WHY CBT NUGGETS WORKS

Executive Summary
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Given the rapidly changing nature of technology, training is tremendously important for IT professionals. Common training challenges include cost, limited learning retention, and lack of motivation to keep training. E-learning is a cost-effective method for providing team training. Among e-learning providers, CBT Nuggets’ unique style is shown by research to be particularly effective. Courses are made up of numerous video lessons, with each video typically lasting 20–30 minutes. Expert trainers create all of the course content and deliver it in a “whiteboard” style.

EXTRINSIC & INTRINSIC MOTIVATION
Extrinsic motivation is the desire to do something in order to gain external value such as getting a raise or earning a certification. Intrinsic motivation is the desire to do something for personal pleasure or satisfaction, and is a strong determinant in end users’ sustained interest in using a training program. CBT Nuggets appeals to both ends of the motivation spectrum: the known work-improving benefits (higher pay, promotions, etc.) appeal to one's extrinsic motivation, while the entertaining style of the videos can increase the user’s intrinsic motivation. CBT Nuggets’ style entertains and improves the mood of learners, a proven method for better learning and longer information retention. Improved mood also leads to increased intrinsic motivation to continue training.

BEHAVIORAL MODELING
Behavioral modeling refers to the observation and reproduction of someone else’s actions. With CBT Nuggets’ “whiteboard” method, students not only view programming methods and processes in real-time on screen, but also walk through steps with the trainer as he writes out problems and solutions. Research continuously confirms that behavioral modeling, when used in technology training, yields more effective learning outcomes than other training methods, such as instruction-based training or studying manuals.

OUTCOME EXPECTATION
Observing a trainer troubleshoot a problem in a CBT Nuggets video provides the end user with an expectation of a scenario in which a problem may occur, and gives the end-user the confidence to know how to solve the problem, which in turn improves the learner’s perception of her/his self-efficacy.

USE OF HUMOR
CBT Nuggets trainers frequently use humor and anecdotes in their videos, which not only entertains learners, it contributes to improved learning. Research has shown that enjoyment and retention of information help the learner gain confidence and maintain desire to continue training. The pattern interruption breaks up a long and potentially tedious lesson, helping to elongate the user’s training endurance and attentiveness. Humor also improves a user’s mood, which contributes to improved detail-association recall (the ability to recall specific details. The user is then more likely to maintain a positive association with the material, which improves the likelihood that the user will continue to use the training.

Survey of 336 CBT Nuggets users.