Meeting the future through online education

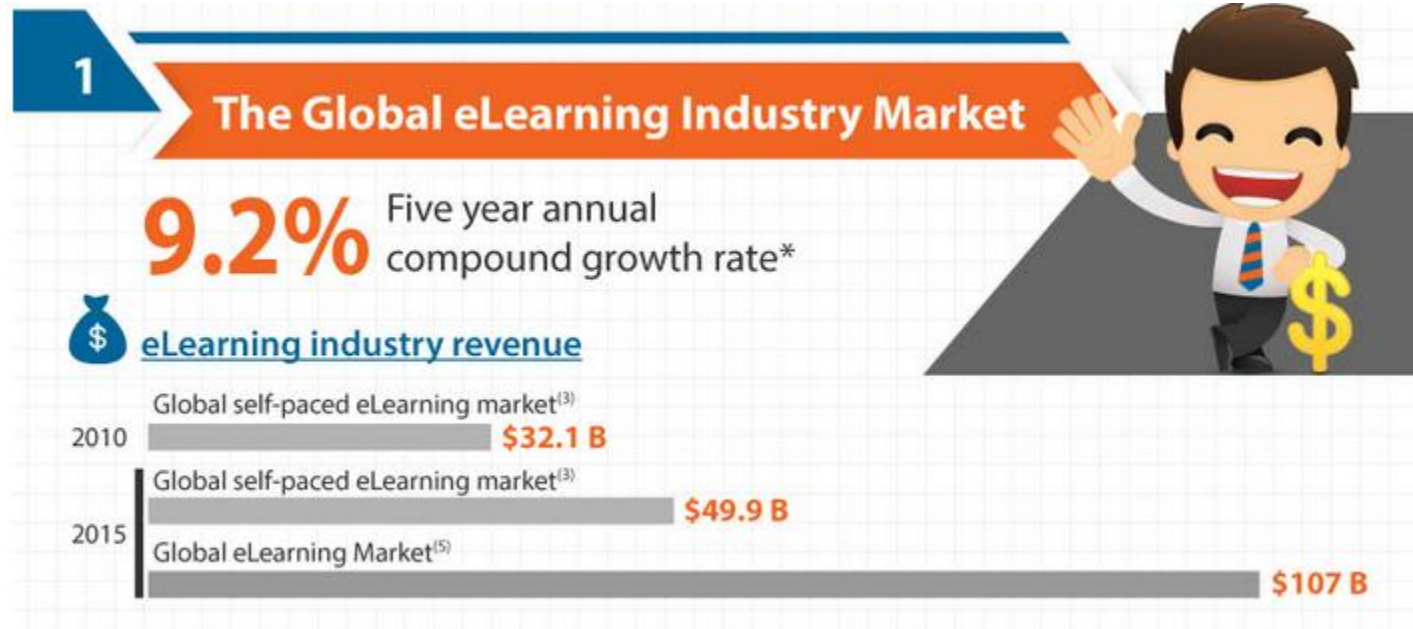| URL	http://weko.wou.edu.my/?action=repository_uri&itemid=540

Wawasan Open University

Meeting the future through Online Education

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Educational Technology & Publishing Unit
15 September 2016

Online Education: Global Scenario

The Global eLearning Industry Market

9.2% Five year annual compound growth rate*

eLearning industry revenue

	Global self-paced eLearning market[3]
2010	$32.1 B

Global self-paced eLearning market[3]

2015	$49.9 B

Global eLearning Market[5] — $107 B

Source: https://elearningindustry.com/elearning-statistics-and-facts-for-2015

Top 10 Growth Rates By Country

Growth rate shows how each country adopts eLearning and is a significant indicator since it can reveal revenue opportunities. The growth rate of self-paced eLearning by country is:[3]

Country	Rank	Growth Rate
India	1	55%
China	2	52%
Malaysia	3	41%
Romania	4	38%
Poland	5	28%
Czech Republic	6	27%
Brazil	7	26%
Indonesia	8	25%
Colombia	9	20%
Ukraine	10	20%

3 Learning Management System Market

LMS is without a doubt, one of the most essential tools of eLearning professionals. As eLearning Industry evolves and grows it would only make sense that LMS market will also follow this trend.

💰 Worth of LMS market

$7.8 B
$4 B
$2.55 B

2013   2015   2018

25.2% Five year annual compound growth rate*

The highest proportion of revenue contribution is expected to be generated in North America.[2]

Mobile Learning Market[7]

4

$5.3 B — 2012

$8.7 B — 2015

$12.2 B — 2017

Worldwide Market for Mobile Learning Products and Services

★ **Top Buyers of Mobile Learning Products and Services**

In 2012: US, Japan, South Korea, China, and India

Expected by 2017: China, US, Indonesia, India, and Brazil.

5 MOOCs in Corporate Training

Currently **8%** of companies use MOOCs, while another **7%** consider to experiment with MOOCs. It is predicted that in the following two years this percentage will rise to **28%**.[4] Examples:

- More than 350 companies cooperate with Coursera and Udacity to identify the best students that would probably make the best possible candidates for relevant jobs. [8]

- Google has already enrolled 80,000 of its employees in Udacity's HTML5 course. [8]

Online Corporate Training

6

The online corporate market is expected to grow by **13%** per year up to 2017.

Today, **77%** of USA companies offer online corporate training to improve the professional development of their employees.[9]

Corporate Training Delivery Methods

According to the 2014 Training Industry Report, a survey including US- based small, medium and large corporations, the training delivery methods for 2014 were as follows:[6]

47% of training hours were delivered by **instructor led classroom only setting- increased by 3%** as compared to previous year.

29.1% of training hours were delivered with **blended learning** methods- **increased by 0.8** as compared to previous year.

28.5% of training hours were delivered via **online or computer based technologies** (no- instructor)- **increased by 2.6%** as compared to previous year.

15% of training hours were delivered via **virtual classroom/webcast only** (instructor from remote location)- **decreased by 1%** as compared to previous year.

4.2% of training hours were delivered via **social learning- increased by 0.9%** as compared to previous year.

1.4% of training hours were delivered via **mobile devices- decreased by 0.5** as compared to previous year.

Learning Technologies

Learning technologies used for 2014 were as follows: [6]

74% of companies currently use **Learning management systems (LMS)** and Virtual classroom/ webcasting/ video broadcasting.

48% of companies currently use **Rapid eLearning Tool** (ppt conversion tool).

33% of companies currently use **Application simulation tool**.

25% of companies currently use **Learning Content Management System**.

21% of companies currently use **Online performance support or knowledge management system**.

18% of companies currently use **Mobile Applications**.

11% of companies currently use **Podcasting**.

eLearning Trends

Gamification

A major part of the elearning industry will be driven by gamification. It is predicted to be a $10 billion industry by 2020.

Video-Based Learning

The usage of video based learning is expected to grow significantly. By 2016, 98% of organisations would implement video as part of their digital learning strategy.

Social Media Learning

According to Deloitte's "Millennial Survey 2014", 75 % of the global workforce will be millennials by 2025 favoring networked learning and learning through social media.

Mobile learning

Video learning

Instructor-led training

e-Learning

Blended Learning

Technavio forecasts the global blended e-learning market to grow at a CAGR of 11.091% during 2014-2019.

Micro Learning

According to a research conducted by Tagoras(2016), 18.1% organisations provide microlearning and 33.3% organisations plan to provide microlearning in the coming 12 months

Augmented Reality

A significant growth is expected from 60 million users to 200 million by 2018. The augmented reality market is projected to generate $120 billion in revenue by 2020.

Big Data and Learner Analytics

69.6% of firms now view Big Data as important or critical to their business success. The big data and learner analytics market is expected to reach $48.6 billion by 2019.

Components of eLearning

Online Course

Learning Environment

Learning process

Supporting Technologies

Dimensions for eLearning

➢ Content Development (use of OER, online resources)

➢ Student Support (Tutoring, content delivery, evaluation, career support, communication, ...)

➢ Learning Management platform (for designing learning...LMS)

➢ Knowledge Managment: eResources – textual, audio, video, animations

➢ Tutor Training (in use of technology for tutoring, communication, evaluation)

Our Priorities…

❖Tutor mediated approach for learner interaction

❖Blended learning modality of instructional delivery

❖Building courses (using platforms for wide spread and large scale delivery)

❖Transition from ODL ➡ Blended ➡ Fully online and Mobile

❖Training of CC and Tutors for online content development and delivery

What we are looking for …

1. LMS to deploy our online courses

2. Authoring tool to create elearning content

3. Communication tool to tutor our learners

4. Multimedia creation tools

5. Evaluation

6. Platform as a holistic package

7. Mobile learning tools

Options for us

1. LMS

   a. Proprietary vs Open Source

   b. Locally hosted vs cloud based

2. Social Media / Peer to Peer Platform

   (*Edmodo / facebook / Whatsapp*)

Facebook in Education ✓
@education

Home
About
Photos
Likes
Videos
Resources
Posts
Notes

Create a Page

Welcome to Edmodo

The safest and easiest way for educators to connect and collaborate with students, parents, and each other.

Create your free account

I'm a Teacher   I'm a Student   I'm a Parent

Join a Group   Login

Financial Implications: Open Source / Free. Costing would be for training of CC / Tutors.

moodle

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MoodleCloud

The sky's the limit for teaching and learning possibilities

Create, customise and control your learning environment with the world's number one learning platform, hosted in the cloud.

GET YOUR MOODLECLOUD SITE NOW.

WhatsApp 4

WhatsApp for Education

ATutor
Learning Management Tools
ATutor LMS   AContent LCMS   ATutorSpaces Hosting

eLearning Authoring Tools

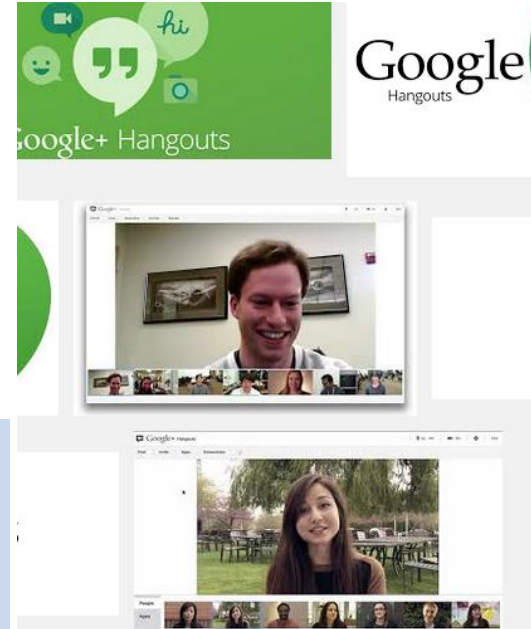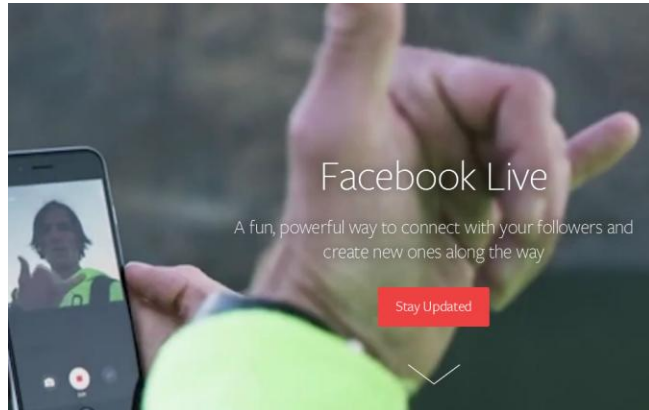| Proprietary		Open Source
• Adobe Captivate • Adobe Edge • Articulate Storyline • Camtasia • Raptivity		• H5P • Adapt Learning • Maquetta • eXe
Financial Implications: AC: USD1500 for a licence. Quite powerful. Used for creative responsive elearning content for various systems including mobile. Camtasia: USD 300 per licence Active Presenter is another powerful and free for non-commercial use. Since we charge fee, so Standard ver is USD 200.		Open source so free, financial implications would be on training the faculty.

Communicating / Interacting with our learners

1. Online Meeting / Conference Applications

   (Adobe Connect / Webex / BBB / WizIQ)

2. Two way audio / Video

   (Facebook live/*Skype / Google Hangouts*)

Multimedia Creation

Audacity: Open Source

Animation: powtoon, plotagon (free and commercial), Blender (FOSS)

Video: Camtasia, Active Presenter, Screen-cast-o-matic (free / licencing $15 P.A.)
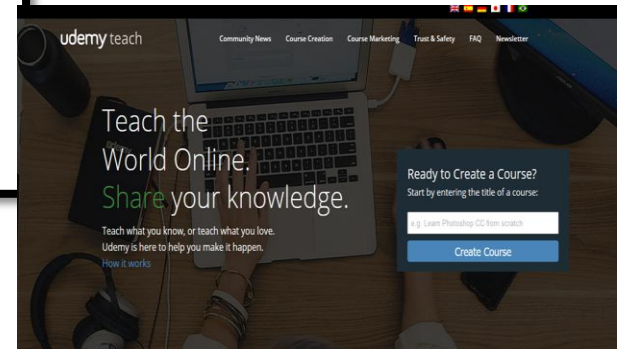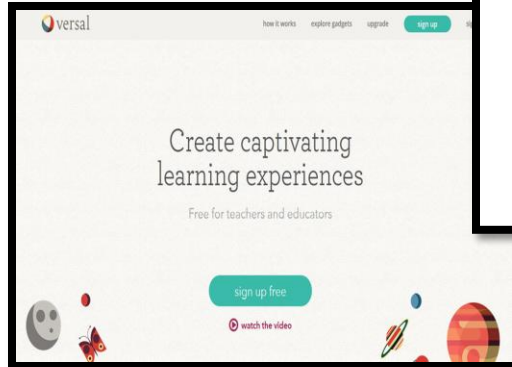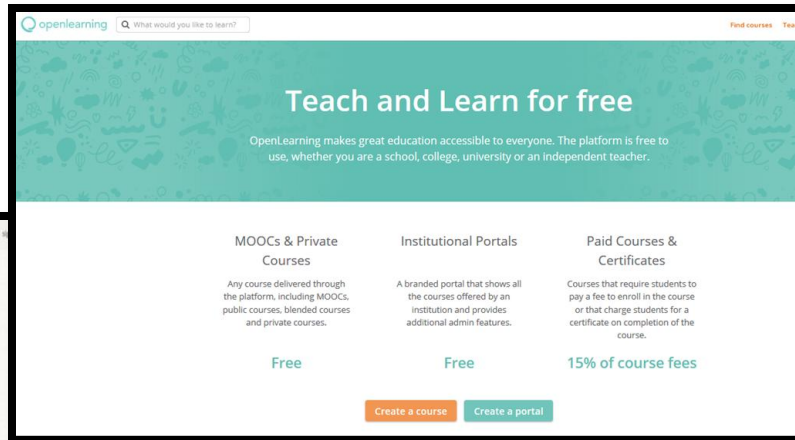
Adobe Creative Cloud

FEATURES	FREE	STANDARD	PROFESSIONAL
Export To Images (PNG, JPEG)	✔	✔	✔
Export To Video (MP4, FLV, AVI, WMV, WebM, MKV)	✔	✔	✔
Export To HTML SlideShow	✘	✔	✔
Export To PDF Document	✘	✔	✔
Export To Microsoft Word	✘	✔	✔
Export To Microsoft Excel	✘	✔	✔
Export To Microsoft PowerPoint	✘	✔	✔
Export To HTML5 Simulation	✘	✘	✔
Import From PowerPoint	✘	✔	✔
Export To SCORM 1.2, SCORM 2004, xAPI (Tin Can API)	✘	✘	✔

Options ...MOOC

MOOCs are free… we must focus on large scale implementation of elearning

OpenLearning (we have edX, Udemy (free version), Coursesite by Blackboard, Versal etc)

So...we need to focus on

1. Mobile Learning (Mobile app development)

2. Cloud based implementation of elearning

3. eLearning Authoring Tool adoption (HTML5)

4. Multimedia (audio and Video resources) for Self Directed Learning: podcasts and vodcasts, Interactive Videos (EdPuzzle)

5. Live Streaming and recording of instructional delivery and in-person mentoring

6. Empowering LMS (Moodle) by integrating relevant plugins

Way Forward …

1. Going online: may be CEMBA and another programme, say from SST

2. Constituting a Team: DVC (Academic), members from QATL, ITS, ETPU, SoE, MARCOM and School involved in concerned programme. This team may meet once in two weeks.

3. Platform: OpenLearning (Govt of Malaysia has supported it, known to be a robust platform, no financial commitment to OpenLearning)

4. Content: to be provided by concerned School

5. Training required: We need to identify target group (may be on the basis of subject expertise and familiarity with ICT) and how many. Training be over by 1st week of December 2016.

6. 1st rollout may be in Jan 2017 and 2nd in July 2017.

eLearning Readiness !

✓Resources

✓Tools

✓Enthusiasm

Thank you!!