


The Present and Future State of Blended Learning in Workplace Learning Settings in the United States

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Whose Learning Is It, Anyway?


Learning & Training Innovations, Clay & Mindrum, July/August, 2003, p.33

"E-learning proponents promised just-in-time, just-for-me, anytime, anywhere, 24X7, interactive, streaming, real-time, asynchronous, pervasive, motivational, emotional, collaborative, multimedia, blended, adaptive, personalized, intuitive, rich, engaging, strategic, empowering, scalable, consistent, efficient, and cost-effective learning."




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?




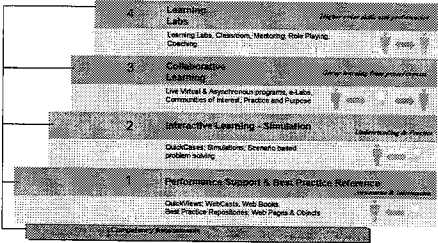
AMA Special Report, Blended Learning Opportunities; Alison Rossett (2006)

1. Anchor Blend: Start FTF, then online
2. Bookend Blend: Three part: e.g., online preassessments, then FTF, and then online post assessments
3. Field Blend: Assets, resources, and choices including perhaps FTF



The IBM Four Tier Learning Model (2006)

Blending Learning for Business Impact – IBM's case for learning success, 2006 Handbook of Blended Learning, Nancy Lewis, VP, & Peter Orton, IBM





The diagram shows four tiers of learning, each with a corresponding icon and description:

- 4. **Learning Labs** (Icon: person at computer) - Learning Labs, Casebooks, Mentoring, One-Play, Coaching
- 3. **Collaborative Learning** (Icon: group of people) - Live Virtual & Asynchronous programs, e-Labs, Communities of Interest, Practice and Projects
- 2. **Interactive Learning – Simulation** (Icon: person at computer) - Quizzes, Simulations, Screen-based problem solving
- 1. **Performance Support & New Practice Reference** (Icon: person at computer) - Call/Voice, Web/Cass, Web Books, Best Practice Playbooks, Web/Phone & Coach

Fully Online and Blended Learning Advantages

1. Increased Learning (better papers, higher scores)
2. More effective pedagogy and interaction
3. Course access at one's convenience and flexible completion
4. Personalized access to a range of materials
5. Accommodate more learning styles
6. Connect different nationalities and cultures
7. Reduction in physical class or space needs, commuting, parking
8. Increased opportunities for human interaction, communication, & contact among students
9. Introverts participate more
10. Cost effective, time, satisfaction



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)

Purpose of the Study

- To explore the current and future trends of blended learning in U.S. corporations.

Definition of Blended learning:
Combination of face-to-face training and online learning.

Research Questions

- How is blended learning 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?

Tool Used was SurveyShare

The screenshot shows the SurveyShare.com website. At the top, there is a navigation bar with links like 'Home', 'About Us', 'Contact Us', 'Help', 'Privacy Policy', and 'Terms of Service'. Below the navigation bar, there is a main content area with a heading 'SurveyShare.com' and a sub-heading 'The Future of Blended Learning in Corporate and Other Training Settings (Page 1 of 4)'. The page contains several sections: 'SurveyShare.com' (describing the tool's features), 'SurveyShare.com' (describing the tool's features), 'SurveyShare.com' (describing the tool's features), and 'SurveyShare.com' (describing the tool's features). There are also several images and icons scattered throughout the page.

Created Unique Surveys in Four Languages

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Take Survey

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Methods: Survey Respondents

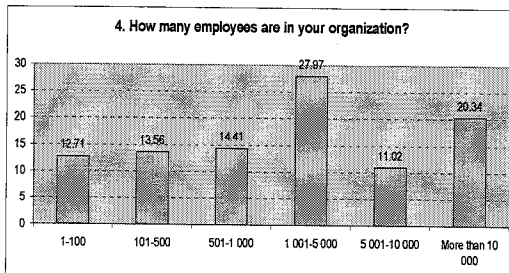
- **Target: Training/HRD (human resource development) professionals who belonged to professional organizations, discussion forums, or listservs on HRD, e-learning, or blended learning.**



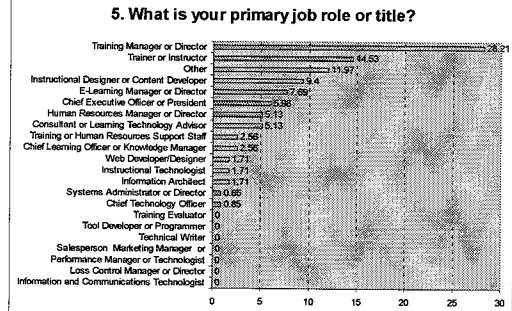
Methods: Survey Respondents

- **Respondents: (N = 118)**
 - **Employed in various types of organization (e.g., government, business, not-for-profit)**
 - **41% female, 59 male**
 - **=====**
 - **Other four countries...**
 - **South Korea = 136**
 - **Taiwan = 112**
 - **United Kingdom = 202**
 - **China = 105**

Size of Respondent Organizations



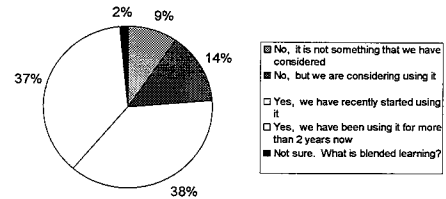
Primary Role of Respondents



Findings I: Current State of Blended Learning

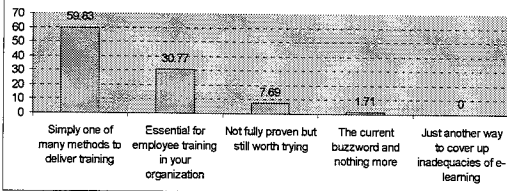
37% in China (26% just started and 11% for more than 2 years) and 45% in Taiwan using BL is far lower than US (75%), UK (73%), and Korea (63%) (Bonk, Kim, Zeng, Son, Teng, & Oh, 2006)

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



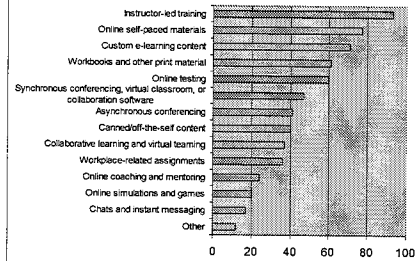
Respondents' Views of Blended Learning

8. Do you see blended learning as (pick the one that you feel best reflects your views):



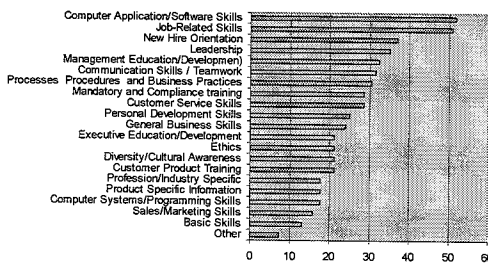
How do They Blend?

9. Blended learning programs in your organization typically include which of the following? (check all that apply)



Why Skills are Taught in Blended Courses?

10. Which one of the following skill areas are taught in blended courses?



3-4 Skills Most Taught Through Blended

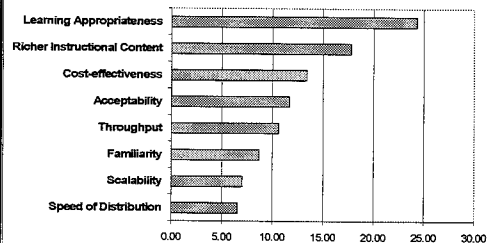
- **US: Computer Applies, Job, New Hire Orientation, Leadership**
- **UK: Computer Applies, Job, Communication/Teamwork, Personal Devel Skills**
- =====
- **Korea: Job Related, Leadership, New Hire Orientation, Basic Skills**
- **Taiwan: Job Related, New Hire Orientation, Communication/Teamwork Skills**
- **China: Communication/Teamwork, Basic Skills, Customer Service, Sales/Marketing**

3-4 Skills Least Taught Through Blended

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

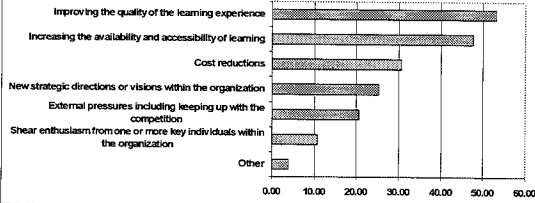
Greatest Benefit: Why do Blended?

11. What is the greatest benefit of blended learning?



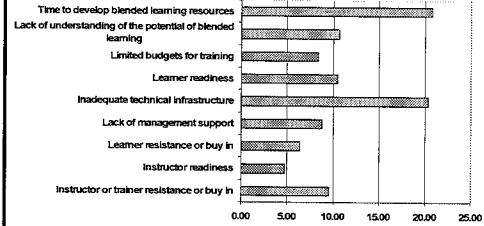
Key Drivers for Blended Learning?

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



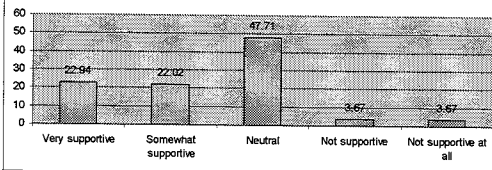
Greatest Obstacles to Blended?

12. What is the greatest obstacle or problem you face in utilizing blended learning?



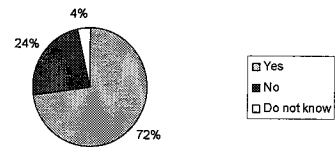
•Taiwan (44%), US (45%), and China (46%) governments were the least supportive. UK most supportive (62%), while Korea was 2nd (52%).

15. Is the government of your country supportive of blended-learning?



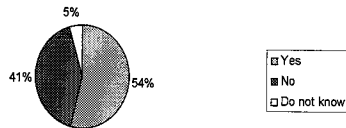
Korea most likely to have a strategic plan at 85% and UK was 79%; China least likely at 71%; USA (72%) and Taiwan (71%) also less likely.

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



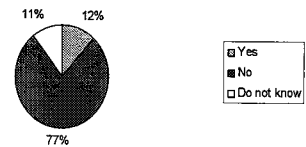
Is the Plan Shared with Employees?

16-b. If you have a plan, is it shared with employees on an internal company intranet web site?



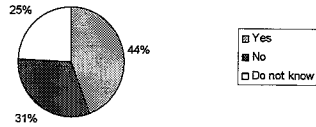
Is the Plan Publicly Available?

16-c. If you have a plan, is it shared in a publicly viewable Web site for anyone to download any time?



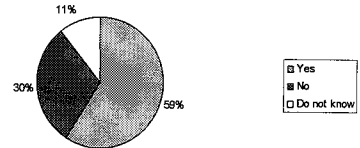
Is it Working Effectively?

16-d. If you have a plan, is it working effectively?



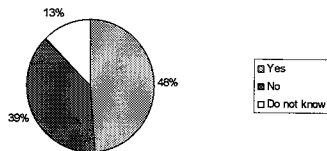
Does it Address Online Learning?

16-e. If you have a plan, does it address online learning?



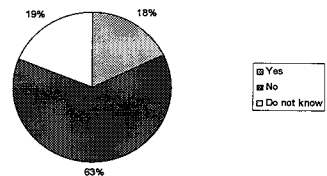
Does it Address Blended Learning?

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



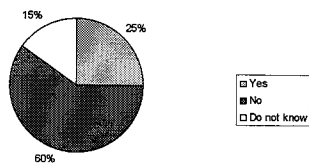
If Yes, Does it Lay Out a Model?

16-g. If you have plan and it addresses blended learning, does it describe or lay out a specific learning model or framework for your organization?



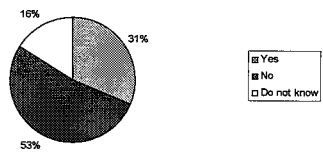
Does Your Organization Need Strategic Planning Advice?

16-h. Does your organization need strategic planning advice regarding blended learning?



Does Your Organization Need Any Other Blended Learning Advice?

16-i. Does your organization need any other type of advice related to blended learning (e.g., design, development, implementation, evaluation, etc.)?



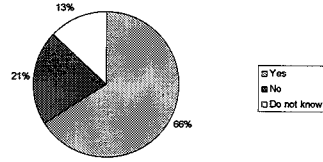
Does Your Organization Need Any Other Blended Learning Advice?

Internationally, 47 percent need advice on BL design, development, implementation, or evaluation. This too would be lucrative area for consulting!

24% UK
21% USA
52% Korea
69% Taiwan
77% China
47% Overall

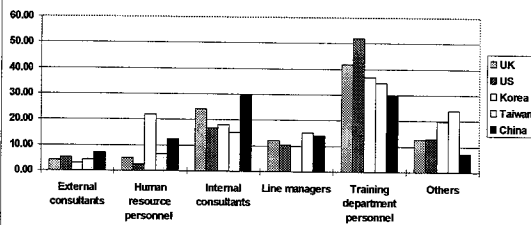
- The percent of organizations evaluating the quality of blended learning in China (35%) and Taiwan (20%) is significantly lower than other countries.
- UK (66%), USA (66%), Korea (62%)

17. Does your organization evaluate the quality of blended learning courses?



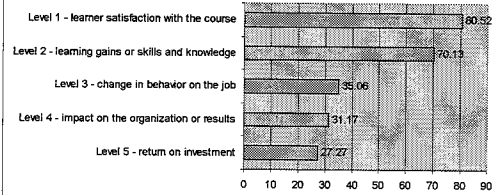
Is Yes, Who is the Primary Evaluator?

18. If you answered "Yes" to the previous question who is the primary evaluator of the program?



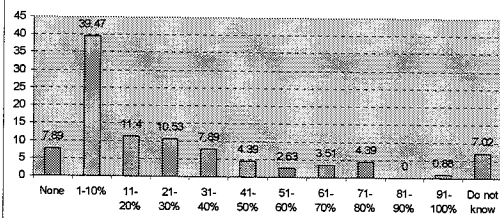
If Yes, Evaluate BL at What Levels?

19. At what levels does your organization evaluate blended learning? (check all that apply)



Percent Currently Blended?

20. What percentage of the training in your organization is currently devoted to blended learning?



Findings II:
The future State of
Blended Learning

