

Babbel Blog factsheets provide a comprehensive overview about language-learning and eLearning-topics. Find out more at:
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Who uses it?

- schools, universities
- companies
- military
- personal

Figures

By 2010, the world market for eLearning is expected to exceed **\$52.6 billion**, and the growth rate to range between 15% and 30%, according to a report by Global Industry Analysts. The US leads in the corporate eLearning market with a share of over 60%, while Europe is in second place with a share of less than 15%.

People

JayCross claimstohavecoined the term „eLearning“ some ten years ago. He works as a consultant in the corporate sector
www.internettime.com

Bernard Luskin, the „distance learning pioneer“, brought PCs to classrooms and nowadays also works as a consultant.

www.globallearningsystems.com

What's eLearning?

Electronic Learning - eLearning - is an umbrella term used for a variety of approaches to **education** employing computer and internet technology. The term eLearning was coined at the end of last century, but the idea is older. Distance

learning courses started using the internet as early as the beginning of the 90s. The forerunner to eLearning, „**computer based training**“, was centered on human-machine interaction, using interactive CD-ROMs and so forth.

Software

Besides „traditional“ online and offline eLearning techniques -- like computer-based training or niches like game-based-learning -- there are two kinds of online-software making up the backbone of most eLearning services:

LMS - Learning Management Systems are web-based software, providing course and client management and services for collaborative and distance learning „anytime, any place, any pace“. Examples are the open-source „Moodle“-System and Microsoft's „Sharepoint“.

LCMS - Learning Content Management Systems are an advancement of LMS, which include author systems allowing users to create their own courses.

In both systems there are **Reusable Learning Objects** (RLO), small bits of information that serve as building blocks for online-courses.

eLearning 2.0

Some eLearning advocates nowadays speak of „**Informal Learning**“ instead of eLearning. They say traditional curricula are too slow for most adult learners, who know exactly what they need to know at a given time. So **Web 2.0** techniques like Wikis, Blogs, RSS-Feeds, Social Bookmarking and Podcasts come into play, and the information to be learned is self-tailored from user generated and filtered content.

Trends

- „Rapid eLearning“ stands for a type of Just In Time development and distribution of learning-material
- „Blended Learning“ uses a mix of technology and face-to-face sessions.
- „mLearning“ (mobile Learning) relies on mobile devices and can occur anywhere.