



The Northeast Regional Center for Rural Development

What's Hot in eLearning? (and why you should care)

Mary Peabody
Associate Director, NERCRD





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Generation Name Birth years	Ages in 2009	% of total adult population	% of internet- using population
Gen Y (Millennials) Born 1977-90	Ages 18-32	26%	30%
Gen X Born 1965-76	Ages 33-44	20%	23%
Younger Boomers Born 1955-64	Ages 45-54	20%	22%
Older Boomers Born 1946-54	Ages 55-63	13%	13%
Silents Born 1937-45	Ages 64-72	9%	7%
G.I. Gen Born 1936 and earlier	Age 73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is $\pm 2\%$. N=1,650 total internet users, and margin of error is $\pm 3\%$.



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Who's Online?

- Over half of the adult internet population between 18-44 years old
- Larger percentages of older generations are online now and they are doing more activities online
- The biggest increase in internet use since 2005 can be seen in the 70-75 year-old age group (45% of that population is online)



Source: The Pew Research Center's Internet and American Life Project Nov 30 – Dec 27, 2009 Tracking Survey . <http://pewinternet.org/Static-Pages/Trend-Data/Whos-Online.aspx>



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What are we doing online?

- Sharing photos and family news
- Health questions
- Religious info
- Government &
Education websites
- Shopping
- Banking



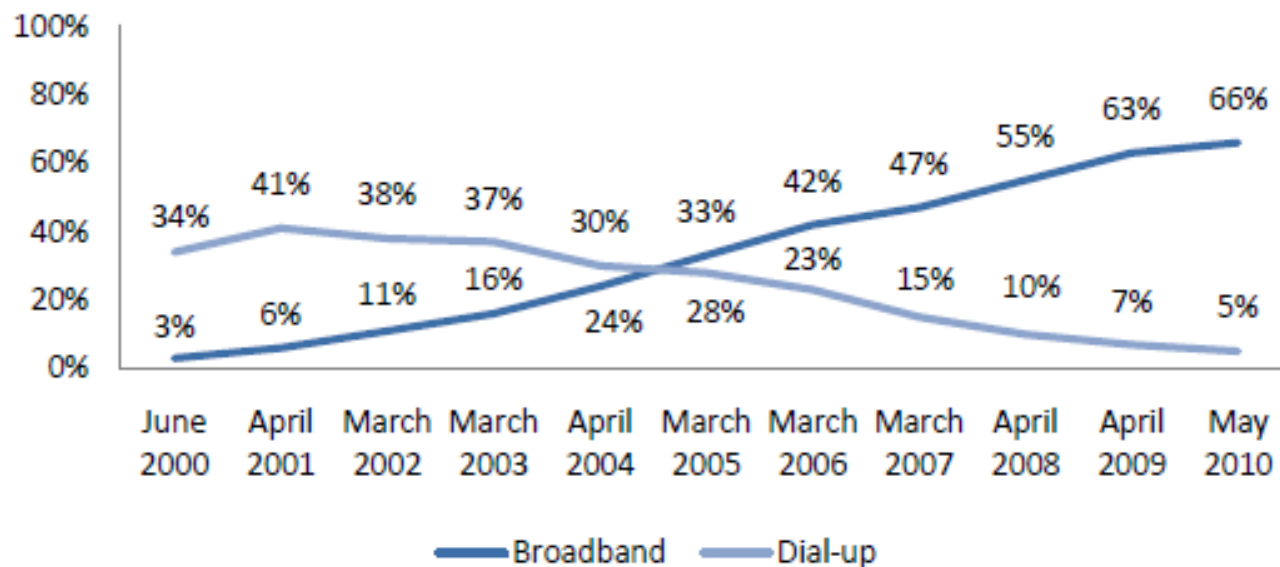


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Access Issues

Broadband and Dial-up Adoption, 2000-2010

% of American adults who access the internet via dial-up or broadband, over time.



Source: Pew Internet & American Life Project surveys.

Reaching learners in a meaningful way

Lecture

Reading

Audio-Visual

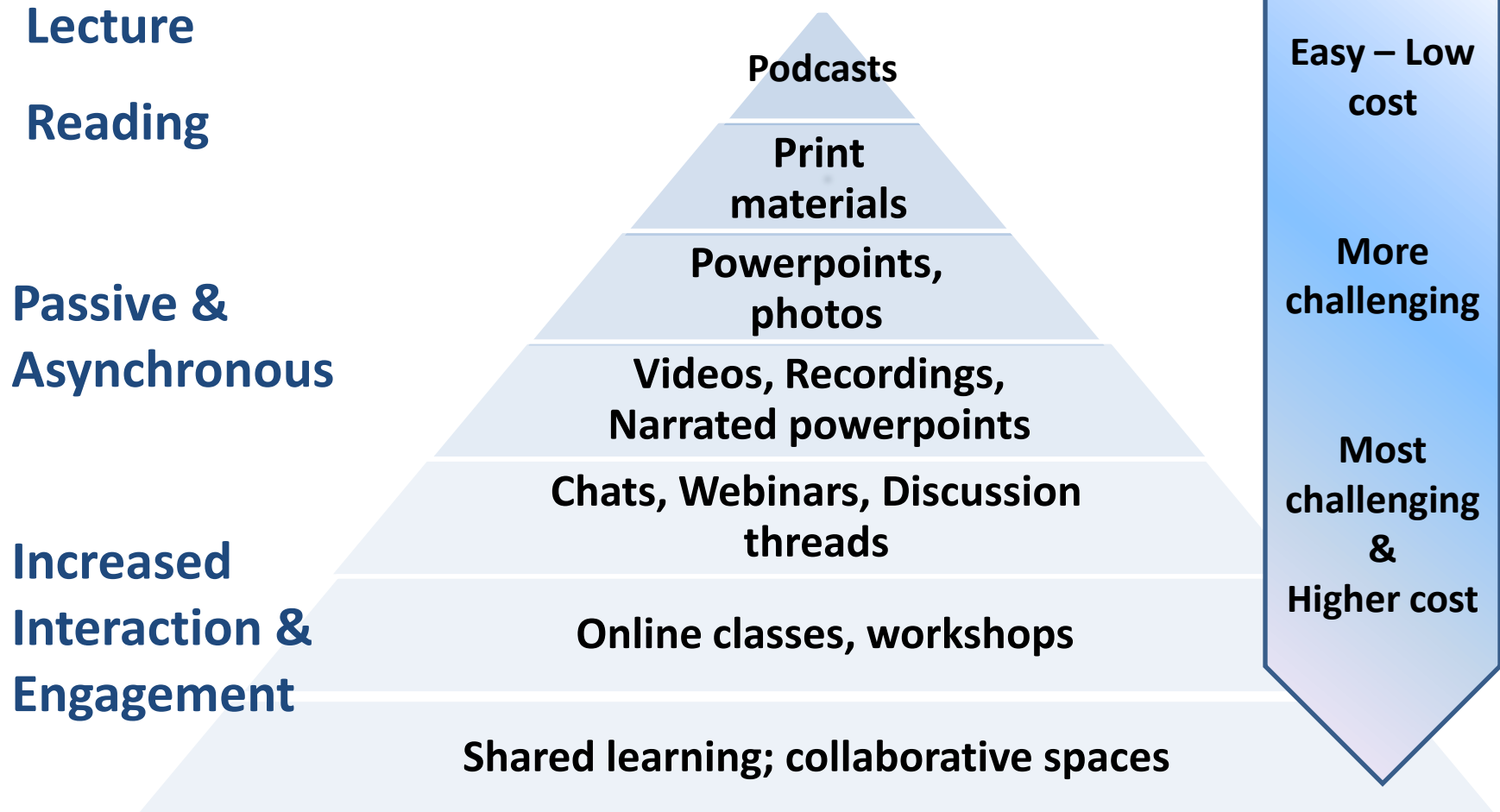
Demonstration

Discussion

Practice by doing

Teach Others/Immediate Use

Options in eLearning



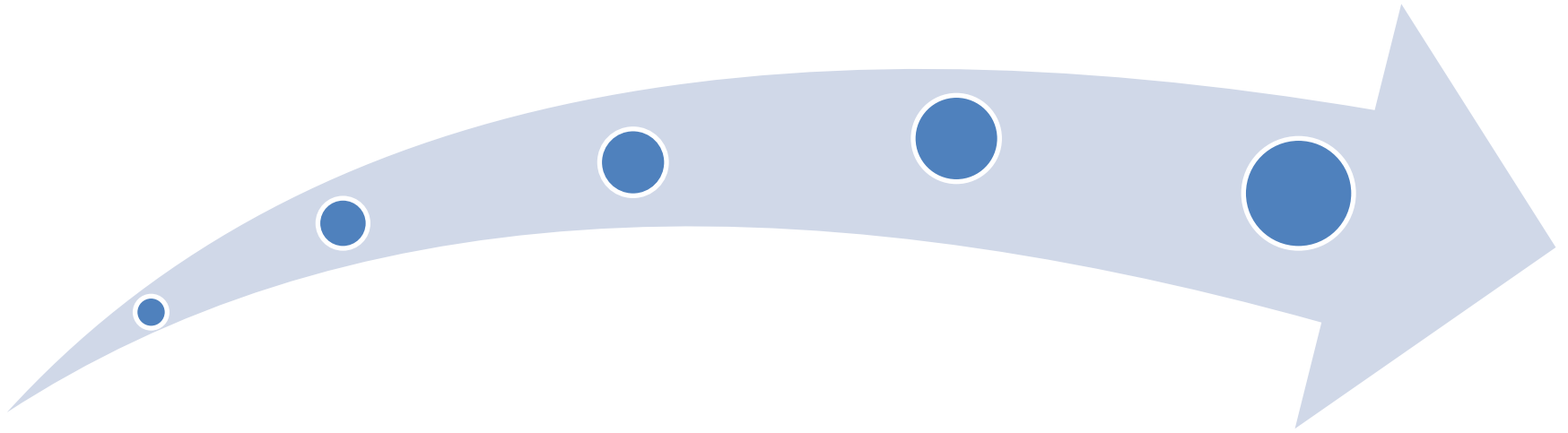
Your eLearning Toolbox

- Podcasts/Vodcasts
- Printed factsheets
- Webinars/Online meeting spaces
- Listservs, Blogs
- Social Media sites – Facebook, Twitter, etc.
- Integrated elearning platforms – Blackboard, Moodle, WebCT
- Collaborative worksites – GoogleWave, Wikis, Drupal, etc.
- eXtension





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What is the information that you need to provide?

How can participants practice & demonstrate they understand?

What are the learning objectives?

What is the most appropriate communication tool for that information?

Can [How will] progress be measured?

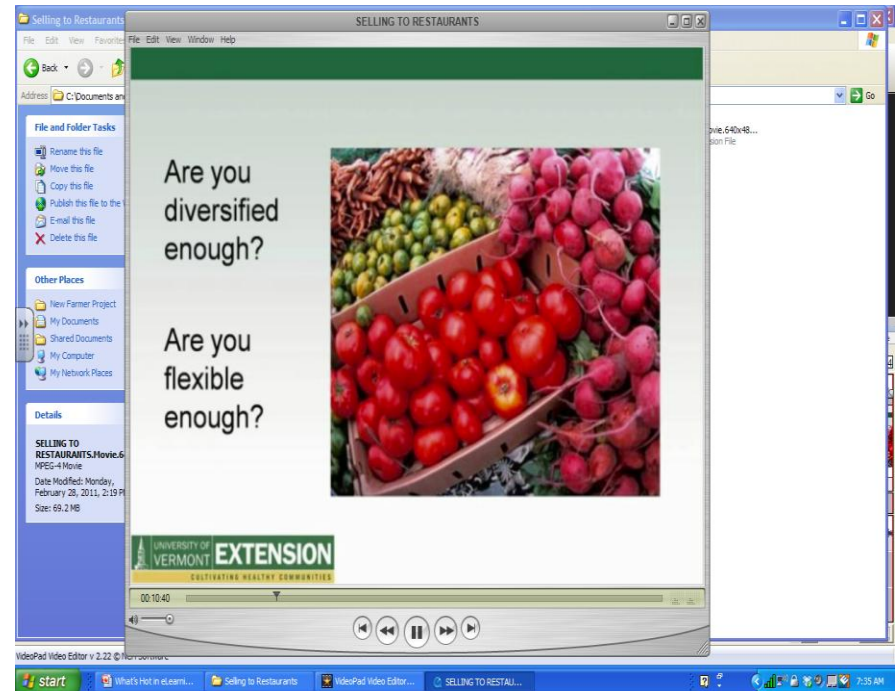
Tips for successful eLearning



- Select an appropriate topic
- Identify the target audience
 - What's their tech IQ?
 - How motivated are they?
 - What is their access to the internet?
 - How much time/\$\$ are they likely to spend to acquire this information?
- Match the tool to the topic and the audience

Sometimes the Best Option is a Hybrid

- Consider combining two or more platforms
- Mixing F2F with an online component
- Blending synchronous with asynchronous





Tips, Strategies, Lessons' Learned

- Don't let the technology get in the way of the learning
- Do integrate as much interaction as possible
- Plan ahead
- Develop a more 'visual' presentation style
- Start and end on time
- Be professional but not rigid

Challenges

- Creating a class 'culture'
- The number of different platforms, os, connection speeds
- Requires a certain level of literacy
- Competing with other responsibilities
- 24/7 education opportunity
- Evaluation



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Questions/Comments