

# Learning Design

**Simulation** **Tunnelling** **Conditioning**  
**Content Design** **Persuasive** **Captology**  
**Persuasive Principles** **Learning Content**  
**Tailoring** **Learning Framework**  
**Social-Signals** **Patterns**  
**Suggestion** **Surveillance** **Self-Monitoring**



from design  
to  
**persuasion**

## The EuroPLOT Project

### Project Details

- European RTD Project (LLP 2010 - KA3)
- 6 European Partner Institutions
- November 2010 – Oktober 2013

### Mile Stones (and Time Line of the Project)

- 08/2011 – Learning Design Framework (Framework)
- 12/2011 – Persuasive Learning Designs (Design Patterns)
- 03/2012 – PLOT Draft Version (Prototype)
- 04/2013 – PLOT Final Version (Final Release)
- 04/2013 – PLOT Testing (Evaluation of Final Release)
- 10/2013 – PLOT Resources (Persuasive Learning Objects)

### Important Target Groups (and Outcomes)

- Researchers (didactic framework / concept)
- Content Designers (design framework & patterns)
- Teachers (learning designs, patterns & tools)
- Learners (persuasive learning objects)

## Contact

[www.eplot.eu](http://www.eplot.eu)

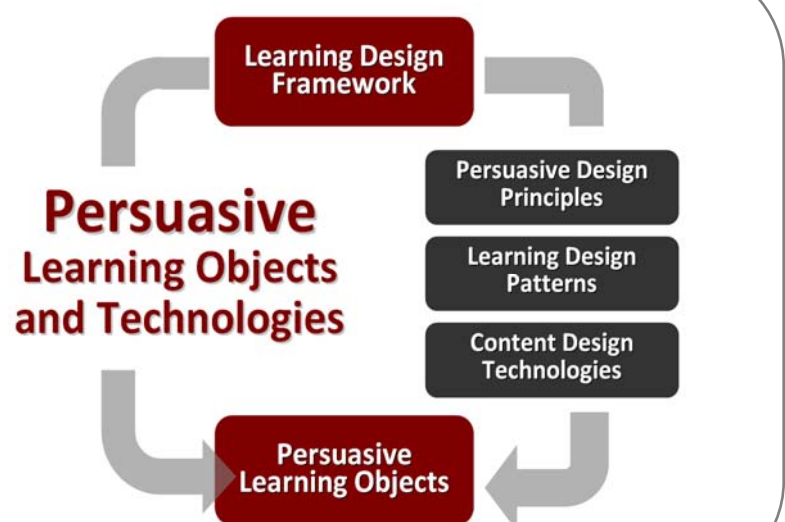
Developing a pedagogical framework, content design tools and design patterns for active learner engagement, based on persuasive design principles.

**Learning objects and technologies** are currently limited in their adaptability and how far they support active engagement from the learner.

**The EuroPLOT project** will develop a pedagogical framework for active engagement, based on persuasive design, and will demonstrate its value by creating authoring tools for, and exemplars of, persuasive learning objects and technologies (PLOTs) that are easy to create and adapt.

**The EuroPLOT framework** will incorporate persuasive design principles for designing technologies that change behaviour or attitude, for example, by using fun, simulation, competition, cooperation or peer influence. It will be described as persuasive learning design patterns, that encapsulate particular learning activities and sequences associated with these persuasive principles.

## The Process of Persuasive Learning Design



### Persuasive Learning Design Framework

Reduction – Tunnelling – Tailoring – Social Signals – Suggestion, Self Monitoring – Surveillance – Conditioning – Simulation – Fun – Simulation – Competition ...



Persuasive Learning Design enables learning content designers to make use of persuasive tactics (principles) to better correspond to learners' needs as well as to increase active learner engagement

**Persuasive Design Principles**  
J.B. Fogg

### Learning Design Patterns

Pattern Format: **Context – Forces – Problem – Solution | Intent – Motivation – Scenario – Relationships – Examples – ...**

Patterns: **eMI, EASA, ...** | applicable to various tools & contents



The project incorporates persuasive learning design patterns into existing content authoring tools to allow teachers to create new e-learning resources that embed persuasive learning principles as well as to repurpose existing resources.

**Design Patterns**  
Christopher Alexander

### Persuasive Learning Objects & Tools (PLOT)

Tools: **PLOTMaker, PLOTLearner, ...** | can be used in various contexts



Persuasive Learning Objects shall lead to better quality of learning resources and will be available as open educational resources (OER) across Europe.

**Content Tools & Objects**  
EuroPLOT persuasive design