

WHITE PAPER

Benefits of Mobile Learning

Benefits of mobile learning

EXECUTIVE SUMMARY

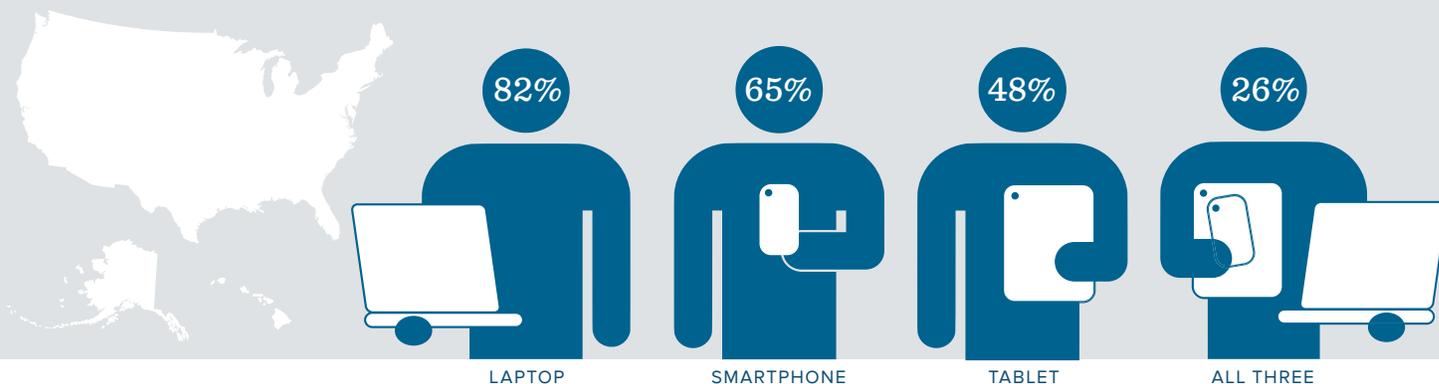
Advances in technology are revolutionizing training. Increasingly portable tablets and smartphones are reshaping how employees and consumers worldwide access and receive information, including instruction. These devices help learners get the most from training by providing anywhere access to content. This makes training more relevant and self directed than ever. It's a trend that reflects user preference, saves time, and engages the Millennial workforce.

The mobile landscape

In the fall of 2014, it was estimated that the number of mobile-connected devices—from smartphones to tablets and notebooks—exceeded the human population of more than 7 billion people with no signs of slowing (Cisco).

A recent survey showed that 82 percent of adults in the United States owned a laptop, 65 percent owned a smartphone, and 48 percent owned a tablet (Deloitte). Many people owned multiple devices, and 26 percent of US citizens owned all three (MarketingCharts). The implications of this are clear: A large section of the population is engaged with mobile devices.

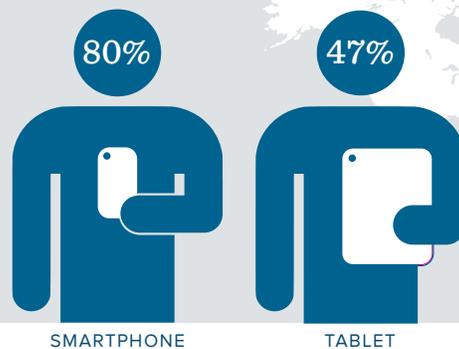
OWNERSHIP OF MOBILE DEVICES BY ADULTS IN THE U.S.



OWNERSHIP OF SMARTPHONES AND TABLETS WORLDWIDE

7+
BILLION
MOBILE
DEVICES

3
BILLION
INTERNET
USERS



By late 2015, more than 40 percent of all humans had access to the Internet (Internet Live Stats). Worldwide, 80 percent of the 3 billion Internet users owned a smartphone and 47 percent owned a tablet (Chaffey). By 2019, more than half of all devices connected to the mobile network are projected to be smart devices (Cisco).

Why are mobile devices so popular? Their portability and their ability to access wireless Internet are two key factors (Bersin & Associates). And with most websites now mobile-compatible, data is typically available on demand—whenever and wherever users want it.

Mobile learning in the workplace

More and more professionals report using mobile phones to learn and support their work performance, indicating that mobile learning may soon be the primary way learners access elearning.

By late 2015, 30 percent of smartphone users had used a phone to take a class or access educational content (Smith) and the trend shows no sign of slowing: Manufacturers shipped seven times as many mobile phones as personal computers in 2015 (Gartner).

T+D magazine listed mobile learning as one of six trends that will change the workplace forever (Ketter). By 2020, mobile learning is estimated to be a \$70 billion global industry (GSMA & McKinsey).

By late 2015, 30 percent of smartphone users had used a phone to take a class or access educational content.

How mobile learning supports organizational goals

1 Self-directed anytime, anywhere learning

In the past, workforce training was largely completed at a specific location, such as in a classroom or office. Even online learning generally finds learners still situated in front of a computer in an office or other formal training area.

But mobile learning enables training access from anywhere a user can connect to the Internet. Content can be consumed at home, during travel, even on public transportation—making it possible to deliver training to a wider audience. Now companies can offer training to employees who have a hard time attending classroom training or who lack access to laptop or desktop computers.

2 Convenience during the busy day

Mobile learning allows learners to set their own training schedules. They can access educational materials throughout their daily routines, during pauses in their regular work, while participating in other activities that don't require their complete attention, or even as a “soundtrack” that provides real-time instruction or immediate problem solving during specific tasks.

3 Better outcomes

Though mobile learning is relatively new, research shows that it results in better retention, reduces training times, and boosts productivity than more traditional training models. Better retention occurs when mobile learning is presented as a stand-alone delivery method or as part of a blended learning program. For example, one global pharmaceutical company achieved a 53 percent improvement in knowledge retention among staff members by using mobile learning to introduce a new product (Werner & da Gama).

A recent study of mobile learning focused on how well participants retained training material. Some learners attended a live lecture and others listened to a podcast deployed through a mobile device. The podcast viewers showed considerably better retention, scoring on average nine out of 100 more than the live lecture participants (McKinney, Dyck, & Luber).

Mobile learning also saves time. It's been shown to provide the same knowledge transfer and assessment results as classroom or traditional online learning, but in a shorter time frame.

PARTICIPANTS IN A SURVEY* REPORTED COMPLETING TRAINING IN A WIDE VARIETY OF LOCATIONS



32%
BUSINESS TRAVEL



26%
AT HOME



24%
WHILE COMMUTING



18%
OFFICE OR ELSEWHERE

*The Merrill Lynch GoLearn initiative followup survey

Evidence suggests mobile learning can significantly increase the training speed and productivity of a workforce. The Merrill Lynch GoLearn initiative provided an already mobile and online-learning-savvy workforce new training via mobile devices (Swanson). The primary goal was to determine the effectiveness of mobile learning. The experiment also compared mobile learning with the effectiveness of traditional online learning and explored what additional uses—and return on investment—the company could get from employee smartphone use beyond simply accessing email.



SMARTPHONE
USERS
FINISHED
COURSES
ON
AVERAGE

45%
FASTER

Merrill Lynch deployed three compliance courses using traditional computers and mobile devices. In a follow-up survey, 99 percent of participants who used a smartphone said the mobile format supported their learning, and all indicated they were willing to undertake more mobile training. More than 75 percent of these same learners identified convenience, time savings, and training with no distractions as key benefits of mobile learning.

The survey also provided strong support for being able to learn on the go as a benefit of mobile learning. Participants who used a smartphone reported completing the training in a wide variety of locations—32 percent during business travel, 26 percent at home, 24 percent while commuting, and 18 percent in the office or other locations.

The smartphone users finished courses on average 45 percent faster than the traditional computer users. Most importantly, learning effectiveness did not degrade when employees trained on their mobile devices; the average test score rivaled that found in the traditional computer-based online learning control group.

The bottom line for Merrill Lynch was its GoLearn experiment produced an estimated 4,270 hours of extra productivity by providing training on mobile devices.



Learning for the Millennial workforce

Millennials born between the late 1970s and 2000s and those who are even younger are considered “digital natives.” This means they were raised or entered adulthood with access to the Internet as a norm, so mobile technology is a standard part of their lives.

Statistics provide further insight: A whopping three quarters of people ages 13 to 17 have, or have access to, a smartphone. Of teens who had access to the Internet through a mobile device, 94 percent went online daily or more often, according to a 2015 survey (Lenhart).

For Millennials, the Internet and computer technology provide access to continuous learning content and experiences. Unlike members of older generations, who sometimes say they are forced to adopt new technologies, younger people use mobile technology by choice, and do so on their own schedules. They are comfortable with accessing information quickly, whenever they want, and they expect to receive information this way. They multitask regularly. Mobile learning is perfectly suited to training these users.

Lynda.com: Comprehensive mobile learning strategies

With mobile learning continuing to increase in popularity, the online learning company Lynda.com has developed a robust training solution that can be accessed using any device, anytime and anywhere. With a platform and content that are optimized for the mobile experience, Lynda.com provides unlimited access, online and offline, to a vast library of high-quality, current, and engaging video tutorials from leading experts. Whether from a smartphone, tablet, PC, laptop, or a TV using a Roku device, Lynda.com offers instructional content that supports a wide range of roles and needs.

Lynda.com mobile learning: key benefits

Access courses online and offline

Lynda.com is designed with users in mind. Even users with low data plans can access training courses at any time and at any place that has an available Wi-Fi connection. The courses also play in a lower video-quality setting for smartphones with low-speed connections. In addition, offline viewing is available for Lynda.com mobile apps; users can access downloaded learning content when they cannot connect to the Internet.

View courses optimized for small screens

Lynda.com mobile apps are designed so that courses can be optimally viewed on smaller screens. Users do not have to scroll over to see content or features. The user interface is designed to optimize the learner's experience.

Learn when it's convenient

It is generally accepted that mobile devices are best suited for short courses that can be viewed in a relatively brief period of time. In addition to comprehensive courses, Lynda.com training is available in bite-size tutorials. This means that users can easily fit training into their busy days—while commuting, traveling, between meetings, or in the evening—whenever it is most convenient for them.

Pick up where you left off

Lynda.com automatically synchronizes user activity across devices. As a result, users can start a course on one device, leave it, and later use a different type of device to pick up where they left off. For example, a user could access a course on a mobile device, sign out, and then resume training later on a laptop, tablet, or PC. These features all promote convenient, self-paced learning.

Lynda.com mobile apps let learners track course histories and progress. This is similar to a user's experience on the Lynda.com website. When a user logs in, the home page notes the last course they watched. Access to settings, account information, course histories, and a queue of courses selected by the user for future training are all accessible from any mobile app.



Mobile learning: into the future

The use of mobile devices is growing. As people become more familiar with smartphones, tablets, and other options, their desire to use them in all aspects of their lives—including for work—will drive the development of mobile learning applications.

Younger employees already view mobile devices as an easy and convenient way to access content. The opportunity for online learning providers is vast. Lynda.com has anticipated the trend, offering an on-demand service that lets users learn at their own pace and on their own time, and ultimately helps them acquire the skills they need to be more effective and successful in their careers.

About Lynda.com

For 20 years, Lynda.com has helped employees, students, leaders—anyone in any role—build software, creative, and business skills. We work with the best instructors. Our production standards are second to none. And with training that is quick to market, we've grown our online video-based content library to include thousands of engaging courses.

Now a LinkedIn company, Lynda.com serves more than 10,000 organizations. With offices on four continents and tutorials in five languages, Lynda.com is a global platform for success.

References

Bersin & Associates. (2012). *The Rise of On-Demand Video for Learning and Development*. Research Bulletin, 13(7).

Chaffey, D. Digital Marketing Statistics 2015. (January 6, 2015). Smart Insights. Retrieved August 11, 2015 from <http://www.smartinsights.com/marketplace-analysis/customer-analysis/digital-marketing-statistics-sources/>.

Cisco. (2015). *Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2014–2019*. Retrieved August 11, 2015, from http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html.

Deloitte. (2014). *Digital Democracy Survey*. Ninth edition. Retrieved August 11, 2015 from http://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-DDS_Executive_Summary_Report_Final_2015-04-20.pdf.

Gartner. (January 7, 2014). Gartner Says Worldwide Traditional PC, Tablet, Ultramobile and Mobile Phone Shipments On Pace to Grow 7.6 Percent in 2014. Retrieved August 11, 2015 from <http://www.gartner.com/newsroom/id/2645115>.

GSMA & McKinsey & Company (2012). *Transforming Learning through mEducation*. Joint Report. Retrieved September 12, 2012, from <http://www.gsma.com/connectedliving/gsma-and-mckinsey-transforming-learning-through-meducation>.

Internet Live Stats. Retrieved August 10, 2015 from <http://www.internetlivestats.com/internet-users/>.

Ketter, P. Six Trends That Will Change Workplace Learning Forever. T+D. November 15, 2010.

Lenhart, A. (April 9, 2015). Teens, Social Media & Technology Overview 2015. Pew Research Center. Retrieved August 11, 2015 from <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/>.

MarketingCharts. (March 21, 2013). 26% of Americans Own a Laptop, Smartphone, and Tablet. Retrieved August 11, 2015 from <http://www.marketingcharts.com/online/26-of-americans-own-a-laptop-smartphone-and-tablet-28015/>.

McKinney, D., Dyck, J. L., & Luber, E. S. (2009). iTunes University and the Classroom: Can Podcasts Replace Professors? *Computers & Education*, 52, 617–623.

Smith, A. (April 1, 2015). U.S. Smartphone Use in 2015. Pew Research Center. Retrieved August 11, 2015 from <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>.

Swanson, K. (2008). Merrill Lynch: Bullish on Mobile Learning. Chief Learning Officer. Retrieved September 12, 2012, from http://clomedia.com/articles/view/merrill_lynch_bullish_on_mobile_learning.

Werner, T., & da Gama, M. (June 2, 2011). *How to Implement Mobile Learning: Practical Considerations*. [Webinar]. Brandon Hall Group.