ELEARNINGNEWS ARTICLE

Year 2 - number 24 Wednesday 09 may 2018

eLearning in the age of the sharing economy

Technological evolution has strongly influenced tendencies and training possibilities: what do eLearning and sharing economy have in common?

Technological evolution has strongly influenced trends and training options: from the classical and only possibility of training in the classroom new and useful learning scenarios have opened up. Thanks to eLearning it is now possible to transmit and disseminate knowledge on a large scale, improve the quality of learning, integrate traditional training activities with online modules.

Brandon Hall Group reports that "48% of the surveyed companies use digital tools for their training and learning strategies" and that "43% use eLearning platforms as training tools".
According to this study, the use of eLearning training has some important advantages: compared to classroom training, online learning saves the student from 40% to 60%. The reasons? Training can be performed asynchronously and only when the learner needs it.
However, time savings do not affect the quality of learning. On the contrary, the research shows that eLearning increases "the effectiveness values of training, especially in the maintenance of information and skills acquired in the long term from 25% to 60%, while the retention values of traditional classroom training reach the level of 8-10% ".

What does eLearning and the sharing economy have in common?

By sharing economy, we mean an economic system in which goods or services are shared between private individuals, free or paid, through the Internet. Main point? sharing, contacting, exchanging.
The distinctive character also of eLearning is sociality (think about interaction in learning processes). In eLearning, the learning of the individual is the result of a group learning process mediated by the relationship of the individual with the group that acts as a facilitator in the acquisition of knowledge, skills or attitudes. An example? Communities where anyone can share information and knowledge. Moreover, thanks to videoconference technologies, work at home or in any case remotely (smart working) is possible and increasingly in vogue.

Technology: an key ingredient for the sharing economy

Technology abolishes geographical distances by allowing interaction and sharing of content between strangers. Creating a community develops a link between the users, founded on sociality and the usefulness of the services offered by the platform, that are perceived as advantages.
The result of the combination of eLearning and sharing economy could be a social learning platform that aims to offer reciprocal freedom to share content and direct contact through video chats.

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