

eLearning today

- Opportunities - constrains
- eLearning market
- Facts about eLearning
- Statistics



<https://en.wikipedia.org/>

eLearning today

- Increasingly, ICT services are adapted as the *main method* to deliver education and training.
- The corporate sector is interested in eLearning as a way of rationalizing the *costs* of their *in-house staff training* activities.
- Universities are moving toward the use of the ICT for delivery, both *on campus* and *at a distance*.
- Various educational organizations see the incorporation of eLearning (especially distance teaching) in their repertoire as a *logical extension of their activities*.
- The growth of eLearning is directly related to the increasing access to ICT, as well its decreasing cost.
- The capacity of ICT to support effectively learning and teaching is also relevant to the growing interest in eLearning.



eLearning today: opportunities - affordances

- Learning is greatly enhanced when it is *anchored* or *situated* in meaningful and *authentic problem-solving* activities.
- *Conventional teaching is ineffective* and inefficient to support such type of learning due to fixed time, space and pace limitations.
- On the other hand, ICT afford opportunities to design learning environments that are:
 - *authentic,*
 - *situated in the learning context, and*
 - *problem-based*thus, provides students with “*learning by doing*” experiences.
- A basic goal is how to take advantage of ICT to bridge access and reduce, inequalities in learning.



eLearning today: constrains - limitations

- *Lack of access* to the necessary technology infrastructure.
- *Lack of ICT literacy* / knowledge.
- Some *topics are not appropriate* (lab experiments, sports).
- eLearning requires high level *student responsibility and self-discipline* (student centered).
- Often there are other *costs* that have not been factored into the deployment of eLearning ventures. Such costs could be:
 - *infrastructure support,*
 - *maintenance,*
 - *appropriate training of staff,*
 - *design the new type of delivery and*
 - *preparing the material.*



eLearning market

- eLearning market globally continues to shift, grow, and evolve - *it is here to stay*.
- eLearning is not new anymore -*it begun in 90's*.
- eLearning market worldwide (academic corporate) is projected to reach \$325 billion in 2025.
 - *It was \$105 billion in 2015*
 - *Projections show that the global e-learning market is forecast to reach almost \$400 billion by 2026*
 - *Needs for low-cost training and life-long learning*
- 77% of US Companies used Online Learning in 2017 (98% in 2020)
- But the self-paced eLearning market will decline to \$33.5 billion by 2021.
 - *Most people don't complete their courses.*

Facts about eLearning

- In 2017, approximately 77% of US corporations used online learning, but 98% planned to incorporate it in their program by 2020.
- In 2017, 67% of US companies offered learning opportunities via smartphones.
- Corporate e-learning developed by a stunning 900% between 2001 and 2017.
- For every dollar spent on eLearning, companies make back \$30 in productivity.
- 65% Of US faculty support Open Educational Resources.
- 67% Of Organizations Offer Mobile Learning.



Facts about eLearning

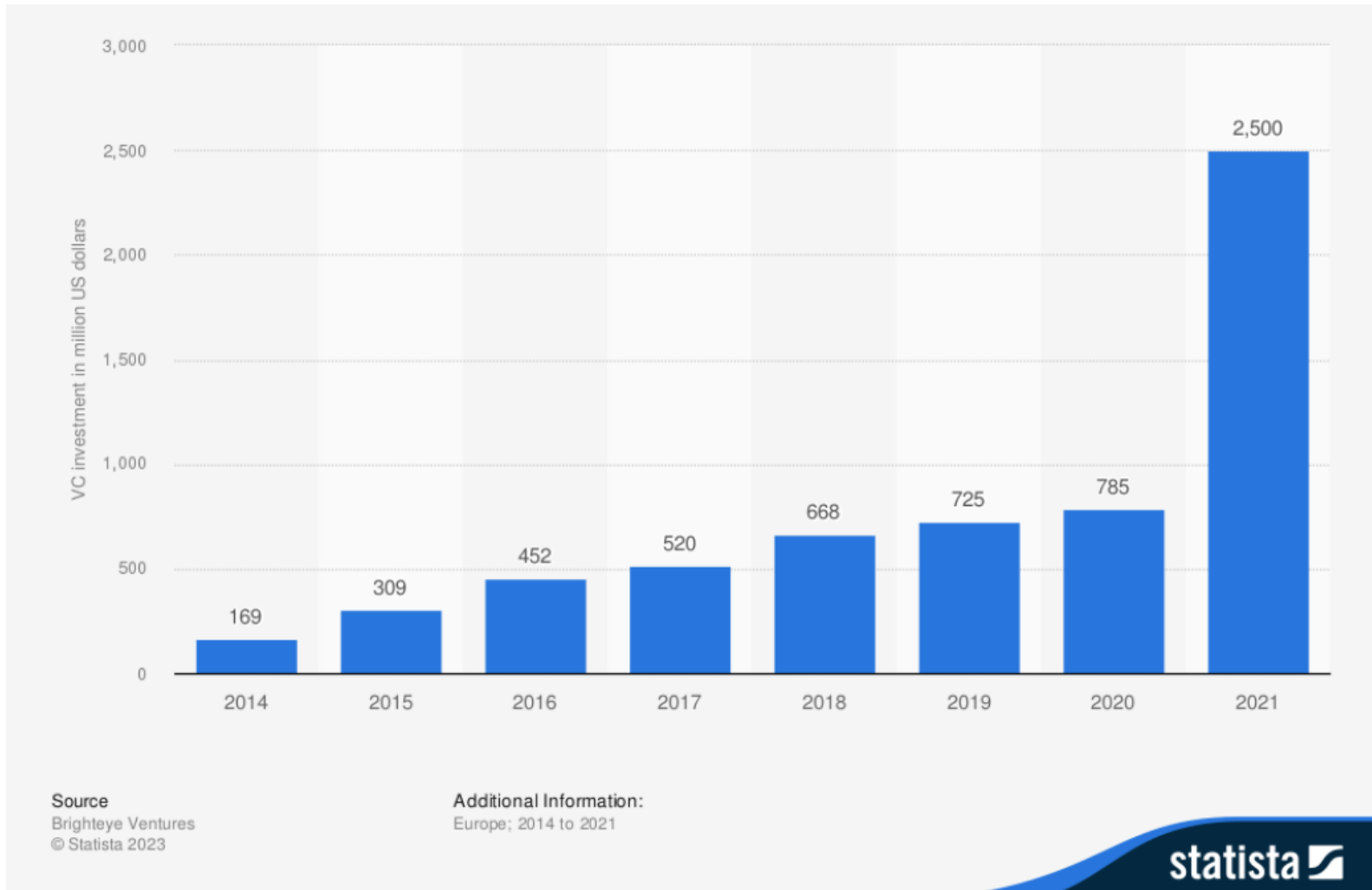
- The use of educational technology has increased significantly over the last few years, as institutions shut down during the COVID-19 pandemic.
- Over 50% of surveyed college students in 2023 believed that digital learning has made access to education better for all students.
- In 2022, survey found 43 percent of college students to believe that the quality of online instruction was worse than that of in-person instruction.
- In 2021, 42% of online college choose online programs, because existing commitments, such as work and family, did not allow for attendance in campus-based courses.
- Women are much More Likely to Enroll in Distance Learning (17%, men: 13%).



Statistics for Europe

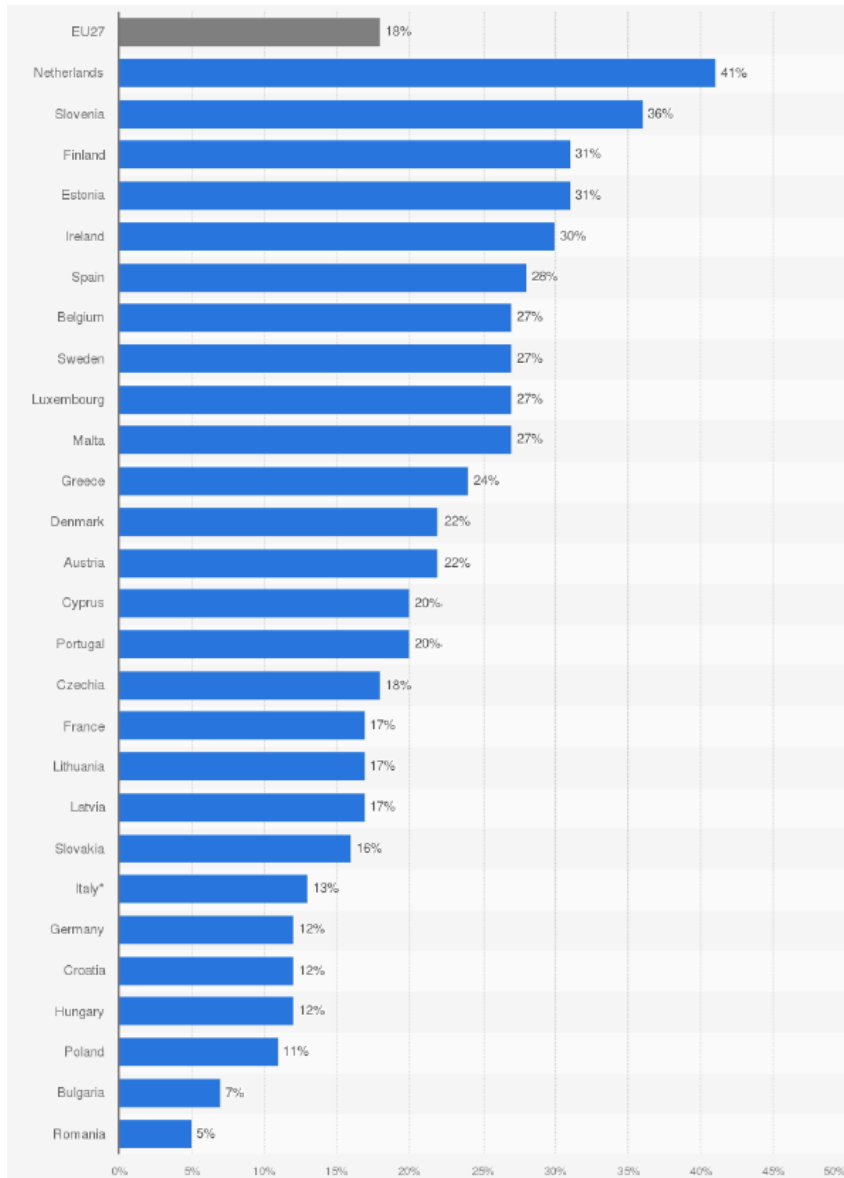
- Revenue in the Online Education market in Europe is projected to reach \$19.37billion in 2024 (\$87,5billion in US)
- Revenue is expected to show a Compound Annual Growth Rate (CAGR) of 7.79% for the period 2024-2028, resulting in a projected market volume of \$26.15billion by 2028 (US volume: 133.10billion, US CARG:11.05%.)
- The Online University Education market has a projected market volume of \$14.48billion in 2024 (US: \$82.30)
- The average revenue per user (ARPU) in the Online Education market is projected to amount to \$187.90 in 2024 (US: \$1450)
- In the Online Education market, the number of users is expected to amount to 129.5million users by 2028.
- User penetration in the Online Education market will be at 12.1% in 2024 (US: 17.8%).

Venture capital invested in EdTech companies in Europe from 2014 to 2021



While European EdTech companies are smaller than their competitors in the United States or China, investment in European EdTech is increasing, with 643 million U.S. dollars invested in European EdTech in 2019, compared with just 70 million U.S. dollars in 2014.

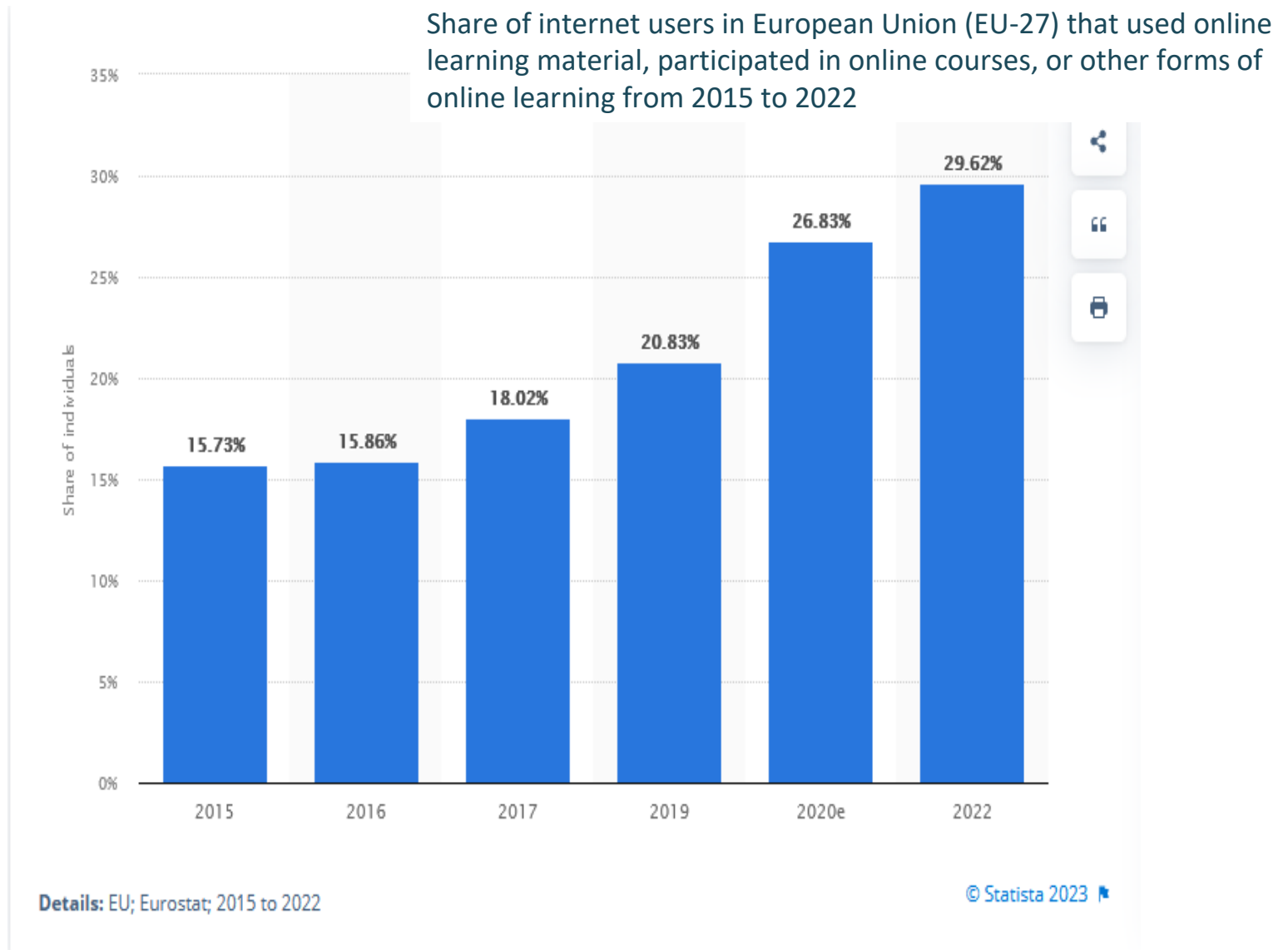
Share of online courses in EU



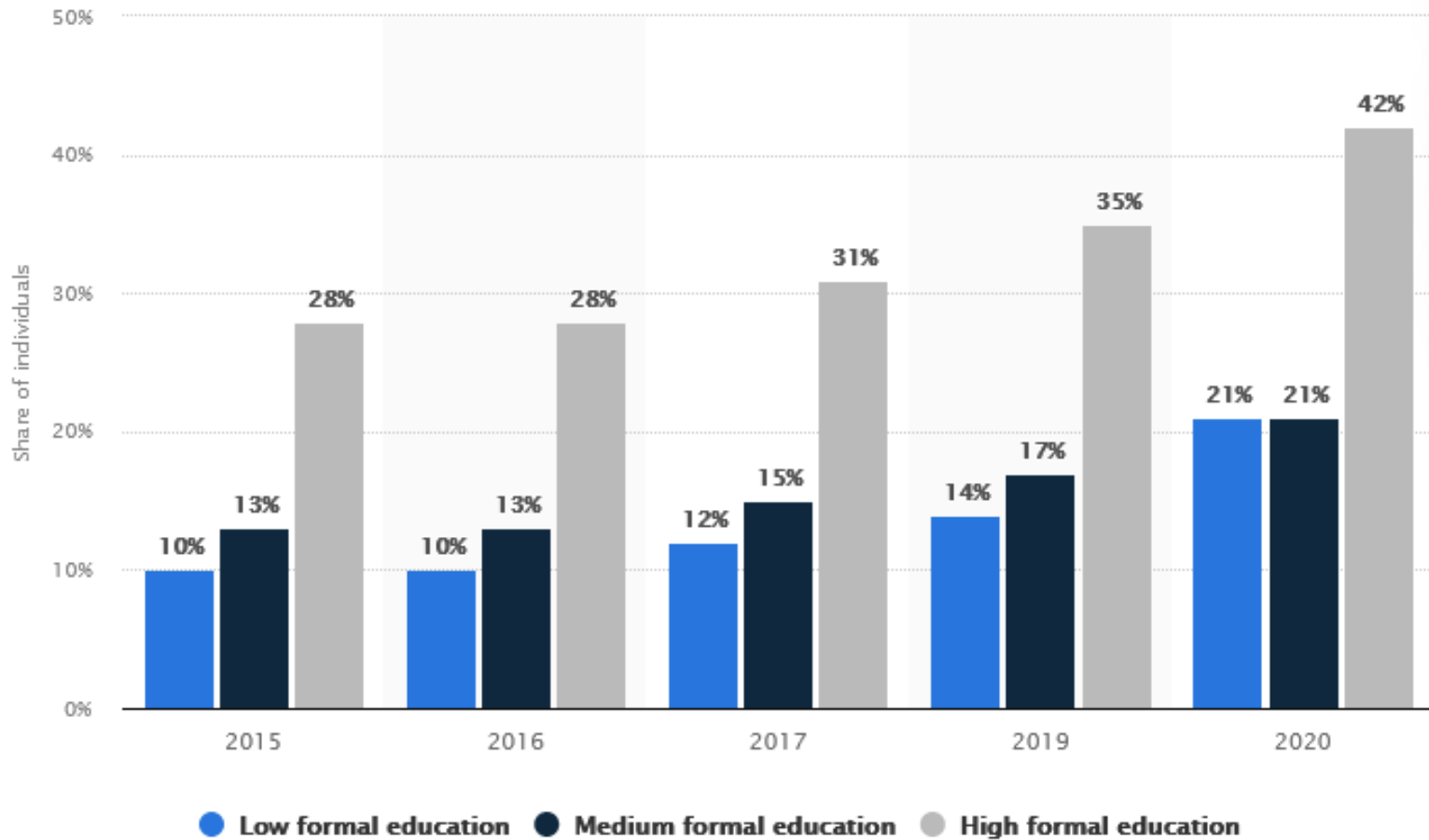
- Share of individuals doing an online course of any subject in the European Union in 2021

Source:
Eurostat
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Internet users engaging in eLearning activities in the EU 2015-2022



People in the EU using online learning, by formal education



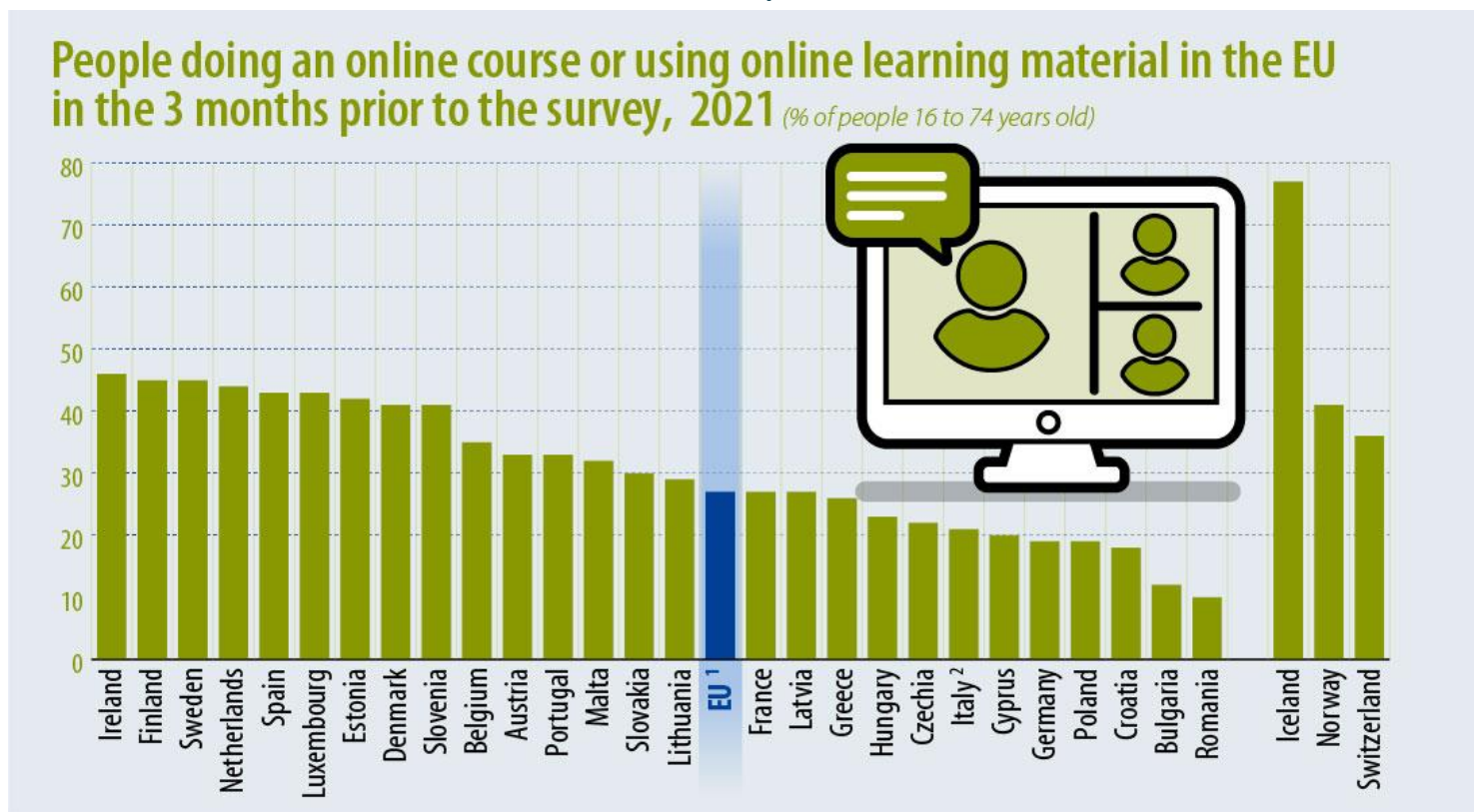
Details: Norway; Eurostat; 2015 to 2020

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Share of people in the European Union (EU-27) using online learning activities from 2015 to 2020, by formal education

Interest in online education grows in the EU

- In 2021, 27% of people aged 16 to 74 in the EU reported that they did an online course or used online learning material in the last three months prior to the survey.
- In 2020:23% and in 2019, before the pandemic: 10%

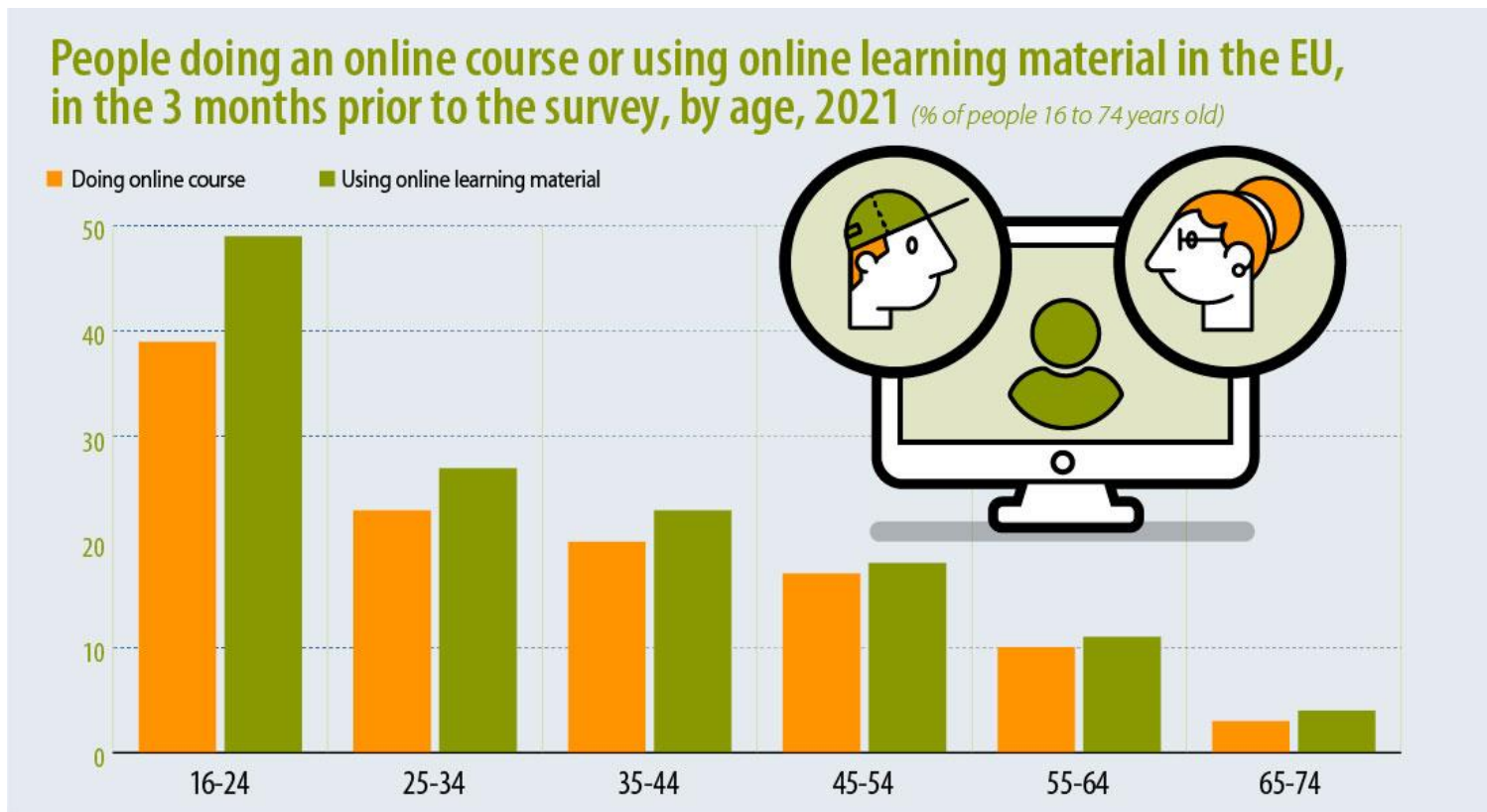


1) EU aggregate: estimated
2) 2020 data

ec.europa.eu/eurostat

Interest in online education grows in the EU

- In 2021, 39% of young people, aged 16 to 24, reported doing an online course and 49% used online learning material.
- In general, young people have taken more to online learning than the average adult population.



EU aggregate: estimated

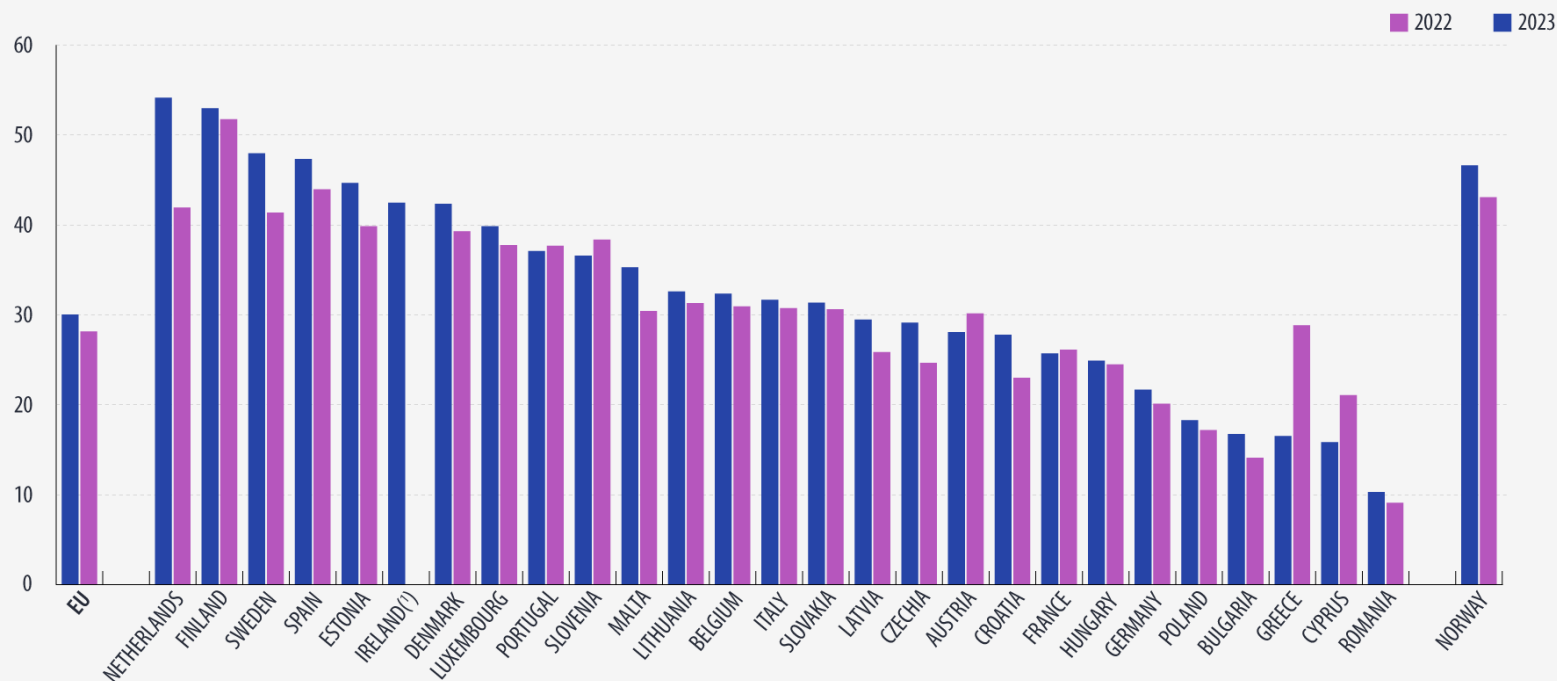
ec.europa.eu/eurostat

Increase in online education in the EU in 2023

- In 2023, 30% of EU internet users aged 16 to 74 reported that they had done an online course or used online learning material in the three months prior to the survey (in 2022:28%)

People doing an online course or using online learning material, 2022 and 2023

(% of individuals who used the internet in the last 3 months)



EU 2022 aggregate: estimated

⁽¹⁾2022 data not available.

eurostat 