PUTTING DATA TO WORK

Executive Summary

This paper reviews the emergence of digital data as a significant catalyst for changes currently affecting the field of eLearning and the related disciplines of instructional design and development, learning design and development, and experience design and development. While data has been a part of our communication paradigms related to these disciplines since they first emerged and information was aggregated and compiled to support the design and development of learning content and experiences, recent interest in massive accumulations of data—now commonly known as "big data"—has completely changed the parameters of these conversations.

This report explores some of the ways in which data of all sizes and form types are significant catalysts for changing the way that eLearning professionals respond to opportunities to personalize learning experiences and optimize resource utilization in the service of improved learning and performance. It explores forces that are likely to change expectations on eLearning practices going forward, and identifies opportunities for skills expansion most likely to contribute to future successes at the intersection of learning and technology.

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