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M-LEARNING
HTML5
PODCASTS
XML-BASED CONTENT
INFOGRAPHICS

REPURPOSE YOUR
LEARNING CONTENT
Revive, Refresh
AND Reuse

CONTENT REPURPOSING: REVIVE, REFRESH AND REUSE YOUR LEARNING CONTENT

What is Content Repurposing?

In learning, content repurposing refers to converting a learning object on a particular topic to another format for various purposes. As organizations develop their learning infrastructure, they gather heaps of content in the form of PPTs, PDFs, Word documents, flash courses,and more. As time passes,these learning objects can lose their relevance because of overuse, or the format becomes outdated or obsolete. However, the knowledge contained in these learning objects remains valuable. Content repurposing enables organizations to refresh and revitalize information to get the most out of current resources.

Why Should Organizations Repurpose Content?

Learning technologies, devices and culture continually evolve. Likewise, the learning content also needs to evolve.

Here are some situations or reasons that organizations repurpose existing content:

- You have several lengthy courses that are not ideal for younger employees, who are accustomed to consuming information in shorter bursts or "chunks." Repurposing the content in a shorter, more compelling format is important to engage these learners.
- Newer formats have expanded functionality, making older forms (such as Flash) redundant.
- Some existing courses did not achieve desired results and need to be redesigned, but the information is still accurate and valuable.
- The ID strategies prevalent for developing content are irrelevant.
- Some courses are incompatible with the latest devices like smartphones or tablets, whose operating systems do not support the old formats.
- The information needs to be updated. This most often occurs with product information or compliance courses when laws, regulations, policies or procedures have changed. It makes sense to update the format along with the information.

What are your Options for Content Repurposing?

1. Change Instructional Design Strategy: With the passage of time, the principles and strategies of Instructional Design change. A new strategy for the same course can refresh it and make it more effective and engaging.

2. Change Design Elements: Modernizing design elements like backgrounds, textures, images, interactivities, and so on is as important as the content itself.

3. HTML 5 Responsive Design: If your content was developed to support only specific devices, converting to HTML 5 responsive design enables the content to adjust itself to screen size. Responsive content can seamlessly run on multiple devices, including smartphones, tablets, desktops and laptops.

4. M-Learning: If your workforce is slowly moving to mobile devices, leaving desktops and laptops behind, it makes sense to repurpose your content for mobile devicesso that they can carry their learning with them and use as required.

5. Short Learning Nuggets: There is a growing trend of shifting from long-duration courses to shorter-duration learning "nuggets."You can convert your longer courses into shorter,five- to 10-minute nuggets that can be delivered on a variety of devices.

6. XML-Based Content: If your content needs regular updates, XML is a good solution. Your content can reside in an XML file, and you can separate it from the presentation layer. To change the content, you just need to change the SML file, and the content will automatically refresh. Several authoring tools support XML format.
Beyond ContentRepurposing: If you can go an extra mile with your content, you can transform your existing learning objects into other interesting formats:

7. Learning Videos: Learning videos are the newest fashion, as they are easy to create and consume. While videos have little interactivity, there area plethora of options to make them interesting. You can convert your courses into short videosand use them toreinforce learning.

8. Animation: Animations provide a lot of freedom for creative expression.

9. Infographics: Infographics have emerged as a powerful medium to convey branched information in one single image. Instructional designers can recommend contentto convert to infographics.

10. Podcasts: Podcasts are a popular form of audio-based learning. You can convert your content into a series of podcasts that can be delivered on mobile phones via apps such as WhatsApp.Small four- to five-minute audio is a perfect fit for a training follow-up.

General Guidelines while Repurposing Content:

Your first step is to identify the pieces of content to repurpose. Discuss and finalize the goals and expectations of repurposing in advance.
You should also identify the new format of the content and the devices to which it will be delivered. This isbestdone through a discussion among the various stakeholders, including a set of learners. You may also like to hire an experienced e-learning consultant, instructional designer or a vendor to help in this process.
The most critical part of content repurposing is instructional design. As the content is undergoing a makeover, there will be

a significant change in the quantity and shape of the content. Some elements have to be eliminated, while some new elements need to be added. You may need to have subject matter expertstruncate, review, reorder or add information to the content in accordance with the new format.

Thereafter, the usual process of development can take place: starting with a storyboard and then designing, development, programming and testing your repurposed content.

Two Use Cases:

1. Conversion of 80 Learning Hours of Flash Content to HTML Content

A large global technology, engineering, construction, manufacturing and financial services conglomerate had80 hours of unused Flash content because the courses did not run on mobile devices. They partnered with G-Cube to convert this content to HTML 5 responsive courses. Now, these courses are consumed by 40,000 employees via their mobile devices or desktop, depending on their needs.

2.Conversion of 30 Desktop Courses to Mobile-Friendly Courses

One of the world leaders in vision solutionsacross more than 100 countries converted its highly interactive Flash-based product training courses into HTML 5 Responsive Courses. These courses were designed to train sales teams on product knowledge. Now, their sales team carries easy-to-digest contentin their mobile devices, where it can be accessed when-ever it's needed.