Social learning in Adobe Captivate Prime takes place on discussion boards where learners post various forms of content. Discussion boards are linked to Skills. This dashboard shows you the popular Skills –higher number of posts, number of associated discussion boards, and number of engaged users. It also shows you SMEs associated with the Skill. If you wish to add SMEs (e.g. when a new Skill is launched and there are no SMEs yet) you can do so by clicking on the 'Modify SMEs' link.



Skill Name	Recent Activity Score	Posts	Boards	Users	SMEs	
General	2263	125	27	16	Chandni Valecha, Ashwin Todurkar	Modify SMEs
Machine Learning	409	49	7	18	Ashwin Todurkar, Chandni Valecha, Ashish	Modify SMEs
eLearning	140	22	11	14	jerogers, Chandni Valecha, Nimmy	Modify SMEs
Finance Law	85	2	2	1	Chandni Valecha, Ashwin Todurkar	Modify SMEs
Sales	69	7	2	5	Swami, Chandni Valecha, Ashwin Todurkar	Modify SMEs
Technology	67	13	4	6	Nimmy, Swami, apsaxena	Modify SMEs
Curation	55	2	1	1		Add SMEs
Marketing	53	12	5	7	Chandni Valecha, Swami, anuraga	Modify SMEs
Testing	5	4	3	6	Nimmy, Swami, gksethi	Modify SMEs

SETTINGS

The 'Settings' tab is where you can moderate and monitor social learning activity. Here you can:

- Enable the Social Learning feature
- Enable Manual Curation – where only SMEs can curate user generated content. Or you can select 'No Curation' which means learners can post without intervention. Or you can choose to turn on "Auto Assisted Manual Curation".
- You can set the scope for the learner group that shares a social learning space. Define the group by location/designation/id/DOJ/group.
- Decide whether learners can download the Adobe Captivate Prime app, and whether it should be on Adobe Servers or Enterprise (your organization's) Servers.

Skills						Search
Skill Name	Recent Activity Score	Posts	Boards	Users	SMEs	
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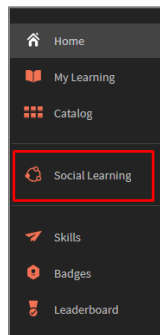
Adobe Sensei AI powered curation: A layman's guide.

Select the option for "Auto Assisted Manual Curation" to send Captivate Prime into drive mode and deploy its arsenal of topic modelling AI algorithms. These algorithms accomplish the task of curating the content that is being uploaded to Prime.

Essentially Captivate Prime has trained its software to "understand" a set of 25 Skills. It has done this by training these algorithms, by feeding them a vast number of documents sourced from public repositories like Wikipedia covering these 25 skills. By the nature of the AI, these algorithms now have reached a level whereby if they are now fed any new document, ostensibly uploaded by your Learner and tagged for a particular Skill by that learner, the algorithms can provide a confidence score of between 0-100%. The greater this score, the greater the relevance of the new document that is being uploaded to the Skill. Beyond a threshold the algorithm makes the call that the new document is good enough to be posted to the Social learning platform. Below a threshold, the algorithm opts to take a second opinion. In this case the document is then sent for manual curation to a set of 3 SMEs with a majority vote deciding whether the document is worth posting or holding back. In this way the initial heavy lifting is done by the algorithms with the SMEs being reserved for the tougher calls.

Use Social Learning as a Learner

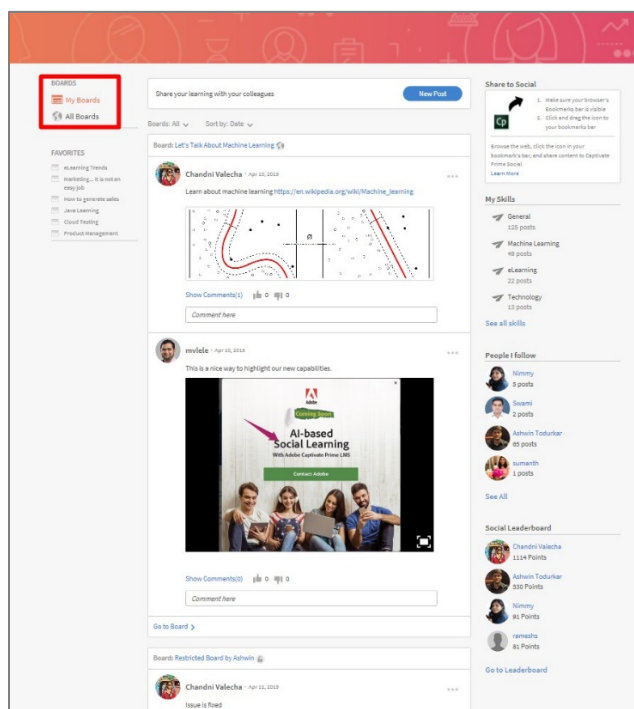
When you log in, the Social Learning icon is on the left-hand side panel. Click on the icon to take you to your Social Learning space.



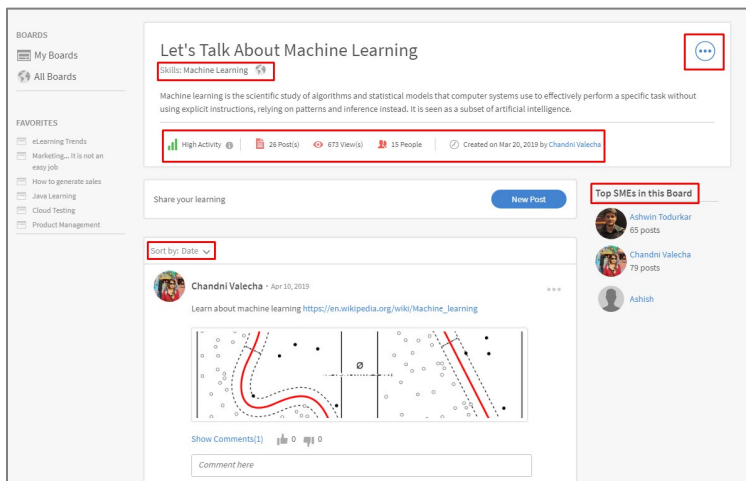
There are several sections to Social Learning in Adobe Captivate Prime.

BOARDS

- All social learning in Adobe Captivate Prime takes place on discussion boards. Boards you choose to follow appear under 'My Boards' and to view all discussion boards, you go to 'All Boards'.
- My Boards are all the boards you have added to your favorites. You can further filter boards according to those you follow, those you have created and those you have commented on. Sort by date/relevance.



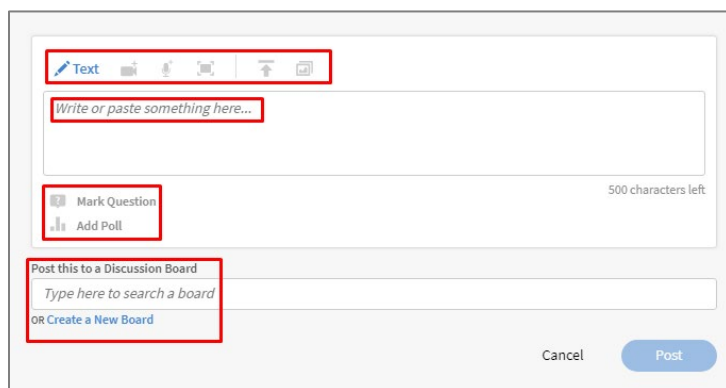
- Click on a Board to see what Skill is associated with it. All posts on that board also appear.
- When you view a board, you will see a description, statistics, who the creator of the board is, the top SMEs, and the posts. You can choose to sort posts by date or by relevance.
- You can share your learning on any board you choose (more on how to do that in the next section on POSTS).
- Click on the more options (...) icon to add this board to your favorites, copy the URL for the board, and edit its properties.



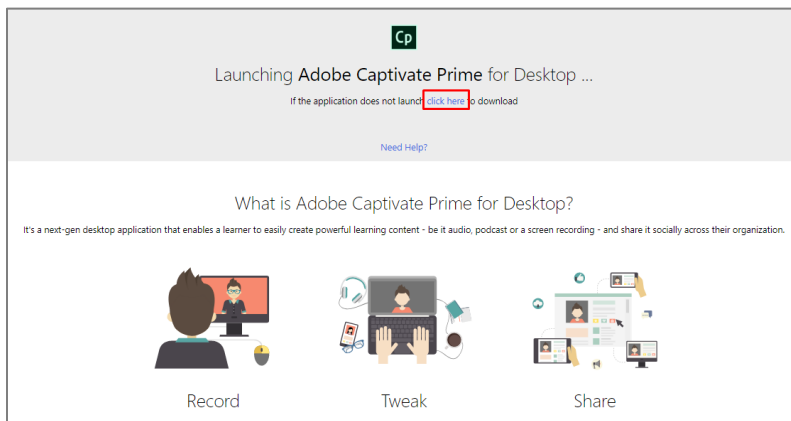
POSTS

Create a post:

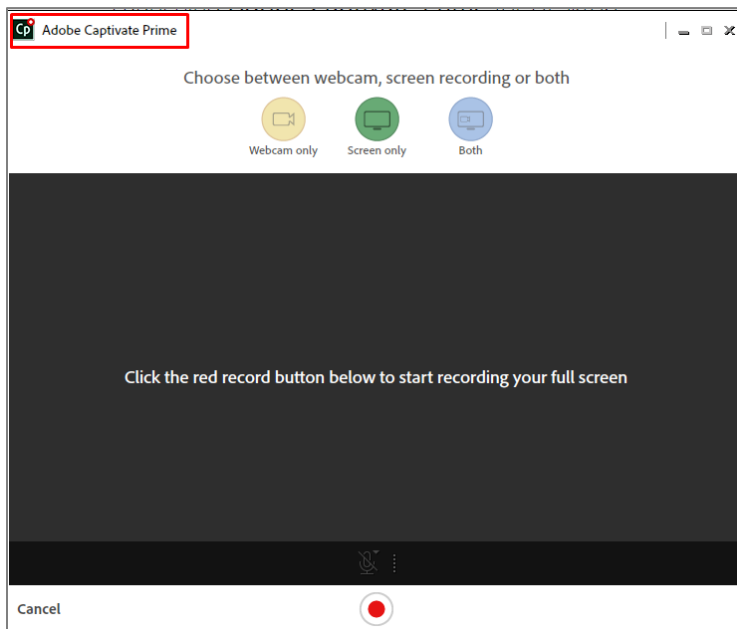
- Click on 'New Post' at the top of your screen.
- Choose the type of content you wish to post by clicking on one of the icons on top of the text box: Text/ Live video recording/ Live Audio recording/ Take Screenshot/ upload a file/ upload something from the Captivate Prime Gallery.



- Your post can just be any of the above or you can also choose to mark it as a question and add a poll to it (icons under the text box).
- Choose where you want to post this – on an existing discussion board or create a new board.
- If you choose to create a post that is any one of the following: Live video recording/ Live Audio recording/ Take Screenshot or Upload from the Captivate Prime Gallery, a browser window opens asking you to download the Adobe Captivate Prime desktop app. Follow instructions to download the app on your desktop.



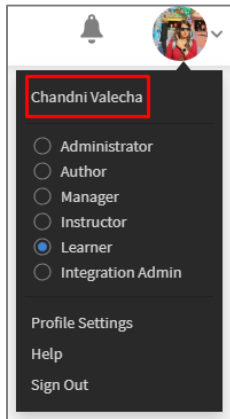
- Use the app to create the post in one of the above formats and share it on a relevant discussion board (or create a new one). You can save these recordings in the gallery for future sharing.



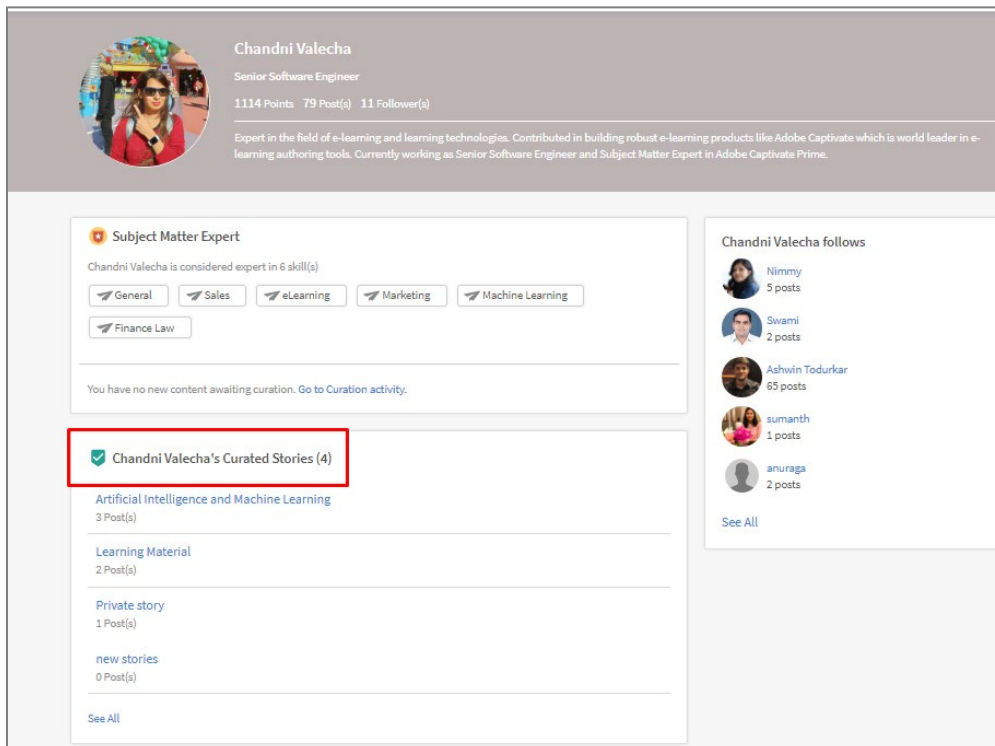
- When you create a post, if the Admin has enabled 'Manual Curation' your post will have to be approved by SMEs associated with the Discussion Board you posted on.
- If there are other people's posts that you like and wish to save for yourself, for future reference, click on the three dots at the top right of the post and select 'Add to my story'.

MY STORY

Click on your name in your profile. This takes you to your personal social learning page.

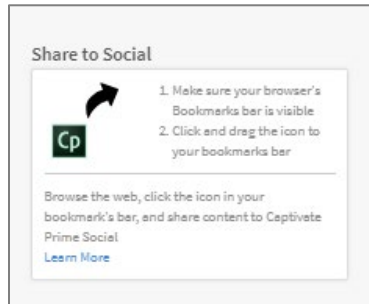


Your details, statistics, Skills, followers, recent activity, and stories are all collected here. Stories are posts you have collected in your social learning journey, which are stored here for your reference.



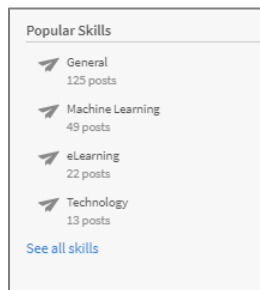
SHARE TO SOCIAL BOOKMARK

Add this icon to your Bookmarks bar. Use this to conveniently share any webpage you come across as a post in your Adobe Captivate Prime Social Learning space.



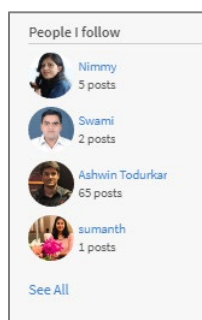
MY SKILLS/ POPULAR SKILLS

- When viewing 'My Boards' you will see 'My Skills' on the right-hand side. These are Skills that your posts are associated with.
- When viewing 'All Boards' you will see 'Popular Skills' on the right-hand side. These are Skills listed in order of popularity.
- Click on 'See all skills' to see the entire list of skills.



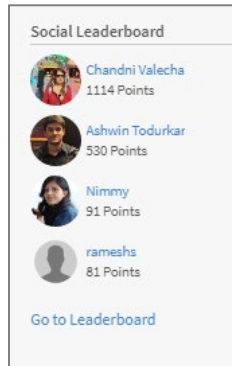
PEOPLE I FOLLOW

This is a list of users whose posts you follow.



SOCIAL LEADERBOARD

This is where social learning has a competitive edge. Your posts are assessed using algorithms that assess number, relevance, popularity, approvals, etc. and you score points accordingly.

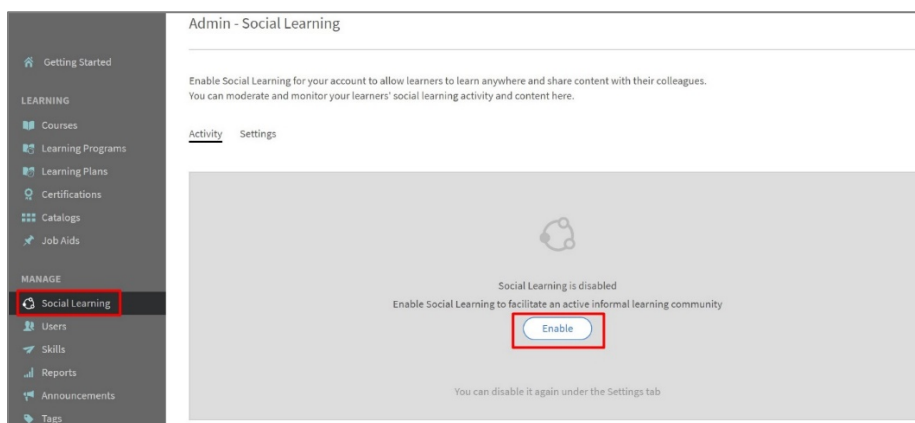


Summary

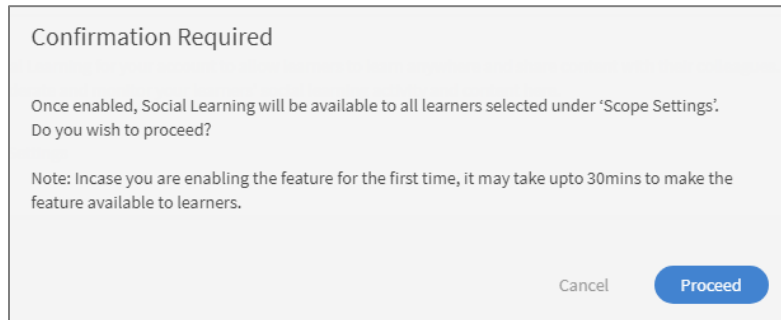
Adobe Captivate Prime seeks to assist organizations to encourage and increase learning by leveraging social learning. As champion of informal learning in business settings, Jay Cross, said, "People are learning all the time, in varied settings and often most effectively in the context of work itself. 'Training'—formal learning of all kinds—channels some important learning but doesn't carry the heaviest load. The workhorse of the knowledge economy has been, and continues to be, informal learning."

FAQs

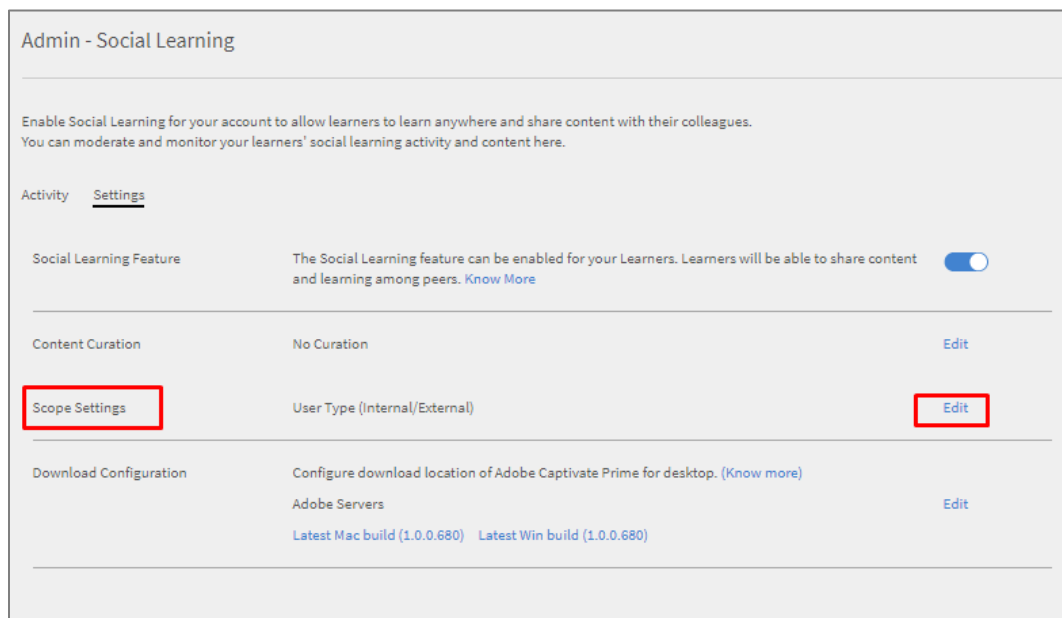
- 1) How do I turn on Social Learning feature in Captivate Prime? What are the things I need to decide before I do so?
 - a. When you go to Social Learning for the first time this is the screen you see:

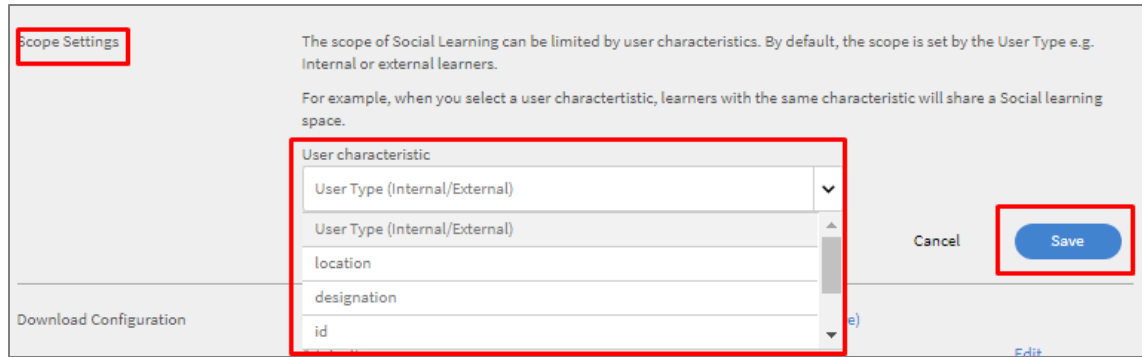


Click on 'Enable' to begin configuring Social Learning for your account. The pop-up informs you that you can decide which users will be able to use Social Learning under 'Scope Settings'.

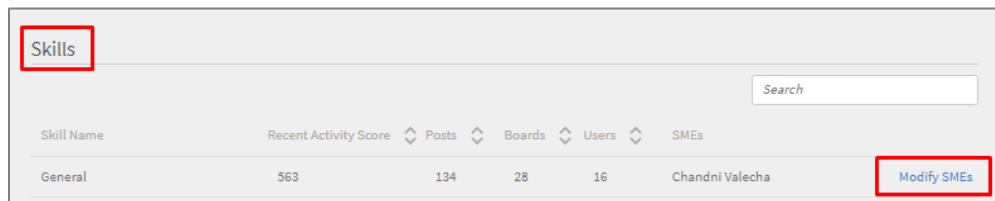


- b. Decide which teams need Social learning. Obviously, we recommend that you turn it on for all your learners. But we realize that you may have different audiences within your learning environment and that may require some planning on your part before you turn this feature on.
- c. The Scope Setting is what allows you as an admin to set the boundaries of this feature. If you have multiple audiences in your learning user base, for e.g. based on different Partners/Vendors, then we recommend creating a dedicated metadata field for all your learners called "Partner or Vendor Name". Each learner would now be a part of one Partner or Vendor. You can use this "Partner/Vendor Name" field to Scope out the Social learning feature. This way learners belonging to Partner A can only interact with other Learners from Partner A only. Same for other Partners/Vendors. You can even selectively turn on this feature for Partner A only and not for any other Partners if you so wish.





- 2) How do I disable Social learning for just a few employees like my Executives while leaving it on for others?
 - a. As mentioned above, having a Social Scope Settings field is one way to define the boundaries of this feature. Now you may already have such a field in your system for your formal learning initiatives. You could reuse the same field to Scope out Social Learning. But an even better way to do so is to mirror that field and name it, for example, "Social Learning Group". This just gives you the final flexibility so that your social learning initiatives are not bound by the rules of the formal learning world. For example, if you wish to exclude the CEO and VPs from any Social Learning initiatives, you could achieve that by having the Social Learning Group field for all such employees set to "NULL" and then during the scope settings make sure that the NULL group is disabled for Social learning.
- 3) I understand that the system may automatically recognize certain employees as SMEs based on their activity on the platform. But can I manually make certain employees as SMEs to bootstrap the initiative?
 - a. Yes. As described previously in the main body of this document under:
Social Learning → Activity → Skills → Modify SMEs.



- 4) As Admin, do I have access to all Boards/Posts in the system?
 - a. Yes, only Administrators currently have access to the entire system, irrespective of the Scope Settings.
- 5) Who can create Boards in the System? What control does the L&D team have over Social / Informal learning once it has been turned on?
 - a. Keeping in mind the fact that informal learning is essentially a democratic initiative, any learner can create Boards. However, the requirement is that all Boards must be aligned to Skills that only

the L&D team can configure. In this way L&D Team retains overall control of the direction in which informal learning is driven.