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Why it is convenient to personalize learning - 10 Benefits

What are the advantages that can be gained from personalizing eLearning for employee training?

eLearning market is growing more and more all over the world and also mobile learning is gowing with it, as to be part of the supply needed for the organization of training.
The training program proposed in eLearning platforms is always the same, regardless of the student's basic knowledge, role and learning style. In order to fill this gap, it is therefore important to personalize eLearning, thus addressing learnings to a wide and heterogeneous public for better training.

But let's start from the base: what do we mean when we talk about personalized eLearning? Nothing but the personalization of the training program so that it can go to satisfy the specific learning needs of a student.
How can this be done? With which techniques? First of all, the program needs to provide a unique experience for each student, combining its different levels of competence. Furthermore, it must be able to get in tune with the learning styles of all those that approach the eLearning study model.
Regarding the techniques, we must however make a distinction based on the various levels of personalized eLearning. Let's have a close look at this issue.

1- Basic level of personalized eLearning

The personalization techniques belonging to this first level include the possibility to change a font, a theme or a background for a Learning course, and to create a student avatar or a profile, uploading an image.

2- Intermediate level of personalized eLearning

Here you can modify:

- selection of audio
- selection of different formats
- selection of videos vs interactive learning.

3. Advanced level of personalized e-Learning

This level offers a personalized learning path that can be selected depending on the student's role, on his/her local language, on the skills he/she has and the possibility to leave personalized feedback to improve the learning experience.

So, going back to the heart of the question, what are the 10 main advantages of personalizing e-learning? This approach:

1. Helps students to choose the path that best suits them;
2. Offers more interest for students;
3. Shows higher completion rates for the training course;
4. Has a better ROI on spending training;
5. Allows students to set their learning path;
6. Gives students the possibility to set their learning objectives;
7. Allows students to use eLearning content at the pace they decide on;
8. Lets students select the type of learning experience that works best for them (audio, video, language and so on);
9. Gives learners personalized feedback that they can use it recalibrate their progress;
10. Students can use the recommendations to further improve their learning path.

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