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The 6 digital trends of eLearning

The world of digital learning is evolving more and more, introducing new tools and practices: there is a growing need to guarantee cutting-edge learning technologies.

What digital trends should e-Learning professionals adopt?

Things are constantly changing: this is why we must always keep up with the new learning tools that increase with the progress of technological progress.
We must remain constantly updated, thus anticipating changes and incorporating new trends into our profession.

Here are 6 of the most fashionable trends:

1. Artificial Intelligence

Artificial Intelligence is the key to achieving personalized and accurate learning. Thanks to designs based on Artificial Intelligence, we can expect more accurate predictions of our needs as users and students. We could achieve tailor-made learning based on our strengths and weaknesses.

2. Bots

The role of bots in the digital world is becoming more and more relevant. In addition to the huge reduction in customer support costs, bots solve problems of availability, speed and accessibility.
Bots help to make information more accessible, accelerate requests for help and offer a more interactive and supportive learning experience.

3. Stories are the new gamification

Following the footsteps of Snapchat, Instagram and Facebook, stories have the potential to add a personality aspect to the e-Learning experience.

Instead of "gamification", social stories bring clear and instant added value: temporary videos, images or other content with limited duration. This allows publishers to increase engagement rates and offer compelling stories that users can only access during a tight time slot.

4. Reviews and social learning

"Your friends will participate to an event."
If my friends or acquaintances go, it must surely be an event suited to my tastes.

In addition to user-generated content, actions speak loudly. Relying on your friends' opinions as a source of authority to confirm your ideas is a powerful motivational mechanism.

5. Performance aimed at the final result

When it comes to learning practical skills to apply to professional activities, most employers tend to view the learning process as a mean of achieving their goals.
As a digital trend, performance support is growing and paving the way for the development of new technologies such as: sophisticated support tools, intelligent chatbots, and other tools that support / train users.

6. Customizing the content

Custom content has long existed in other environments, for example the marketing world: the newsletter in which the name of the recipient appears in the initial greeting is more likely to receive a positive return. Content customization can really make the difference.

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