Welcome back!

Thanks to everyone who took some time to review our digital Meetup refresher and to answer some of the questions we included. Read on to see the results!

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Introduction

At a recent Meetup of the Instructional Design and eLearning group, we gave a presentation on:

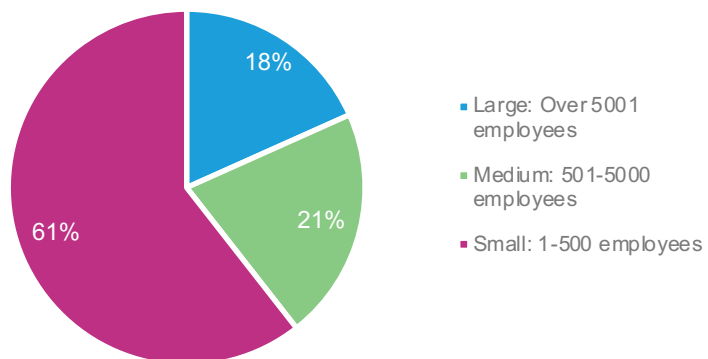**xAPI: How it's being used to capture online and offline learning experiences**

As a follow up, we distributed our presentation to the Meetup group via an xAPI experience and collected some data from participants about their knowledge and use of xAPI. The data was anonymized and the results are included in this analysis.
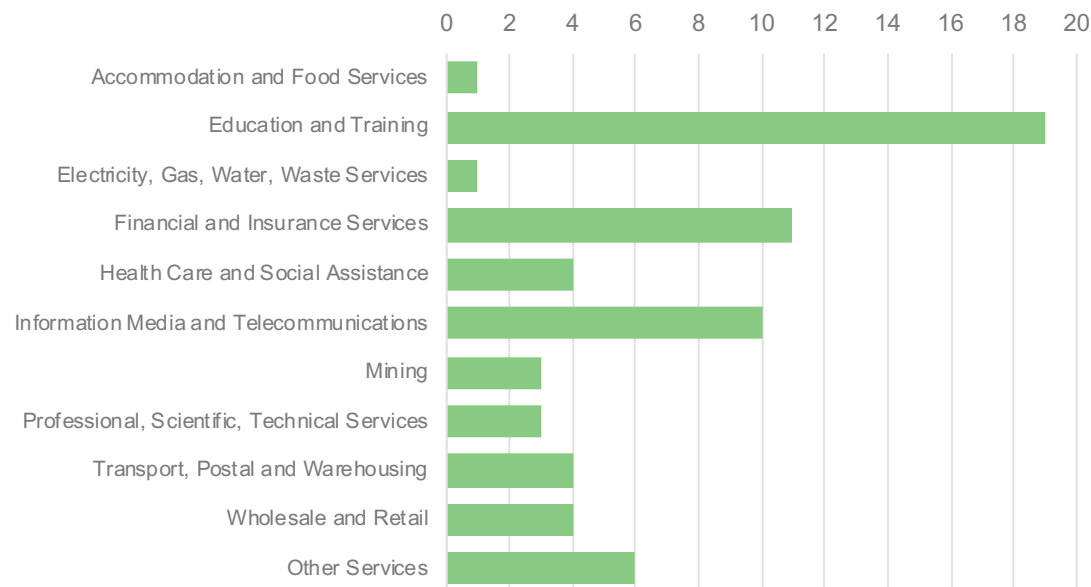
Participant Demographics

To start, we asked participants some typical questions about the size of their organisation and their role in it.

Industry of organisation

Horizontal bar chart showing (approximate values):
- Accommodation and Food Services: 1
- Education and Training: 19
- Electricity, Gas, Water, Waste Services: 1
- Financial and Insurance Services: 16
- Health Care and Social Assistance: 6
- Information Media and Telecommunications: 15
- Mining: 5
- Professional, Scientific, Technical Services: 5
- Transport, Postal and Warehousing: 6
- Wholesale and Retail: 6
- Other Services: 11

Size of organisation

Pie chart:
- 18% Large: Over 5001 employees
- 21% Medium: 501-5000 employees
- 61% Small: 1-500 employees

Role

Horizontal bar chart (approximate values):
- L&D Consultant: 12
- L&D Manager: 12
- Learning Administrator: 4
- Learning Designer: 20
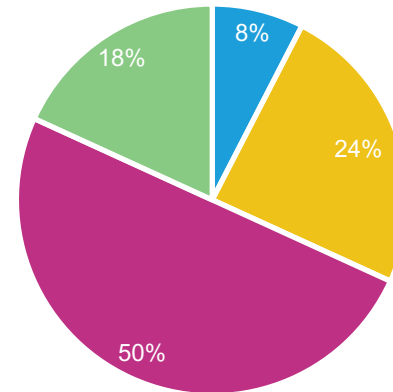- Other: 18

Understanding of xAPI and it's potential

Next we asked participants:

- **how much they already know about xAPI**
- **whether they see any potential for using xAPI in their organisation**
- **the aspects of xAPI that are most interesting to participants and their organisations**

It's clear from the results that the industry view of xAPI is that it has great potential to improve and track learning experiences, as well as supporting new types of learning experiences, and delivering learning experiences outside an LMS.
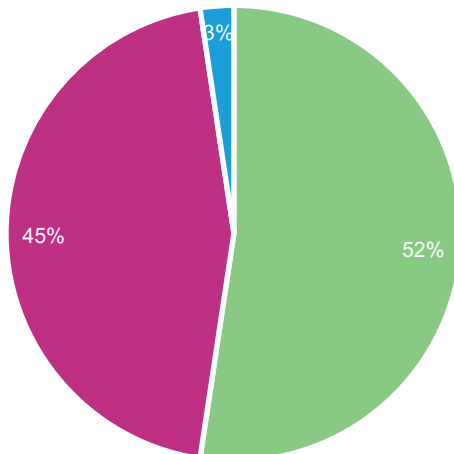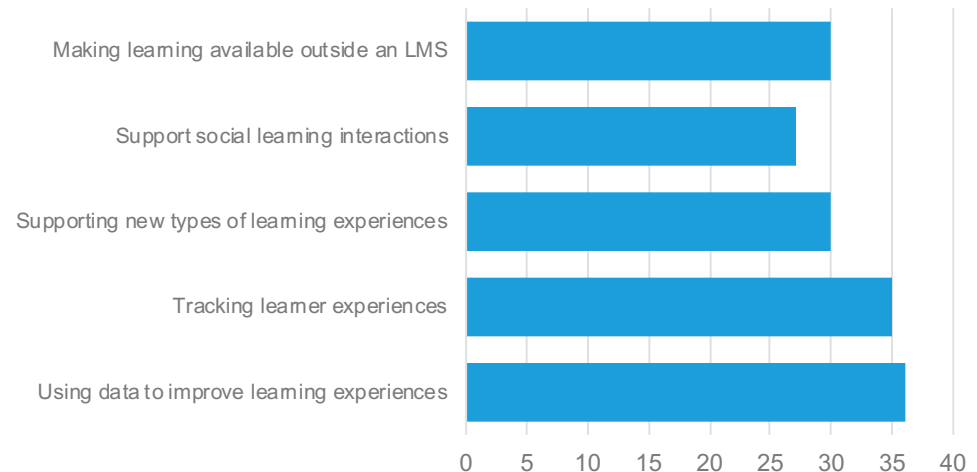
Understanding of xAPI

- 8% — I am an xAPI expert.
- 24% — I have intermediate understanding of xAPI and what it's used for.
- 50% — I have a basic understanding of xAPI and what it's used for.
- 18% — I don't understand xAPI and what it's used for.

Potential of xAPI

- 52% — I see a lot of potential for the use of xAPI.
- 45% — I see some potential, but I am unsure that I can convince others in my organisation.
- 3% — I don't see any potential for the use of xAPI.

Most interesting aspects of xAPI

Aspect	Value
Making learning available outside an LMS	30
Support social learning interactions	27
Supporting new types of learning experiences	30
Tracking learner experiences	35
Using data to improve learning experiences	36

Designing with data in mind

- 23% — I have designed learning for data capture, but not data presentation.
- 34% — I have designed learning with both data capture and data presentation in mind.
- 43% — I have not designed with data capture or presentation in mind.

Designing learning around xAPI

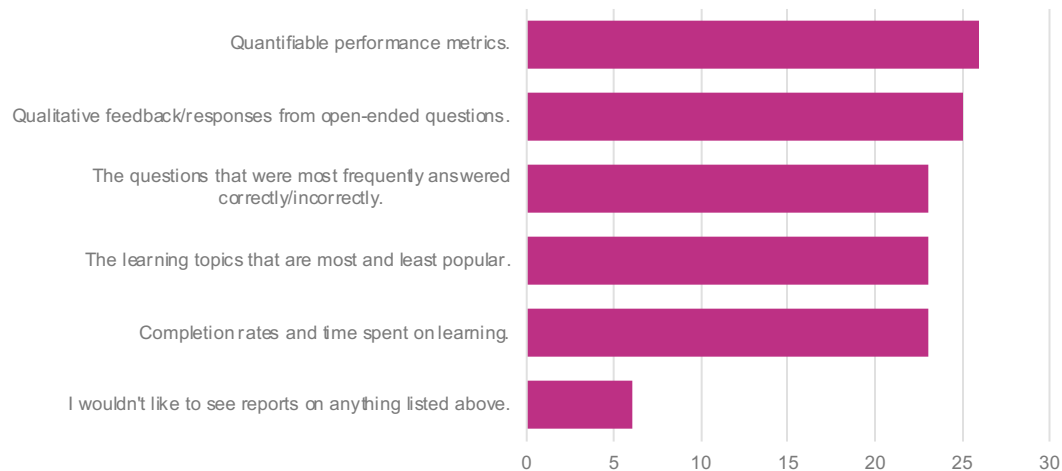xAPI changes the way we capture data, but it also **changes the amount of data captured and the impact of this on learners**. With this in mind, we asked participants:
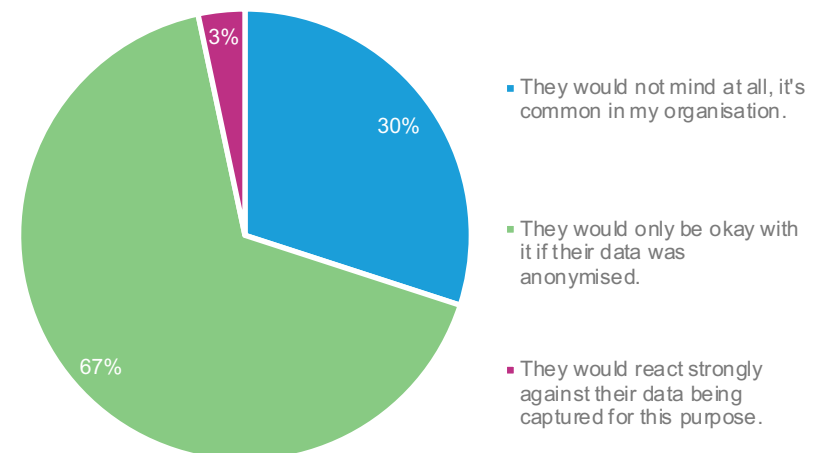
- if they already consider the type and amount of data they want to capture when they are designing learning

- the types of learning data they want to be able to report on

- how learners might react to this kind of data capture, and any potential privacy concerns.

Types of learning data to report on

- Quantifiable performance metrics.
- Qualitative feedback/responses from open-ended questions.
- The questions that were most frequently answered correctly/incorrectly.
- The learning topics that are most and least popular.
- Completion rates and time spent on learning.
- I wouldn't like to see reports on anything listed above.

Learner reaction to their data being captured

- 30% — They would not mind at all, it's common in my organisation.
- 67% — They would only be okay with it if their data was anonymised.
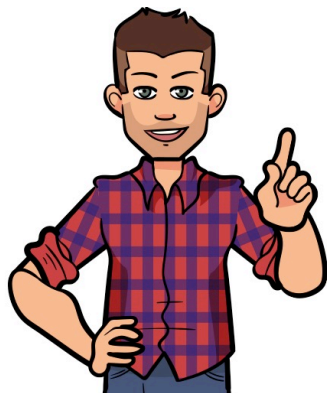- 3% — They would react strongly against their data being captured for this purpose.

A Learning Ecosystem

Finally, we asked participants about **the future of xAPI and the learning ecosystem**, including:
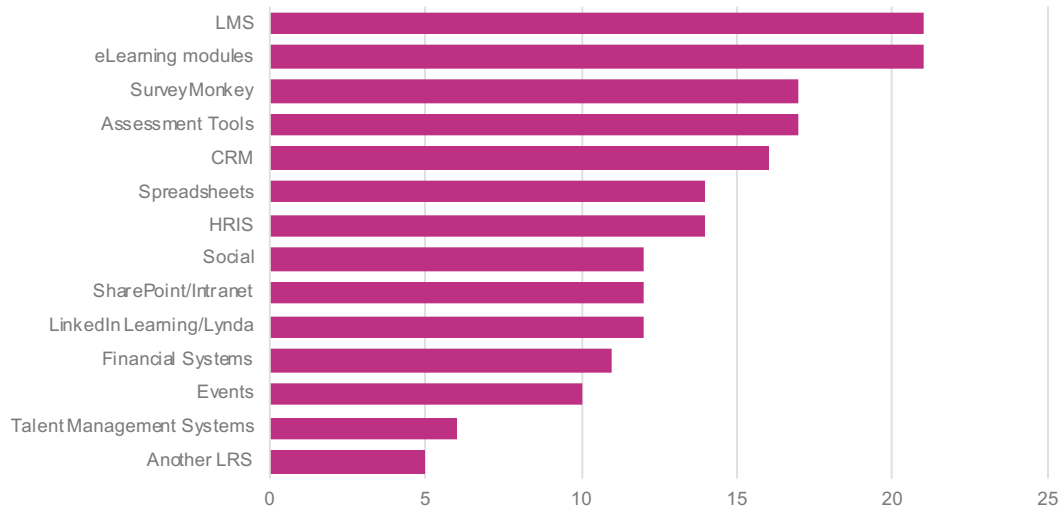
- the data sources they and/or their organisation are interested in collecting data from
- the bridges and barriers to capturing learning data
- and the possibilities – the learning "apps" that would be most useful to their organisation's learning ecosystem.
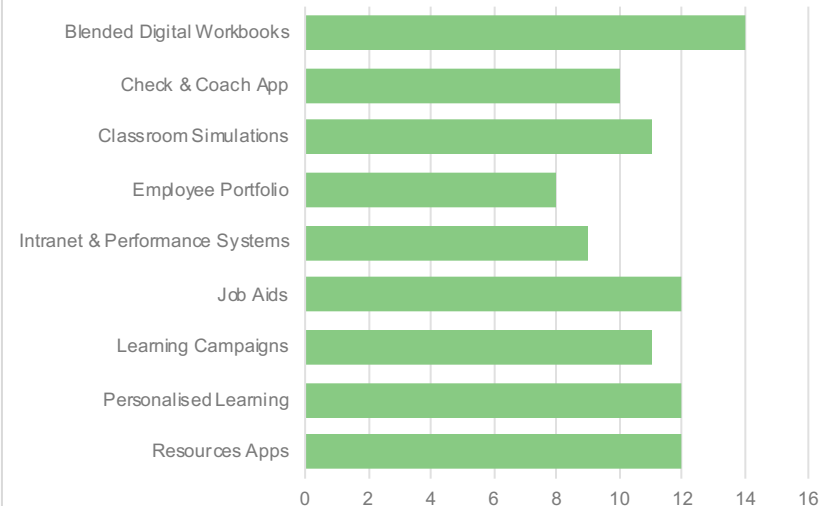
Bridges and barriers to capturing data

Bar chart categories (top to bottom):
- Using technology to track learner performance is the only way to know the learning is truly effective. — 12
- Integrating an LRS with our LMS is not worth the cost. — 10
- Data is used in my organisation to demonstrate business outcomes and ROI for learning. — 9
- Data is being captured but it is not used to improve or inform learning design. — 12
- Capturing learner data is an invasion of privacy. — 4
- None of the above statements apply to my organisation's position. — 9

The data sources you are interested in collecting data from

- LMS — 21
- eLearning modules — 21
- SurveyMonkey — 17
- Assessment Tools — 17
- CRM — 16
- Spreadsheets — 14
- HRIS — 14
- Social — 12
- SharePoint/Intranet — 12
- LinkedIn Learning/Lynda — 12
- Financial Systems — 11
- Events — 10
- Talent Management Systems — 6
- Another LRS — 5

Learning ecosystem possibilities

- Blended Digital Workbooks — 14
- Check & Coach App — 10
- Classroom Simulations — 11
- Employee Portfolio — 8
- Intranet & Performance Systems — 9
- Job Aids — 12
- Learning Campaigns — 11
- Personalised Learning — 12
- Resources Apps — 12

xAPI and Learning Ecosystems – Response Analysis

We are serious about helping the learning community adopt xAPI. It will help us all deliver better learning experiences, make better decisions about our learning and demonstrate our value to our sponsors. We are offering a **free introduction workshop to xAPI and Learning Ecosystems for your team**.

In this workshop we will cover:

- **what xAPI is,**
- **how you use it to to analyse learning performance and**
- **how it can be used to create learning ecosystems for your organisation.**

We bring it all together by scoping what elements you might include for your businesses learning ecosystem.

To enquire further, go to:

https://www.gurooproducer.com/xapi

You can also:

- **Visit our website:** https://www.gurooproducer.com
- **Read our related blog post:** https://www.gurooproducer.com/blog/think-outside-your-lms-creating-an-elearning-innovation-ecosystem
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