THE eLEARNING GUILD Research

APRIL 2008

THE eLEARNING GUILD SNAPSHOT REPORT ON LEARNING MODALITIES

THE eLEARNING GUILD

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Overview

In this eLearning Guild Snapshot Report we show Guild members' adoption of various approaches to e-Learning as of March 2008. Our goal is to show where you and your organization are with respect to other organizations. We will not discuss which approaches work, how much they cost, etc., which is something we cover in depth in our 360° research reports (see www.elearningguild.com/360).

Please note that an interactive, online component to this report is available to ALL Guild members. The Modalities Direct Data Access (DDA) portfolio allows you to view information that is up-to-date as of the moment you view the data. You can also filter the responses based on region, industry, job level, etc.

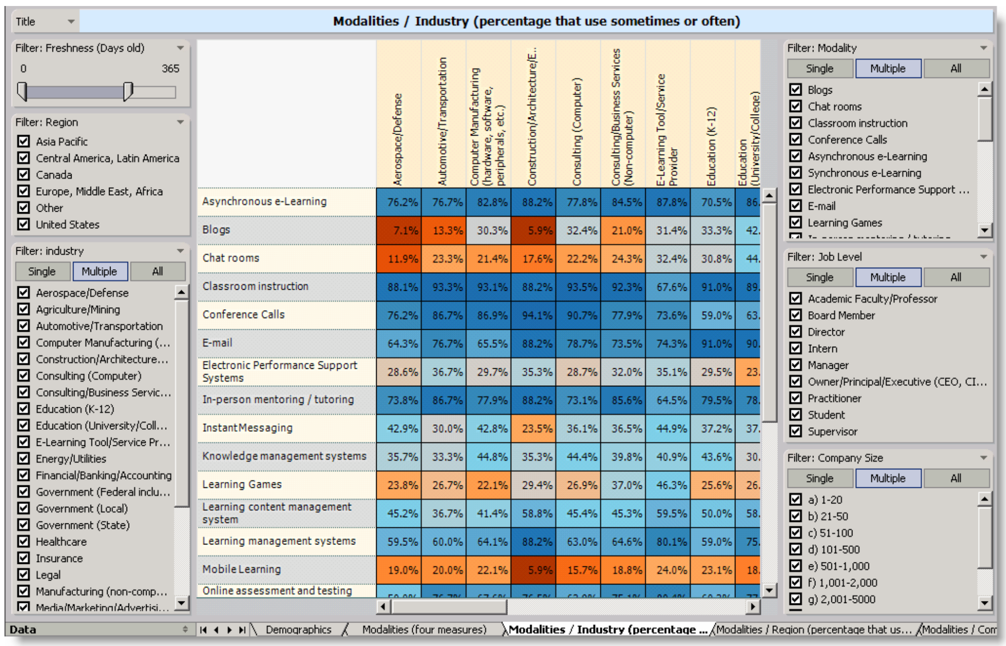


Figure 1 – The Training Modalities DDA portfolio.

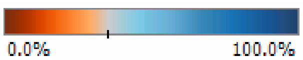
You can access this, and other DDA portfolios, by clicking this link http://www.elearningguild.com/360_reports/.

Real-Time Direct Data Access for all Guild Members		
Guild Research Member Direct Data Access Portfolio's		[top]
Report Title	**Thin-client**	**Plug-in**
e-Learning Salary and Compensation for the US	GO	GO
e-learning Salary and Compensation for Canada	GO	GO
Training Modalities	GO	GO
Training Modality Trends	GO	GO
e-Learning Projects Database	GO	GO
Tools & Products: Market Share	GO	GO

Figure 2 – DDA portfolios available to all Guild members.

Understanding heat maps

Many of the views we present in this report are heat maps, an example of which we show here.



Web 2.0 and emerging modalities / Company Size (percentage that use sometimes or often)	1 - 500 workers	501 - 5,000 workers	5,001 or more workers	**Grand Total**
Blogs	28.7%	19.3%	16.7%	**22.0%**
Learning Games	34.0%	27.5%	32.3%	**31.7%**
Mobile Learning	18.5%	13.8%	17.5%	**16.9%**
Podcasts	22.1%	19.8%	17.7%	**20.0%**
Simulations	51.8%	55.5%	63.6%	**56.9%**
Virtual labs	20.0%	21.1%	23.0%	**21.4%**
Wikis / Communities of Practice	33.7%	27.5%	31.8%	**31.4%**
Asynchronous e-Learning	79.8%	82.4%	90.5%	**84.2%**
Chat rooms	29.5%	21.6%	17.3%	**23.1%**
Classroom instruction	80.6%	93.9%	96.4%	**89.7%**

Figure 3 – Heat map showing popularity of various modalities within companies of different sizes.

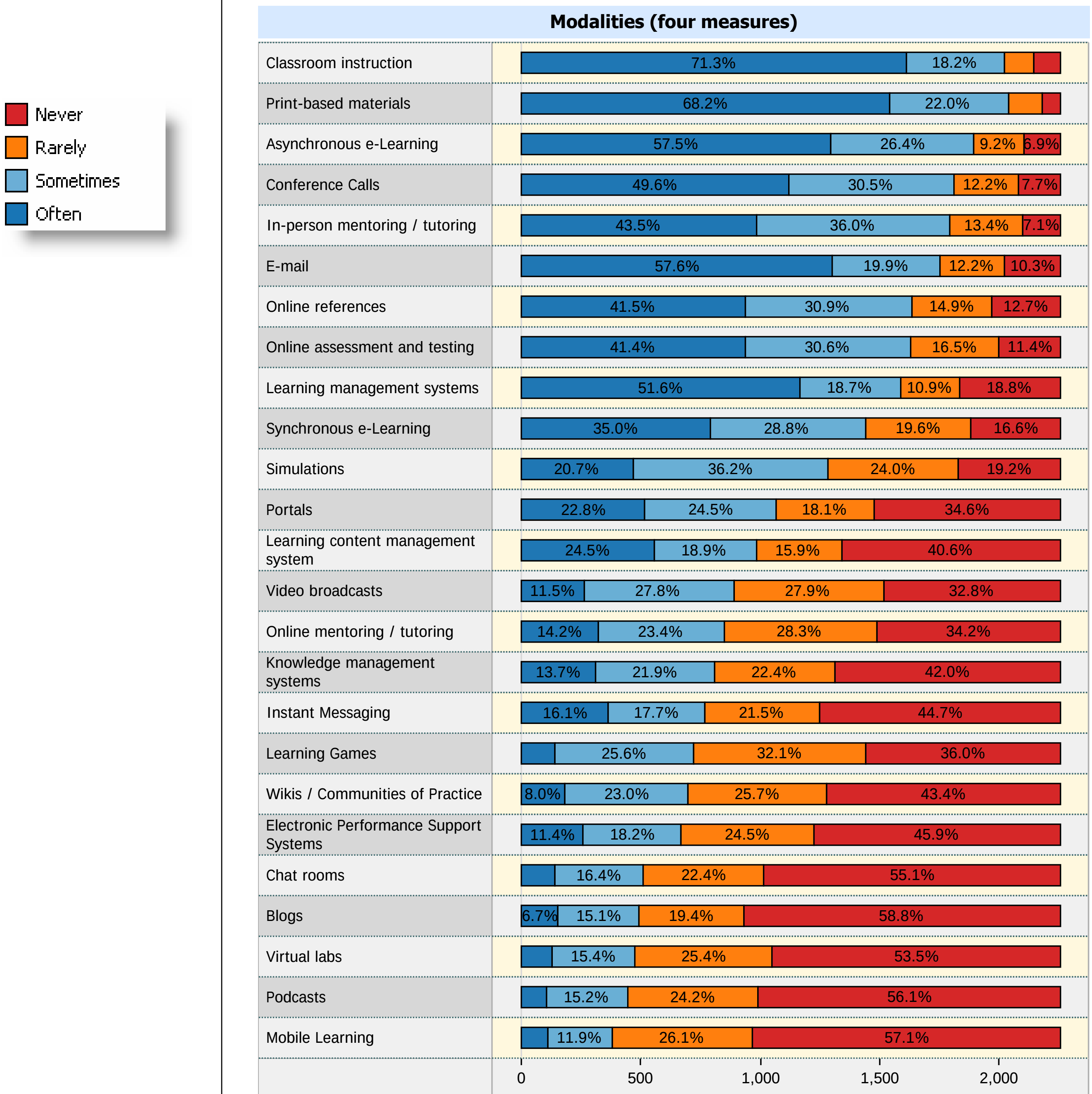
Modalities in dark blue are used sometimes or often by a large number of Guild members. Modalities in dark orange are used sometimes or often by a very small number of Guild members. Light orange, gray, and light blue are somewhere in between.

Use these heat maps to see how your organization compares with others of similar size, industry, and geographic region.

Note that items in orange are "hot," because, in most cases, they represent opportunities for growth.

Learning Modality Popularity

Four measures



Source: The eLearning Guild Research

Figure 4 – Popularity of various modalities and technologies across all industries, broken down into four measures (often, sometimes, rarely, and never).

Learning Modality Popularity

Breakdown by Industry

0.0% — 100.0%

Modalities / Industry (percentage that use sometimes or often)

	Aerospace/Defense	Automotive/Transportation	Computer Manufacturing (hardware, software, peripherals, etc.)	Construction/Architecture/E..	Consulting (Computer)	Consulting/Business Services (Non-computer)	E-Learning Tool/Service Provider	Education (K-12)	Education (University/College)	Energy/Utilities	Financial/Banking/Accounting	Government (Federal including Military)	Government (Local)	Government (State)	Healthcare	Insurance	Legal	Manufacturing (non-computer)	Media/Marketing/Advertisin..	Non-Profit/Trade Association	Other	Pharmaceuticals/Biotech	Retail/Wholesale/Distribution (Non-computer)	Telecommunications	Travel/Hospitality	Grand Total
Asynchronous e-Learning	76.2%	76.7%	82.8%	88.2%	77.8%	84.5%	87.8%	70.5%	86.2%	83.8%	90.2%	81.2%	77.8%	76.6%	83.6%	89.3%	94.4%	80.6%	75.0%	79.4%	75.0%	92.7%	83.1%	96.0%	79.3%	**84.2%**
Blogs	7.1%	13.3%	30.3%	5.9%	32.4%	21.0%	31.4%	33.3%	42.8%	2.7%	9.2%	5.8%	11.1%	17.0%	12.7%	7.6%	5.6%	10.8%	27.5%	27.0%	8.3%	5.5%	10.2%	20.0%	10.3%	**22.0%**
Chat rooms	11.9%	23.3%	21.4%	17.6%	22.2%	24.3%	32.4%	30.8%	44.1%	5.4%	13.0%	17.4%	11.1%	6.4%	14.5%	11.5%	5.6%	11.8%	27.5%	27.0%	25.0%	18.2%	15.3%	18.0%	6.9%	**23.1%**
Classroom instruction	88.1%	93.3%	93.1%	88.2%	93.5%	92.3%	67.6%	91.0%	89.7%	100.0%	96.7%	97.1%	100.0%	93.6%	95.8%	95.4%	88.9%	95.7%	75.0%	85.7%	87.5%	98.2%	93.2%	94.0%	96.6%	**89.7%**
Conference Calls	76.2%	86.7%	86.9%	94.1%	90.7%	77.9%	73.6%	59.0%	63.7%	86.5%	94.0%	82.6%	72.2%	76.6%	85.5%	90.1%	77.8%	91.4%	80.0%	69.8%	70.8%	96.4%	94.9%	90.0%	93.1%	**80.5%**
E-mail	64.3%	76.7%	65.5%	88.2%	78.7%	73.5%	74.3%	91.0%	90.0%	81.1%	74.5%	75.4%	83.3%	72.3%	78.8%	77.1%	94.4%	76.3%	80.0%	76.2%	83.3%	81.8%	81.4%	72.0%	65.5%	**77.9%**
Electronic Performance Support Systems	28.6%	36.7%	29.7%	35.3%	28.7%	32.0%	35.1%	29.5%	23.8%	32.4%	35.3%	26.1%	22.2%	19.1%	29.7%	32.1%	27.8%	26.9%	35.0%	15.9%	33.3%	49.1%	20.3%	32.0%	17.2%	**29.8%**
In-person mentoring / tutoring	73.8%	86.7%	77.9%	88.2%	73.1%	85.6%	64.5%	79.5%	78.8%	70.3%	88.6%	82.6%	77.8%	76.6%	90.3%	87.8%	94.4%	79.6%	80.0%	68.3%	79.2%	78.2%	89.8%	82.0%	79.3%	**79.6%**
Instant Messaging	42.9%	30.0%	42.8%	23.5%	36.1%	36.5%	44.9%	37.2%	37.6%	21.6%	28.8%	17.4%	22.2%	17.0%	20.6%	32.8%	16.7%	33.3%	52.5%	22.2%	37.5%	34.5%	33.9%	40.0%	20.7%	**34.1%**
Knowledge management systems	35.7%	33.3%	44.8%	35.3%	44.4%	39.8%	40.9%	43.6%	30.5%	35.1%	39.1%	37.7%	11.1%	23.4%	30.3%	34.4%	44.4%	29.0%	45.0%	30.2%	25.0%	34.5%	30.5%	40.0%	31.0%	**36.2%**
Learning Games	23.8%	26.7%	22.1%	29.4%	26.9%	37.0%	46.3%	25.6%	26.4%	29.7%	40.8%	18.8%	11.1%	19.1%	27.3%	38.9%	16.7%	28.0%	47.5%	14.3%	33.3%	27.3%	28.8%	42.0%	41.4%	**31.7%**
Learning content management system	45.2%	36.7%	41.4%	58.8%	45.4%	45.3%	59.5%	50.0%	58.5%	27.0%	30.4%	40.6%	16.7%	27.7%	35.8%	38.9%	50.0%	25.8%	52.5%	36.5%	25.0%	41.8%	37.3%	36.0%	37.9%	**43.9%**
Learning management systems	59.5%	60.0%	64.1%	88.2%	63.0%	64.6%	80.1%	59.0%	75.6%	81.1%	73.4%	59.4%	38.9%	57.4%	72.7%	73.3%	55.6%	69.9%	70.0%	61.9%	62.5%	89.1%	59.3%	80.0%	82.8%	**70.5%**
Mobile Learning	19.0%	20.0%	22.1%	5.9%	15.7%	18.8%	24.0%	23.1%	18.3%	2.7%	12.0%	11.6%	16.7%	10.6%	13.9%	12.2%	16.7%	15.1%	17.5%	9.5%	16.7%	21.8%	11.9%	16.0%	13.8%	**16.9%**
Online assessment and testing	50.0%	76.7%	67.6%	76.5%	63.9%	75.1%	80.4%	60.3%	77.2%	67.6%	84.2%	63.8%	50.0%	51.1%	73.9%	74.8%	50.0%	68.8%	72.5%	47.6%	66.7%	78.2%	71.2%	80.0%	72.4%	**72.3%**
Online mentoring / tutoring	23.8%	30.0%	36.6%	41.2%	42.6%	37.6%	46.3%	51.3%	58.5%	21.6%	28.3%	29.0%	16.7%	27.7%	29.7%	22.1%	50.0%	29.0%	37.5%	34.9%	41.7%	32.7%	18.6%	34.0%	24.1%	**37.6%**
Online references	64.3%	60.0%	75.9%	70.6%	71.3%	69.6%	74.0%	61.5%	79.1%	64.9%	78.3%	75.4%	77.8%	74.5%	69.7%	80.2%	83.3%	64.5%	75.0%	61.9%	70.8%	63.6%	66.1%	70.0%	69.0%	**72.6%**
Podcasts	7.1%	20.0%	25.5%	35.3%	19.4%	21.0%	24.7%	19.2%	38.6%	5.4%	13.6%	10.1%	11.1%	10.6%	12.7%	7.6%	16.7%	17.2%	25.0%	17.5%	8.3%	18.2%	8.5%	16.0%	3.4%	**20.0%**
Portals	42.9%	46.7%	53.8%	23.5%	41.7%	45.3%	55.1%	38.5%	50.5%	29.7%	41.8%	49.3%	33.3%	34.0%	45.5%	40.5%	50.0%	47.3%	72.5%	49.2%	33.3%	58.2%	40.7%	68.0%	62.1%	**47.7%**
Print-based materials	92.9%	100.0%	91.0%	94.1%	88.0%	92.8%	74.0%	85.9%	92.6%	97.3%	96.7%	92.8%	94.4%	93.6%	93.9%	93.1%	88.9%	92.5%	85.0%	92.1%	83.3%	89.1%	98.3%	88.0%	93.1%	**90.0%**
Simulations	71.4%	66.7%	59.3%	64.7%	61.1%	58.0%	64.5%	46.2%	49.2%	73.0%	65.8%	49.3%	55.6%	44.7%	59.4%	56.5%	55.6%	44.1%	57.5%	33.3%	37.5%	65.5%	57.6%	64.0%	51.7%	**56.9%**
Synchronous e-Learning	50.0%	63.3%	71.7%	82.4%	68.5%	68.5%	65.9%	59.0%	64.0%	48.6%	72.3%	56.5%	27.8%	38.3%	55.2%	73.3%	61.1%	57.0%	62.5%	50.8%	50.0%	76.4%	62.7%	84.0%	55.2%	**64.0%**
Video broadcasts	31.0%	36.7%	38.6%	47.1%	37.0%	34.3%	36.8%	38.5%	47.9%	35.1%	42.9%	31.9%	16.7%	36.2%	43.0%	36.6%	44.4%	35.5%	40.0%	30.2%	25.0%	56.4%	42.4%	44.0%	34.5%	**39.3%**
Virtual labs	23.8%	33.3%	36.6%	23.5%	20.4%	19.9%	22.6%	21.8%	30.5%	16.2%	17.9%	15.9%	5.6%	21.3%	15.2%	19.1%	11.1%	9.7%	15.0%	11.1%	16.7%	18.2%	16.9%	28.0%	6.9%	**21.4%**
Wikis / Communities of Practice	23.8%	16.7%	45.5%	41.2%	35.2%	30.9%	34.5%	41.0%	47.6%	29.7%	20.1%	31.9%	5.6%	23.4%	20.6%	19.1%	11.1%	22.6%	27.5%	39.7%	33.3%	21.8%	23.7%	34.0%	13.8%	**31.4%**

Source: The eLearning Guild Research

Figure 5 – Heat map showing modalities that members use sometimes or often, broken down by industry.

Why are the least-used modalities in orange, indicating that they are "hot?" If you are a vendor, you can look at this as being opportunities since there's little room for growth in established areas, but lots of room for growth in the Mobile Learning, Podcasts, etc.

And if you believe, as some of my colleagues do, that some of these modalities should be getting more attention than they currently are, then you can think of these modalities as being "problem areas" that warrant attention.

Breakdown by company size

Modalities / Company size (percentage that use sometimes or often)

	1 - 500 workers	501 - 5,000 workers	5,001 or more workers	**Grand Total**
Asynchronous e-Learning	79.8%	82.4%	90.5%	**84.2%**
Blogs	28.7%	19.3%	16.7%	**22.0%**
Chat rooms	29.5%	21.6%	17.3%	**23.1%**
Classroom instruction	80.6%	93.9%	96.4%	**89.7%**
Conference Calls	73.4%	81.2%	87.7%	**80.5%**
E-mail	77.4%	80.4%	76.6%	**77.9%**
Electronic Performance Support Systems	25.9%	28.5%	35.1%	**29.8%**
In-person mentoring / tutoring	73.2%	83.0%	83.9%	**79.6%**
Instant Messaging	37.0%	30.8%	33.6%	**34.1%**
Knowledge management systems	33.8%	33.4%	40.9%	**36.2%**
Learning Games	34.0%	27.5%	32.3%	**31.7%**
Learning content management system	47.1%	42.2%	41.6%	**43.9%**
Learning management systems	63.9%	68.4%	79.3%	**70.5%**
Mobile Learning	18.5%	13.8%	17.5%	**16.9%**
Online assessment and testing	68.2%	67.5%	80.4%	**72.3%**
Online mentoring / tutoring	43.4%	35.1%	33.3%	**37.6%**
Online references	69.4%	71.3%	77.0%	**72.6%**
Podcasts	22.1%	19.8%	17.7%	**20.0%**
Portals	45.7%	45.3%	51.7%	**47.7%**
Print-based materials	83.2%	94.7%	93.9%	**90.0%**
Simulations	51.8%	55.5%	63.6%	**56.9%**
Synchronous e-Learning	59.1%	60.5%	72.0%	**64.0%**
Video broadcasts	34.6%	37.2%	46.1%	**39.3%**
Virtual labs	20.0%	21.1%	23.0%	**21.4%**
Wikis / Communities of Practice	33.7%	27.5%	31.8%	**31.4%**

Source: The eLearning Guild Research

Figure 6 – Popularity of various modalities broken down by company size.

Breakdown by region

Modalities / Region (percentage that use sometimes or often)

	United States	Asia Pacific	Canada	Europe, Middle East, Africa	Other	Central America, Latin America	**Grand Total**
Asynchronous e-Learning	84.4%	78.6%	84.7%	85.4%	87.7%	86.7%	**84.2%**
Blogs	18.7%	40.3%	18.8%	30.0%	43.2%	43.3%	**22.0%**
Chat rooms	19.5%	40.3%	24.3%	31.5%	39.5%	56.7%	**23.1%**
Classroom instruction	91.1%	85.1%	88.9%	81.5%	81.5%	90.0%	**89.7%**
Conference Calls	84.4%	76.6%	79.2%	56.2%	58.0%	50.0%	**80.5%**
E-mail	77.6%	83.8%	66.7%	79.2%	85.2%	93.3%	**77.9%**
Electronic Performance Support Systems	29.8%	37.7%	22.9%	29.2%	34.6%	16.7%	**29.8%**
In-person mentoring / tutoring	80.3%	79.9%	75.7%	73.1%	79.0%	83.3%	**79.6%**
Instant Messaging	32.3%	45.5%	23.6%	40.8%	50.6%	60.0%	**34.1%**
Knowledge management systems	34.2%	42.9%	34.7%	45.4%	50.6%	46.7%	**36.2%**
Learning Games	31.3%	38.3%	33.3%	26.9%	35.8%	23.3%	**31.7%**
Learning content management system	42.0%	54.5%	38.9%	48.5%	60.5%	60.0%	**43.9%**
Learning management systems	70.3%	69.5%	61.8%	72.3%	84.0%	86.7%	**70.5%**
Mobile Learning	17.2%	18.8%	11.1%	11.5%	29.6%	3.3%	**16.9%**
Online assessment and testing	72.0%	73.4%	71.5%	68.5%	84.0%	76.7%	**72.3%**
Online mentoring / tutoring	34.8%	50.6%	36.1%	45.4%	56.8%	56.7%	**37.6%**
Online references	73.0%	72.1%	70.8%	63.8%	79.0%	80.0%	**72.6%**
Podcasts	19.1%	23.4%	19.4%	17.7%	35.8%	23.3%	**20.0%**
Portals	45.6%	47.4%	53.5%	60.0%	58.0%	63.3%	**47.7%**
Print-based materials	91.3%	85.1%	91.0%	83.1%	84.0%	86.7%	**90.0%**
Simulations	57.0%	55.2%	58.3%	52.3%	65.4%	53.3%	**56.9%**
Synchronous e-Learning	66.1%	52.6%	59.7%	53.1%	65.4%	63.3%	**64.0%**
Video broadcasts	39.7%	37.0%	36.8%	34.6%	43.2%	50.0%	**39.3%**
Virtual labs	21.0%	26.0%	17.4%	17.7%	29.6%	33.3%	**21.4%**
Wikis / Communities of Practice	27.8%	46.8%	34.0%	41.5%	53.1%	46.7%	**31.4%**

Source: The eLearning Guild Research

Figure 7 – Popularity of various modalities broken down by geographic region.

43.6% of Guild members have seven or more years experience in e-learning (see "Demographics" on page 10.)

Breakdown by years in e-Learning

Modalities / Years in e-Learning (percentage that use sometimes or often)

	0 to 3 years	4 to 6 years	7 or more years	Grand Total
Asynchronous e-Learning	75.5%	86.2%	89.1%	**84.1%**
Blogs	18.8%	21.5%	24.4%	**21.9%**
Chat rooms	19.6%	22.8%	25.9%	**23.1%**
Classroom instruction	88.4%	90.8%	90.1%	**89.7%**
Conference Calls	77.4%	80.6%	83.3%	**80.8%**
E-mail	80.9%	76.8%	75.7%	**77.6%**
Electronic Performance Support Systems	24.2%	29.8%	34.0%	**29.9%**
In-person mentoring / tutoring	78.8%	80.4%	80.4%	**79.9%**
Instant Messaging	30.2%	34.3%	36.9%	**34.1%**
Knowledge management systems	32.6%	38.1%	38.9%	**36.7%**
Learning Games	30.4%	30.4%	34.2%	**32.1%**
Learning content management system	39.4%	45.0%	46.6%	**43.9%**
Learning management systems	60.6%	73.0%	76.9%	**70.8%**
Mobile Learning	15.2%	17.1%	18.6%	**17.2%**
Online assessment and testing	64.3%	74.4%	77.1%	**72.4%**
Online mentoring / tutoring	33.8%	35.1%	41.0%	**37.3%**
Online references	65.9%	70.9%	77.9%	**72.4%**
Podcasts	16.8%	18.2%	23.9%	**20.2%**
Portals	40.6%	46.2%	53.4%	**47.6%**
Print-based materials	90.8%	89.8%	89.6%	**90.0%**
Simulations	48.7%	55.2%	63.4%	**56.7%**
Synchronous e-Learning	57.4%	62.6%	69.2%	**63.9%**
Video broadcasts	34.1%	36.9%	44.7%	**39.4%**
Virtual labs	15.7%	20.8%	25.3%	**21.1%**
Wikis / Communities of Practice	26.8%	30.4%	35.5%	**31.5%**

Source: The eLearning Guild Research

Figure 8 – Popularity of various modalities broken down by years in e-Learning. As we'll see later on, people with more experience more readily embrace newer approaches to e-Learning.

Web 2.0 and Emerging Modalities

Breakdown for selected industries

Web 2.0 and emerging modalities for selected industries (percentage that use sometimes or often)

	Computer Manufacturing (hardware, software, peripherals, etc.)	Consulting (Computer)	Consulting/Business Services (Non-computer)	E-Learning Tool/Service Provider	Education (K-12)	Education (University/College)	Financial/Banking/Accounting	Government (Federal including Military)	Healthcare	Insurance	Manufacturing (non-computer)	**Grand Total**
Blogs	30.3%	32.4%	21.0%	31.4%	33.3%	42.8%	9.2%	5.8%	12.7%	7.6%	10.8%	**24.5%**
Learning Games	22.1%	26.9%	37.0%	46.3%	25.6%	26.4%	40.8%	18.8%	27.3%	38.9%	28.0%	**32.8%**
Mobile Learning	22.1%	15.7%	18.8%	24.0%	23.1%	18.3%	12.0%	11.6%	13.9%	12.2%	15.1%	**17.7%**
Podcasts	25.5%	19.4%	21.0%	24.7%	19.2%	38.6%	13.6%	10.1%	12.7%	7.6%	17.2%	**21.7%**
Simulations	59.3%	61.1%	58.0%	64.5%	46.2%	49.2%	65.8%	49.3%	59.4%	56.5%	44.1%	**57.1%**
Virtual labs	36.6%	20.4%	19.9%	22.6%	21.8%	30.5%	17.9%	15.9%	15.2%	19.1%	9.7%	**22.3%**
Wikis / Communities of Practice	45.5%	35.2%	30.9%	34.5%	41.0%	47.6%	20.1%	31.9%	20.6%	19.1%	22.6%	**33.0%**

Figure 9 – Popularity of Web 2.0 and emerging modalities broken down by selected industries.

Notice that some industries enjoy both leader and laggard status, as shown in Table 1.

Industry	Leader	Laggard
Financial	Learning Games Simulations	Blogs Mobile Learning Podcasts
Computer Manufacturing	Virtual Labs	Learning Games Mobile Learning
Education (University/College)	Blogs Podcasts Wikis / CoP	Mobile Learning
Insurance	Learning Games	Blogs Podcasts
Government (Federal, including military)	Wikis / Communities of practice	Blogs

Table 1 – Industries that are both leaders and laggards.

Breakdown by company size

Web 2.0 and emerging modalities / Company Size (percentage that use sometimes or often)	1 - 500 workers	501 - 5,000 workers	5,001 or more workers	**Grand Total**
Blogs	28.7%	19.3%	16.7%	**22.0%**
Learning Games	34.0%	27.5%	32.3%	**31.7%**
Mobile Learning	18.5%	13.8%	17.5%	**16.9%**
Podcasts	22.1%	19.8%	17.7%	**20.0%**
Simulations	51.8%	55.5%	63.6%	**56.9%**
Virtual labs	20.0%	21.1%	23.0%	**21.4%**
Wikis / Communities of Practice	33.7%	27.5%	31.8%	**31.4%**

Figure 10 – Popularity of Web 2.0 and emerging modalities broken down by company size. Notice that smaller companies lead in all categories except simulations (which is the most established of the emerging technologies) and virtual labs (which unlike blog, Podcasts, and wikis, can be expensive to create.)

Breakdown by region

Web 2.0 and emerging modalities / Region (percentage that use sometimes or often)	United States	Asia Pacific	Canada	Europe, Middle East, Africa	Other	Central America, Latin America	**Grand Total**
Blogs	18.7%	40.3%	18.8%	30.0%	43.2%	43.3%	**22.0%**
Learning Games	31.3%	38.3%	33.3%	26.9%	35.8%	23.3%	**31.7%**
Mobile Learning	17.2%	18.8%	11.1%	11.5%	29.6%	3.3%	**16.9%**
Podcasts	19.1%	23.4%	19.4%	17.7%	35.8%	23.3%	**20.0%**
Simulations	57.0%	55.2%	58.3%	52.3%	65.4%	53.3%	**56.9%**
Virtual labs	21.0%	26.0%	17.4%	17.7%	29.6%	33.3%	**21.4%**
Wikis / Communities of Practice	27.8%	46.8%	34.0%	41.5%	53.1%	46.7%	**31.4%**

Figure 11 – Popularity of Web 2.0 and emerging modalities broken down by geographic region. Notice that the U.S. lags behind Asia / Pacific in all areas except simulations.

Breakdown by years in e-Learning

Web 2.0 and emerging modalities / Years in e-Learning (percentage that use sometimes or often)	0 to 3 years	4 to 6 years	7 or more years	**Grand Total**
Blogs	18.8%	21.5%	24.4%	**21.9%**
Learning Games	30.4%	30.4%	34.2%	**32.1%**
Mobile Learning	15.2%	17.1%	18.6%	**17.2%**
Podcasts	16.8%	18.2%	23.9%	**20.2%**
Simulations	48.7%	55.2%	63.4%	**56.7%**
Virtual labs	15.7%	20.8%	25.3%	**21.1%**
Wikis / Communities of Practice	26.8%	30.4%	35.5%	**31.5%**

Figure 12 – Popularity of Web 2.0 and emerging modalities broken down by years in e-Learning. Notice that without exception, members with more experience implement Web 2.0 and emerging modalities more often than those with less experience. We expect a lot of growth in these areas as e-Learning professionals become more accomplished.

Demographics of Survey Respondents

As of this writing, 2,276 Guild members have updated the modalities portion of their member profile.

Breakdown by company size

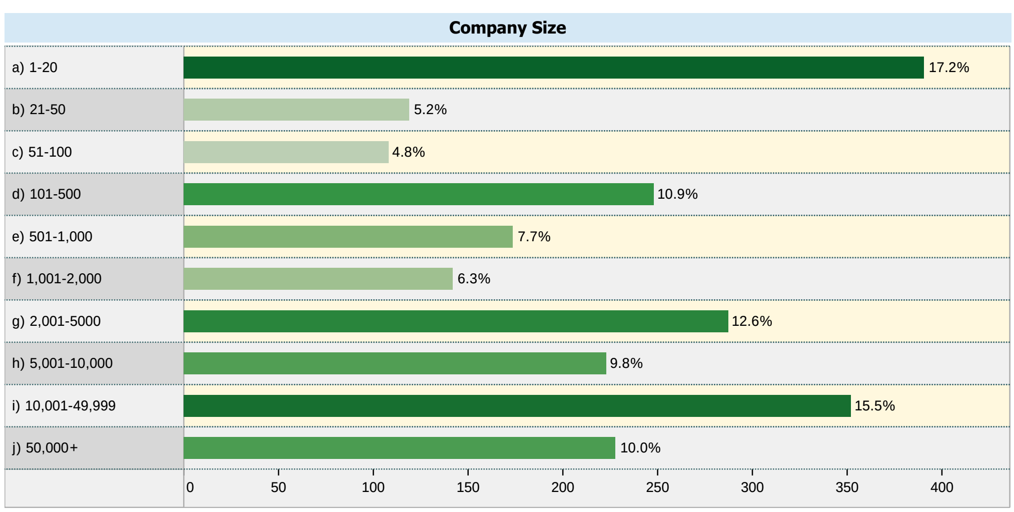


Figure 13 – Respondent breakdown by company size.

Breakdown by job level

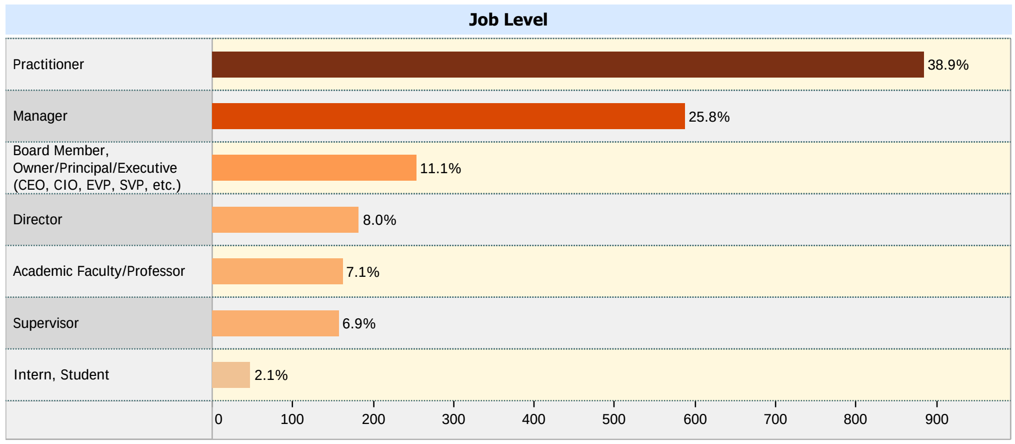


Figure 14 – Respondent breakdown by job level.

Breakdown by years in e-Learning

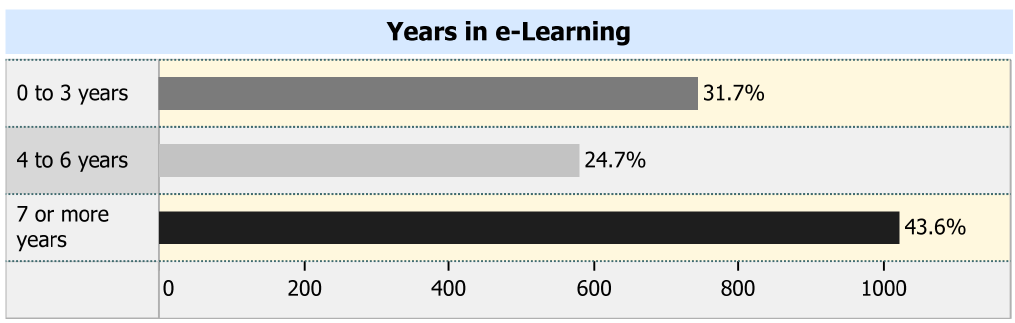


Figure 15 – Respondent breakdown by years in e-Learning

Breakdown by industry

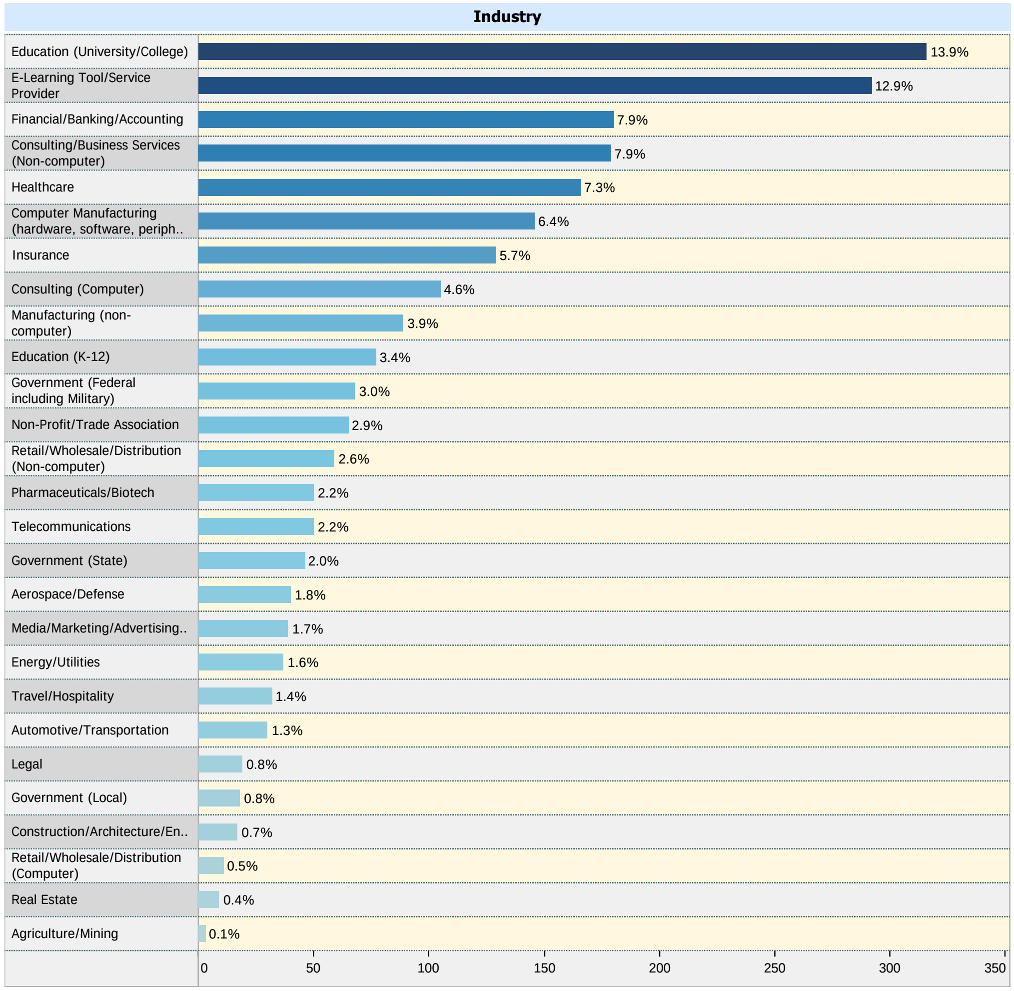


Figure 16 – Respondent breakdown by industry.

Breakdown by geographic region

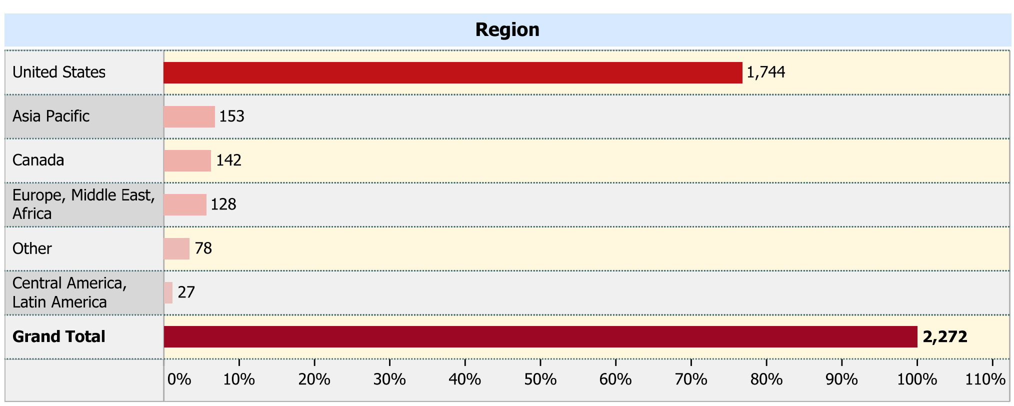


Figure 17 – Respondent breakdown by geographic region.

The eLearning Guild Research Pledge

It is our goal to provide the best research based on the best data. Indeed, with well over 29,000 e-Learning professionals – designers, developers, managers, and executives who are passionate about the art and science of e-Learning – The Guild has an unmatched and enormously rich and varied pool from which to gather data.

But let us be very clear that this data represents one thing and one thing only: the preferences, opinions, loves, loathings, trials, and triumphs of eLearning Guild members. Does the information represent the e-Learning industry as a whole? Probably, but we cannot – and will not – make that claim.

And anyone else publishing articles or research that makes that claim – and makes it using a much smaller data set than we would ever consider using – is presumptuous at best.

Here are the five articles of practice that drive eLearning Guild Research:

1. **Live, interactive, always-up-to-date.** In addition to providing members with truly useful visual analytics tools, the underlying data is *always* up to date and displayed in real time.
2. **Number of respondents.** Our research reflects the opinions of *thousands* of e-Learning professionals. The Guild has more, and better, data than is available any place else. *Indeed, we will never publish results from a survey unless we have received at least 770 fully-vetted responses.*
3. **No reliance on outside sources that will bias our reports.** With thousands of members updating their profiles and completing surveys, the Guild does not need to rely on outside sources for contacts to complete surveys.
4. **Funding**. The eLearning Guild funds its own research. We do not accept any form of sponsorship from vendors and/or suppliers for public research activities.
5. **Guaranteed Fresh.** Every 90 days we remind members to update their profiles and survey information. If a member goes a year without updating information, that information is filtered out of our live reports.

For the Guild's 360° Reports we carefully review respondents' data for accuracy and consistency. If we detect an anomaly, we contact that respondent and ask that he/she clarify his/her responses. If any issue cannot be resolved, the data from this respondent is discarded and is not included in our report.

The Guild is truly an amazing organization and I feel privileged to be a part of it. It is my goal to leverage the depth, breadth, and spirit of the Guild's members to produce the gold standard in e-Learning research.

Sincerely,

Steven S. Wexler
Director of Research and Emerging Technologies