Pack Your Bags:

A LOOK AT 2018 LEARNING TRENDS

JUST FOR YOU

Learning professionals and learners alike favor personally tailored learning programs that are relevant and timely.

> *"Learners expect content that is personalized and strongly prefer to learn from teaching methods that are also personalized."*
>
> **—ANNIE HODSON, SOLUTION ARCHITECT**

Personalization Doesn't Have to Equal Expensive Technology

> *"The trend is the personalization of learning, not the specific way to do that, which could be a lot of things."*
>
> **—CLARE DYGERT, DIRECTOR OF INSTRUCTIONAL DESIGN**

> *"One example is to periodically assess a learner's knowledge within an eLearning module and provide additional resources or tutoring only when it's needed."*
>
> **—JOHN CLEAVE, PH.D., ELEARNING TECHNOLOGIST**

Personalization Through Technology

- Allows learners to find the best resources available.
- Enables curation of learning resources, personalized to the individual learner's interests.
- Gives learners the opportunity to decide what they need to know to do their jobs better (i.e., pull-based learning).

MEETING LEARNERS WHERE THEY ARE

> *"With increasingly flexible schedules, the need for learning that isn't tethered to a desk is much greater."*
>
> **—CHRIS NELSON, CREATIVE DIRECTOR**

A Different Mindset

- Employees typically invest just **1%** of their workweek on training and development, as work and life demands leave them distracted, overwhelmed, and impatient.

  SOURCE: BERSIN BY DELOITTE

- **3.6%** of training hours were delivered via mobile learning, up from 2.9% reported by Training Magazine in 2016.

  SOURCE: 2017 TRAINING INDUSTRY REPORT

- The mobile workforce is going to **double or triple in size by the year 2018.**

  SOURCE: GARTNER

Microlearning offers a solution: quick hits of learning at the point of need.

- Microlearning makes the transfer of learning **17%** more efficient.
- Learning in stretches of **3–7 minutes** matches the working memory capacity.

SOURCE: MINDY GYM. THE BITE-SIZE REVOLUTION. 2015.
JIMENEZ, RAY. PHD "3-MINUTE E-LEARNING." 2006.

Mobile Learning Is Shifting to Mobile-First Learning Design

> *"Phones and tablets are everywhere, and people turn to them more than they do a traditional desktop."*
>
> –ANDREW LAPAGE, INSTRUCTIONAL DESIGNER

2018: A YEAR FOR NEW REALITIES

Our experts predict learning programs will rely more on virtual reality (VR) and augmented reality (AR).

> *"Augmented Reality is still new, but more and more devices support it, and it's simpler to use than Virtual Reality."*
>
> —ANDREW KUBAY, LEAD ENGINEER

> *"Artificial Intelligence holds tremendous potential to develop automated learning instructors and more realistic learning simulations."*
>
> —ADRIAN SOTO, DIRECTOR OF FUTURE TECHNOLOGIES AT SWEETRUSH SPARK

- The virtual and augmented reality market will reach **$162 billion by 2020.**

  SOURCE: *BUSINESS INSIDER*

- Augmented reality is expected to acquire **1 billion users by 2020.**

  SOURCE: NEWSGENAPPS

VIDEO KILLED THE TEXTBOOK

Video is nothing new, so how do we keep it relevant? Through combinining it with other trends, of course!

VIDEO + MICROLEARNING
- Bite-sized video segments
- On-demand video libraries

VIDEO + SOCIAL LEARNING
Filming and live-streaming the classroom in real time, allowing learners in other locations to participate

VIDEO + STORYTELLING
Live video and animation that tell stories

More video is uploaded **every 30 days** than the major US TV networks have **created in 30 years.**

SOURCE: MARKETSCALE.COM

increase engagement.

70% of Gen Z learners spend two hours per day watching YouTube.

SOURCE: UPFRONTANALYTICS.COM

ALL ABOUT THE NUMBERS

Applying data science to learning is key if you really care about making people smarter.

> *"Instead of simply devising training, rolling it out, and hoping it works, use the training to gather data on how people think, believe, and act, for example, in simulated situations."*
>
> **—JOHN CLEAVE, PH.D., ELEARNING TECHNOLOGIST**

92% of HR leaders identify analytics as a key lever for success.

SOURCE: FOSWAY GROUP, HR REALITIES RESEARCH 2016-2017

THE NEW CLASSROOM

Is instructor-led training declining? Not really. But new trends are shaping the classroom for years to come.

Virtual Instructor-Led Training

> *"Given widespread use of virtual meeting technology and ability to connect easily with colleagues across geographies, more and more instructor-led, live classroom courses will convert to virtual instructor-led training."*
>
> **—GAIL EISENSTEIN, LEAD INSTRUCTIONAL DESIGNER**

- Lowers costs (no need of travel, hotel accommodation, and meals).
- Offers live connection to instructors and peers.

Fight distractions by integrating mobile devices, using games and networking activities.

Shift the role of the instructor from delivering a lecture to supporting and coaching learners as they practice new skills.

14% of hours were delivered via virtual classroom in 2017, down a bit from 16.4% in 2016.

SOURCE: 2017 TRAINING INDUSTRY REPORT

In 2017, **42% of training hours** were delivered by instructors in classrooms.

SOURCE: 2017 TRAINING INDUSTRY REPORT

Close to **90% of leaders** surveyed say they expect to increase their design thinking investments and resources.

SOURCE: FORBES REPORT

CLOSING THE CREATIVITY GAP

Shifting away from slide-based eLearning toward creativity means rapid change in the day-to-day work of an Instructional Designer.

Using the creative strategies of design thinking can build more more engaging and impactful learning experiences.

> *"Design thinking is all about centering on the learner's experience in your ideation."*
>
> **—JOHN CLEAVE, PH.D., ELEARNING TECHNOLOGIST**

REIMAGINE, REDESIGN, REDEPLOY

Rapid change means reduced learning program shelf life.

Consider how all of these trends can breathe new life into older programs—from technology to instructional design to multimedia.

Go back to basics:
Analyze the audience, and the knowledge, skills, and behaviors needed to be successful and drive performance.

> *"Think about the change in learning modalities and the learners' and organizations' preferences."*
>
> **—EMMA KLOSSON, INSTRUCTIONAL DESIGNER**

Your journey isn't over yet!

Be sure to check the full article,

2018 Instructional Design Trends And Learning Trends: The Journey Of Learning.

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