



eLearning

TRENDS

to watch in 2023



Ever notice that you can't spell "instructional design" without "T-R-E-N-D?"

You really can't! Trust us, we've tried!

While some trends may seem like a bit of fluff 'n' stuff that aren't here to stay, many of the instructional design trends we've been following are proven to be effective and groundbreaking in the field.

So, let's get trendy! Here's a list of some instructional design trends we're keeping our eye on in 2023 and beyond!



The worldwide eLearning market is projected to be worth \$325 Billion in 2025, compared to \$107 Billion in 2015. It's nearly doubled in a decade!*



* GLOBAL INDUSTRY ANALYSTS AND RESEARCH AND MARKETS

GAMIFICATION



\$30.7 BILLION



The global value of the gamification market is expected to reach \$30.7 Billion by 2025, compared to a value of \$9.1 Billion in 2020. That's a 27.4% growth rate! *

Gamification is simple— be the first one to claim the Iron Throne as yours before the White Walkers attack. Wait...that's Game of Thrones. Sorry.

Gamification is when you take a standard eLearning course and make it, well, like a game! That means adding elements like badges, avatars, rewards, and leaderboards. The main idea is to make the process of learning as entertaining and engaging as possible for your learner. Trust us, it will keep them coming back for more!

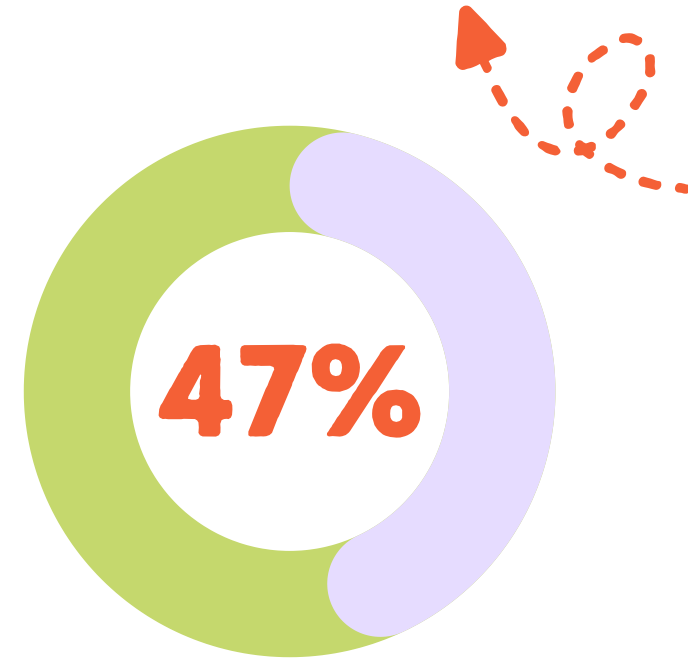
Learner prioritization is all about personalizing learning for your specific learner and their specific needs rather than expecting one methodology to work for a large swath of people. In other words, it's personalized, adaptive learning. You want to build your eLearning and training around your learner so that it's tailored to them specifically.

If you're wondering how that's possible, that's where artificial intelligence comes in. New and developing technologies have made it possible for programs to be built in accordance with the way learners engage with information and what works most effectively for them.

Additionally, AI has made it possible to determine a learner's current knowledge and tailor the eLearning course accordingly. While it's a tall order to tailor an entire course to personalized needs, it's definitely doable where quizzes, tests, or case scenarios are involved. For example, if a learner is stuck halfway through a quiz, you'd be able to provide a helpful hint.

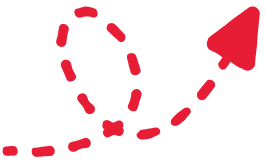
The bottom line is, all people, whether they're a learner or not, like to feel that they're receiving a personalized experience when interacting with a business. Instructional design is no exception!

LEARNER PRIORITIZATION & PERSONALIZATION



By 2024, it is expected that 47% of LMS tools will be enabled by AI capabilities.*

MOBILE LEARNING



\$155.8 BILLION



The mobile learning market is expected to reach a worth of \$155.8 Billion by 2026 from only \$42.2 Billion in 2021.*

*THE BUSINESS RESEARCH COMPANY

More and more, eLearning is going the way of mobile learning so that learners can learn just about anywhere! The more accessibility you can offer your learners-on-the-go, the better. Just about everyone has a cell phone and/or tablet these days, and let's face it, we're all glued to them. It's more convenient and way more interactive!

It's been proven time and time again that social learning is a highly effective tool and one that most learners prefer! When we talk about "social learning," we're talking about peer-to-peer review, chatrooms, collaboration, and just generally learning as a connected network of people rather than as an individual. With social learning, learners can expect more feedback on their work from their peers, as well as a greater sense of camaraderie and teamwork.

Incorporating elements of social learning into your course design is a cool way to break down this concept of eLearning as this super solitary, computer-based, all-virtual, non-communal way of learning. The truth is, the two concepts can be bridged really seamlessly. Plus, it's a great option for observational learners!

SOCIAL LEARNING



Social learning has a 75:1 ROI ratio in comparison to formal web-based training.*

SCENARIO- BASED LEARNING



In 2015, the median organization incorporated scenario-based learning in between 1 and 20 percent of its talent development programs. As of 2021, the median organization uses scenario-based learning in between 41 and 60 percent of its talent development programs.*

Scenario-based learning, or case study learning, is something you may already be integrating into your course designs. Case studies are real-life examples that create immediate, practical meaning to learners and are a tried and true methodology across the industry.

Anything you can do to make your content more tangible and relatable to the learner is a huge bonus. They're going to understand what you're teaching on a deeper level and retain it better than they would otherwise. Much like some of the other trends we've discussed so far, it's active and immersive and helps cultivate problem-solving skills in your learners. If you can personalize it to your specific learners or client, well, that's even better!

Microlearning is a learning process that's been around for a while but is always on trend! With microlearning, the emphasis is on breaking down a problem into smaller parts and then finding a solution to each of those smaller parts individually rather than as a whole.

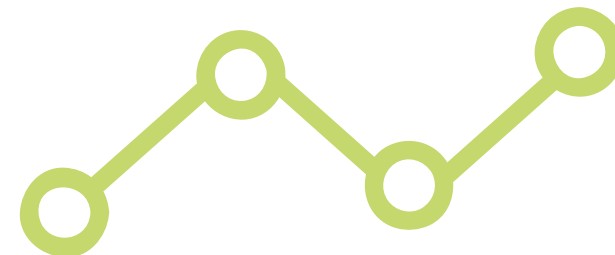
Pretend I have a giant chocolate chip cookie and I'm offering it to you on a platter (dream scenario). You could try to shove the entire cookie into your mouth at once. I mean, we've done that. But, it's much simpler, to break the cookie into pieces and digest it one bite at a time! That's basically what microlearning is, but less delicious.

Plus, it's way more efficient and easier for the learner to focus on given that it's happening in small chunks of time. It's much easier to learn when you're doing it 10 minutes at a time versus an hour-long session. It's all about compartmentalization, easy consumption, and increased retention!

MICRO- LEARNING



\$5.6 BILLION



**In 2021, the
microlearning market
was valued at \$1.9 Billion
and is expected to reach
\$5.6 Billion by 2030.***

VR AND AUGMENTED REALITY



23.8%

The global eLearning Virtual Reality market is projected to reach USD \$300.3 Million by 2028! In 2021 it was at \$65 Million. That's a compound annual growth rate of 23.8%.*

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*EMERGEN RESEARCH

VR, or virtual reality, is something that's been gaining speed in the instructional design world for a while now, and it's only going to continue getting more and more popular as advances in technology make it more widely accessible. While it's not currently accessible to just anyone (you need fancy schmancy equipment), it's not a bad idea to familiarize yourself with it a bit so you can be prepared for future application of the technology! VR elements in your eLearning course could be anything from going "on a field trip" to a medical training simulation or sitting in a three dimensional computer-generated classroom. It's all about making the experience as real and immersive as possible!

Augmented Reality is a bit different in that it's not a fully immersive, completely computer-generated environment. AR is when you bring interactive elements into a real world environment.

It's a bit more accessible than VR to your average instructional designer, but still a ways off in terms of being widely accessible. However, like VR, it's the future of eLearning and a concept you should familiarize yourself with so you're prepared when it goes mainstream. An example of an AR component in a course might be, the ability to learn how a particular tool works right in your own office— spin it around, look at it up close, practically hold it! Pretty cool stuff.

Repeat after us— data is your friend! Harness that raw power by collecting and studying data from your eLearning courses to get a better idea of what does or doesn't work with your learners!

Are they completing the course in a linear way or jumping around? Are your learners getting stuck on one concept in particular? Do they seem to have a favorite element? Clear strengths or weaknesses?

The better you understand your learners' behavioral patterns and preferences, the stronger your future courses will be. Remember, there's always room for growth and as an instructional designer, you're a forever learner yourself!

ANALYZE THE DATA



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It is a capital mistake to theorize before one has data.

-Sherlock Holmes

CONTENT CURATION



\$2.43 BILLION

The global content curation market was estimated to be worth U.S. \$525 Million in 2018 and is expected to reach U.S. \$2.43 Billion by 2027!*

TMI is a very real thing. Whether you're dumping a ton of irrelevant information on your learners or your Uncle Chuck is telling you weird stories about his checkered past, too much information is never a good thing.

Learners simply cannot learn effectively when they have too much information on a particular subject matter put in front of them. All the time that could be spent learning is just wasted sorting through a mountain of content.

Instead, find a way to select, curate, and present only relevant information to your learner in a more organized and intentional way. There are a few steps you can take to ensure that you're not info dumping on your learners.

Curate you information from multiple sources, don't just aggregate! Be sure that the content you curate is from sources you trust and that the information is valuable to both your learners' needs and method of consumption. We all know there's a ton of information readily available on the internet, but be sure the data you source is credible— always fact check! Summon your inner Fox Mulder and trust no one.

You'll also want to be sure that you're adding value to your curated content by contextualizing any information that you pass along to the learner. Be sure to add comments, citations, or a simplified summarization to the original content. And don't be shy to ask for your learners' feedback either! Their (hopefully) constructive criticism will only make you better at your job!



FINAL THOUGHTS

Phew, ok! Those are just some instructional design trends that we're keep our eye on this year. We strongly recommend incorporating at least some of these into your rotation of tried and true ID tools. Of course, there's no telling what new trends may pop up next. We've personally got our fingers crossed for smell-o-vision and motivational Jeff Goldblum holograms!

Go Forth and Be Trendy!

(BUT NOT TOO TRENDY.)