

Since 2000, the GROWTH of the eLearning industry

>900%

\*Insights from <http://info.shiftelearning.com/blog/bid/301248/15-Facts-and-Stats-That-Reveal-The-Power-Of-eLearning>



IN 2014, **77%** of American corporations were using **online learning**

IN 1995, THIS NUMBER WAS ONLY 4%

Source: Rutgers, Continuing Studies, *The Benefits of Online Learning 2010*

The global eLearning market will likely reach

**\$107 billion** by 2017

In 2010, this number was only \$33.1 billion

Source: [https://www.rolandberger.com/publications/publication\\_pdf/roland\\_berger\\_tab\\_corporate\\_learning\\_e\\_20140602.pdf](https://www.rolandberger.com/publications/publication_pdf/roland_berger_tab_corporate_learning_e_20140602.pdf)

# ONLINE Learning STATISTICS

## WHEN YOU ALLOW AN EMPLOYEE TO LEARN AT THEIR OWN PACE...



RETENTION RATE IS **25-50% HIGHER**

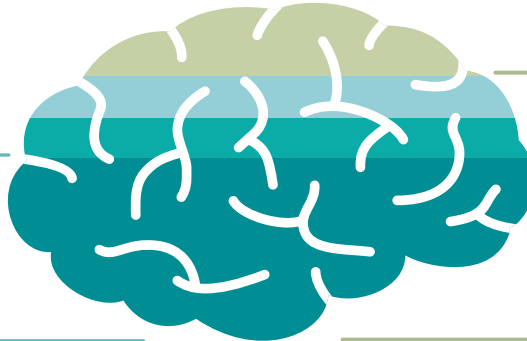
TRANSFER OF **KNOWLEDGE IS GREATER**

PERFORMANCE improves by **15-25%**

COST SAVINGS — **are** — **45% OR MORE**

Source: Studies conducted by the American Society of Training and Development (ASTD)

## maximizing brain power



The average retention rate for an instructor-led class: **58%**

The eLearning experience increases retention rate by **25-60%**

Source: WR Hambrecht & Co., *Corporate eLearning: Exploring a New Frontier*; 2000; p 9



### TOP 3 reasons for using blended learning:

Source: The eLearning Guild, 2003

**76%** More effective than classroom alone

**73.6%** Higher learner value and impact

**68.6%** Learners Like It

In recent studies contrasting blends of online and face-to-face instruction with conventional face-to-face classes, **blended instruction has been more effective.**

For courses that include psychomotor skills, **course delivery in two or three parts effectively blends** cognitive learning with hands-on psychomotor skills training.

**Students who took all or part of their class online performed better** than those who took the course in a classroom setting.

Source: U.S. Department of Education, *Evaluation of Evidence-Based Practices in Online Learning: A Meta-Analysis and Review of Online Learning Studies*; May 2009; p 16-17



Students can **review material** as many times as they need and can **choose an environment** in which they are best suited.

This results in **improved cooperation and increased help-seeking behavior.**<sup>1</sup>

Blended Learning method becomes **participatory**, rather than passive (leading to **increase in retention**).<sup>2</sup>

<sup>1</sup>Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4293215>  
<sup>2</sup>Source: <http://thepeakperformancecenter.com/educational-learning/learning/principles-of-learning/learning-pyramid>

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