


An Exploration of Blended Learning in Corporate Training Settings in the UK, USA, China, Taiwan, and Korea

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Poll #1: Burning Blended Learning Q's (Pick any that interest you)

- A. What does blended learning mean?
- B. What is typically being blended?
- C. How much to blend?
- D. Why blend (advantages and disadvantages)?
- E. Where is this all headed?

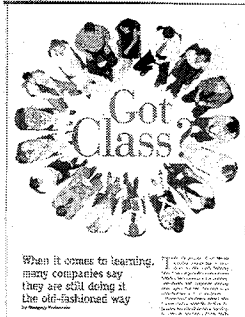
Whose Learning Is It, Anyway?

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."



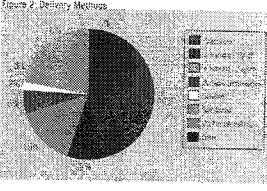
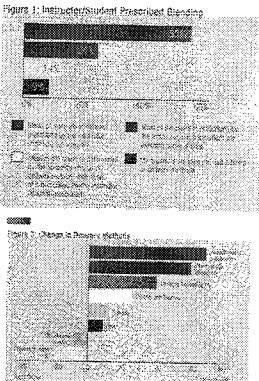
December 2005, Training Magazine



When it comes to learning, many companies say they are still doing it the old-fashioned way.

A Look at Learning Delivery Understanding the Blend

business intelligence

Blended Learning Rationale

- **BL link to nontraditional and distance learning.**
 - Make learning available to learners in a variety of delivery formats (Bonk & Graham, 2006).
 - Make learning adaptable to myriad styles or preferences (Bonk & Zhang, in press).
 - Opportunities for authentic and self-directed learning avenues that have been espoused by nontraditional and distance learning experts for decades (Knowles, 1984; Wedemeyer, 1981).
 - Emerging technologies offer the options and opportunities that adult learners need (Capella, 2006).
 - Instruction must interest learners intrinsically, assist learners in self-development, address learning preferences or styles, & exploit resources of respective institutions or organizations (Bonk et al, 2007).

Why Blended?

- Fully e-learning has limitations (e.g., lack social interaction).
- Millions of learners around the planet are actually learning in this fashion of blended learning each day (Bonk & Graham, 2006).
- BL a top ten emerging trend in industry (ASTD, 2003).
- Conceivable that 80-90 percent of college and corporate training classes will be blended (Kim, Bonk, & Zeng, 2005).

Why not blended?

- Time to develop materials, deliver instructions, and enhance interactions.
- Instructors/trainers unwilling to change--skeptical of the effectiveness, fear of using the technology, peers can see them, and fear of lack of control.
- The barriers of institutional culture.
- Insufficient support from management.
- Learners need more self discipline and motivation.
- No one universal model of BL.

Blending Learning Defined

- "Blended learning refers to events that combine aspects of online and face-to-face instruction" (Rooney, 2003, p. 26; Ward & LaBranche, 2003, p. 22)



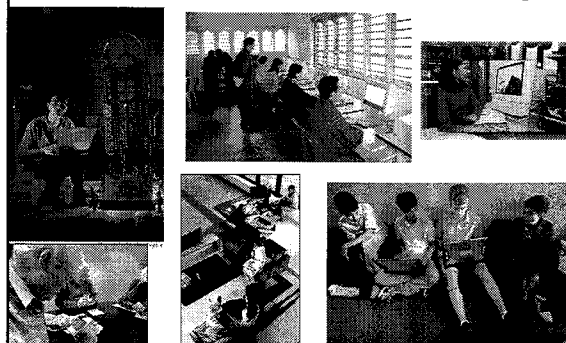
BL Research (Thomson NETg, 2003).

- Results of one particular research study indicate that employees who learned through blended strategies showed better performance on their real tasks than those who learned in other instructional formats such as instructor-led or self-study approaches.

Six factors that impact the decision on BL design
Rossett, Dougls, and Frazee (2003)

- (1) how stable the content is,
- (2) how much time one has for the development and implementation,
- (3) whether human interaction is essential for the learning goals,
- (4) how much the budget is,
- (5) whether the learning resource can be reusable and referenced in the future, and
- (6) whether the nature of the activities and learners' situation is individual or social.

Who is demanding fully online and blended learning?



More than 70 Million Adults Want to Head Back to School
 August 22, 2006, Yahoo News
 Report: "Degrees of Opportunity" from Capella University

- **Degrees of Opportunity, a new national study of the attitudes of adult Americans toward continuing their education, indicates that more than half of American adults age 25 to 60 would like to pursue additional education -- the equivalent of more than 70 million adult Americans.**

Learning TRENDS by Elliott Masie - September 5, 2006.
 #399.5 - Updates on Learning, Business & Technology.
 52,716 Readers - <http://www.masie.com> - The MASIE Center

Average Percentage of Learning Delivery Methods (240 organizations in learning Masie consortium):

- 46% Classroom.
- 27% e-Learning.
- 19% Blended.
- 10% Other Methods.

Classroom Delivery is used for Leadership/Supervision; Sales/Customer Service; Orientation/OnBoarding.

E-Learning Delivery is used for HR Compliance; Safety; IT Systems/Software.

Examples of Blended Learning, Margaret Driscoll, e-Learning, March 2002

- Put assessments/reviews online
- Follow-up in community of practice
- Put reference materials on Web
- Deliver pre-work online
- Provide office hours online
- Use mentoring/coaching tool
- Access experts live online
- Use e-mail and instant messaging

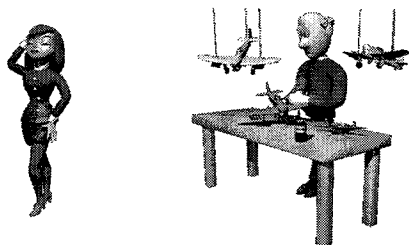


Fully Online and Blended Learning Advantages

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



Frameworks and Models of Blended Learning...

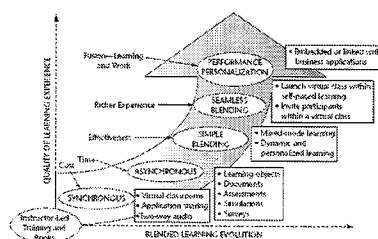


Harvey Singh (2006)

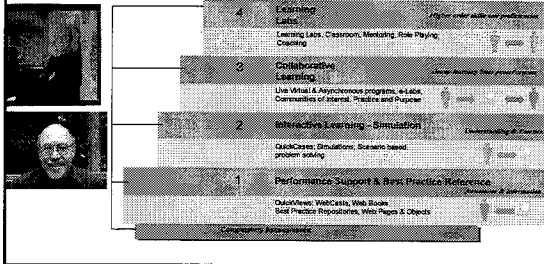
Blending Learning and Work

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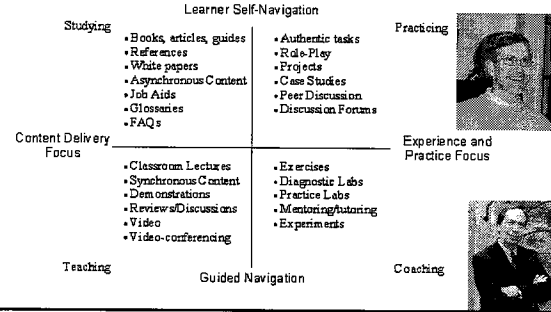
FIGURE 34.1. PAST, PRESENT, AND FUTURE OF BLENDED LEARNING.



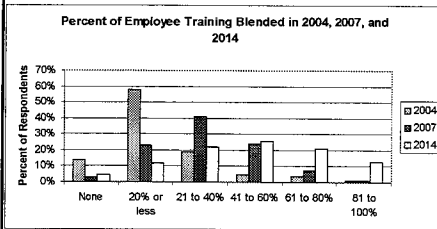
The IBM Four Tier Learning Model (2006)
Blending Learning for Business Impact – IBM's case for learning success, 2006 Handbook of Blended Learning, Nancy Lewis, VP, & Peter Orton, IBM



Specific Learning Elements
An Learning Ecology from Sun Microsystems (Wenger & Ferguson, 2006)



Corporate Training Blended (2003 study)



Current Study: Blended Learning in Corporate Training in Five Countries!



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.

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

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: Overview

- This survey is a part of a longitudinal study of the future of e-learning in corporate training and higher education settings in 2003 and 2004 (Kim & Bonk, 2006; Kim, Bonk, & Zeng, 2005).
- Other countries surveyed included Korea, Taiwan, China, the UK, and the United States.

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: ($N = 673$)
 - Employed in various types of organization (e.g., government, business, not-for-profit)
 - From five different countries.
 - South Korea = 136
 - Taiwan = 112
 - United Kingdom = 202
 - United States = 118
 - China = 105
 - Italy next? Thailand?

Tool Used was SurveyShare.

The screenshot shows the SurveyShare.com homepage. At the top, it says 'SurveyShare.com' and 'The Future of Blended Learning'. Below the header, there are several navigation links: 'Home', 'About Us', 'Contact Us', 'Privacy Policy', 'Terms of Service', 'Help', 'Feedback', 'Partners', 'Affiliates', 'Sponsors', 'Advertise', 'Media', 'Press', 'Blog', 'FAQ', 'Support', 'Account', 'Logout', 'Admin', 'Settings', 'Profile', 'My Surveys', 'My Responses', 'My Reports', 'My Settings', 'My Account', 'My Profile', 'My Preferences', 'My Notifications', 'My Alerts', 'My Subscriptions', 'My Billing', 'My Payments', 'My Invoices', 'My Receipts', 'My Orders', 'My Shipments', 'My Returns', 'My Refunds', 'My Cancellations', 'My Modifications', 'My Updates', 'My Changes', 'My Deletions', 'My Restorations', 'My Recoveries', 'My Restores', 'My Backups', 'My Restores', 'My Backups', 'My Restores', 'My Backups', 'My Restores'.

Below the navigation links, there is a 'Survey Share Logos' section with a list of logos and a 'Logos' button. To the right, there is a 'Create Survey' button. Below the logos, there is a 'Create Survey' section with a 'Create Survey' button and a 'Create Survey' button.

Created Unique Surveys in Four Languages

The screenshot shows the 'Create New Survey' page on SurveyShare.com. It features a 'Create New Survey' section with a list of instructions:

- You can create your survey in one of our available default languages.
- You can also create your survey in a blank state.
- You can create your survey in one of our previous surveys.
- You can create your survey from different languages and your previous surveys using the Item Bank.

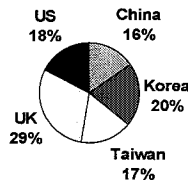
 Below the instructions, there is a 'Hint: If you want to edit or update an existing survey, go to Survey Control.' and a 'Survey Control' button. At the bottom, there is a 'Survey From Item Bank' section with a 'Survey From Item Bank' button and a 'Survey From Item Bank' button.

Take Survey

The screenshot shows the 'Take Survey' page on SurveyShare.com. It features a survey question: 'The Future of Blended Learning in Corporate and Other Training Settings (Page 1 of 4) (Preview Only)'. Below the question, there is a 'Demographic Information' section with a 'Please only include information which you feel comfortable providing.' and a 'Demographic Information' section with a 'Please only include information which you feel comfortable providing.' and a 'Demographic Information' section with a 'Please only include information which you feel comfortable providing.'

Respondent Demographics

1. Where are you primarily employed?
($N = 673$)

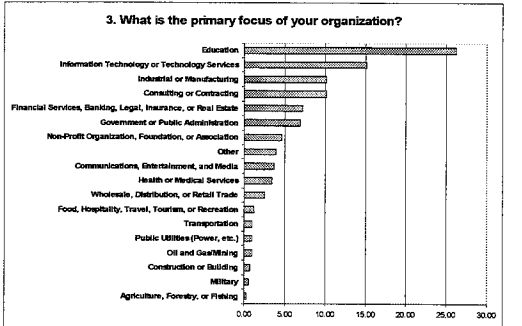


Gender of Respondents

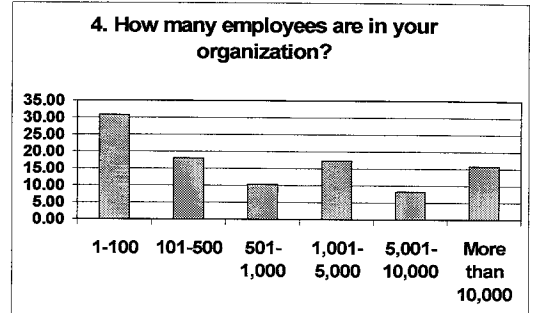
2. Please indicate your gender:



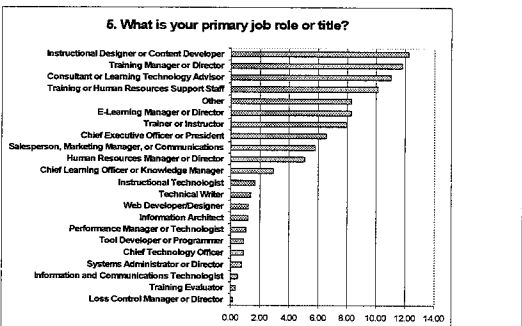
Industry Type



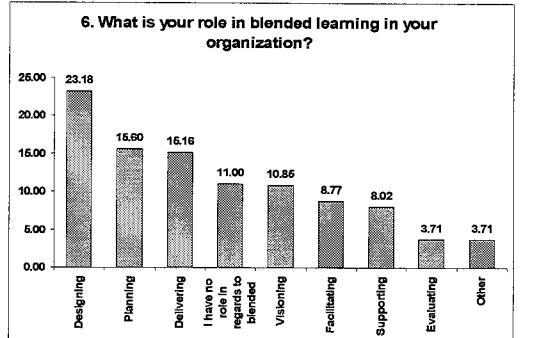
Size of Organization



Primary Role of Respondent

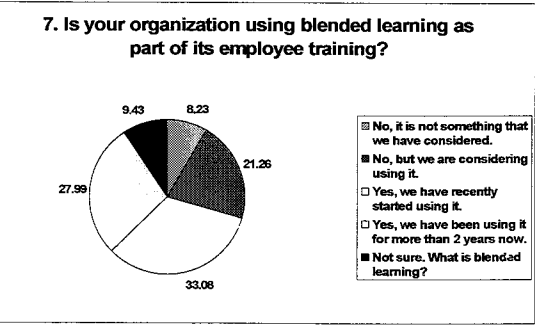


Respondents' Roles in Blended Learning

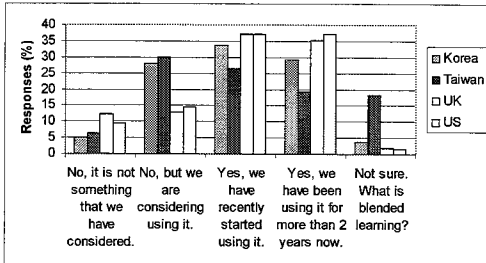


Findings I: Current State of Blended Learning

Are you Using Blended?

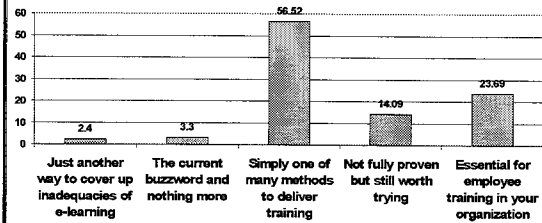


Are You Using Blended? – cont.



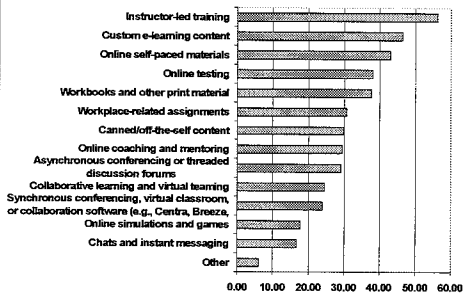
Respondents' Views of Blended Learning?

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



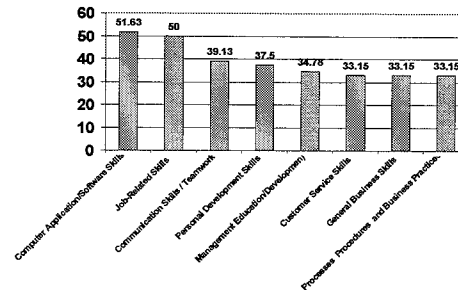
How do They Blend?

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



What skills are taught in blended courses?

10. Which of the following skill areas are currently taught by your organization through blended learning (UK)? (Check all that apply)



3-4 Skills Most Taught Through Blended

- UK: Computer Apps, Job, Communication/Teamwork, Personal Devel Skills
 - US: Computer Apps, Job, New Hire Orientation, Leadership
- =====
- 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

- 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
 - China: Computer Systems/Programming, New Hire Orientation, Leadership, Product Specific

