ELEARNINGNEWS ARTICLE

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How can big data help e-learning professionals?

It is expected that over 75% of all companies globally will invest in Big Data analysis within the next decade. But how can they help online learning professionals?

Use of big data in digital learning

Big Data come used in numerous sectors, including banking and finance, communication, media and entertainment, health, production and natural resources, government, transport, energy and public services, retail and wholesale trade as well as education, with experts predicting that by Over the next decade, over 75% of all companies globally will invest in Big Data analysis.

What are Big Data?

Big Data are large data sets, too large or complex to be processed by traditional data processing software, which are then analyzed at a computational level in order to reveal patterns, trends and associations related to behavior and interactions human. in digital learning, Big Data is generated by company employees / learners while they take an eLearning course. So when we talk about Big Data in digital training we refer to students' progress, evaluation results, sharing on social media and any other data produced during the course use period.

How will Big Data help eLearning professionals in the company?

The analysis of Big Data will be useful to customize the courses to offer students a much more personalized, effective, engaging and informative learning that will lead to the improvement of business growth and productivity and to more qualified employees. Other advantages for companies that use Big Data include:

1. Improvement of feedback

Analyzing the big data generated by students during the use of online courses allows you to get hold of valuable insights useful to understand how courses can be improved and how they can offer greater value and be more effective for students.

2. Hyper-personalized courses

Personalized learning is a learner-centered digital training strategy that allows for better involvement, assimilation and preservation of knowledge. Using Big Data, eLearning training professionals have a better understanding of how students acquire information, what works for them, what their interests are and what they need. This helps them design more personalized, interesting and engaging courses for students. When the courses are personalized and "tailored", learning is maximized.

3. Tracking of student learning patterns

Big Data will help track every action of a student during the course, from beginning to end. This tracking puts the learning behavior model of each student in the hands of the eLearning professional. When you know a student's behavior in courses, you can offer more engaging courses to improve your skills even more.

4. Provide better knowledge on how learning takes place

Big Data can help digital education professionals to have a more complete view of how learning takes place and understand how each trainee acquires and assimilates knowledge. The more in-depth understanding of professionals, the better the courses they design and the better the students respond to the same courses. This data can even reveal details such as, for example, the preferred learning methods and the time of day that maximizes learning.

I Big Data have already landed in the field of digital learning and it is always better to be pioneers of a trend that revolutionizes a sector, rather than reaching the last to not be excluded.