Rules of Three for Online Learning Tools

Keep these in mind when developing online learning tools such as videos, tutorials, LibGuides, etc.

**Things to remember about student information seeking behavior:**

Students...
- Skim text
- Are drawn to actionable content
- Lack patience

**Viewers’ attention is lost after 3 minutes of watching a video.**

**Limit each tool to 3 learning goals. Students can only absorb so much at once.**

**Most people will only try 3 resources before giving up.**

**Things to strive for:**
- **Consistency** - Standardization makes it easier for users to adapt.
- **Flexibility** - Ensure tools can be easily adapted to keep up with new technology or changes to websites.
- **Usability** - Tools need to be easy to use and understand.

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