

Future Trends of Blended Learning in Workplace Learning Settings across Different Cultures

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Blended learning Study: Introduction

- The growing importance of blended learning in workplace learning internationally (Bonk & Graham, 2006; Rossett & Frazee, 2006)
- Confusions about blended learning exists (eLearning Guild, 2003)
 - What does blended learning really mean?
 - What are optimal blends?
 - How blended learning should be evaluated?

Purpose of the Study

- To explore current state and future trends in blended learning in workplace settings on a global scale.

Research Questions

- How blended learning is being perceived and practiced in workplace learning settings today?
- How is blended learning expected to be perceived and practiced in the next few years?
- Are there cross-cultural differences in the current status and future trends of blended learning? If so, what are the differences?

Precursors to this Study

“Online Training in the Online World”
(2001-2002)

“Surveying the future of workplace e-learning: *The rise of blending, interactivity, and authentic learning*”
(2003-2004)

“The Future of Blended Learning in Corporate and Other Training Settings: An International Study”
(2005-2006)

Methods: The Survey Instrument

- 31 multiple-choice and open-ended questions regarding:
 - Respondents' demographic information
 - Questions about the current status of blended learning in respondents' organization
 - Questions about future predictions of blended learning
- Online survey using “SurveyShare” (www.surveymshare.com)

Methods: The Survey Study

- Message was sent out electronically (i.e., e-mail, forum posts) to invite target groups to the online survey site.
- Respondents took the online survey in their native language (i.e., simplified & traditional Chinese, English, and Korean) and their responses were anonymous.

Methods: Survey Respondents

- Target:
 - Training/HRD (human resource development) professionals who belonged to professional organizations, discussion forums, or listservs on HRD, e-learning, or blended learning.

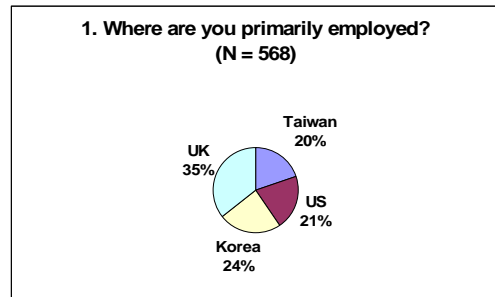
Methods: Survey Respondents

- Respondents: ($N = 568$)
 - Employed in various types of organization (e.g., government, business, not-for-profit)
 - From four different countries.
 - South Korea
 - Taiwan
 - United Kingdom
 - United States
 - (also surveying China and Thailand)

Tool Used was SurveyShare.

Take Survey

Respondent Demographics



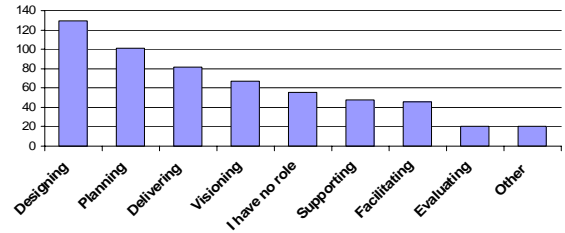
Gender of Respondents

2. Please indicate your gender:



Respondents' Roles in Blended Learning

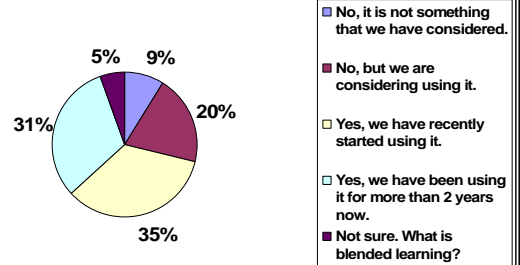
6. What is your role in blended learning in your organization?



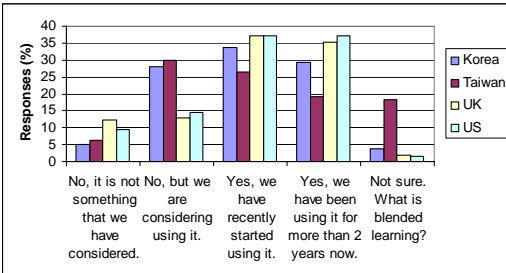
Findings I: Current State of Blended Learning

Are you Using Blended?

7. Is your organization using blended learning as part of its employee training? (US, UK, Korea, Taiwan)

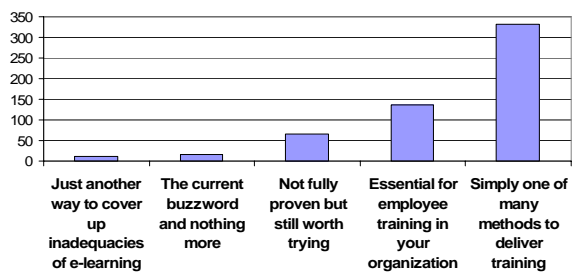


Are You Using Blended? – cont.



Respondents' Views of Blended Learning?

Blended Learning Best Represents (US, UK, Korea, Taiwan)



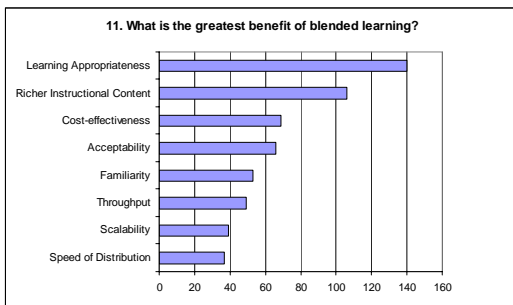
How do They Blend?



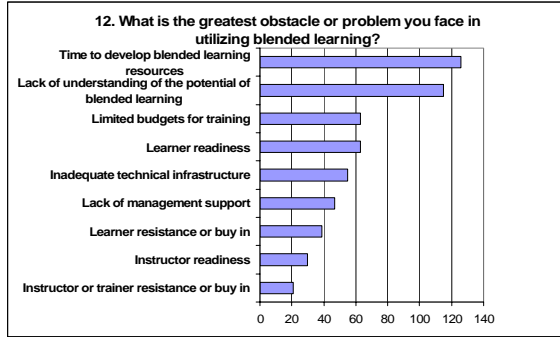
Why skills are taught in blended courses?



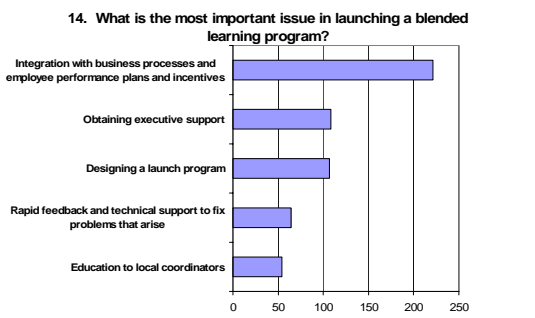
Greatest Benefit: Why do blended?



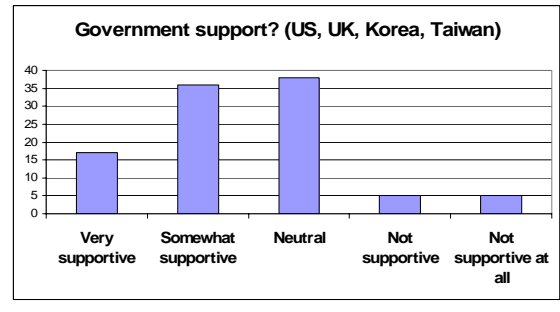
Greatest Obstacles to Blended



Most Important Issue in Launching Blended Program

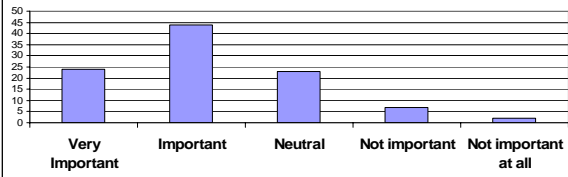


Is the Government of Your Country Supportive of BL?



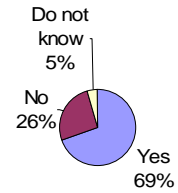
How important is Blended Learning?

27. How important is BL to strategic planning of your organization? (US, UK, Korea, Taiwan)



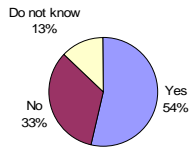
Strategic Planning for Blended Learning

16-a. Does your organization have a strategic plan for training and development?



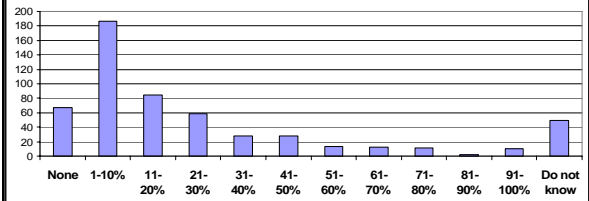
Strategic Planning for Blended Learning – Cont.

16-f. If you have a plan, does it address blended learning?



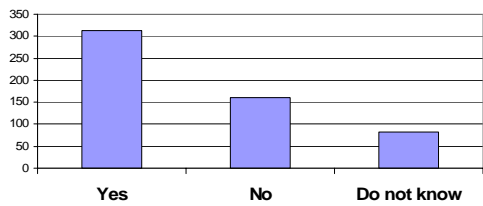
Percent Currently Blended

Percent Currently Blended (US, UK, Korea, Taiwan)



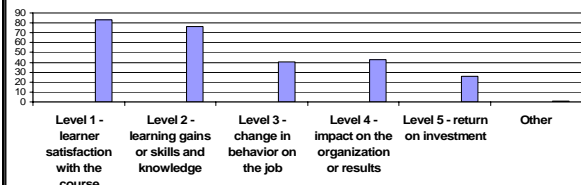
Evaluating the Quality of Blended Courses

17. Does organization evaluate the quality of BL (US, UK, Korea, Taiwan)



Evaluate at what level?

If you evaluate blended learning, at what level?



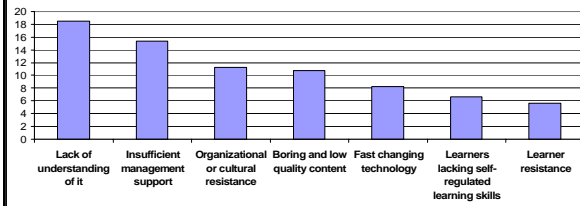
Key Drivers of Blended Learning

13. What are the key drivers of blended learning in your organization? (check all that apply)



Most Significant Issue or Problem with Blended Learning?

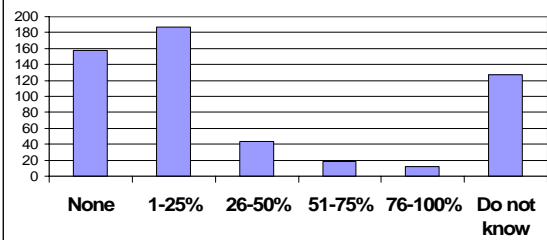
What is the most significant blended learning issue or problem that must be addressed?



Findings II: The future State of Blended Learning

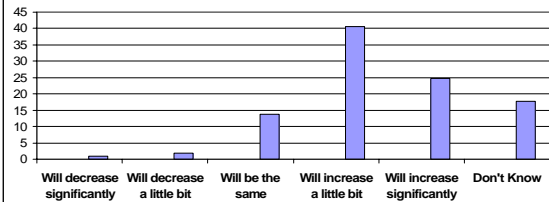
Current Spending on Blended Learning

20. Percent of 2004/2005 were spent on blended? (US, UK, Korea, Taiwan)

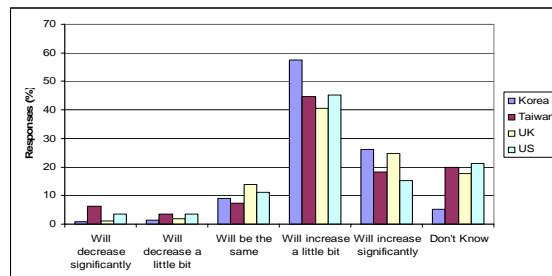


Will Spending on Blended Learning Change?

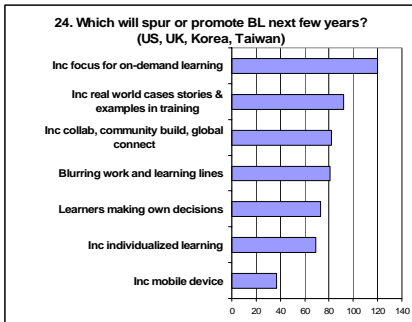
How will your organizations spending on blended learning change over the next few years.



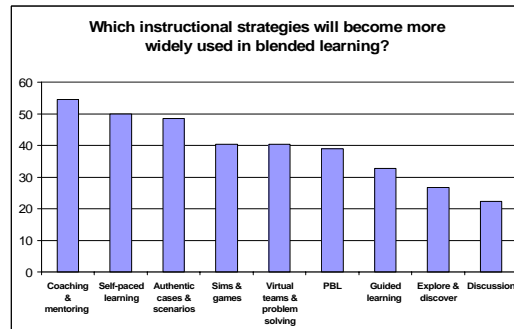
Will Spending on Blended Learning Change? – Cont.



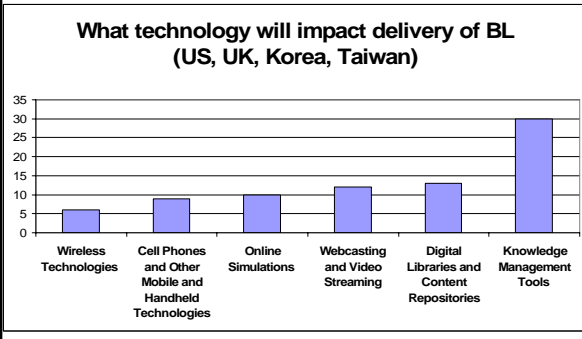
What will Spur the Use of Blended Learning?



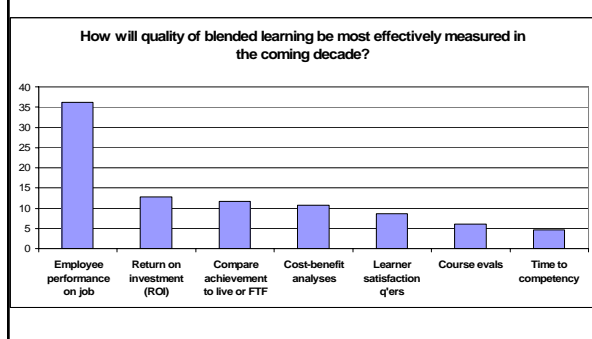
Emerging Instructional Strategies for Blended Learning



Emerging Technologies for Blended Learning?



How to Measure the Quality of Blended Courses?



Discussion

- Expectations on the increase in the use of blended learning across countries
- Practitioners facing several barriers to implementing blended learning in their organizations
- A pressing need to provide HRD professionals with guidance on how to implement blended learning

References

- Bonk, C. J., & Graham, C. R. (Eds.) (2006). *The handbook of blended learning: Global perspectives, local designs*. San Francisco, CA: Pfeiffer Publishing.
- eLearning Guild. (2003). *The blended learning best practices survey*. Santa Rosa, CA: The eLearning Guild.
- Rossett, A., & Frazee, R. V. (2006). *Blended learning opportunities*. New York, NY: American Management Association.