



E-learning Market update... New Year, New Learning:

**Conor Gilligan, Head of Webanywhere's
Workplace Learning Division shares his
predictions for 2013**

This year is going to be a really exciting one for all involved in **Learning Technology**. It's really inspiring to see new startups entering the market, with interesting messages and innovative products.

So, here are my **top seven Learning Technology predictions** for 2013.
Enjoy!

1. MOOC

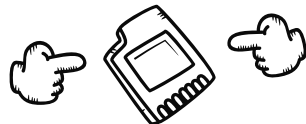
You have probably come across **MOOC** on several occasions, due to its recent popularity. To clarify, MOOC is an abbreviation for **Massive Online Open Course**. This came to fruition when the Massachusetts Institute of Technology provided courses which were **freely available**. Consequently, demand for these resources was extremely high. This attributed to a lot of new innovative startups being created, such as Skillshare, Udacity and Canvas. More recently, the **Open University** launched their free MOOC at the end of 2012, with the aim to rival their US competitors.

We expect more MOOC's will begin to appear throughout the year,

2. Peer- to - Peer Knowledge Sharing

Knowledge and learning are freely available using the internet, if people don't quite understand something they either ask a colleague or Google it.

Given this information exists somewhere on the internet, the problem has always been whether it is valid or not. Many organisations are now developing knowledge sharing portals to build information internally within their learning and development departments. This doesn't necessarily have to be compliance SCORM modules, instead it can simply be pictures and/or text which is quick and easy to upload. This information can then be shared on social media sites like **Facebook, LinkedIn and Twitter**. We have worked on several exciting projects using this technology, to learn more, why not come and speak to us?



webanywhere
stretch beyond



3. Video as a Social Learning Platform

With the birth of **cloud computing and 4G Connectivity**, economies of scale are now achievable. This means videos can be streamed more cost-effectively using a cloud environment. Many organisations are now realising the importance of **snap-shot video** content, as opposed to SCORM e-learning content, which often disengages the learner through a lack of interaction. Through video, learners are able to understand content quickly and easily. This piece of social learning can then be shared across the whole business for example, allowing for comments and rating.

Come and speak to us about our recent project with **Zara**, in which we created a **social video platform, "INview"**.

4. Open Source, Open Standards and Re-usable

The UK Government have started a new initiative. **Liam Maxwell**, the government's first Chief Technology Officer has been responsible for the **movement towards open source and open standards**. Following last year's launch of the **G-Cloud portal**, the investment in open source and open standards is set to continue in 2013. You can read more about this in a white paper published by the cabinet by simply scanning the QR code below or following the link provided: <http://bit.ly/VHJ150>

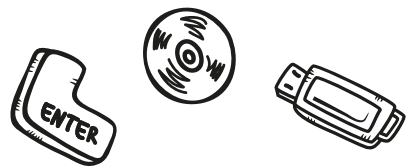


5. Use of Big Data to Personalise the Learning Experience

In 2011, **Gartner** predicted the birth of **Big Data** for 2012, they were right. Many of the large players in the market have started to use **Big Data** as part of their competition analysis, strategy and growth. Point-of-Sale (PoS) systems used for online supermarket shopping have advanced in recent years and have developed in regards to marketing. **Association Rule Learning** is one of these features, for example, when you add bread rolls and cheese slices to your 'basket' it may suggest that you also buy burgers. This is due to association; if you buy cheese slices and bread rolls, there is a likelihood that you may need burgers to complete a meal.

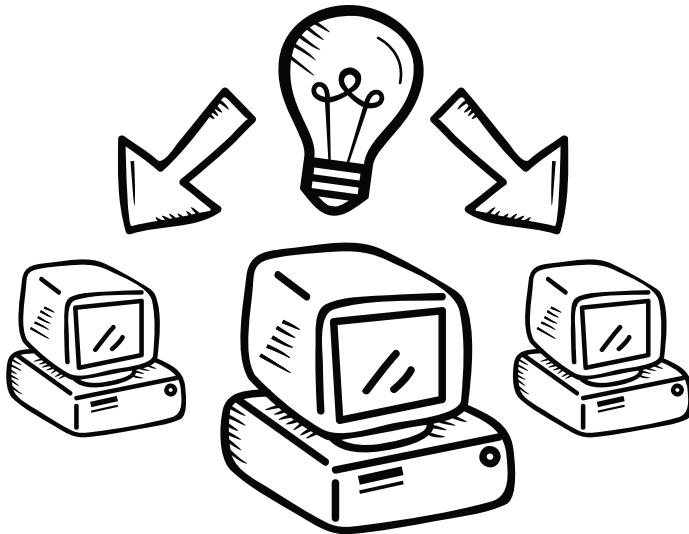
This tool could be utilised within the e-learning sector. By using different algorithms, learning portals could target modules based on **skill gaps, enabling a personalised learning experience**. This type of method has already been used in social learning platforms which are able to tag content dependant on interest, but, if this process was automated the learner experience would be far more powerful.

Webanywhere Workplace learning has recently worked on a project with **Safeway Inc**, developing an audience management tool within Totara. This tool enables learning modules to be assigned automatically to learners based upon position, location, training skills gap and several other "rules".



6. Compliance Continues to be the Main Business Driver for Corporate e-learning

As corporate **training budgets continue to tighten** this year, there will no doubt be a higher demand for online learning. To some extent, the increase of online learning could be caused by **digital natives or millennials** who make up the **vast majority of today's workplace**. Interestingly, the demand for **compliance e-learning** remains despite the birth of new modes of delivery, such as social and mobile learning. However, compliance needs to be tracked in an effective and efficient manner, which in most cases is still done by **Learning Management Systems**. In addition we are seeing many training companies moving online with a more cost-effective business model.



7. Mobile Learning and Mobile First Responsive Design

About **1.3 Million Android and IOS devices are being sold each day**, if you compare this with how many babies are born each day, it is remarkable.

'Mobile' is now well and truly established; we have seen the birth of **HTML5** and subsequently many **rapid authoring tools** are now converting from flash, with the aim to provide accessible content for all.

If you review e-learning development for the past 20 years, originally, learning modules were approximately 1 hour or more in length. Now however, we expect **just-in-time bitesize chunks** often whilst we are on the move.

Many organisations have decided to develop apps within the **Google Play Store or Apple iTunes store**. This however, is usually something which has commercial meaning like a marketing tool or something the consumer will have to purchase. Within learning it is difficult to justify the larger budget spend required when developing an app that is 'fit for purpose'. Many organisations have therefore decided to use **responsive design** as part of their approach. This allows the learning platform and content to render according to the device you are using, for example a desktop, smartphone or tablet. **Responsive design** requires far less development than a dedicated App and is therefore more **cost-effective**.

This section is called **'mobile first responsive design'** because it follows on from **Luke Wroblewski's** work on mobile development. Luke has previously worked at both **Yahoo** and **Ebay**, since then he has run a series of startup companies. The reasoning behind designing sites for mobiles first, is the extra functionality you can achieve with the technology. This can be in regards to deciding content positioning, which is dependent on how it is finally displayed. It is also a good idea to initially create a design on a mobile device and then regard the desktop afterwards. This is because, as more and more people own mobile devices, the way in which they access content will change to reflect this. You can read more about this article by scanning the QR code below or following the link provided: <http://bit.ly/NwM4Wd>



Summary

It feels like it's going to be another big year for learning technology, no doubt other amazing and groundbreaking products, tools and ideas (that are not mentioned on my list) will come into fruition in 2013.

One can only image the technological advancements that will be made in the years to come and where we'll be in a hundred years time. For now all we know is that learning technology is key to the way modern society learns. It enables people to study on the go, personalise and cater for different needs, and allow businesses to track all of their employees learning.

I for one am already excited just wondering about what will transpire in 2014!



Webanywhere Workplace Learning provides innovative e-learning technology solutions to corporate, not-for-profit and public sector organisations. Based in West Yorkshire, we serve customers throughout the UK, mainland Europe and North America.

To discuss mobile learning, compliance or the effective implementation of a learning management system in your business, contact our workplace learning team on 01535 358 177, or via workplace@webanywhere.co.uk

Webanywhere UK

Orchard House, Aire Valley Business Centre,
Lawholme Lane, Keighley, West Yorkshire BD21 3BB.

01535 358 177

workplace@webanywhere.co.uk

Webanywhere US

210 West Rittenhouse Square,
Suite 401,
Philadelphia, PA, 19103

+1 866-713-0496

info@webanywhere.us

Webanywhere Europe

ul. Klimczoka 9
40-857 Katowice

+48 32 6304137

biuro@webanywhere.pl

