

2017 LEARNING AND PERFORMANCE TRENDS

Aptara has compiled the **Top 10 Learning and Performance Trends for 2017**. This year is the year of Transformation, as we look at trending areas that are moving the Learning and Performance Industry forward.



01 Interactive Videos

Interactive Videos is the fastest growing area within learning for 2017. Ericsson Mobility Report forecasts **55%** growth in mobile videos, every year, through 2021. Interactive videos will be used increasingly for performance support and MicroLearning, leveraging video platforms and social learning to deliver interactive learning experiences. With the increase of mobile devices, the demand for videos will surge in 2017.



02 Mobile Learning

Mobile learning continues to grow as a leading trend as technology advances and learners are accessing their mobile phones every nine minutes. Learning content is accessed through mobile devices by approximately **70%** of learners and will continue to grow throughout 2017. Providing access to courses that are multi-device compatible is a high priority for organizations. In 2017 organizations will also see the continued advancement of Responsive Design in Mobile Learning as organizations meet the needs of their mobile workforce.



03 MicroLearning

MicroLearning continues to grow in popularity as people are looking for quicker and just-in-time (JIT) training. Organizations are challenged as Millennials now make up **more than one-in-three** U.S. workers today and are the largest segment of the workforce. Millennials have interest in technology-based solutions that can be accessed on demand to meet their needs. MicroLearning answers the need for quick impactful training and will become increasingly integrated into the workday which will make JIT more relevant. MicroLearning will also continue to be part of blended learning leveraging mobile and video-based delivery.



04 Mobile Apps

Mobile Apps **usage will increase** as a result of the modern learners' needs to access information on the go. Mobile Apps offer additional flexibility to take online courses when learners do not have internet access and can be utilized for formal and informal learning. The benefits include offline and online viewing, popularity with Millennials, good fit to provide pre and post assessments for formal training (online or blended) and use as reinforcements of formal training through videos/examples/scenarios. The most significant advantage is that Mobile Apps provide access to just-in-time information which makes it an effective tool for performance enhancement.



05 Gamification

The Gamification trend has continued to drive the eLearning industry. *As per recent reports by Docebo, the Global Gamification Market will reach **\$7.3 billion** by 2021.* Organizations will invest more in creating gamified learning content with serious games to enhance workforce productivity and performance. Gamification in eLearning motivates learners to perform better. It will continue to be a strong strategy to create high- impact immersive learning. Gamification is also used as a blended solution with Mobile Learning, MicroLearning and Social Learning and will continue to see organizations leveraging its benefits.



06 Collaborative and Social Learning

Social Learning is reemerging as a leading trend that fosters collaborative learning in organizations. The industry has seen an aggressive increase in Social Learning where learners network, collaborate, and exchange ideas. With movement towards **self-driven learning**, users benefit from informal learning and social feedback. No longer are learners limited to basic learning methods but, now have, access to limitless knowledge shareable by Collaborative and Social Learning technology.



07 Learner Analytics

Organizations continue to struggle with learning effectiveness and how to measure the direct impact on performance improvement. As learning effectiveness grows as a trend, **immersive techniques** to measure performance will gain popularity and be leveraged on the course and program levels. Additionally, the focus will shift from organizationally-based measurement to individual learner analytics.



08 Virtual Reality, Augmented Reality and 3D Learning

Adaptive Learning allows users to progress quickly through topics they are familiar with by providing different options for eLearning delivery and adding features such as **3D Learning**. With the advancement of technology, 3D Learning approaches and augmented reality will be part of learning strategies moving forward. The benefits include providing social opportunities for collaborative learning, learning through a real-world practice environment, the ability to simulate the real practice environments, and support for mobile workforces.



09 Personalized Learning

With the trend towards self-driven learning, learners are able to take learning that is personalized based on their learning preferences. It is difficult to develop training to meet every learner's style and learning need. However, with **xAPI and LRS (Learning Record Stores)** organizations can gather more learning data and create personalized learning paths. With the need and increasing trend for Personalized Learning, more LMS vendors will offer xAPI integration in 2017, so organizations will be able to offer more personalized training.



10 Artificial Intelligence and Machine Learning

This trend is starting to emerge and the industry will begin to see more developments in Artificial Intelligence (AI) throughout 2017. **Machine Learning is a type of AI** that provides computers with the ability to learn without being explicitly programmed. Machine Learning focuses on the development of computer programs that can change when exposed to new data. Machine Learning and algorithms can be leveraged to help improve learning from data without human intervention. AI is being used in classroom training and is the next wave of learning innovation.

Disclaimer: Information provided within this document is a culmination of industry statics/information and Aptara Subject Matter Expertise.