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

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<table>
<thead>
<tr>
<th>Generation Name</th>
<th>Ages in 2009</th>
<th>% of total adult population</th>
<th>% of internet-using population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y (Millennials)</td>
<td>Ages 18-32</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Born 1977-90</td>
<td></td>
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</tr>
<tr>
<td>Gen X</td>
<td>Ages 33-44</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>Born 1965-76</td>
<td></td>
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</tr>
<tr>
<td>Younger Boomers</td>
<td>Ages 45-54</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Born 1955-64</td>
<td></td>
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</tr>
<tr>
<td>Older Boomers</td>
<td>Ages 55-63</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Born 1946-54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silents</td>
<td>Ages 64-72</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Born 1937-45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G.I. Gen</td>
<td>Age 73+</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Born 1936 and earlier</td>
<td></td>
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</tbody>
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Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is ±2%. N=1,650 total internet users, and margin of error is ±3%.
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)

What are we doing online?

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

- Lecture
- Reading
- Passive & Asynchronous
- Increased Interaction & Engagement

Podcasts
Print materials
Powerpoints, photos
Videos, Recordings, Narrated powerpoints
Chats, Webinars, Discussion threads
Online classes, workshops
Shared learning; collaborative spaces

Easy – Low cost
More challenging
Most challenging & Higher cost
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
What are the learning objectives?

What is the information that you need to provide?

What is the most appropriate communication tool for that information?

How can participants practice & demonstrate they understand?

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
Questions/Comments