

# Authoring Tools 2021

## Executive Summary

It has been the practice of The Learning Guild to survey members biannually about their current use of, and future hopes for, authoring tools. The most recent survey was open from June 7, 2021 through June, 25 2021; responses were solicited via email and social channels. There were 808 responses. Respondents were given the option of providing an email address for possible additional input. Some questions were meant to help us get a look at longitudinal data and were copied more or less verbatim from earlier surveys. This report takes a long view, referencing data from the surveys taken four years apart: 2013, 2017, and 2021.

In 2013 we asked about three categories of tools: PowerPoint add-ins, installed tools, and cloud-based tools, as well as popular add-ons such as separate interaction builders, quiz tools, and animation and video products. Since then offerings have changed considerably: More tools are now based on a subscription model; VR and AR products are emerging as a new category of authoring tool; former add-on features like robust interaction builders and assessment tools have been incorporated into many authoring products; others that have since emerged include things like eBook tools, micro chat tools, and eCommerce tools. In short, as noted [in the 2013 report](#): Authoring tools are a moving target.

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