



Institut für Medien- und Kompetenzforschung



## **Learner Typology – Strategies to Convince SMEs of e-Learning**

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Lower Saxony  Niedersachsen

Regional mission of the „eLearning Competence Center“ :

- promote and fund suitable e-learning applications for target groups
- commissioned by the Ministry of the Interior of the state Lower Saxony

- Analysis of previous studies → put focus on users: determine their potential to use e-learning
- Only vague ideas of employees' individual interest in continuing education, conditions

Approach:

- telephone interviews with employees at home. Avoid „company bias“ (boss, HR-department, co-workers)
- New Learner Typology: determine e-learning potential of target groups

## Goals of the study

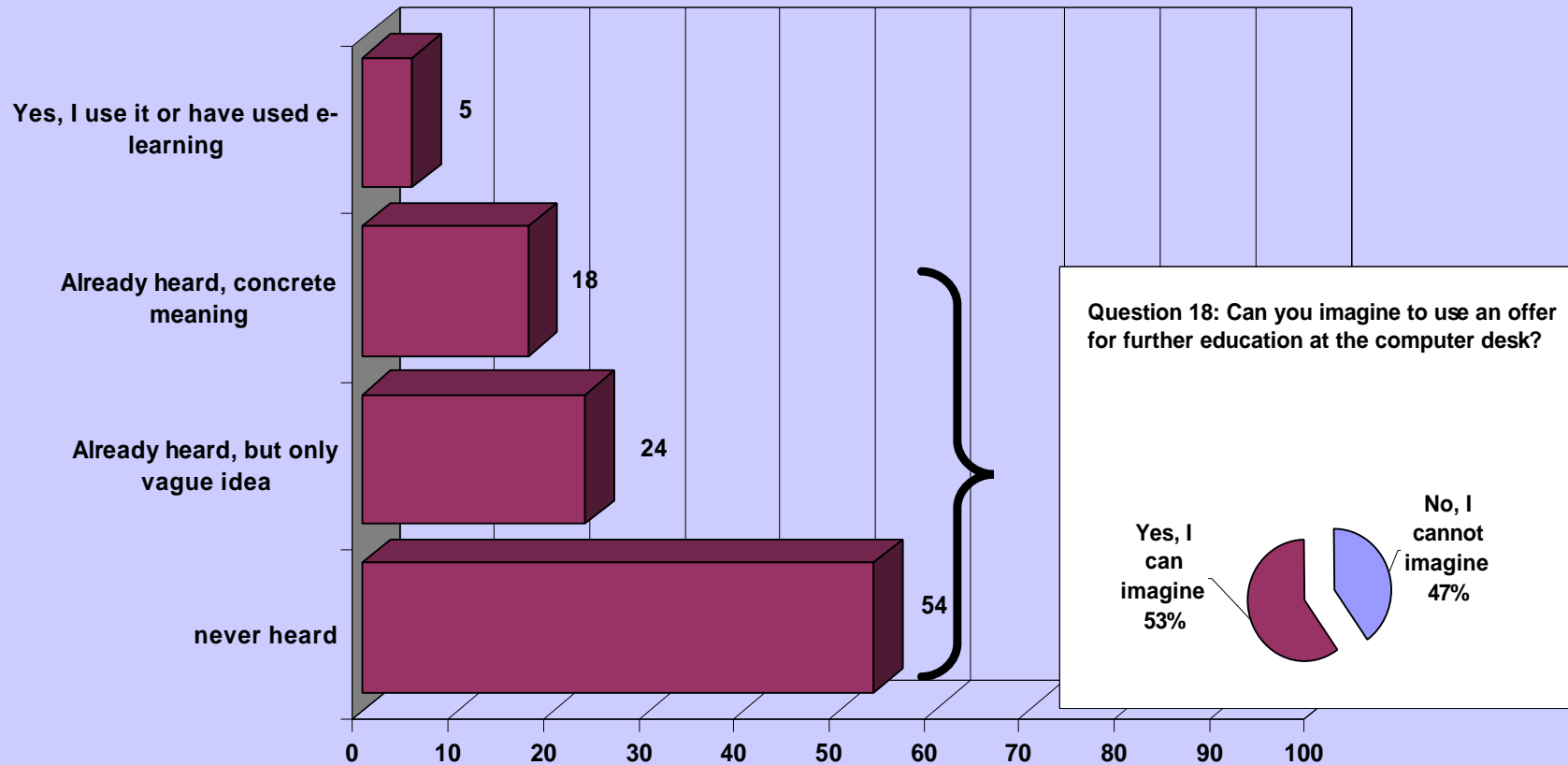
- Examination of attitude of employees in Lower Saxony (Germany) towards continuing education
- Identification of Learner Typology
- Determination of e-learning potential

## Structure of the survey

- Representative telephone questionnaire (CATI)
- Random sample in Lower Saxony (Germany)
- Time of survey: January 14th until January 27th 2004
- n = 403 cases
- Average time of interviews: 17 minutes
- Weighted by population demographics of Lower Saxony

# Usage and knowledge of e-learning

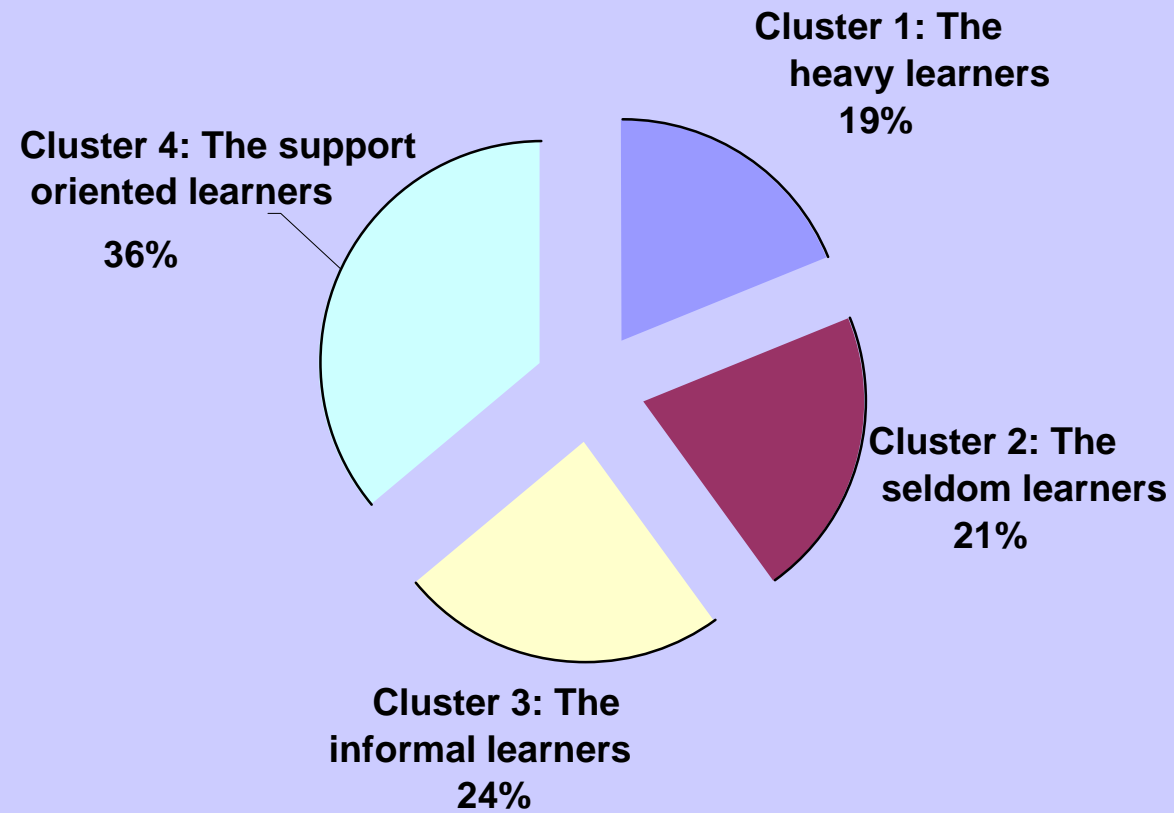
in percent



Question 17: Does "e-learning" or "Telelearning" mean anything to you?

(Quelle: MMB/Psephos: Representative telephone interviews (CATI), January 2004, 403 cases)

# Learner Typology



## Overrepresented groups in the four clusters

### Cluster 4: Support oriented

- + 16 - 29 years old
- + low level of education
- + position with responsibility
- + work in SMEs
- + low computer competence
- + never heard of e-learning

### Cluster 1: Heavy learners

- + 40 - 49 years old
- + leading positions
- + in large enterprises
- + middle and higher level of education
- + high and middle computer competence
- + already e-learning users with a concrete idea of e-learning

### Cluster 2: Seldom learners

- + 30 - 39 and 50 - 59 years old
- + workers, often in large enterprises
- + simple working tasks
- + low level of education
- + low computer competence
- + never heard of e-learning, low potential

### Cluster 3: Informal learners

- + highest level of education, academics
- + clerks and civil servants
- + staff members in small enterprises
- + very high computer competence
- + concrete idea of e-learning, great user potential



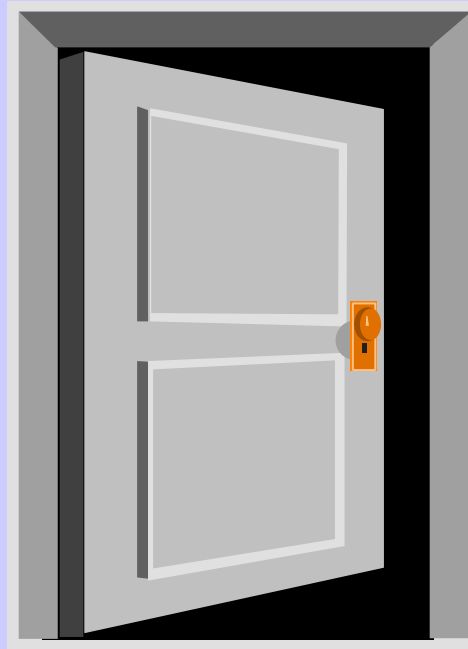
- Analysis of target groups that are more or less affine for e-learning
- Targeted addressing of these groups with...
  - Information
  - Events
  - First consultancy services
  - Pilot projects
  - Examples: Special projects for trade and very small enterprises - consideration of their specific needs.

# Thank you for your attention!

Further Questions?

MMB: [www.mmb-institut.de](http://www.mmb-institut.de)

eLearning at nordmedia: [www.elearning-zentrum.de](http://www.elearning-zentrum.de)



- MMB Institute for Media and Competence Research
- nordmedia – Competence Center eLearning