

The Future of Blended Learning in corporate and Other Training Settings in Korea

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Purpose of Overall Research Initiative

(Bonk, Kim, Zeng, Tang, Son, Oh, & Cheng, 2006)

To explore current state and future trends in blended learning in workplace settings on a global scale (see Bonk & Graham, 2006; Rossett & Frazee, 2006)



E-Learn conference, 2006

Research Part of a Series of Studies

1. "Online training in the Online World" (2001-2002)
2. "Surveying the future of workplace e-learning: *The rise of blending, interactivity, and authentic learning*" (2003-2004)
3. "The Survey of Current and Future Status of Blended Learning: An International Study" (2005-2006)



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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)

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Purpose of Study

- ⌘ To explore the current and future trends of blended learning in Korea corporations

Definition of Blended learning

Combination of face-to-face training and online learning



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Introduction

- ⌘ Strong support from government given on corporate e-learning in Korea
- ⌘ Increasing interests of blended learning in Korean corporations (e.g. leadership programs from major corporations)
- ⌘ Potential of blended learning recognized, but minimal known about the resulting learning differences among different learning models
- ⌘ Guidance on the effective and efficient methods for delivering blended learning needed

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Methods: Survey Respondents

☞ Target Group:

- ☑ Training/HRD (human resource development)/e-learning specialists who belong to professional organizations, online communities or listservs on HRD, e-learning, or blended learning.



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Methods: Survey Respondents

☞ Respondents: (N = 136)

- ☑ Employed in various types of organization (e.g., government, business, not-for-profit)



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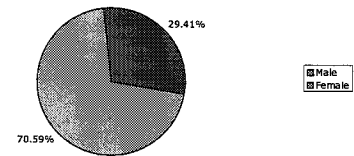
Findings – Demographics

- ☞ Location: mostly in Korea (97.8%)
- ☞ Gender: M (71%), F (29%)
- ☞ The primary industries of organizations: education, industrial/manufacturing and information technology.
- ☞ The size of the organizations: various, 1-100 (37%) to more than 10,000 (14%) employees
- ☞ Job titles/roles: Instructional designer, consultant, HR manager, Training manager, etc.

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Demographics: Gender

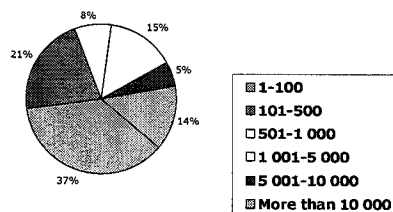
Gender of Participants



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Demographics: Size of Organization

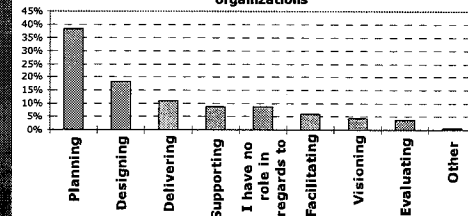
How many employees are in your organization?



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Their primary role in blended learning

Participants' primary role concerning blended learning in their organizations



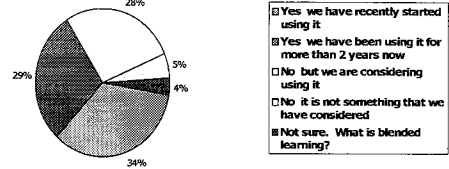
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Some Overall Findings – The current status of BL in Korea

- ⌘ Implementation status: 63.2% currently used BL, 28% considered to use in the near future
- ⌘ The most frequent delivery approach: instructor-led training, custom e-learning approach, canned/off-the-shelf content, online coaching and mentoring, and workplace-related assignments
- ⌘ Areas of content: job-related skills, leadership, new hire orientation, foreign language, and business skills

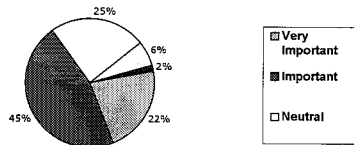
Are you using blended?

Is your organization using blended learning as part of its employee training?



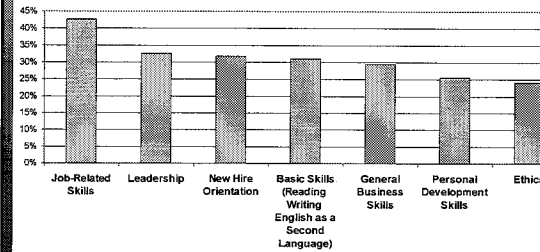
How important is BL to organization?

How important is blended learning for the strategic planning for training and development in your organization for the next few years?



Skills that teach through blended?

Which skill areas are currently taught by your organization through blended learning?



Sneak Look at International Data: 3-4 Skills Through Blended

- ⌘ UK: Computer Applica, Job, Communication, Personal Devel Skills
- ⌘ US: Computer Applica, Job, New Hire Orientation, Leadership
- =====
- ⌘ Korea: Job Related, Leadership, New Hire Orientation, Basic Skills
- ⌘ Taiwan: Job Related, New Hire Orientation, Communication Skills

Sneak Look at International Data: 3-4 Skills Through Blended

- ⌘ UK: Ethics, New Hire Orient, Basic Skills, Exec Ed
- ⌘ US: Basic Skills, Sales/Marketing, Programming, Product Specific, Professional
- =====
- ⌘ Korea: Product Specific, Diversity, Customer Product Training, Compliance
- ⌘ Taiwan: Diversity, Exec Education, Programming, Leadership, Product Specific, Business Practices

