

## The Benefits of e-Learning

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### Features Unique to e-Learning

Like no other training form, e-learning promises to provide a single experience that accommodates the three distinct learning styles of auditory learners, visual learners, and kinesthetic learners. Other unique opportunities created by the advent and development of e-learning are more efficient training of a globally dispersed audience; and reduced publishing and distribution costs as Web-based training becomes a standard.

E-learning also offers individualized instruction, which print media cannot provide, and instructor-led courses allow clumsily and at great cost. In conjunction with assessing needs, e-learning can target specific needs. And by using learning style tests, e-learning can locate and target individual learning preferences.

Additionally, synchronous e-learning is self-paced. Advanced learners are allowed to speed through or bypass instruction that is redundant while novices slow their own progress through content, eliminating frustration with themselves, their fellow learners, and the course.

In these ways, e-learning is inclusive of a maximum number of participants with a maximum range of learning styles, preferences, and needs.

### Advantages of e-Learning to the Trainer or Organization

Some of the most outstanding advantages to the trainer or organization are:

- **Reduced overall cost** is the single most influential factor in adopting e-learning. The elimination of costs associated with instructor's salaries, meeting room rentals, and student travel, lodging, and meals are directly quantifiable. The reduction of time spent away from the job by employees may be the most positive offshoot.
- **Learning times reduced**, an average of 40 to 60 percent, as found by Brandon Hall (*Web-based Training Cookbook*, 1997, p. 108).
- **Increased retention** and application to the job averages an increase of 25 percent over traditional methods, according to an independent study by J.D. Fletcher (*Multimedia Review*, Spring 1991, pp.33-42).
- **Consistent delivery** of content is possible with asynchronous, self-paced e-learning.
- **Expert knowledge** is communicated, but more importantly captured, with good e-learning and knowledge management systems.
- **Proof of completion and certification**, essential elements of training initiatives, can be automated.

### Advantages to the Learner

Along with the increased retention, reduced learning time, and other aforementioned benefits to students, particular advantages of e-learning include:

- **On-demand availability** enables students to complete training conveniently at off-hours or from home.
- **Self-pacing** for slow or quick learners reduces stress and increases satisfaction.
- **Interactivity** engages users, pushing them rather than pulling them through training.
- **Confidence** that refresher or quick reference materials are available reduces burden of responsibility of mastery.