ELEARNINGNEWS ARTICLE

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Why are eLearning contents so interesting for students?

In order to best design an online course, it is preferable to know which are the characteristics of the eLearning courses most appreciated by users. Costs? Interactivity? Choice? Here are the main reasons.

In recent years, more and more people have decided to enroll in online courses. Young and old choose this learning mode to acquire new skills or to deepen some of the aspects of their work. In a previous article, we discovered the reasons why employers prefer eLearning. But why is e-learning increasingly successful and its contents are so interesting for students? Here are the main reasons:

1. Motivation is fundamental

E-learning, more than any other type of training, needs to keep motivation of students high, since it develops in a virtual environment. This goal is achieved by using elements such as videos, infographics, animations or an aesthetically pleasing platform. In addition, other components of the online course, such as quiz and tutor feedback, can constantly stimulate students' motivation.

2. The use of visual elements

Although it is necessary to design them accurately, visual content is one of the greatest attractions of eLearning. Video, microlearning, infographics, gif, but also the attractive design immediately attract the interest of students much more than very long textual contents without visual stimuli.

3. Interactive courses

One of the keywords of eLearning is " interactivity". This means that the students can interact directly with the platform, for example, with quizzes and forums. The usually passive study becomes an asset, for example through the so-called Call To Action (CTA) that encourage users to perform a specific action.

4. Constant evaluation

Evaluations are a constant in online courses, through quizzes and periodic tests. These tools, in addition to being essential for monitoring the progress of the student, are also a way to encourage students through real "interactive challenges". Furthermore, this type of evaluation helps the user to consolidate the knowledge learned during the lesson.

5. More choice

If there is a reason that attracts students to eLearning it is the vast choice available. Online courses, in addition to being available often at any time of the year, can incorporate any theme, especially the most innovative and digital ones.

6. Lower cost

Another element to consider is the costs. Obviously, prices tend to be lower than traditional courses, depending on the chosen training path. In any case, undoubtedly there are no related expenses such as, for example, travel to reach the place of study.

7. Flexible hours

The flexibility of eLearning is one of the advantages that most students enjoy. Not everyone, in fact, has working hours that allow them to follow a training course or to move in person. The students of an online course, in fact, can be in any part of the world, without the need to move from the workplace or from home.