

FeedLearn: Using Facebook Feeds for Microlearning

Geza Kovacs
Stanford University

Facebook's widespread use presents a good opportunity for microlearning

71% of American adults with an internet connection use Facebook

Of these, 63% visit Facebook at least once a day, and 40% visit it multiple times per day

Microlearning on Facebook Feeds Today

Some services show a “word of the day” in your feed

Not interactive, not personalized, no spaced repetition, manually generated



“Word of the Day” post from KoreanClass101, which has 70,000 subscribers

FeedLearn: Microlearn directly in your Facebook feed

Shows interactive vocabulary quizzes in your feed

Quizzes occur every 10 feed items, similar to sponsored content

Can answer quizzes inside feed, without leaving Facebook

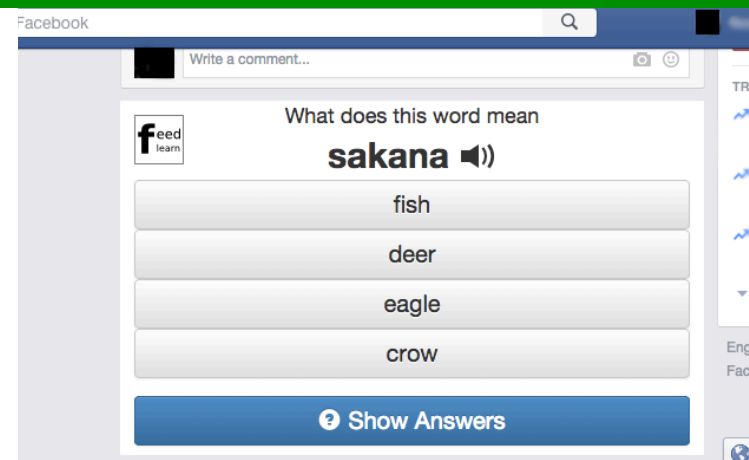
Personalized, automatically generated quizzes

Quizzes generated from vocabulary scraped from Wiktionary

Uses spaced repetition algorithm (Memreflex) to schedule words

Implemented as a Chrome Extension

Facebook's API doesn't let developers add interactive content to feeds



Preliminary User Study

12 participants studying 50 basic Japanese nouns across a week

6 had interactive quizzes inserted into feeds, 6 had links inserted into feeds

Took a pre-test at the beginning of the week, and a post-test afterwards

Users in the in-feed quiz condition answered more quizzes and scored higher on vocabulary tests

Logged event type	in-feed quiz	link	Significant difference?
Number of answers	116.3	17.4	Yes ($t=2.42$, $p=0.032$)
Number of study sessions	21.29	1.57	Yes ($t=2.68$, $p=0.020$)
Number of feed insertions	132.1	89.6	No ($t=0.80$, $p=0.442$)
Ratio of answers to insertions	2.32	1.03	No ($t=0.82$, $p=0.428$)
Ratio of study sessions to insertions	0.25	0.098	No ($t=1.27$, $p=0.227$)

