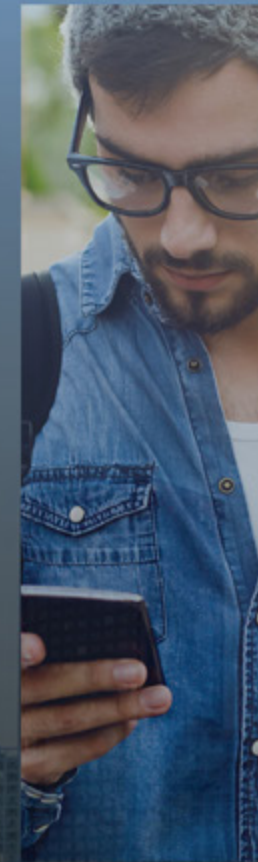# eLearning Trends in 2019

Your Guide to Enhance, Measure, Maximize the Impact and Returns on Your Learning Strategies in 2019

by Asha Pandey | Chief Learning Strategist, EI Design

eLearning Trends In 2019—Guide To Help You Select The Right One!

Foreword by Christopher Pappas (Founder of The eLearning Industry's Network)

Performance. It has become the rallying cry for organizations seeking to stay ahead of the game—and training, as an unquestioned component of every business strategy and plan, is an obvious means to this goal. Additionally, embracing the right trends has always been key to addressing the need for rigorous and efficient approaches to organizational success. There's no question about it: eLearning trend awareness is extremely important, as it can help you boost your forecasting skills and determine the changes you need to make.

However: How can you be sure you choose trends that are worth taking advantage of?

EI Design has been a leader in predicting the strongest trends in the industry for the past four years. Which means composing a successful guide to **eLearning Trends in 2019** wasn't exactly a challenge for them. So, they decided to step up their game

What distinguishes this eBook from similar offerings is that it begins by taking a step back to examine why anyone seeks upcoming trends in the eLearning industry.

Whether it's enhancing the current training delivery so that the desired performance occurs or assessing the impact of training, Asha took this need as a thread to share the top eLearning trends for this year—a key structure move that makes this guide particularly pleasurable to read.

"

eLearning Trends In 2019—Guide To Help You Select The Right One!

Foreword by Christopher Pappas (Founder of The eLearning Industry's Network)

The thread begins with a typical modern learner journey, then lists the trends that help learners learn, then presents the trends that can help organizations measure and maximize the impact of their training programs, and finally lists the trends that are clearly emerging and will define the very near future of eLearning.

From a much wider application of Mobile Learning across all corporate training needs, digitization of ILT, and extensive use of Performance Support Tools to the increase in the richness of Microlearning formats, further increase in Gamification for serious learning, and a huge investment in Interactive Videos, in **eLearning Trends in 2019** you'll find all the trends that can help your employees learn and achieve consistently high performance.

To measure and maximize the impact of your training programs, the eBook suggests you should definitely take a closer look at trends such as Self-Directed Learning, Next-Gen LMSs, User-Generated Content, and Big Data. As for the "futuristic" trends, AR/VR, Artificial Intelligence, and Machine Learning will keep bringing a unique approach to learning for many years to come.

This new year has just begun and I'm already positive that **eLearning Trends in 2019** will help you tremendously in enhancing your learning strategies. If you're familiar with EI Design's eBook series on eLearning Trends, you know I'm 100% right. Happy New eLearning Trends!

About the Author

Asha Pandey is the Chief Learning Strategist at EI Design. She heads the organization's Solution Architecting and Innovation team and brings her rich 17 years' experience into play to help EI Design customers transform their learning and keep pace with the changing dynamics in the Learning industry. A regular writer for various global Learning forums, Asha is one of the most recognized thought leaders in the industry. She also shares her insights regularly on a range of topics on her blog at www.eidesign.net/blog.

Asha Pandey | Chief Learning Strategist, EI Design

About EI Design

EI Design

- EI Design is a leading **Learning and Performance Support solutions provider** that thrives on **transforming learning**—keeping it alive, relevant, impactful, and continuous.

- A thought leader in **innovation**, EI Design keeps enhancing its solutions to create the right **learner engagement** and spark **behavioral change**.

- In 2018, EI Design won GOLD by sustaining a high level of performance and creating a remarkable impact on the eLearning landscape. Prior to this, it has been ranked as #2 for three years in a row (2015, 2016, and 2017) in eLearning Industry's list of Top 10 e-Learning Content Development Companies.

EI Design specializes in transforming learning for our customers and learners with approaches that:

- ✓ Provide "sticky" learning.

- ✓ Provide predictive learnability or learning effectiveness.

- ✓ Offer "just-in-time" learning (Performance Support Tools) to push knowledge from acquisition to application on the job.

- ✓ Create high-impact learning experiences and a positive ROI.

Preface

As I began my exercise on the eLearning Trends in 2019—the fourth one in this series, I took a step back to see why anyone seeks upcoming trends.

I found that the top 5 reasons why L&D teams look at eLearning Trends year on year are to adopt new or better approaches that:

1. Keep the learners engaged.
2. Ensure knowledge acquisition happens.
3. Facilitate the application of the acquired learning on the job.
4. The desired performance gain and ROI occurs.
5. A positive ROI on training spend is established.

I took this need as the thread to share the eLearning Trends in 2019.

1. I begin my eBook with a typical learner journey that highlights how modern learners learn and what they wish to see in their online training delivery.

2. Then, I list the trends that help learners learn and, more significantly, apply this learning to show better performance or the required behavioral change.

3. Next, I outline learning strategies with a proven track record of delivering a better engagement quotient and higher training impact.

4. I follow this up with a list of trends that organizations must invest on to measure, enhance, and maximize the impact of their training.

5. I wrap up with trends that are clearly emerging as front runners for investment in the very near future.

With this approach, I am confident that my eBook will offer tremendous value in enhancing your learning strategies in 2019.

The Learning Journey and How You Can Use Featured eLearning Trends Successfully in 2019

How learners consume content and how they leverage on technology has changed considerably in the last few years.

I chose a user journey to illustrate how today's learners want to learn. As I take you through this learning journey, I show you how you can use many of the Trends covered in the upcoming pages to create a successful and high-impact learning for your employees in 2019.
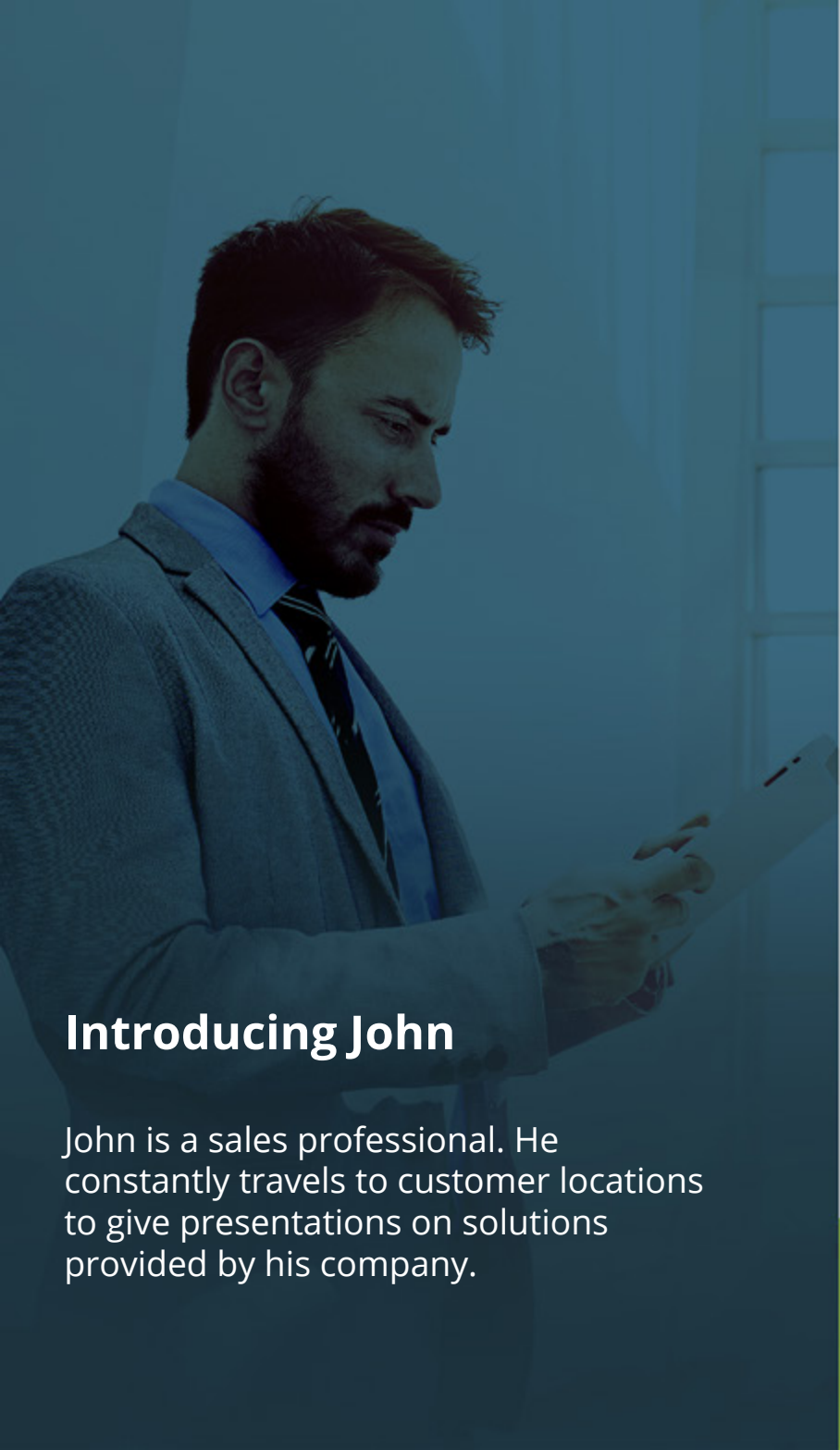
Introducing John

John is a sales professional. He constantly travels to customer locations to give presentations on solutions provided by his company.
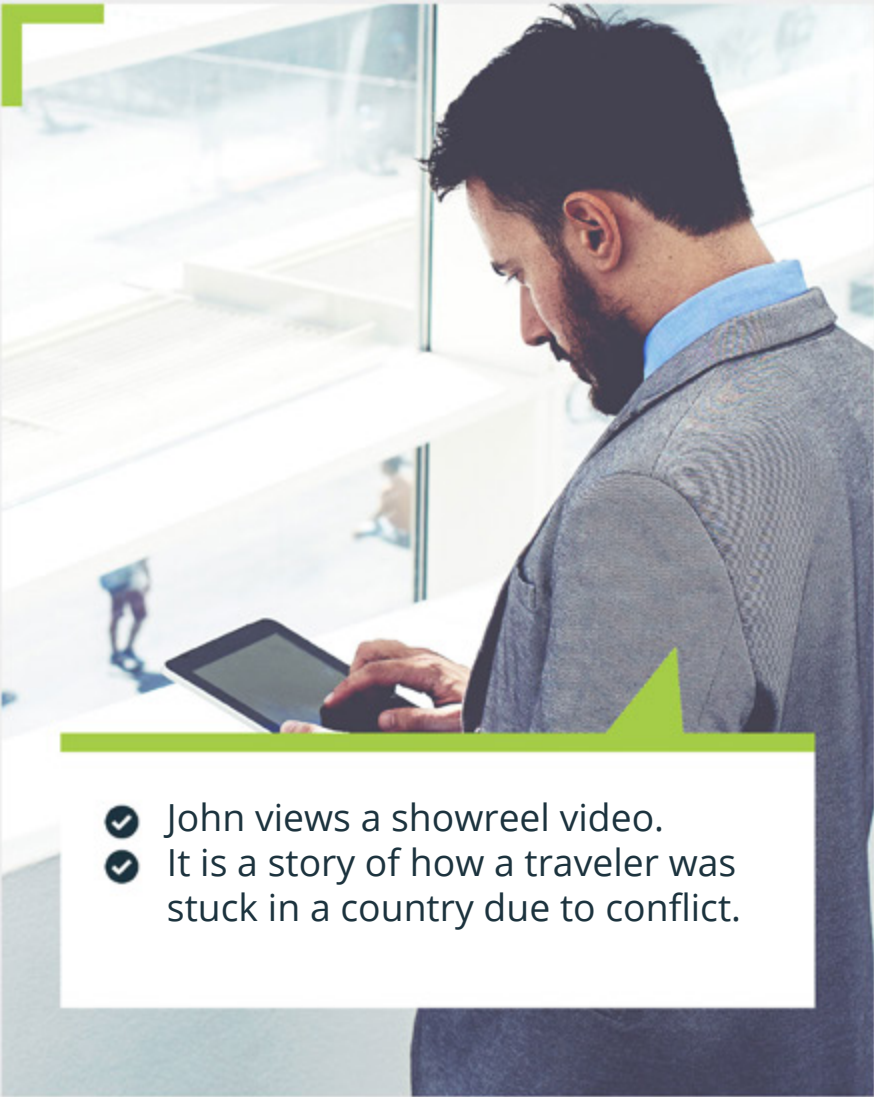
John

- He prefers to use his iPhone to browse content.
- He uses several apps and is a strong believer in modern technology to improve productivity.

With his focus on emerging markets, he needs to equip himself with what to watch out for during his travel. Besides the professional skills training, he needs to keep himself up to date on travel security norms in certain geographies.
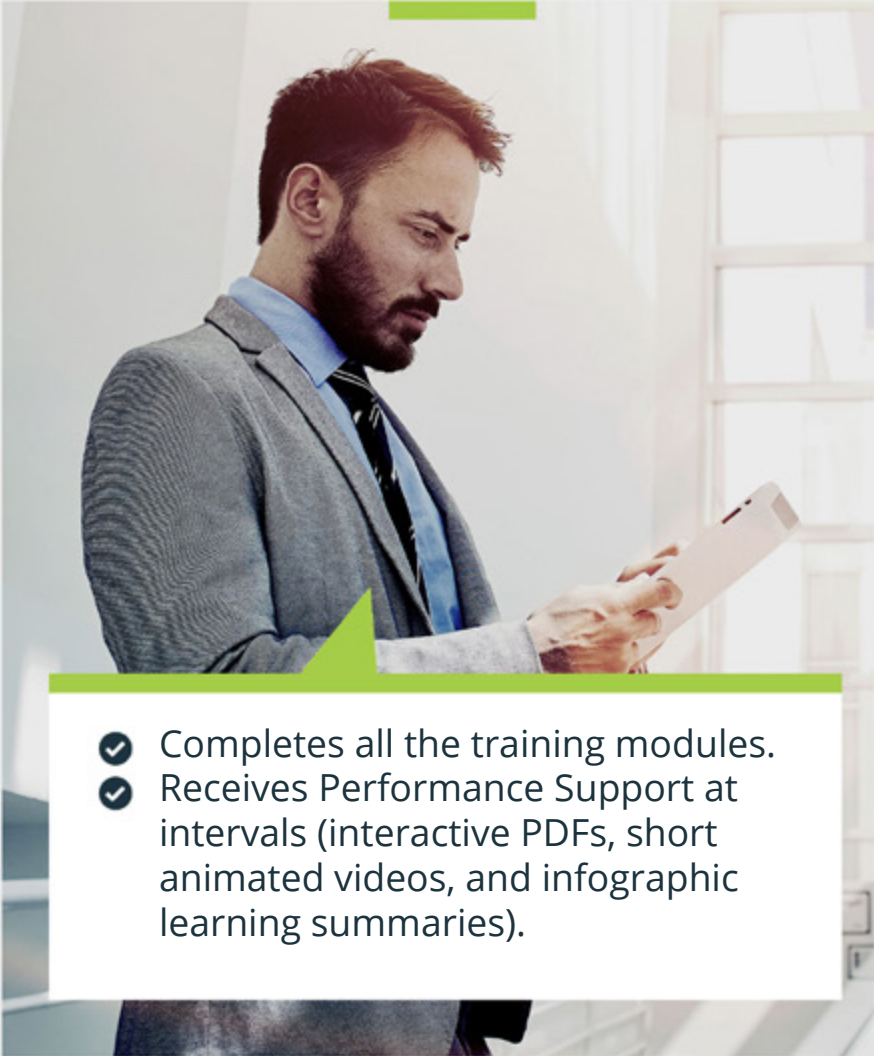
Take a look at his professional journey and how his learning pathways are interwoven in his day and all through the year....
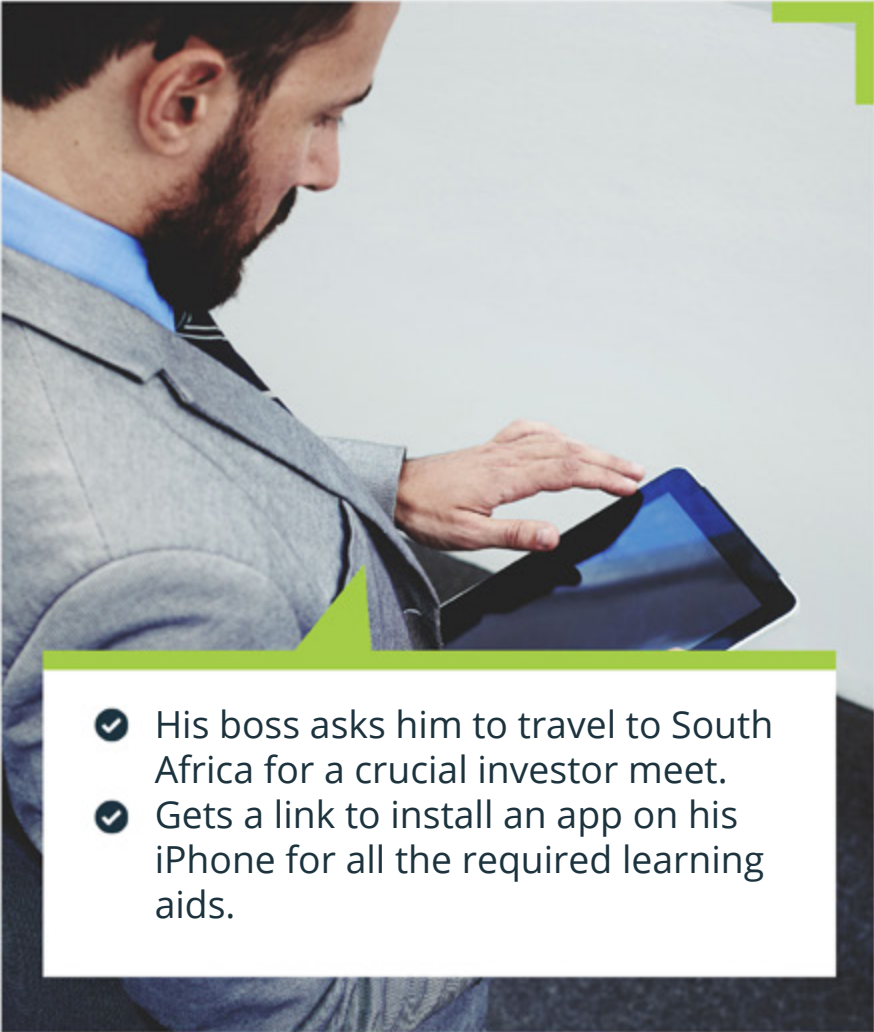
- John views a showreel video.
- It is a story of how a traveler was stuck in a country due to conflict.

Uses Video Based Learning

- Completes all the training modules.
- Receives Performance Support at intervals (interactive PDFs, short animated videos, and infographic learning summaries).

Uses Microlearning-Job aids/PSTs
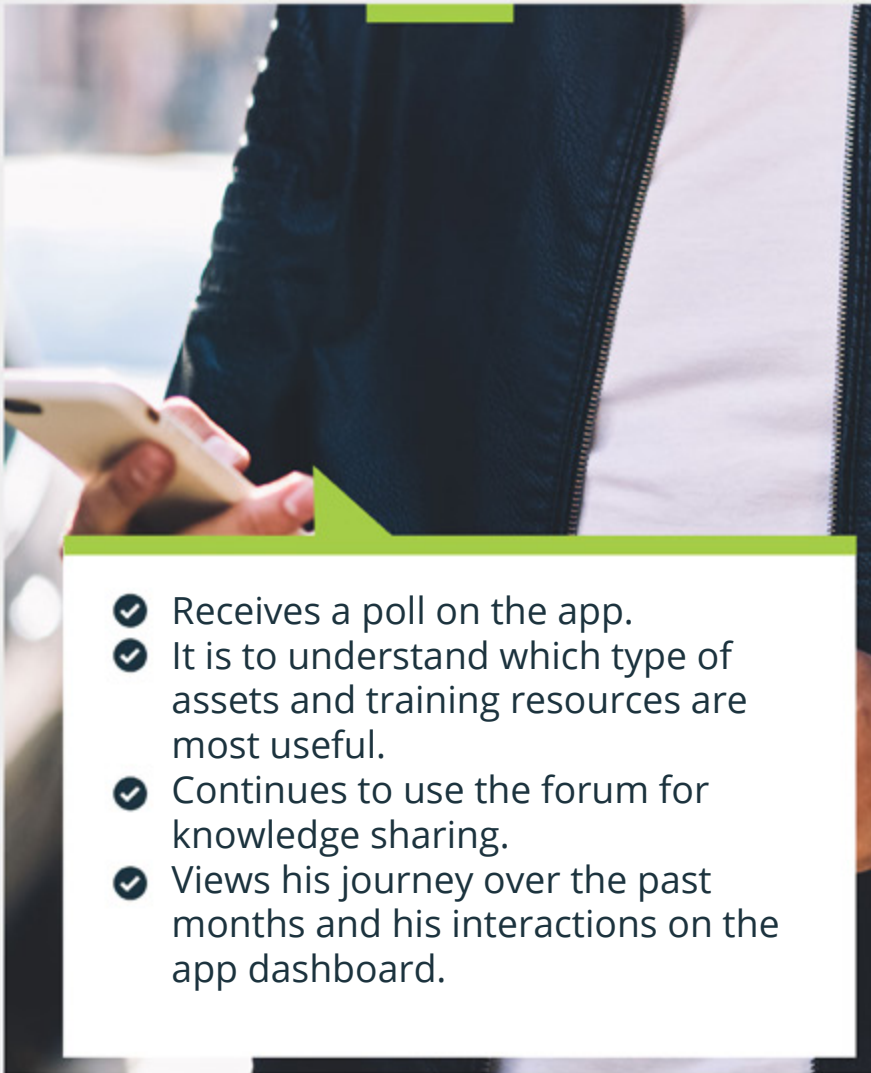
- His boss asks him to travel to South Africa for a crucial investor meet.
- Gets a link to install an app on his iPhone for all the required learning aids.

Uses Mobile App for Learning
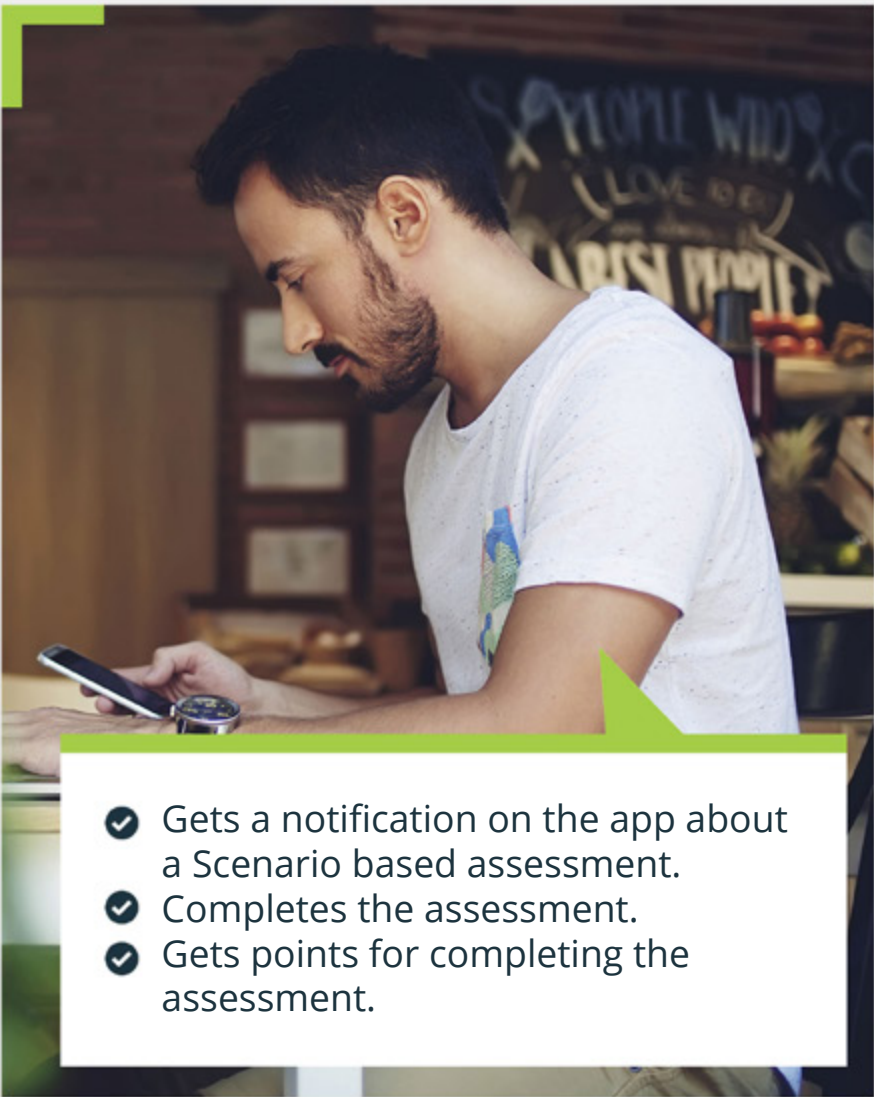
- Gets a notification on the app about a Scenario based assessment.
- Completes the assessment.
- Gets points for completing the assessment.

Uses Gamification

- Receives a poll on the app.
- It is to understand which type of assets and training resources are most useful.
- Continues to use the forum for knowledge sharing.
- Views his journey over the past months and his interactions on the app dashboard.

Uses Personalization

- The HCM team collates analytics and generates reports to evaluate the training and its overall effectiveness.
- Based on the interactions on the forum, there is a rise in awareness on the subject.

Uses Analytics and Reporting

Sounds familiar? With this backdrop, I walk you through the various eLearning Trends in 2019 and how you can use them to enhance the impact of your training.

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Section 1

The trends that help learners learn and apply this learning to show better performance or behavioral change.

- ✅ Mobile Learning.

- ✅ Digitization of ILT (to Blended or Fully Online).

- ✅ Performance Support Tools.

- ✅ Informal Learning.

- ✅ Social Learning.

- ✅ Self-Directed Learning.

"I absolutely think we need to give people access to material where and when they need it. It's imperative to have a mobile learning strategy and that's even more important with emerging generations."

David Mallon

Mobile Learning

Over the last 4-5 years, the adoption of Mobile Learning has been on the rise for the flexibility it provides to learners (learning on the go, multi-device support—including smartphones, tablets or laptops/desktops, and anytime and anywhere access).

From an organization's perspective, this is clearly an approach that resonates better with learners, offers higher engagement, provides better completion rates, and can be used to support both Formal and Informal Trainings.

43%

of learners see improved productivity levels compared to non-mobile users [Towards Maturity].

Mobile Learning

What I see changing in 2019 is the maturing of Mobile Learning solutions, leading to a bifurcation into **Mobile friendly or Adaptive** designs and **Mobile first or fully Responsive** designs. The latter will align better to the way learning is expected to be consumed (notably on smartphones) and will feature learning interactions optimized for them.

Additionally, Mobile Learning will be used to offer almost the entire spectrum of corporate training needs. It will feature high-impact formats including Videos, Microlearning, and Apps for learning.

Digitalization of ILT (to Blended or Fully Online)

"The benefits of converting a course include the ability to share content quicker and even help out with just-in-time situations. Converting ILT to eLearning also makes training available to a wider audience."

Jennifer Valley

Digitalization of ILT (to Blended or Fully Online)

While the ILT mode is not dying, it will soon start getting limited to niche programs. 2019 will see further increase in the Digitalization of ILT (to Blended or Fully Online). Even the core ILT delivery will get supported by online resources including Pre- and Post-workshop material and Assessments.

The triggers include push from learners to reduced training budgets and shorter cycles to train employees.

My assessment is that in 2019, we will see a higher percentage of programs going to the fully online format that can be consumed on the device of the learner's choice (ranging from smartphones/tablets to laptops/desktops).

Companies using eLearning see a revenue per employee increase of 26%. eLearning can cover up to 5x the material of ILT in the same amount of time [eLearning Learning].

"More companies are starting to value performance support as a critical component of any learning program."

Jon Matejcek

Performance Support Tools (PSTs)

Performance Support Tools or PSTs are learning aids or job aids that are designed to address a specific learning need. They are available to the learners within their workflow and hence can be easily accessed and used without having to log on to an LMS.

Designed to support Formal Training (focusing on knowledge acquisition), PSTs can facilitate learning application thereby improving the training impact and learner proficiency. They can be used to support ILT as well as online training, and they effectively serve as a measure to offset the "Forgetting Curve."

2019 will see further adoption of PSTs riding high on the increase in Mobile Learning, Microlearning, and Video Based Learning.

On average, learners forget 70% of the content we teach them within 24-48 hours of formal training. Performance support is a way to extend formal training to the job site, reminding learners of how to apply their formal training to get results.

Informal Learning

"Formal learning is like riding a bus: the driver decides where the bus is going; the passengers are along for the ride. Informal learning is like riding a bike: the rider chooses the destination, the speed, and the route."

Jay Cross

Informal Learning

The fact that learning happens through multiple channels (and not just Formal Training) is an established one. Many of us may be familiar with the 70-20-10 model for Learning and Development. According to this model,

1. 70% of the learning is **experiential** (that is, happens on-the-job).
2. 20% is through **social or collaborative** learning (that is, learning with or from others).
3. 10% is through **formal** training programs.

While we may debate on the percentages shown here, the model does affirm the need for organizations to create a support system and the opportunities to promote informal learning in their workplace.

The usage of measures like Performance Support Tools or PSTs as well as platforms to promote Social Learning will see significant increase in 2019.

20%

of the learning is formal and 80% is informal, yet paradoxical we spend 80% of our training budget on the formal and only 20% on the informal (Jay Cross, 2007)

Social Learning

"Participants are happy to engage with one another using social media tools for training purposes. They find it convenient, useful for learning at the moment of need, and [that it helps them] develop a greater sense of control over their learning."

Jane Bozarth

Social Learning

In our early years, our learning is purely from others and it shouldn't come as a surprise that this is true for learning at the workplace too.

Over the last 3–5 years, L&D teams have seen value in adopting and promoting Social Learning.

With the options of platforms, next gen LMS, and Learning Experience platforms, Social Learning is finally poised for growth in 2019.

A research conducted by ATD states that "social learning approaches have a 75:1 ROI ratio over web-based training." [Jacopo Mauri, Learning Technology Trends]

"You cannot teach a person anything; you can only help him find it within himself."

Galileo

Self-Directed Learning

In general terms, Self-Directed Learning is the approach of moving the onus of learning to the learner rather than the teacher. As an extension, in the context of corporate training, it maps to empowering learners to choose how they want to learn.

Unlike training programs that are "pushed" through LMS, Self-Directed Learning is all about giving this control to the learners. They can decide on what they want to learn, how they wish to learn, when they choose to learn, over what time frame would they want to learn and so on.

As you will note, this approach provides control to the learners and gives them the option to decide their learning path. Alongside Social Learning and Informal Learning, organizations are recognizing the value of promoting Self-Directed Learning that can help them create learning as a continuum. This trend will continue in 2019.

Section 2

Learning strategies with a proven track record of delivering a better engagement quotient and higher training impact.

- ✅ Microlearning.

- ✅ Gamification.

- ✅ Video Based Learning (Videos and Interactive Videos).

- ✅ Mobile Apps for Learning.

- ✅ Personalization.

- ✅ Curation and User Generated Content.

Microlearning

"Microlearning is a modern and effective approach to workplace learning. It leverages the impact of small learning moments to help employees perform their best."

Summer Salomonsen

Microlearning

The debate on the value and impact of Macrolearning (or traditional eLearning) and Microlearning (bite-sized, short learning nuggets of 2–7 mins run length each designed to meet a specific outcome) goes on.

However, the fact is that the usage of Microlearning based training has revolutionized training delivery over the last 2 years, and I see this trend accelerating further in 2019.

Today, you can opt for Microlearning based training to offer Formal Training and Informal Training and support ILT. Its flexibility to be delivered as a single, short nugget to meet a specific outcome to a learning path that can have an array of learning nuggets makes it a powerful choice for corporate training. I see an increased adoption of Microlearning in 2019.

94%

of L&D professionals said that they prefer microlearning to traditional time-consuming eLearning courses because their learners prefer it (Boyette study)

"It's play that helps us do serious things better."

Daniel Debow

Gamification

Till a few years ago, the impact of Gamification based training had a big question mark associated with it. While Gamification provides fun based learning to users, does it indeed help them achieve a specific learning outcome?

The usage of Gamification for serious learning has been on the upswing in the last 2 years, and I see this trend increasing in 2019.

The application of Gamification (including the Game based approach) or partial Gamification will see an increased application across various corporate training needs. With the reduction in development costs and shorter time frame to develop, L&D teams will see higher value in this investment in 2019.

On a worldwide scale, **revenues for game-based learning were around $2.6 billion in 2016**. By 2021, those numbers are predicated to climb dramatically to around $7.3 billion. [Ambient Insight]
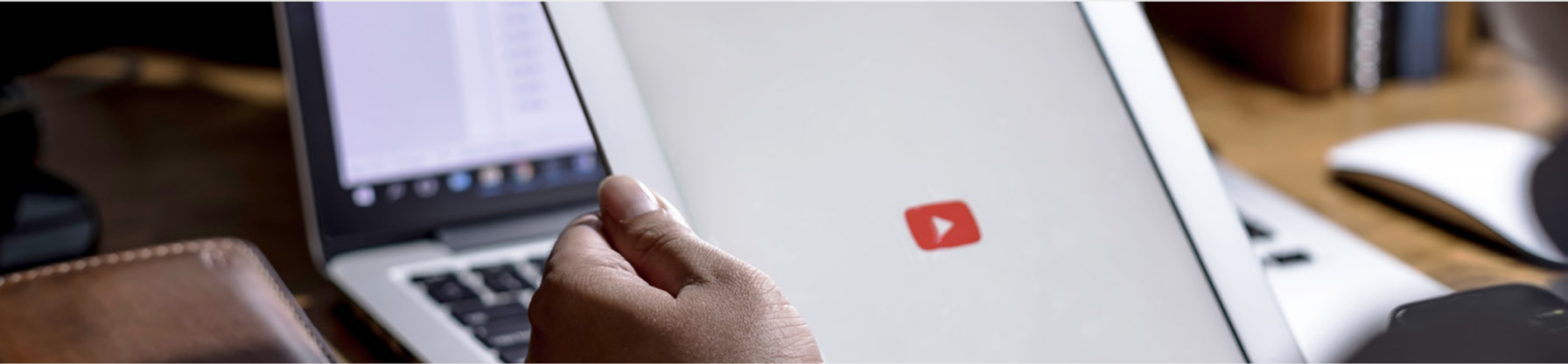
"While some businesses may still go the traditional route of offering sizable binders and packets containing the necessary protocol, it's the training videos that tend to offer more value to employees."

Kyle O'Brien

Video Based Learning (Videos and Interactive Videos)

Video Based Learning is fast becoming a standard piece of online training. This includes its usage in traditional eLearning formats to its extensive usage in the Microlearning based trainings.

In 2019, I see this trend continuing. Equally interesting is the wider adoption of Interactive Videos that overcome the passivity of traditional videos and increase learner engagement manifold through interactivities and assessments.

Another usage of Video Based Learning in 2019 will be through the curation of public domain videos.
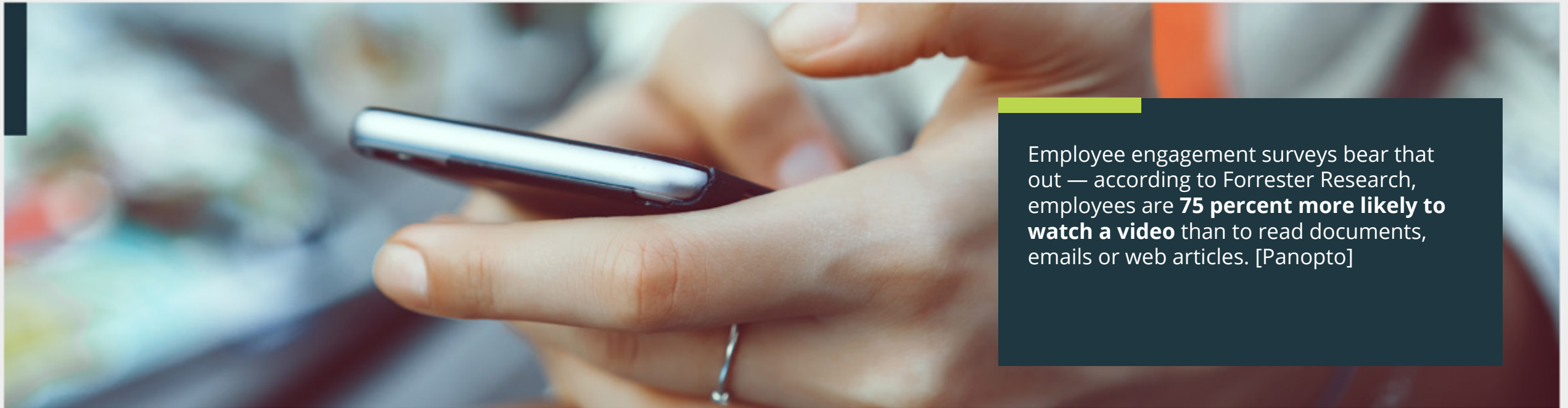
Employee engagement surveys bear that out — according to Forrester Research, employees are **75 percent more likely to watch a video** than to read documents, emails or web articles. [Panopto]

Mobile Apps for Learning

"The students of the future will demand the learning support that is appropriate for their situation or context. Nothing more. Nothing less. And they want it at the moment the need arises. Not sooner. Not later. Mobiles will be a key technology to provide that learning support."

Dr. Marcus Specht

Mobile Apps for Learning

The widespread adoption of Mobile Learning and its updated avatar of Mobile first or Responsive design leads to an important fact that the learning experiences on smartphones must be optimized to the devices. The interactions must mimic the way we use these devices.

Similar to Apps that learners use, Mobile Apps for Learning can provide a very effective strategy for online training. The training can be personalized and updated with ease.

The cost and longer lead time to develop Mobile Apps for Learning have led to its limited adoption. I see this as a very powerful approach; I see it play a significant role in training formats.
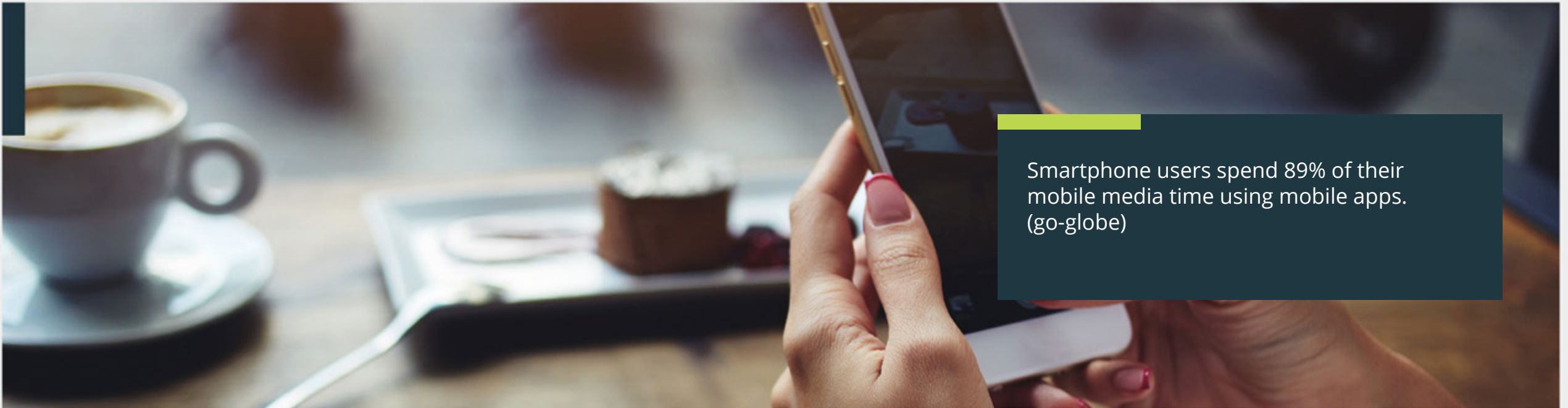
Smartphone users spend 89% of their mobile media time using mobile apps. (go-globe)

"Personalized learning, when done correctly, can finally give unconventional students ownership of their own education."

Cary Kelly

Personalization

Today's learners do not have the patience or the attention span to go through learning that is generic and doesn't map to what they are looking for. This is where Personalization of learning fits in and provides a custom learning path to learners. You can personalize learning based on the learner's role, proficiency, area of interest and so on.

The Microlearning based training approach provides the required granularity to draw up highly personalized learning paths for various learner profiles. Rendered over mobile devices, this approach can provide a highly relevant and personalized learning path to each learner.

This trend is worth a watch in 2019 wherein we will also see the usage of Machine Learning and AI to create more meaningful learning experiences.

The growing importance of delivering a personalised experience online is highlighted in a new Econsultancy and Monetate survey in which 94% of businesses stated that personalisation 'is critical to current and future success.'

"Curation comes up when people realize that it isn't just about information seeking, it's also about synchronizing a community."

Cary Kelly

Curation and User Generated Content

While we may be spoilt for choice on data and information that is easily accessible on the Internet, tagging it and identifying the relevant info is a time-consuming process. Content Curation addresses these pain areas and provides relevant learning resources to users. Learners have the flexibility to opt for the recommended learning path or configure their own version.

Furthermore, the exercise also promotes user participation by encouraging User Generated Content to keep the knowledge base current and relevant. This is not all; Content Curation enables organizations to tap into resources that are available in the public domain, and they do not need to re-create them.

This trend has been on an upswing, and I see a similar traction in 2019. This too will benefit from emerging techniques like AI for learning, Machine Learning and so on to create even more relevant learning paths to the users.

56%

of people surveyed feel that finding quality content is difficult because as the quantity of content increases, the quality seems to decrease. What this means is that content curation is even more important. (CW Team)

Section 3

The trends that organizations must invest on to measure, enhance, and maximize the impact of their training.

- ✅ Learning Engagement Platforms – LXP.

- ✅ Learner Analytics.

- ✅ Big Data-Reporting and Analytics.

Learning Engagement Platforms - LXP

"Every learning platform is now an LXP, so the market is becoming a set of capabilities, not just products."

Josh Bersin

Learning Engagement Platforms - LXP

Learning Engagement Platforms (LXP) provide a highly personalized learning experience to users through learning pathways. In contrast to LMS, the LXPs empower learners to define their learning path—from a set of learning assets featuring varied formats.

Besides facilitating Self-Directed Learning, they encourage learner participation through User Generated Content. They feature Social or Collaborative Learning, inclusive learning, Content Curation and facilitation of User Generated Content. They offer recognition to active participants. They do feature assessments along with badges and certification.

The Learning Experience Platform (LXP) market is growing rapidly. This market is now over $200M in size, growing at over 100% per year, and vendors like Degreed, EdCast, Fuse, CornerstoneOnDemand, SkillSoft, Valamis, and others are jumping in. (Josh Bersin)

Learning Engagement Platforms - LXP

Hence, they are fun, more engaging, and relevant for learners (and they will help learners meet specific learning outcomes).

In the short term (including in 2019), they will co-exist with LMS. Many existing LMS players are already offering the LXP option as an add-on. Then, there are new participants that offer AI based recommendations and aspects like "career pathways" that resonate very well with the learners.

"Some of the developments in learning analytics track the development of the web as a whole — including the use of recommender systems, social network analysis, personalization, and adaptive content."
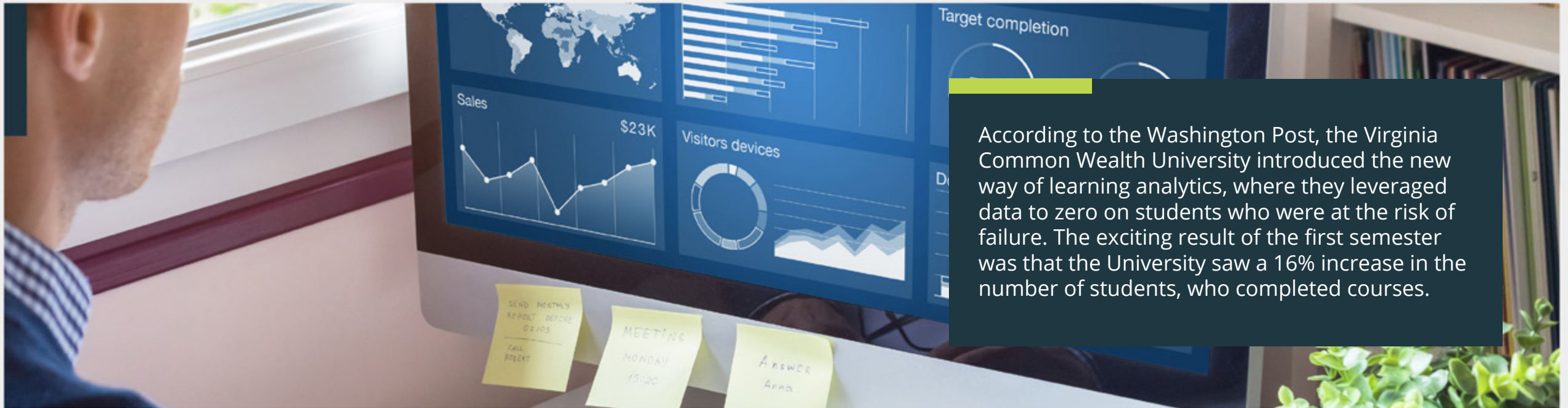
George Siemens

Learner Analytics to Enhance Learning Experiences

2019 will continue to see the usage of Learner Analytics to review learner behavior and what additional measures can be adopted to increase engagement, motivation, and facilitate the application of acquired learning.

A wider adoption of Tin Can API will provide the relevant cues in this endeavor. Furthermore, the usage of c in learning will further facilitate the usage of this analytics to create more relevant and personalized learning experiences.

I see this trend seeing further traction in 2019, resulting in learning designs that appeal to learners and create the required value and ROI that businesses seek.

According to the Washington Post, the Virginia Common Wealth University introduced the new way of learning analytics, where they leveraged data to zero on students who were at the risk of failure. The exciting result of the first semester was that the University saw a 16% increase in the number of students, who completed courses.

"If you torture the data long enough, it will confess."

Ronald Coase

Big Data-Reporting and Analytics and Its Usage in Determination of ROI

Big Data refers to voluminous data that is aggregated from various sources (typically, LMS, LCMS, Learning Portals, and surveys/polling or assessments in the context of eLearning). Given its volume, complexity, and the fact that it is dynamic, there is no tool that can manage and analyze it.

Big Data-Reporting and Analytics refers to the methodology to present the data in formats that are in actionable formats. When processed right, this can give us tremendous insights on how learners learn, the impact of training on skills or behavioral change, and the impact on business and eventually ROI determination.

Big Data-Reporting and Analytics and Its Usage in Determination of ROI

I see an increase in Big Data-Reporting and Analytics in 2019, leading to the further optimization of the training delivery. This analysis can be used to understand learner behavior, the way they want to learn, the learning paths chosen, and how to update the existing training delivery. These cues can then be used to create personalized and more effective learning paths that enable learners to learn, practice, obtain feedback and remediation and so on.

Section 4

Other notable trends to watch out for—the future is here!

- ✅ AR/VR and MR for Immersive Learning.

- ✅ Artificial Intelligence (AI) in Learning.

AR/VR and MR or Immersive Learning

"Virtual reality is a medium, a means by which humans can share ideas and experiences."

Alan B Craig

AR/VR and MR or Immersive Learning

L&D Teams' hunt to evaluate immersive learning strategies is an on-going endeavor. Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR) are acknowledged as superb approaches to provide highly immersive learning experiences for a few years now.

High price and substantial lead time to develop them have been two factors that have limited their wider usage. Also, the use cases that justify the investment and ROI are limited.

171 million

people could be using VR hardware and software worldwide by 2019. (KZero)

AR/VR and MR or Immersive Learning

With main Authoring tool providers like Adobe and Trivantis getting into VR solutions, the price points have dropped. Their design approach also makes it easier to author these learning experiences in a short time. I see further traction on VR solutions in 2019 as these solutions become more affordable and can be offered to supplement the Formal Training.

In my opinion, 2019 will see a wider adoption of AR based training, including Mobile Apps that embed VR features. The use cases will expand to include soft skills training as well as learning to trigger behavioral change.

"Artificial Intelligence, deep learning, machine learning—whatever you're doing if you don't understand it—learn it. Because otherwise you're going to be a dinosaur within 3 years."

Mark Cuban

Artificial Intelligence (AI) in Learning

The usage of Artificial Intelligence (AI) in learning is one trend in 2019 that you should watch out for.

AI can facilitate the creation of highly customized learning paths by analyzing the data it collects. This data can be then used to understand the learner's interest, proficiency, and recommend further learning assets that they may not be aware of. Potentially, personalized learning will not only engage the learner better but help L&D teams gain the impact they seek.
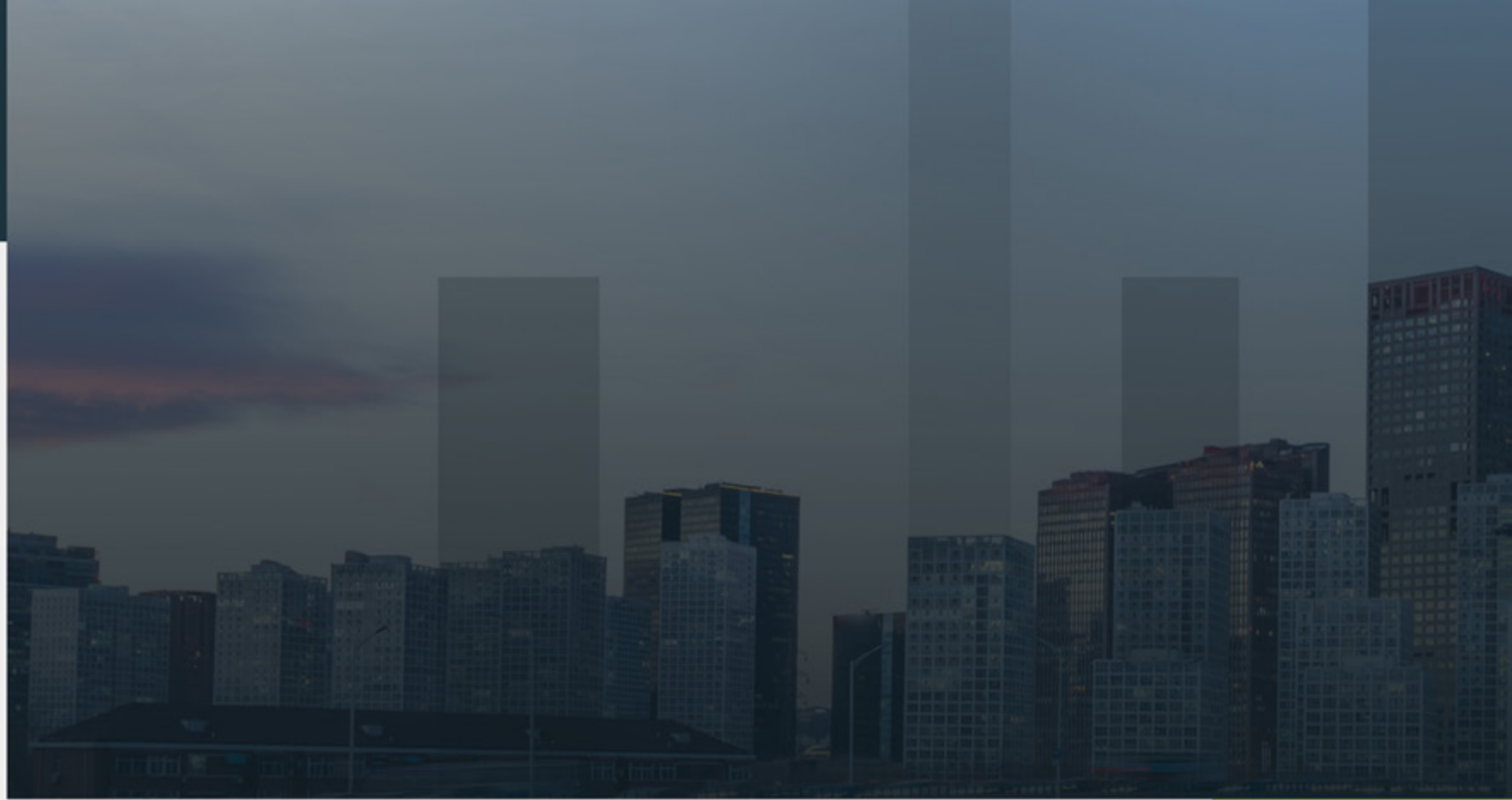
Only 15% of enterprises are using AI as of today, but 31% are expected to add it over the coming 12 months (Adobe).

Summary

I hope this eBook will help you with pointers you can use to enhance your learning strategy. If you have queries on how to create engaged learners by implementing any one of the trends covered here, do contact me.

Read More

- eLearning Trends In 2019: How To Use Them To Enhance Your Learning Strategy
- Updated eLearning Trends In 2018—Featuring 4 Parameters To Help You Select The Right One!
- Free eBook: Video Based Learning For Corporate Training—14 Examples—Including Interactive & Microlearning Videos
- Free eBook: 18 Amazing Microlearning Formats for Employee Training That Will Help You Enhance Your Training Strategy
- Getting Started with Self-Directed Learning (SDL) - Featuring a Case Study
- 10 Awesome Ways to Use Mobile Learning for Employee Training
- Infographic on Top 10 Benefits of Blended Training.
- Infographic on 4 Key Benefits of Social Learning at the Workplace
- Creating Powerful Employee Training With Social Learning - Featuring Microlearning Videos

Looking at adopting new ways to enhance your Learning Strategy? El Design can help you with that and more!

We offer a comprehensive portfolio of services that includes custom online (solutions eLearning and mLearning) and Blended solutions. With a focus on performance gain, we also offer a wide range of Performance Support Tools (just-in-time learning/ job aids). We also have a large Localization practice, covering over 31 global languages.

Our innovative approaches and focus areas include:

- Virtual Reality (new!)
- Microlearning (for both Formal and Informal Learning).
- Learning Portals with Learning Paths.
- Personalized Learning solutions.
- Content Curation solutions.
- Social Learning (Collaborative learning).
- Millennial-centric solutions.
- Approaches to predict, measure, and validate the learnability or the learning effectiveness of online courses.
- Reporting and Analytics.

We use the following strategies to create immersive learning:

- Gamification.
- Videos and Interactive Videos.
- Apps for learning.
- Decision making - complex branching simulations.
- Scenario Based Learning.
- Storytorials.

Contact Us

Stay connected on El Design's social platforms for regular updates.

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