FeedLearn: Using Facebook Feeds for Microlearning

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 week, and a post-test afterwards

Users in the in-feed quiz condition answered more quizzes, scored higher on vocabulary tests, and answered questions on more days of the week

	Vocabulary Test Scores	
30		
25	T	
20	T	
15		in-feed qui
10		■ link
5 -		
0		

ogged event type	in-feed quiz	link	Significant difference?
lumber of answers	116.3	17.4	Yes (t=2.42, p=0.032)
lumber of study sessions	21.29	1.57	Yes (t=2.68, p=0.020)
lumber of days on which at least one quiz	4.43	0.86	Yes (t=4.33, p=0.001)
vas answered			
raction of days Facebook was visited on	0.81	0.18	Yes (t=4.87, p=0.0004)
vhich at least one quiz was answered			
lumber of days Facebook was visited	5.71	6.14	No (t=-0.43, p=0.677)
lumber 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)