Global Sentiment Survey 2021

2021 Learning technologies: what's hot and what's not?

Donald H Taylor
Chair
Learning and Performance Institute

http://bit.ly/GSS21-summary

Global Sentiment Survey

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1 Results for 2021

2 Key themes

3 The Covid effect

4 Where next?

5 Conclusions

1

Results for 2021

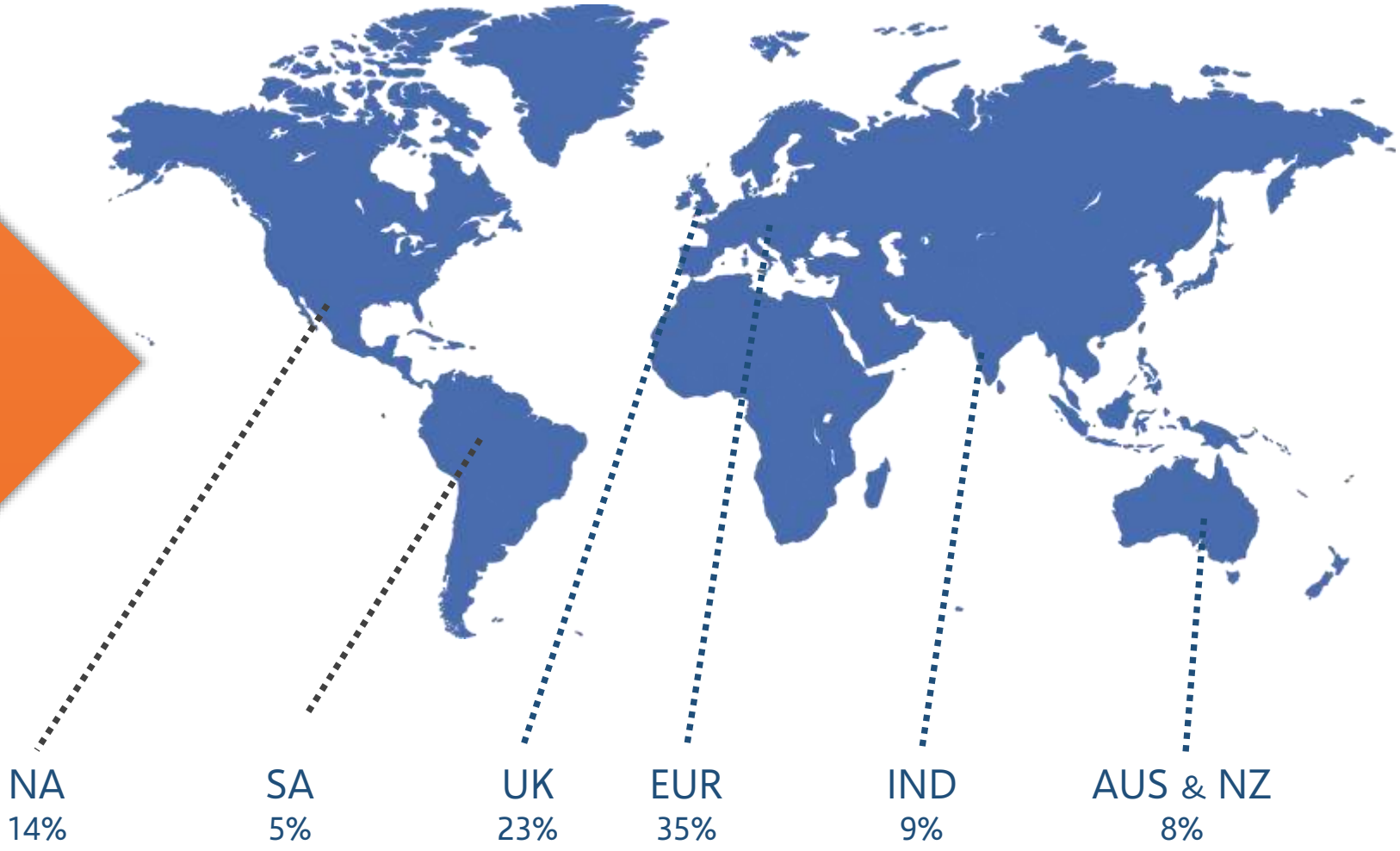
“What will be hot in workplace L&D in 2021?”

- Year 8
- Choose 3 options from 15
- > 3,000 voters
- 95 countries

Global Sentiment Survey

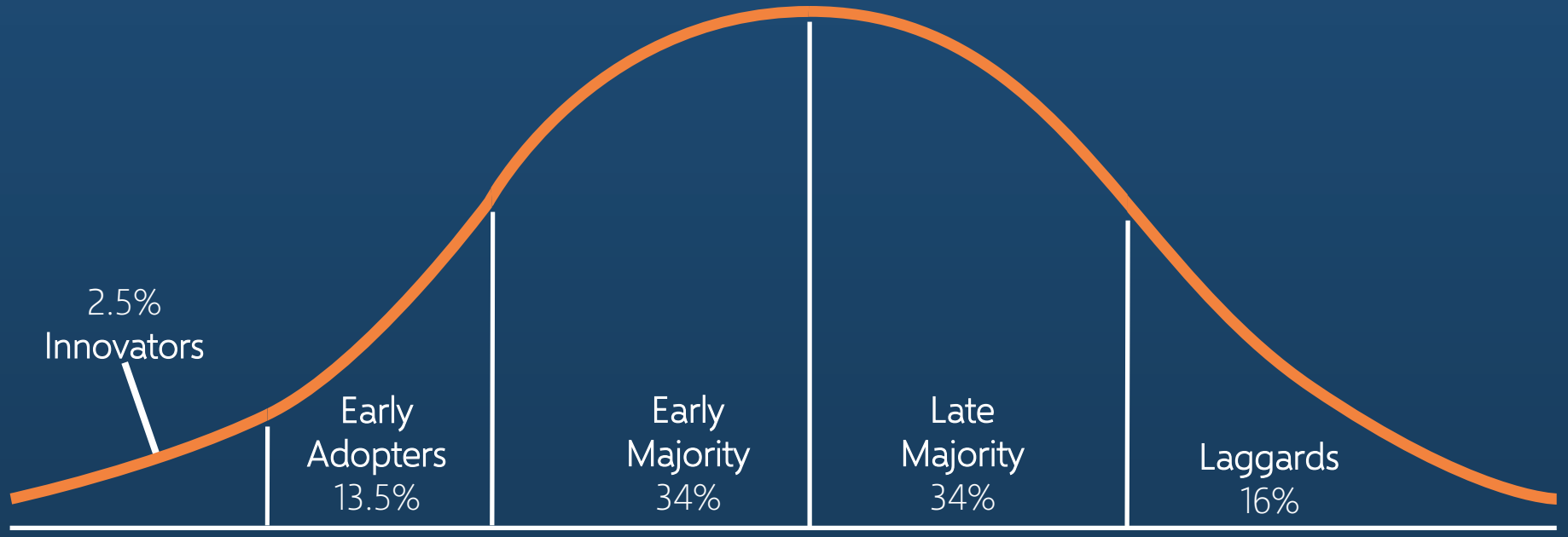
“What will be hot in workplace L&D in 2021?”

- Year 8
- Choose 3 options from 15
- > 3,000 voters
- 95 countries



Caveats

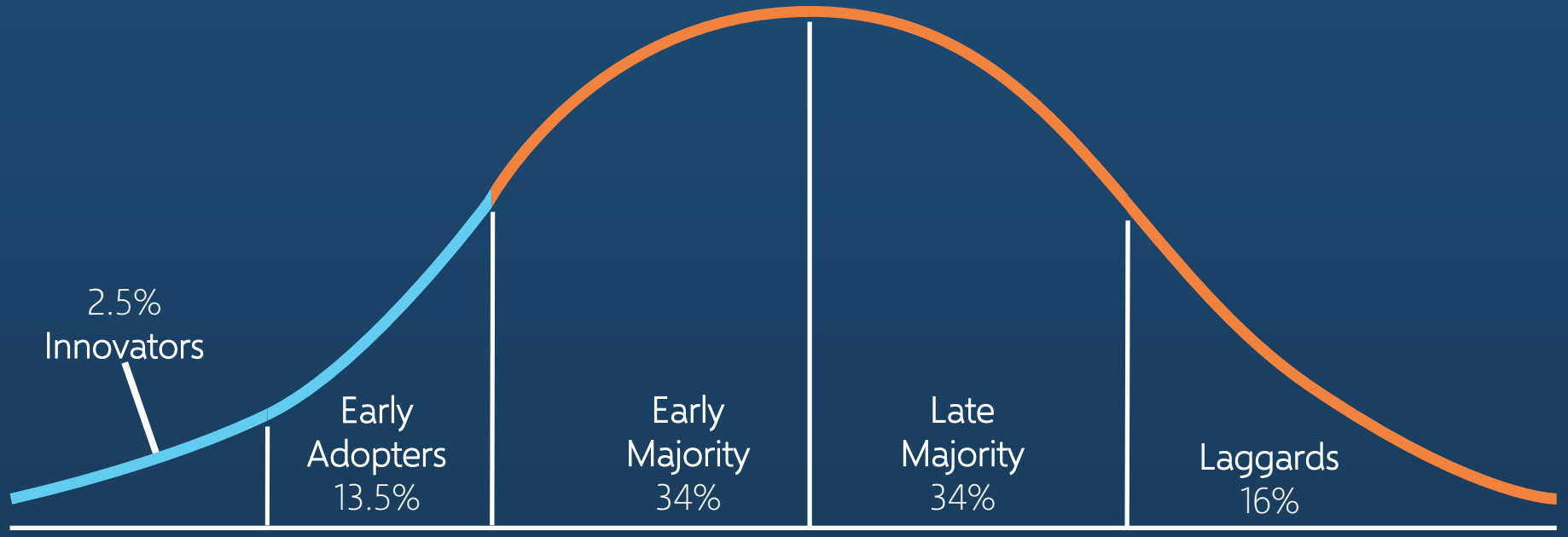
The people: Non-representative sample



Diffusion of innovation curve, Everett Rogers

Caveats

The people: Non-representative sample



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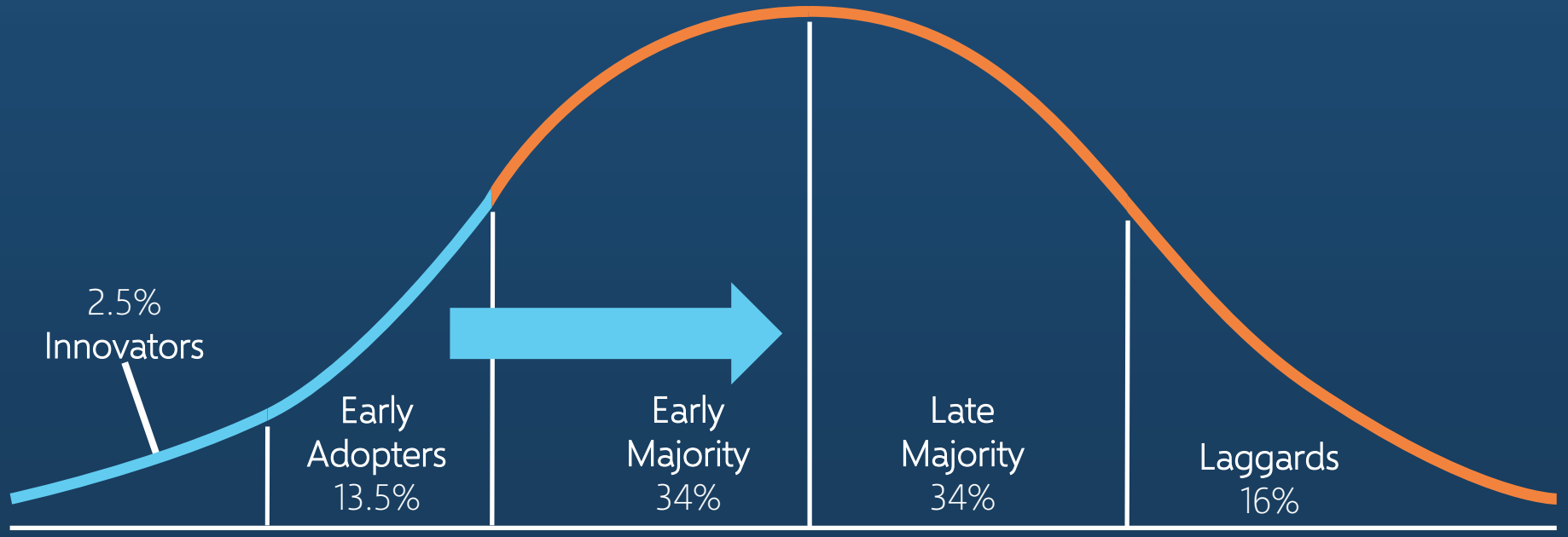

Diffusion of innovation curve, Everett Rogers

What do you think will be hot in workplace L&D in 2021?

- Artificial intelligence
- Coaching/mentoring
- Collaborative/social learning
- Consulting more deeply with the business
- Curation
- Learning analytics
- Learning experience platforms
- Micro learning
- Performance support
- Personalization/adaptive delivery
- Mobile delivery
- Neuroscience/cognitive science
- Reskilling/upskilling *
- Showing value
- Virtual and augmented reality
- Other

*New in 2021

What do you think will be hot in workplace L&D in 2021?

1. Reskilling/upskilling (new)
2. Collaborative social learning (3)
3. Learning analytics (1)
4. Personalization/adaptive delivery (2)
5. Learning experience platforms (4)
6. Coaching/mentoring (8)
7. Micro learning (6)
8. Showing value (9)
9. Consulting more deeply with the business (7)
10. Performance support (11)
11. Mobile delivery (12)
12. Artificial intelligence (5)
13. Virtual and augmented reality (10)
14. Curation (-)
15. Neuroscience/cognitive science (13)
16. Other (-)

3,114 votes

(Rank for previous year shown in brackets)

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Results for 2021

GSS 2021		Δ%
1. Reskilling/upskilling (new)	13.0%	new
2. Collaborative/social learning (3)	9.4%	↑
3. Learning analytics (1)	8.8%	↓
4. Personalization/adaptive delivery (2)	8.7%	↓
5. Learning experience platforms (4)	7.4%	↓
6. Coaching/mentoring (8)	7.0%	↔
7. Micro learning (6)	6.9%	↓
8. Showing value (9)	6.1%	↓
9. Consulting more deeply with the business (7)	6.0%	↓
10. Performance support (11)	5.5%	↔
11. Mobile delivery (12)	4.7%	↔
12. Artificial intelligence (5)	4.3%	↓
13. Virtual and augmented reality (10)	4.3%	↓
14. Curation (14)	3.2%	↓
15. Neuroscience/cognitive science (13)	2.6%	↓
16. Other (16)	2.0%	↑
n = 3,114		

Figures in brackets show previous year's ranking

The Covid Effect

GSS 2021		Δ%
1. Reskilling/upskilling (new)	13.0%	new
2. Collaborative/social learning (3)	9.4%	↑
3. Learning analytics (1)	8.8%	↓
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15. Neuroscience/cognitive science (13)	2.6%	↓
16. Other (16)	2.0%	↑
n = 3,114		

Figures in brackets show previous year's ranking

- Reskilling/upskilling dominates
  - highest % since 2016
  - all areas of work
  - almost all regions ….

#1 for all

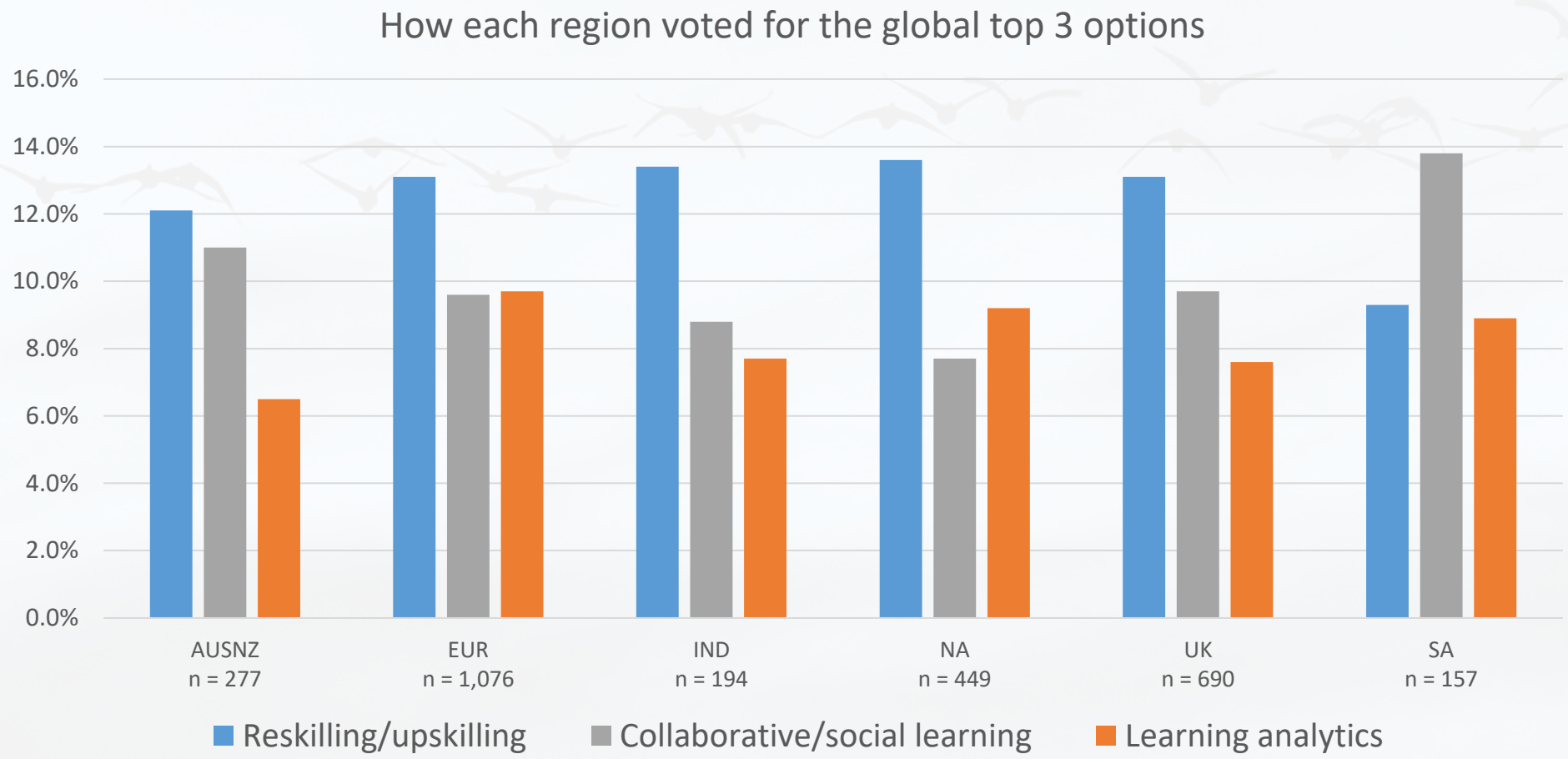
GSS 2021 Workplace	
1. Reskilling/upskilling	12.4%
2. Collaborative/social learning	9.5%
3. Learning analytics	8.7%
4. Personalization/adaptive delivery	8.1%
5. Learning experience platforms	7.3%
6. Micro learning	7.3%
7. Consulting more deeply with the business	7.2%
8. Coaching/mentoring	6.8%
9. Showing value	6.3%
10. Performance support	6.0%
11. Mobile delivery	4.7%
12. Virtual and augmented reality	4.6%
13. Curation	3.7%
14. Artificial intelligence	3.6%
15. Neuroscience/cognitive science	2.2%
16. Other	1.6%
n = 1,271	

GSS 2021 Self Employed	
1. Reskilling/upskilling	13.4%
2. Collaborative/social learning	10.0%
3. Personalization/adaptive delivery	9.1%
4. Coaching/mentoring	8.7%
5. Learning analytics	7.4%
6. Consulting more deeply with the business	6.7%
7. Learning experience platforms	6.4%
8. Performance support	5.8%
9. Showing value	5.6%
10. Micro learning	5.3%
11. Artificial intelligence	4.3%
12. Mobile delivery	4.0%
13. Virtual and augmented reality	3.7%
14. Neuroscience/cognitive science	3.6%
15. Other	3.0%
16. Curation	3.0%
n = 566	

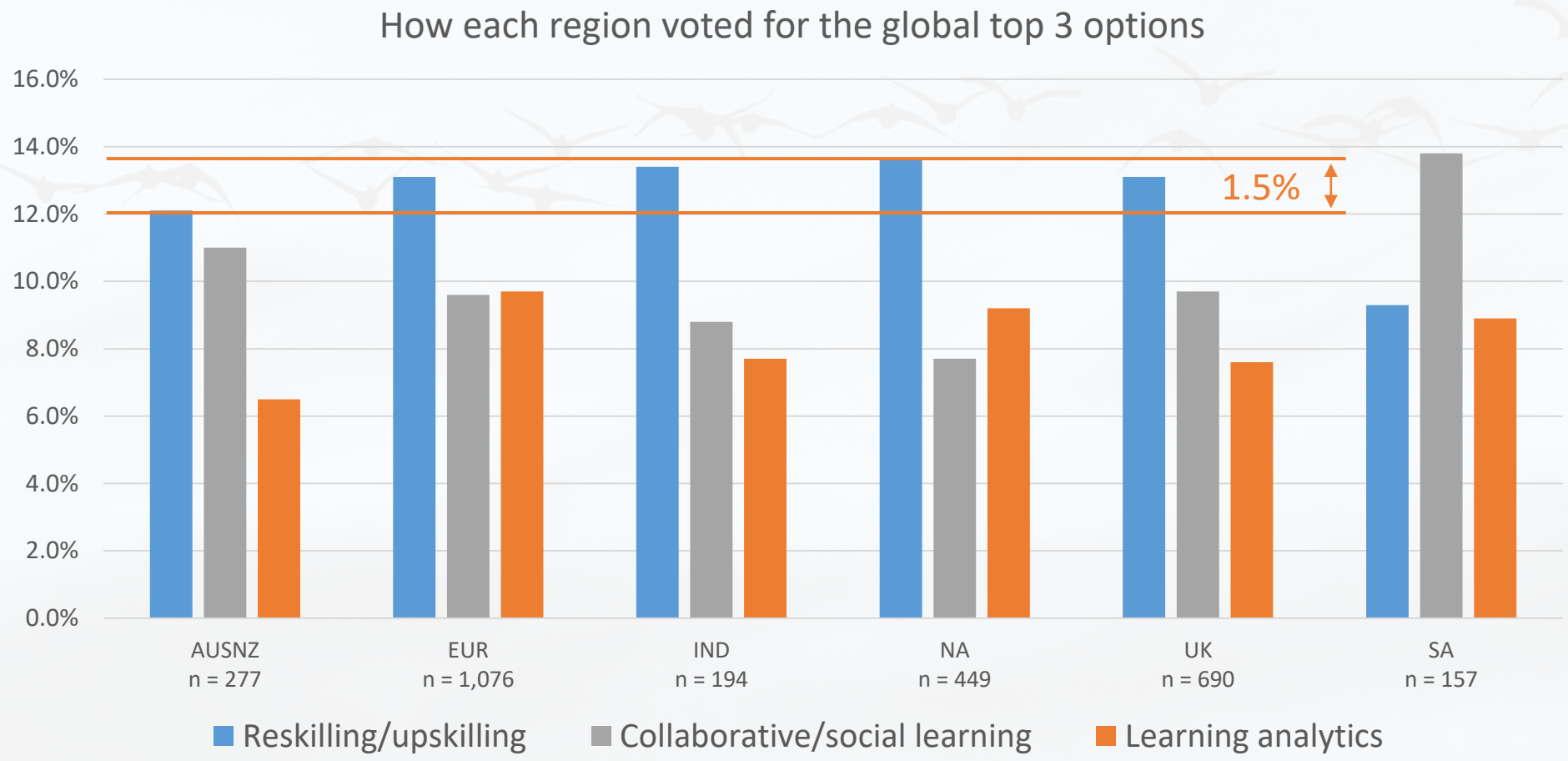
GSS 2021 Education	
1. Reskilling/upskilling	11.3%
2. Personalization/adaptive delivery	11.0%
3. Collaborative/social learning	10.8%
4. Learning analytics	9.8%
5. Micro learning	8.5%
6. Learning experience platforms	7.9%
7. Artificial intelligence	6.8%
8. Virtual and augmented reality	5.7%
9. Mobile delivery	5.7%
10. Coaching/mentoring	5.2%
11. Showing value	4.1%
12. Performance support	3.6%
13. Consulting more deeply with the business	2.7%
14. Neuroscience/cognitive science	2.6%
15. Curation	2.3%
16. Other	1.8%
n = 445	

GSS 2021 Vendors	
1. Reskilling/upskilling	14.9%
2. Learning analytics	10.2%
3. Personalization/adaptive delivery	9.4%
4. Showing value	9.2%
5. Learning experience platforms	8.0%
6. Consulting more deeply with the business	7.5%
7. Coaching/mentoring	6.4%
8. Collaborative/social learning	6.2%
9. Micro learning	5.9%
10. Performance support	5.0%
11. Artificial intelligence	4.3%
12. Mobile delivery	3.5%
13. Curation	3.3%
14. Other	2.1%
15. Neuroscience/cognitive science	2.1%
16. Virtual and augmented reality	2.1%
n = 275	

#1 for all


How each region voted for the global top 3 options
16.0%
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%
AUSNZ
n = 277
EUR
n = 1,076
IND
n = 194
NA
n = 449
UK
n = 690
SA
n = 157
Reskilling/upskilling
Collaborative/social learning
Learning analytics

#1 for all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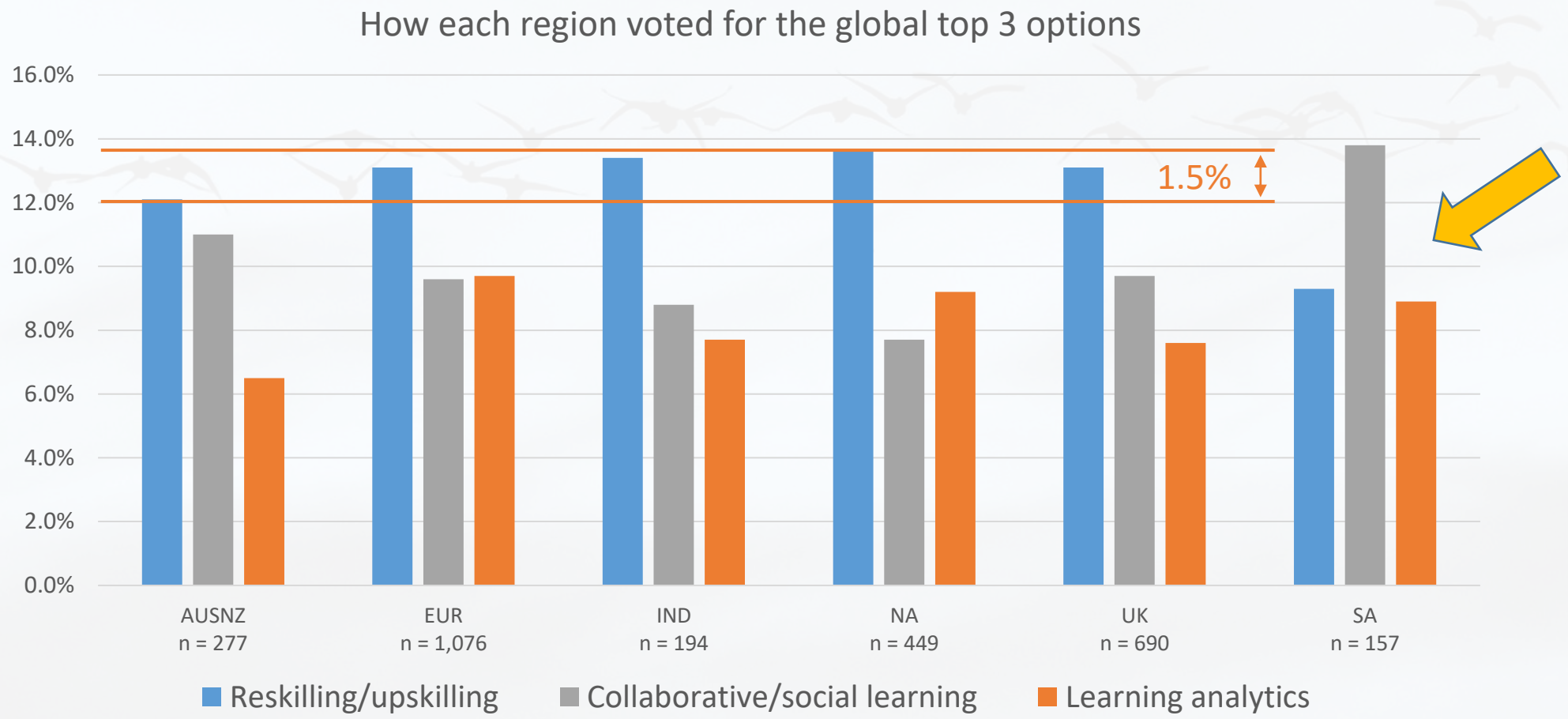
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The Covid Effect

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n = 3,114		

Figures in brackets show previous year's ranking

- Reskilling/upskilling new at #1
- Collaborative/social learning rebounds
- 'Hot' technologies fall

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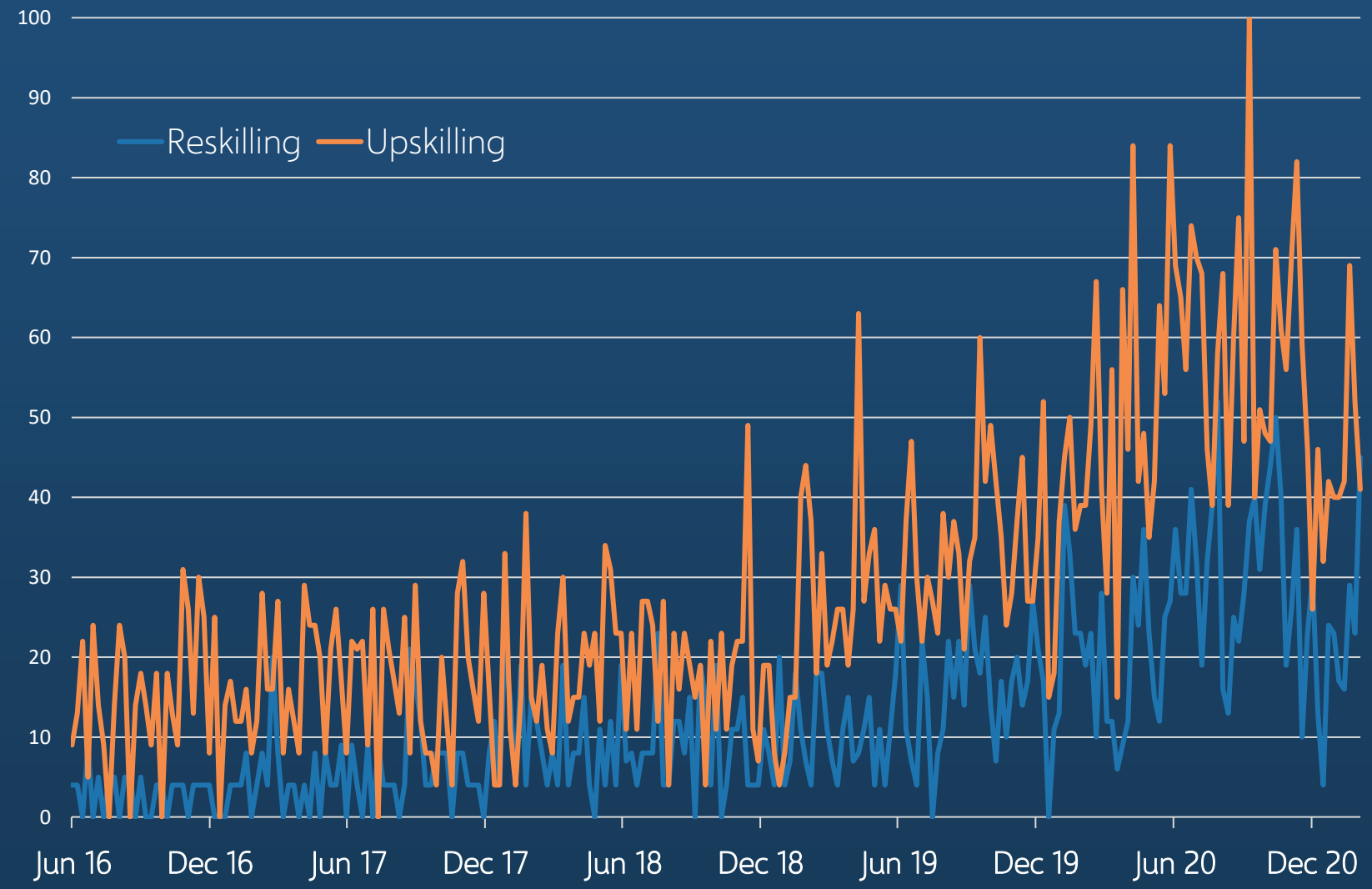
2
Key themes

- Reskilling/upskilling new at #1
- Collaborative/social learning rebounds
- ‘Hot’ technologies fall

Global Google searches for Reskilling and Upskilling



Global Google searches for Reskilling and Upskilling

6 – 7 June 2019,
Upskilling Adults conference
European Union

22 January 2020
Reskilling Revolution
World Economic Forum

IDC | ANALYZE THE FUTURE

ARTIFICIAL INTELLIGENCE AND DAAS | LEADERSHIP STRATEGIES

The Future of Work: Reskilling the Future Workforce

Technology is changing business, which means orga
need workforces with evolved skillsets. Learn more
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May 2019

Retraining And Reskilling Your Workforce In The Wake Of AI

Sameer Maskey Forbes Councils Member
Forbes Technology Council COUNCIL POST | Membership (fee-based)
Innovation

Sameer Maskey

Founder and CEO at Fusemachines, an AI solutions and services provider based in NYC.

June 2019

McKinsey & Company

Organization
Our Insights | How We Help Clients | Our People | Contact Us

Beyond hiring: How companies are reskilling to address talent gaps

February 12, 2020 | Survey

February 2020

Harvard Business Review

Economics & Society | How Reskilling Can Soften the Economic Blo

Economics & Society

How Reskilling Can Soften the Economic Blow of Covid-19

by Albrecht Enders, Lars Haggstrom, and Rafael Lalive

June 08, 2020

June 2020

MERCER

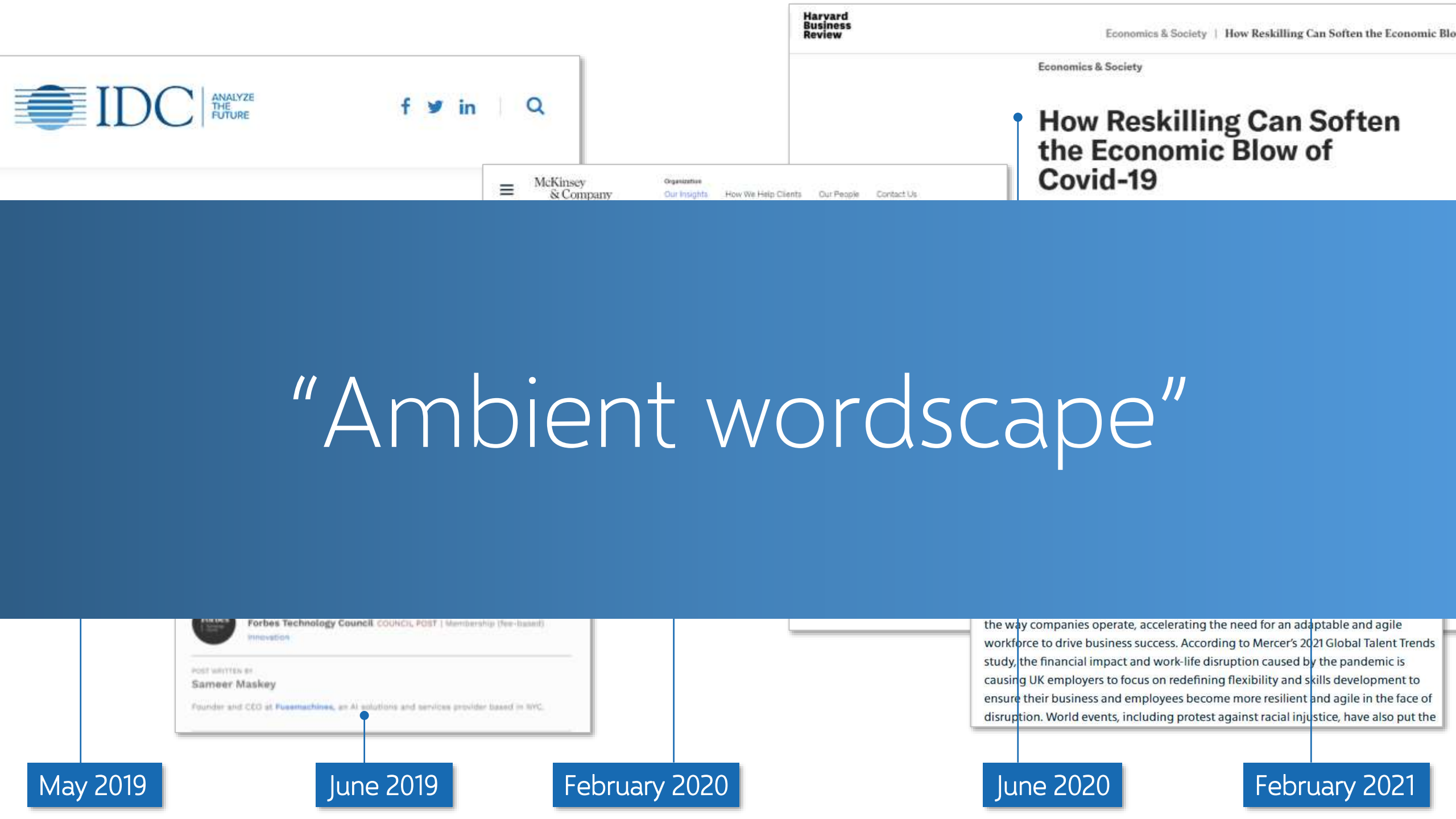
What we do

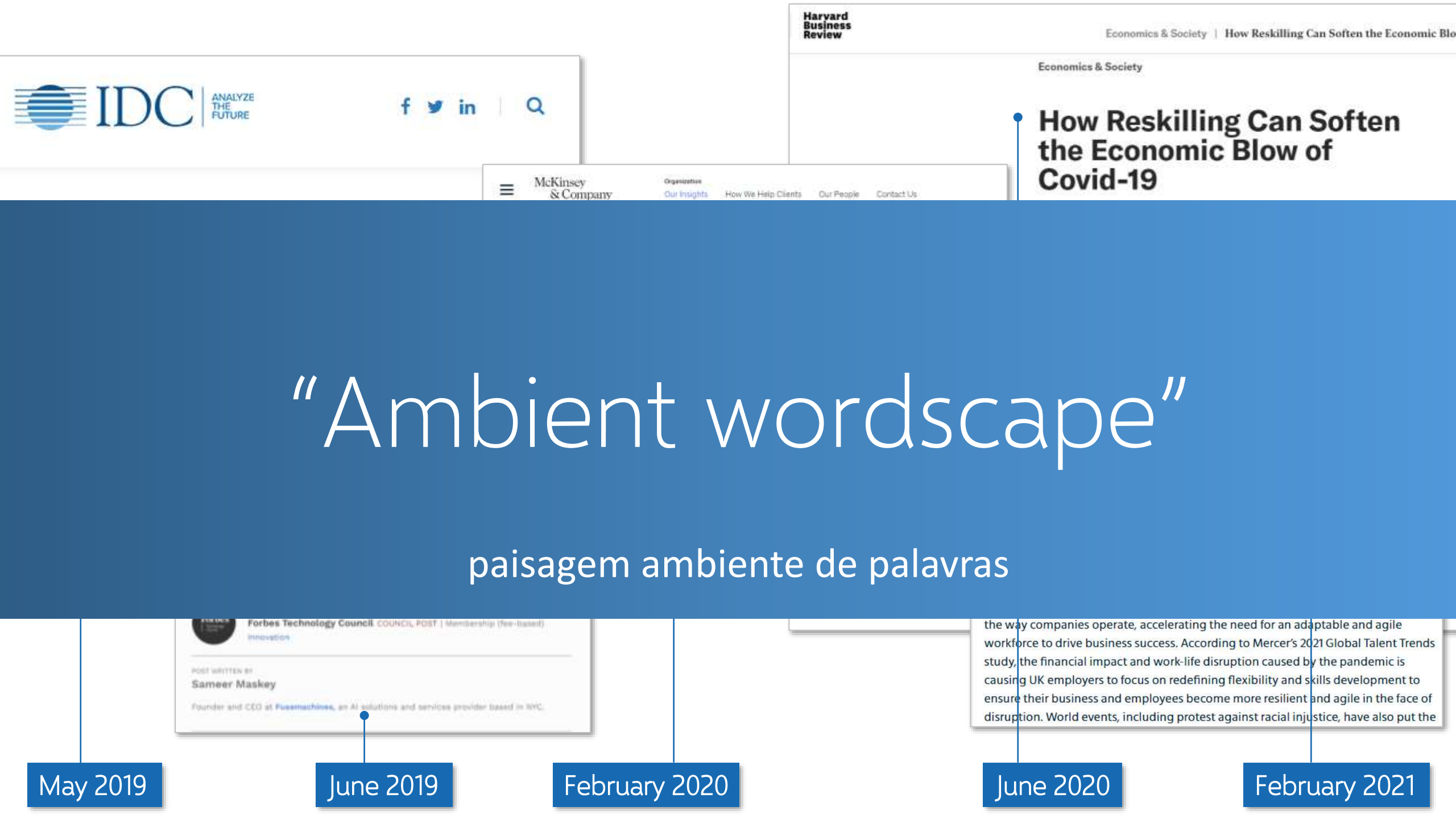
Flexibility and reskilling top priorities for UK employers in 2021 as pandemic highlights need for more future-ready workforces

Economic uncertainty and racial unrest shines light on need for better workforce analytics and understanding of how to meet diverse needs, including improving race and pay equity

London, 10 February 2021 – The COVID-19 pandemic is driving a fundamental shift in the way companies operate, accelerating the need for an adaptable and agile workforce to drive business success. According to Mercer's 2021 Global Talent Trends study, the financial impact and work-life disruption caused by the pandemic is causing UK employers to focus on redefining flexibility and skills development to ensure their business and employees become more resilient and agile in the face of disruption. World events, including protest against racial injustice, have also put the

February 2021

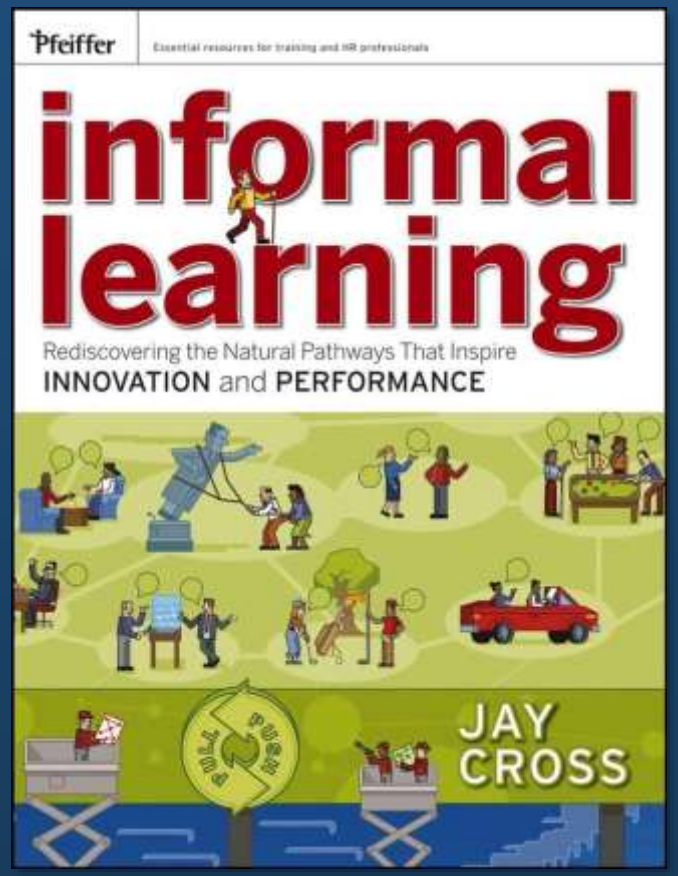

IDC
ANALYZE THE FUTURE
Harvard Business Review
Economics & Society | How Reskilling Can Soften the Economic Blo
Economics & Society
How Reskilling Can Soften the Economic Blow of Covid-19
McKinsey & Company
Our Insights
How We Help Clients
Our People
Contact Us
Forbes Technology Council
Sameer Maskey
the way companies operate, accelerating the need for an adaptable and agile workforce to drive business success. According to Mercer's 2021 Global Talent Trends study, the financial impact and work-life disruption caused by the pandemic is causing UK employers to focus on redefining flexibility and skills development to ensure their business and employees become more resilient and agile in the face of disruption. World events, including protest against racial injustice, have also put the
"Ambient wordscape"
May 2019
June 2019
February 2020
June 2020
February 2021



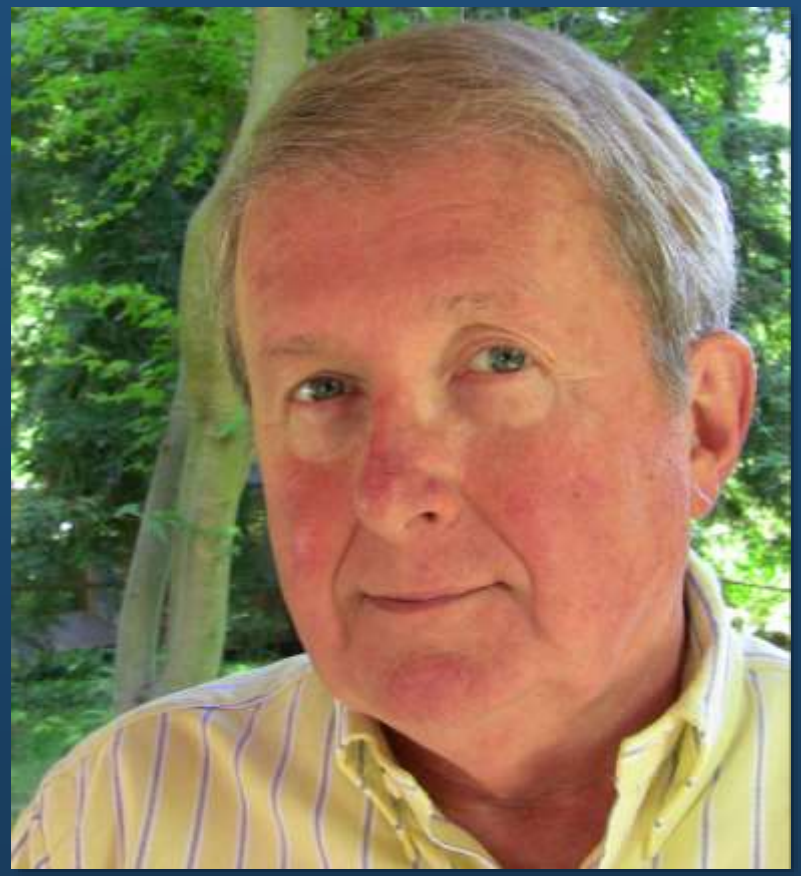
"Ambient wordscape"

paisagem ambiente de palavras

Informal, social, collaborative learning

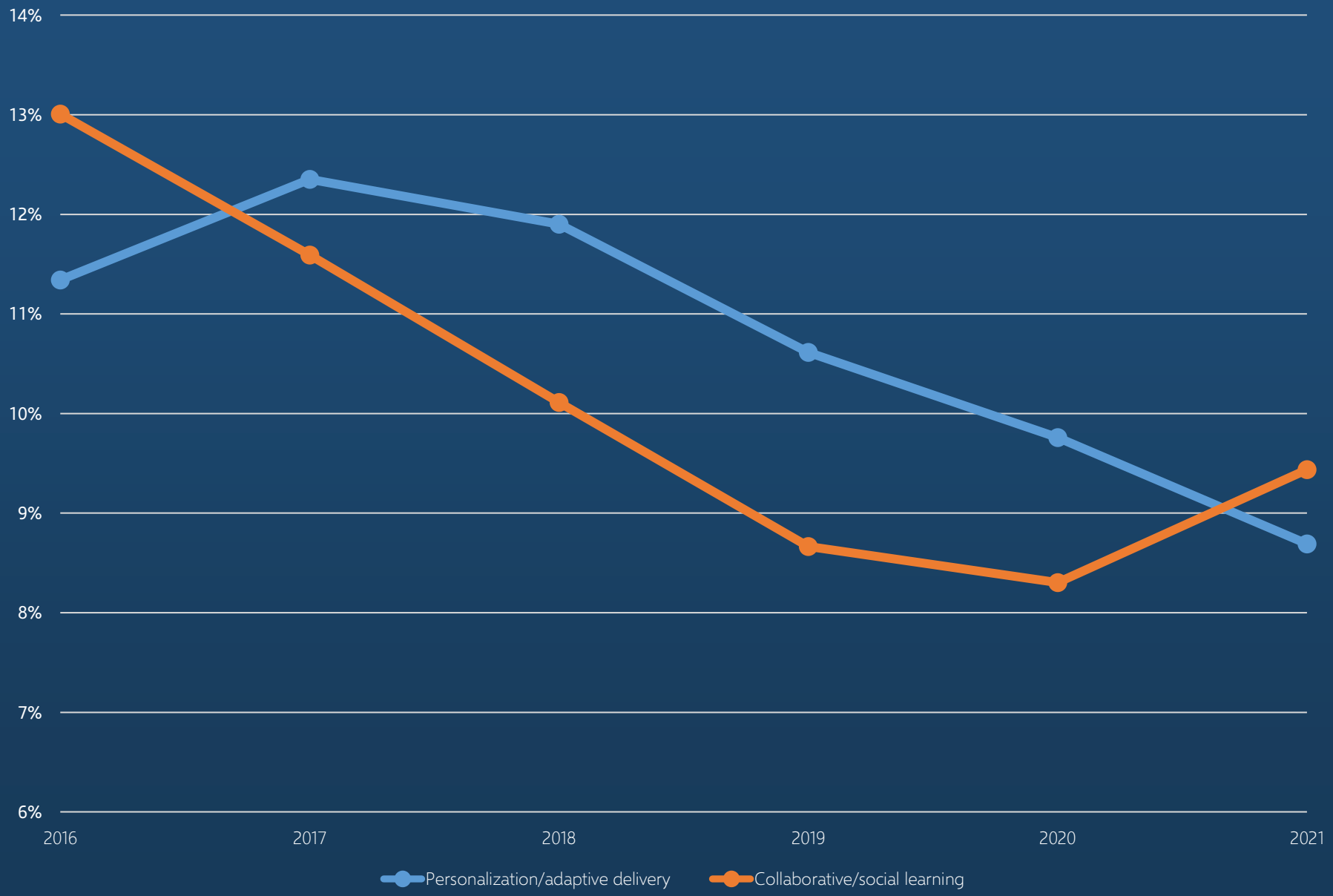


Informal Learning
Pfeiffer, 2006



Jay Cross
(1944 – 2015)

Personalisation and Collaborative learning over time



Five years of the GSS

GSS 2017	GSS 2018	GSS 2019	GSS 2020	GSS 2021
1. Personalization/adaptive delivery	1. Personalization/adaptive delivery	1. Personalization/adaptive delivery	1. Learning analytics	1. Reskilling/upskilling
2. Collaborative/social learning	2. Collaborative/social learning	2. Artificial intelligence	2. Personalization/adaptive delivery	2. Collaborative/social learning
3. Micro learning	3. Artificial intelligence	3. Learning analytics	3. Collaborative/social learning	3. Learning analytics
4. Virtual and augmented reality	4. Consulting more deeply with the business	4. Collaborative/social learning	4. Learning experience platforms	4. Personalization/adaptive delivery
5. Consulting more deeply with the business	5. Micro learning	5. Micro learning	5. Artificial intelligence	5. Learning experience platforms
6. Showing value	6. Showing value	6. Learning experience platforms	6. Micro learning	6. Coaching/mentoring
7. Mobile delivery	7. Virtual and augmented reality	7. Virtual and augmented reality	7. Consulting more deeply with the business	7. Micro learning
8. Artificial intelligence	8. Next generation learning platforms	8. Mobile delivery	8. Coaching/mentoring	8. Showing value
9. Curation	9. Curation	9. Consulting more deeply with the business	9. Showing value	9. Consulting more deeply with the business
10. Games/gamification	10. Mobile delivery	10. Showing value	10. Virtual and augmented reality	10. Performance support
11. Neuroscience/cognitive science	11. Neuroscience/cognitive science	11. Performance support	11. Performance support	11. Mobile delivery
12. Video	12. Developing the L&D function	12. Neuroscience/cognitive science	12. Mobile delivery	12. Artificial intelligence
13. Developing the L&D function	13. Video	13. Video	13. Neuroscience/cognitive science	13. Virtual and augmented reality
14. Personal knowledge mastery (PKM)	14. Games/gamification	14. Curation	14. Curation	14. Curation
15. Other:	15. Other:	15. Developing the L&D function	15. Video	15. Neuroscience/cognitive science
16. MOOCs	16. MOOCs	16. Other:	16. Other:	16. Other
n = 909	**n = 1,015**	**n = 1,955**	**n = 2,278**	**n = 3,114**

VR and AR over five years

GSS 2017	GSS 2018	GSS 2019	GSS 2020	GSS 2021
1. Personalization/adaptive delivery	1. Personalization/adaptive delivery	1. Personalization/adaptive delivery	1. Learning analytics	1. Reskilling/upskilling
2. Collaborative/social learning	2. Collaborative/social learning	2. Artificial intelligence	2. Personalization/adaptive delivery	2. Collaborative/social learning
3. Micro learning	3. Artificial intelligence	3. Learning analytics	3. Collaborative/social learning	3. Learning analytics
4. Virtual and augmented reality	4. Consulting more deeply with the business	4. Collaborative/social learning	4. Learning experience platforms	4. Personalization/adaptive delivery
5. Consulting more deeply with the business	5. Micro learning	5. Micro learning	5. Artificial intelligence	5. Learning experience platforms
6. Showing value	6. Showing value	6. Learning experience platforms	6. Micro learning	6. Coaching/mentoring
7. Mobile delivery	7. Virtual and augmented reality	7. Virtual and augmented reality	7. Consulting more deeply with the business	7. Micro learning
8. Artificial intelligence	8. Next generation learning platforms	8. Mobile delivery	8. Coaching/mentoring	8. Showing value
9. Curation	9. Curation	9. Consulting more deeply with the business	9. Showing value	9. Consulting more deeply with the business
10. Games/gamification	10. Mobile delivery	10. Showing value	10. Virtual and augmented reality	10. Performance support
11. Neuroscience/cognitive science	11. Neuroscience/cognitive science	11. Performance support	11. Performance support	11. Mobile delivery
12. Video	12. Developing the L&D function	12. Neuroscience/cognitive science	12. Mobile delivery	12. Artificial intelligence
13. Developing the L&D function	13. Video	13. Video	13. Neuroscience/cognitive science	13. Virtual and augmented reality
14. Personal knowledge mastery (PKM)	14. Games/gamification	14. Curation	14. Curation	14. Curation
15. Other:	15. Other:	15. Developing the L&D function	15. Video	15. Neuroscience/cognitive science
16. MOOCs	16. MOOCs	16. Other:	16. Other:	16. Other
n = 909	**n = 1,015**	**n = 1,955**	**n = 2,278**	**n = 3,114**

Artificial intelligence over five years

GSS 2017
1. Personalization/adaptive delivery
2. Collaborative/social learning
3. Micro learning
4. Virtual and augmented reality
5. Consulting more deeply with the business
6. Showing value
7. Mobile delivery
8. Artificial intelligence
9. Curation
10. Games/gamification
11. Neuroscience/cognitive science
12. Video
13. Developing the L&D function
14. Personal knowledge mastery (PKM)
15. Other:
16. MOOCs
n = 909

GSS 2018
1. Personalization/adaptive delivery
2. Collaborative/social learning
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6. Showing value
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13. Video
14. Games/gamification
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16. MOOCs
n = 1,015

GSS 2019
1. Personalization/adaptive delivery
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15. Developing the L&D function
16. Other:
n = 1,955

GSS 2020
1. Learning analytics
2. Personalization/adaptive delivery
3. Collaborative/social learning
4. Learning experience platforms
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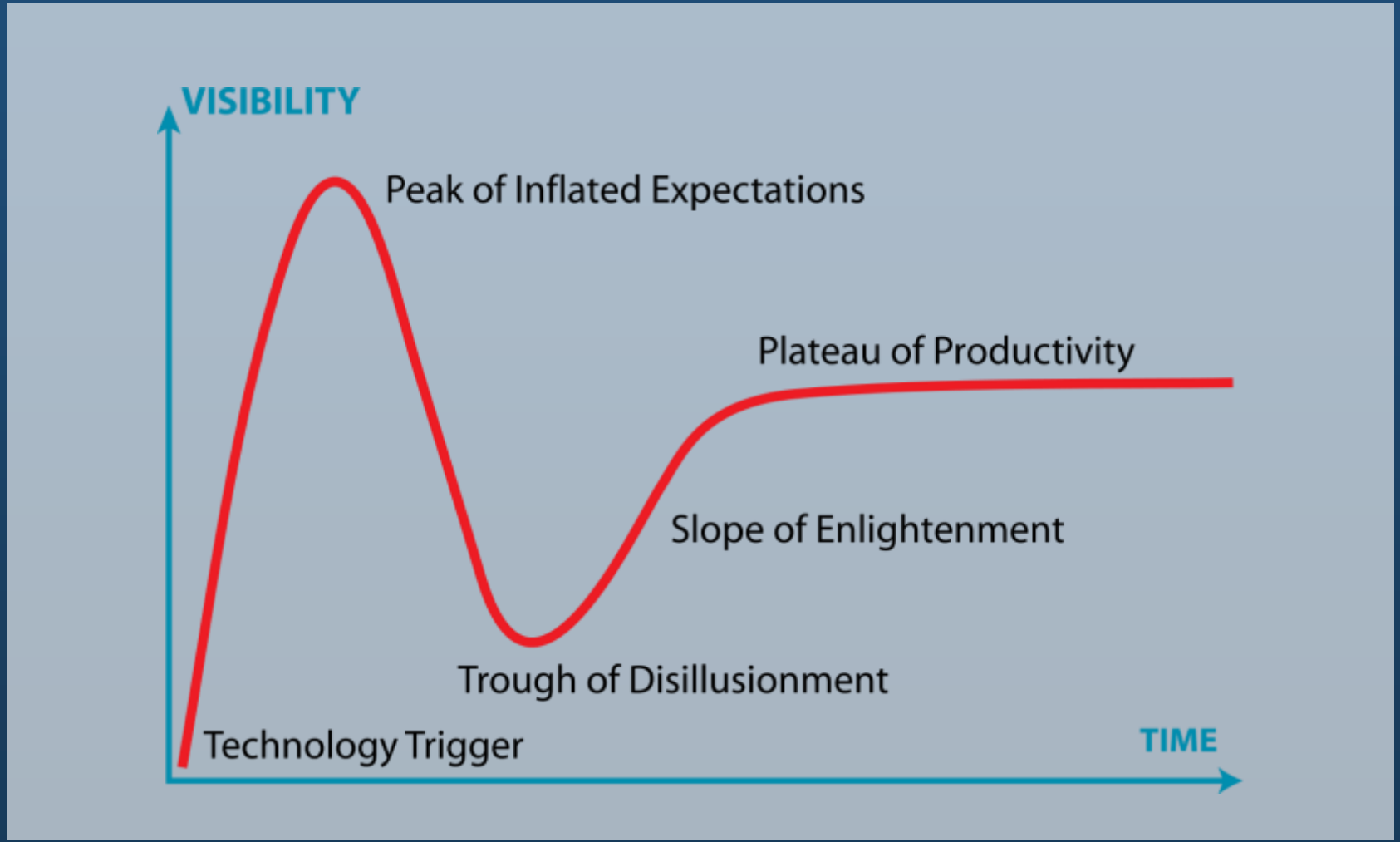
11. Performance support
12. Mobile delivery
13. Neuroscience/cognitive science
14. Curation
15. Video
16. Other:
n = 2,278

The Gartner Hype Cycle



Focus on Brazil

Brazil and the world

GSS 2021 All other countries	
1. Reskilling/upskilling	13.1%
2. Collaborative/social learning	9.2%
3. Learning analytics	8.8%
4. Personalization/adaptive delivery	8.8%
5. Learning experience platforms	7.2%
6. Coaching/mentoring	7.1%
7. Micro learning	7.0%
8. Showing value	6.2%
9. Consulting more deeply with the business	6.1%
10. Performance support	5.6%
11. Mobile delivery	4.8%
12. Virtual and augmented reality	4.3%
13. Artificial intelligence	4.3%
14. Curation	3.0%
15. Neuroscience/cognitive science	2.4%
16. Other	2.1%
n = 2,986	

GSS 2021, Brazil	
1. Collaborative/social learning	14.0%
2. Learning experience platforms	11.3%
3. Reskilling/upskilling	9.4%
4. Learning analytics	9.1%
5. Personalization/adaptive delivery	6.9%
6. Curation	6.9%
7. Neuroscience/cognitive science	6.3%
8. Coaching/mentoring	6.3%
9. Artificial intelligence	5.5%
10. Micro learning	5.5%
11. Performance support	4.1%
12. Consulting more deeply with the business	4.1%
13. Virtual and augmented reality	3.3%
14. Mobile delivery	3.0%
15. Showing value	3.0%
16. Other	1.1%
n = 128	

Brazil and the world

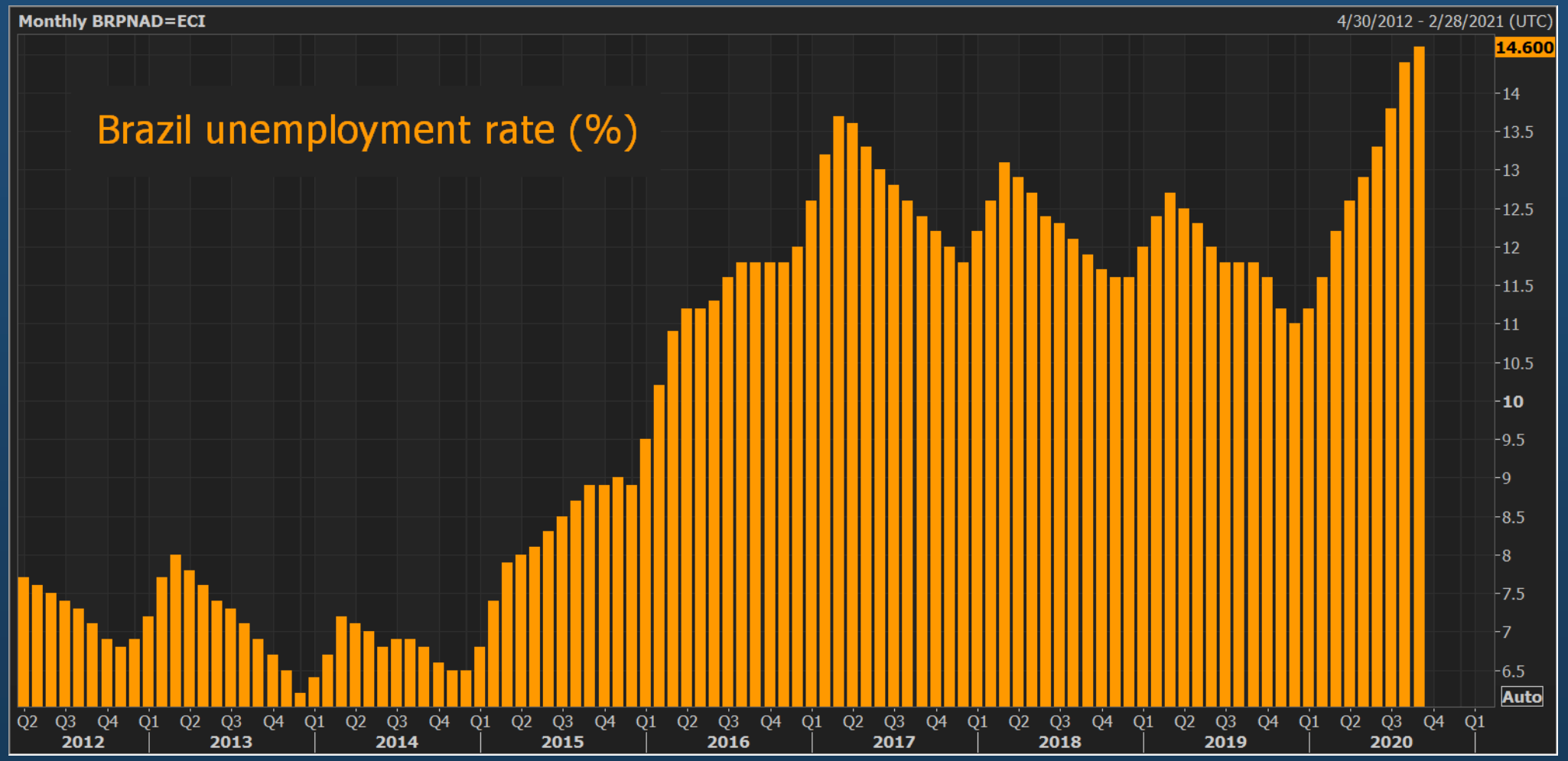
GSS 2021 All other countries	
1. Reskilling/upskilling	13.1%
2. Collaborative/social learning	9.2%
3. Learning analytics	8.8%
4. Personalization/adaptive delivery	8.8%
5. Learning experience platforms	7.2%
6. Coaching/mentoring	7.1%
7. Micro learning	7.0%
8. Showing value	6.2%
9. Consulting more deeply with the business	6.1%
10. Performance support	5.6%
11. Mobile delivery	4.8%
12. Virtual and augmented reality	4.3%
13. Artificial intelligence	4.3%
14. Curation	3.0%
15. Neuroscience/cognitive science	2.4%
16. Other	2.1%
n = 2,986	

GSS 2021, Brazil	
1. Collaborative/social learning	14.0%
2. Learning experience platforms	11.3%
3. Reskilling/upskilling	9.4%
4. Learning analytics	9.1%
5. Personalization/adaptive delivery	6.9%
6. Curation	6.9%
7. Neuroscience/cognitive science	6.3%
8. Coaching/mentoring	6.3%
9. Artificial intelligence	5.5%
10. Micro learning	5.5%
11. Performance support	4.1%
12. Consulting more deeply with the business	4.1%
13. Virtual and augmented reality	3.3%
14. Mobile delivery	3.0%
15. Showing value	3.0%
16. Other	1.1%
n = 128	

Why the low Reskilling/upskilling vote?

"What will be *hot* in workplace L&D in 2021?"

Why the low Reskilling/upskilling vote?



Source: https://fingfx.thomsonreuters.com/gfx/mkt/yxmpjewnqvr/PARO.png

Brazil and the world

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16. Other	1.1%
n = 128	

Brazil and the world

GSS 2021 All other countries	
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15. Neuroscience/cognitive science	2.4%
16. Other	2.1%
n = 2,986	

GSS 2021, Brazil		
1. Collaborative/social learning	14.0%	#1
2. Learning experience platforms	11.3%	#1
3. Reskilling/upskilling	9.4%	
4. Learning analytics	9.1%	
5. Personalization/adaptive delivery	6.9%	
6. Curation	6.9%	#1
7. Neuroscience/cognitive science	6.3%	#1
8. Coaching/mentoring	6.3%	
9. Artificial intelligence	5.5%	
10. Micro learning	5.5%	
11. Performance support	4.1%	
12. Consulting more deeply with the business	4.1%	
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16. Other	1.1%	
n = 128		

Brazil and the world

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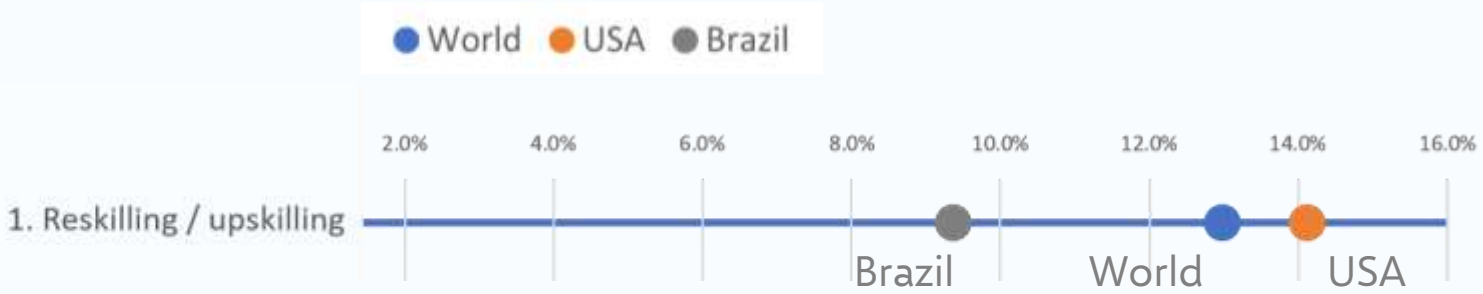
n = 2,986	

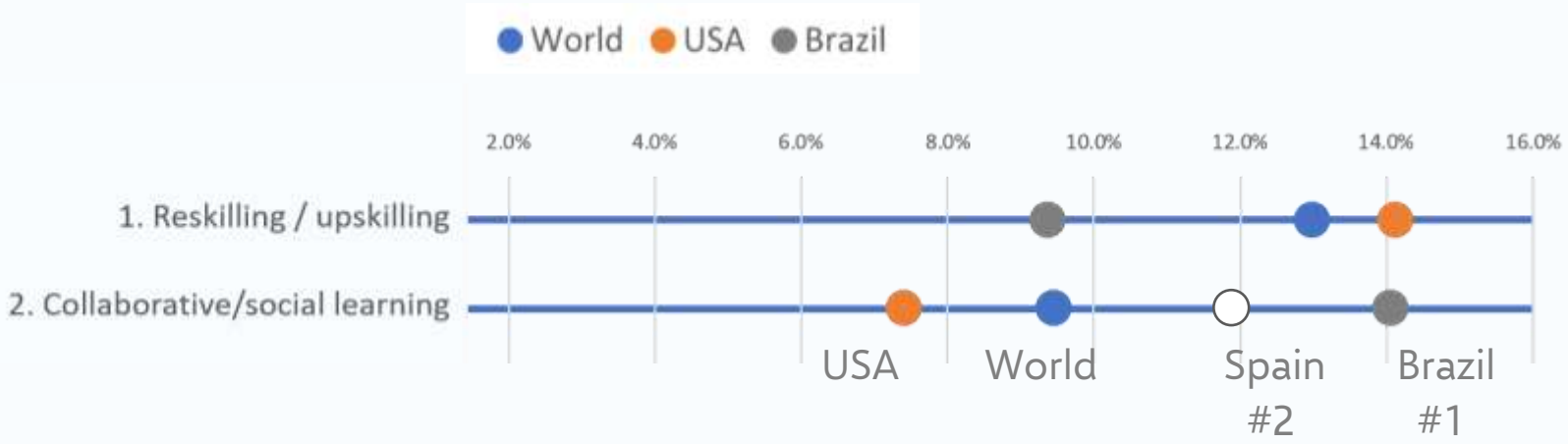
GSS 2021, Brazil		
1. Collaborative/social learning	14.0%	
2. Learning experience platforms	11.3%	
3. Reskilling/upskilling	9.4%	#12
4. Learning analytics	9.1%	
5. Personalization/adaptive delivery	6.9%	
6. Curation	6.9%	
7. Neuroscience/cognitive science	6.3%	
8. Coaching/mentoring	6.3%	
9. Artificial intelligence	5.5%	
10. Micro learning	5.5%	
11. Performance support	4.1%	
12. Consulting more deeply with the business	4.1%	#10
13. Virtual and augmented reality	3.3%	
14. Mobile delivery	3.0%	
15. Showing value	3.0%	#12
16. Other	1.1%	
n = 128		

Brazil, the World, the USA

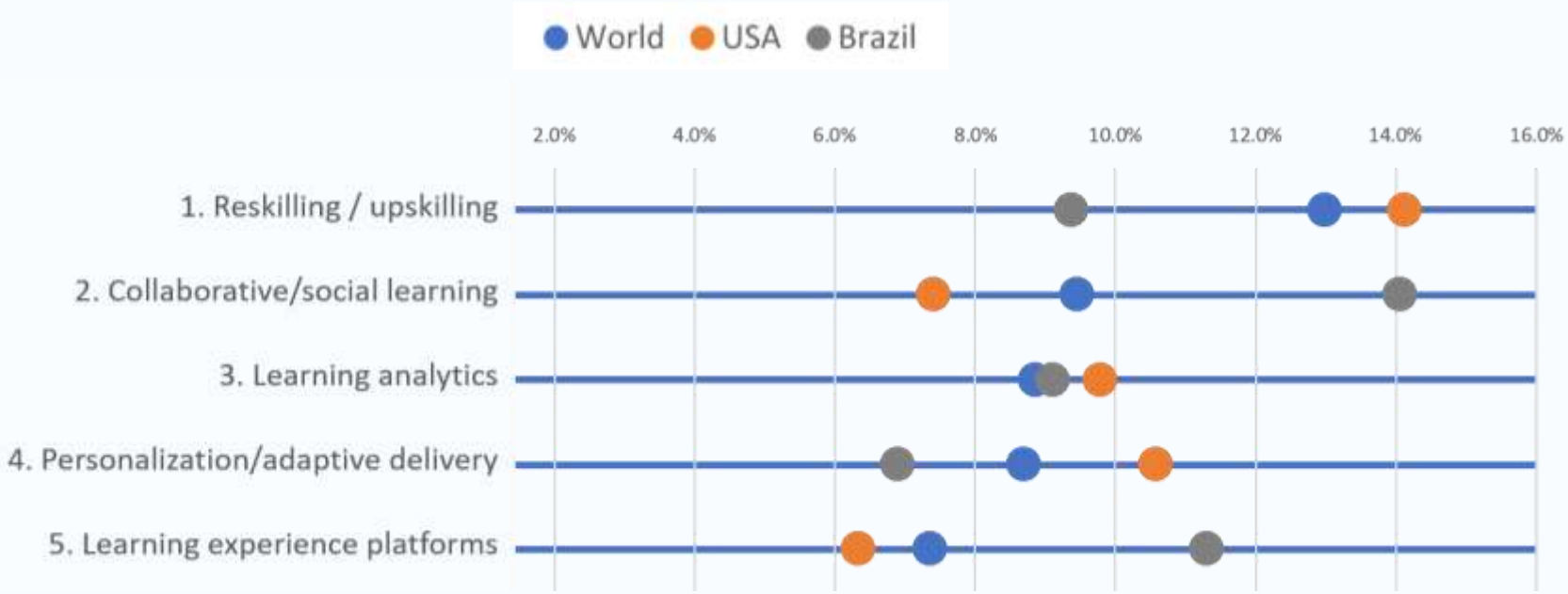


Brazil, the World, the USA

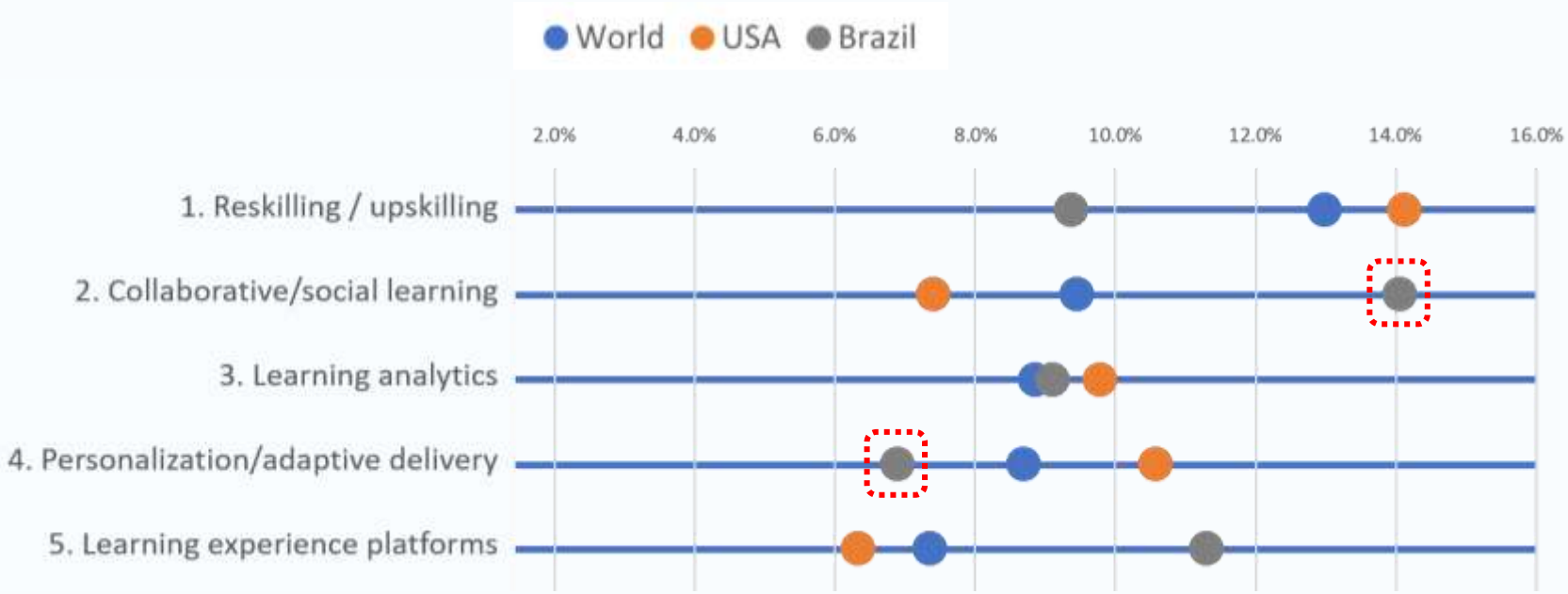
Brazil, the World, the USA



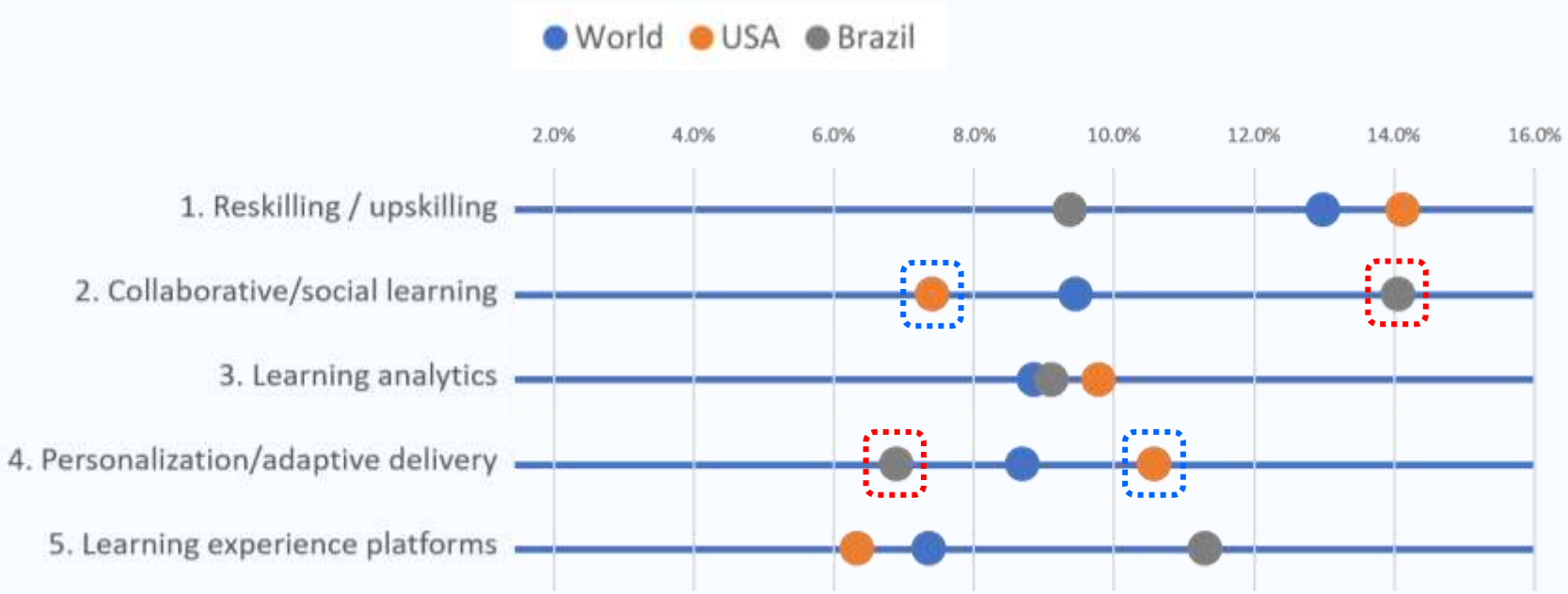
Brazil, the World, the USA



Brazil, the World, the USA



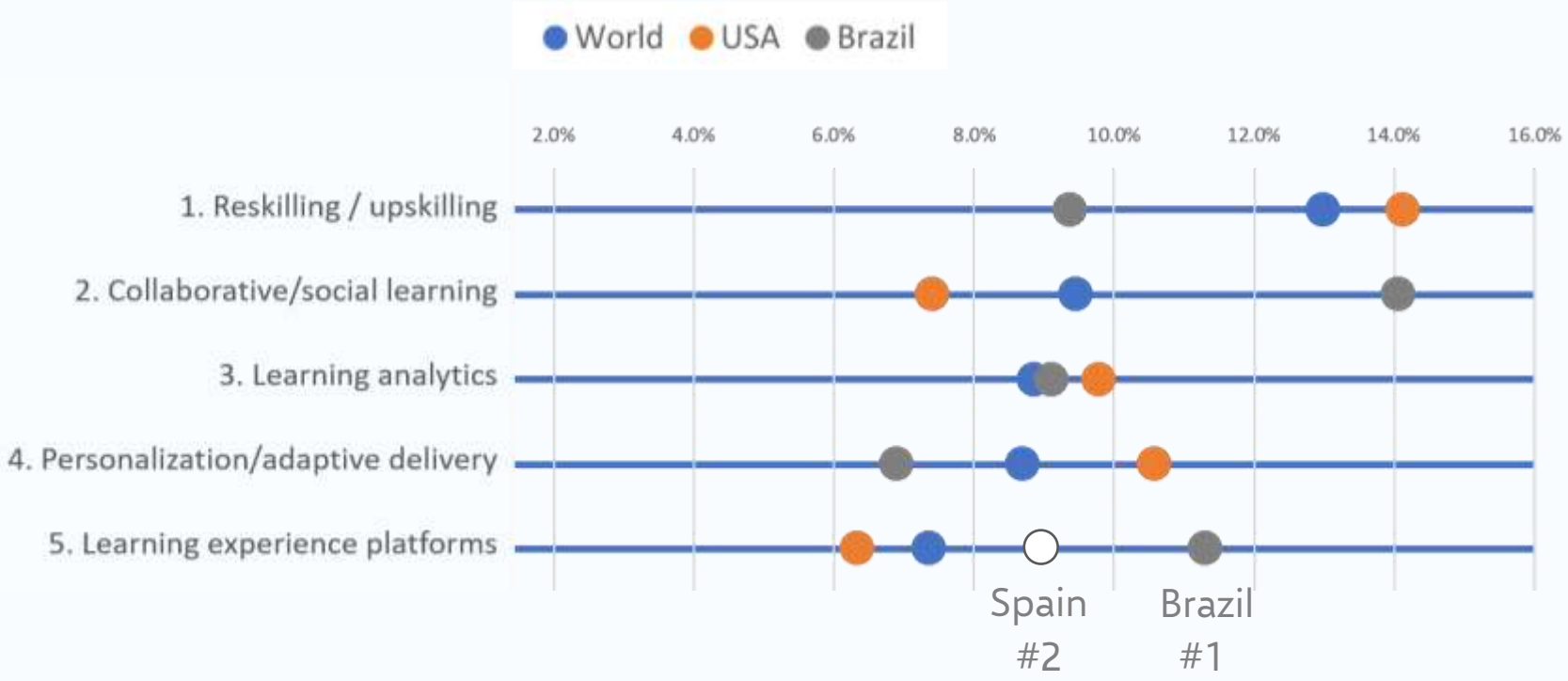
Brazil, the World, the USA



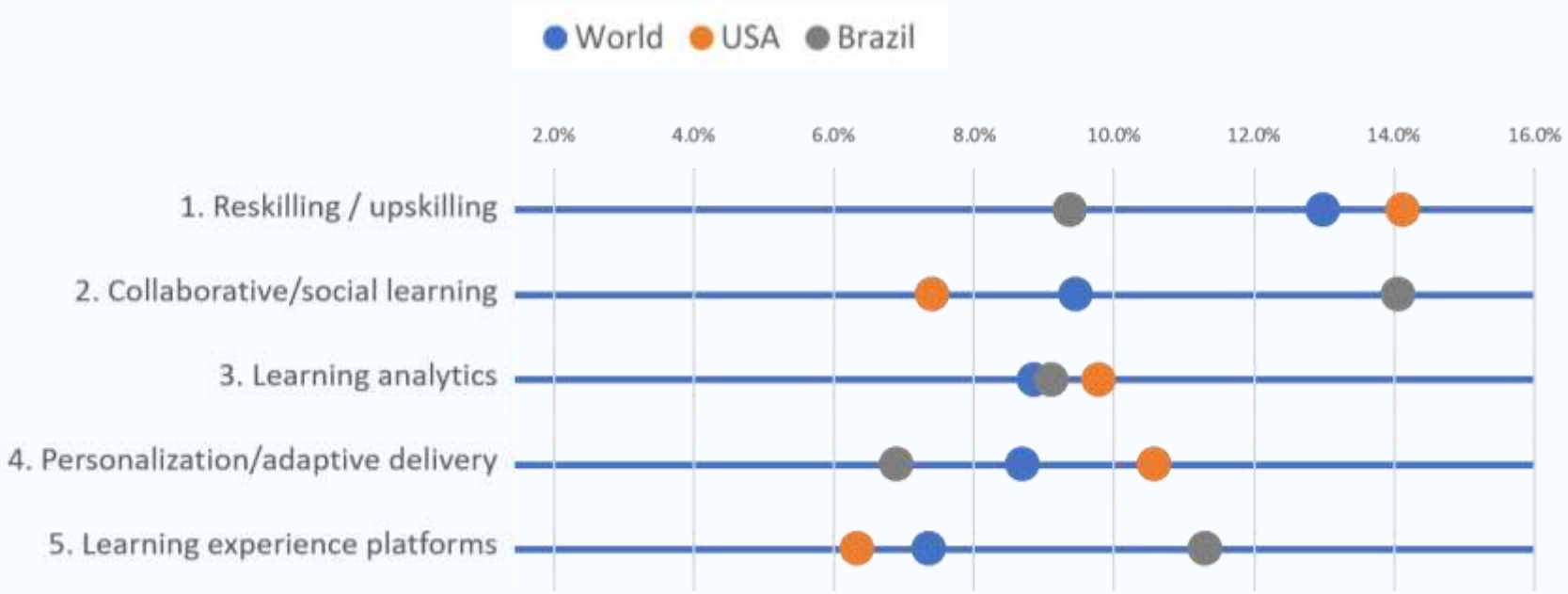
QUESTION

Is this a reflection of a cultural difference between individualism and collectivism?

Brazil, the World, the USA



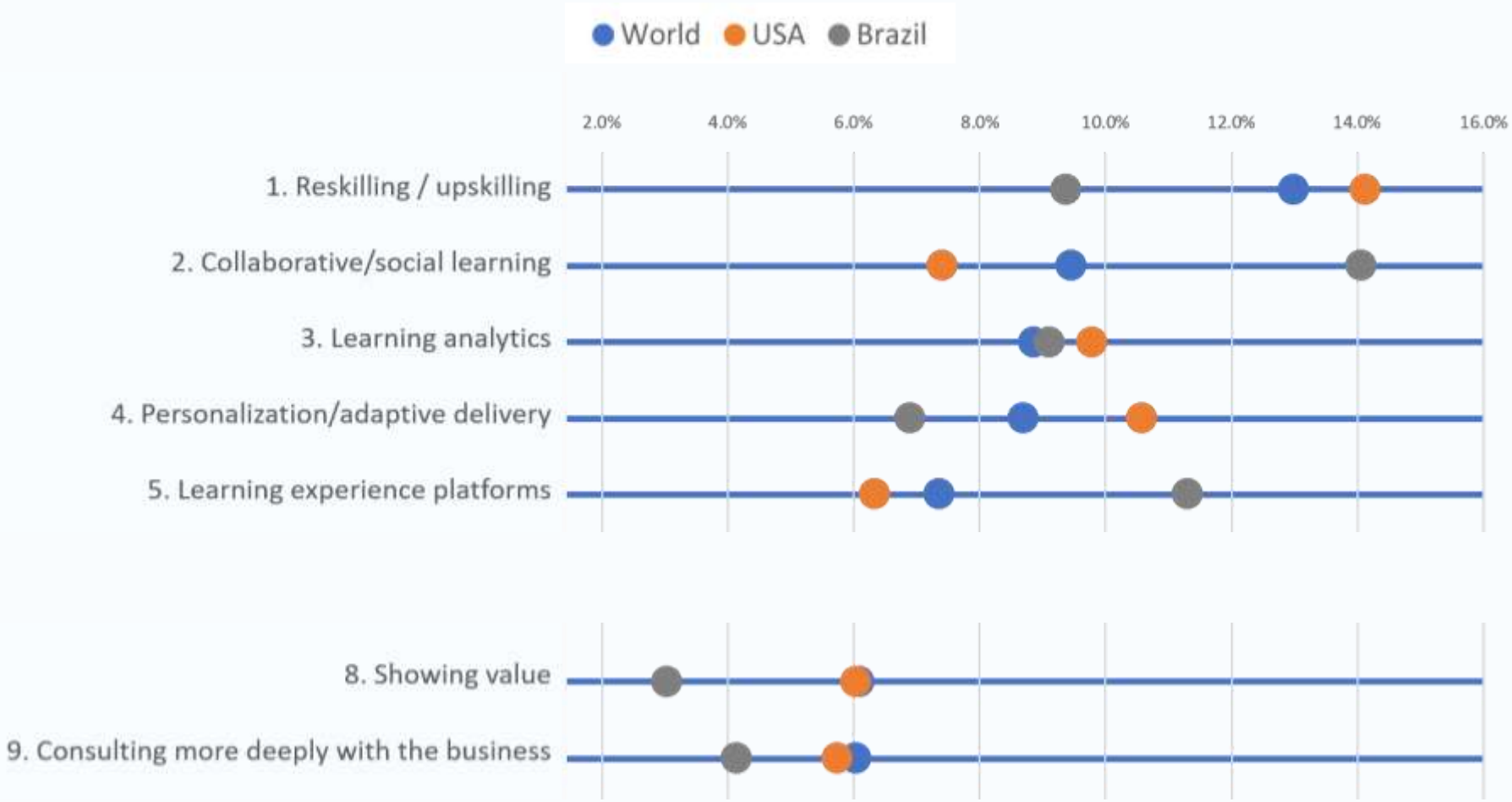
Brazil, the World, the USA



Brazil is *more interested* in Collaborative learning and LxPs

And *less* interested in Reskilling/upskilling and Personalisation

Brazil, the World, the USA



Brazil: different from the rest

- Brazil sets the highest scores internationally* for:
  - Collaborative/social learning
  - Learning experience platforms
  - Curation
  - Neuroscience/cognitive science
- … and the lowest scores internationally* for:
  - Reskilling/upskilling
  - Showing value
  - Micro learning

* Among the 11 countries with at least 2.5% of global responses

Brazil: focus on systemic, modern learning

- Supporting the individual, with a modern approach to learning:
  - Collaborative/social learning – high
  - Learning Experience Platforms – high
  - Curation – high
  - Neuroscience/cognitive science – high
- Caveats:
  - First year of substantial numbers in Brazil
  - Possibility of a skewed sample

3

The Covid effect

‘How will your L&D work change in 2021 as a result of Covid-19?’

Free text response

1,390 answers (44%)
24,573 words

‘How will your L&D work change in 2021 as a result of Covid-19?’

Free text response

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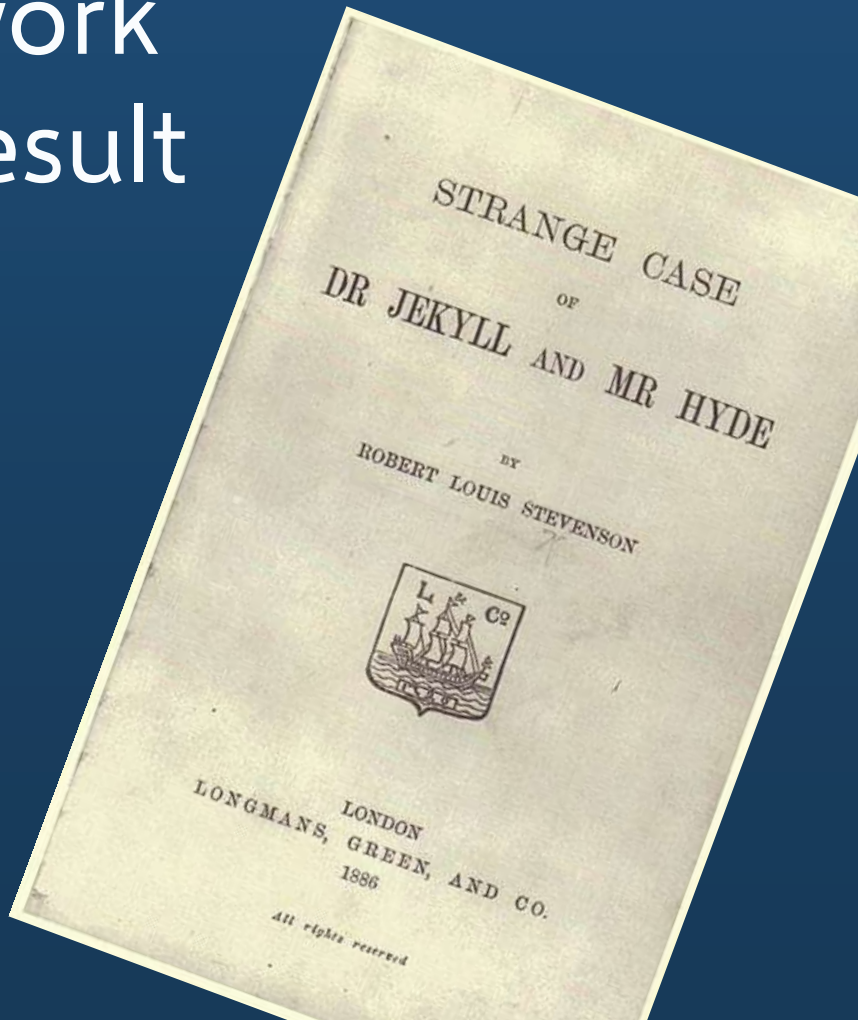
24,573 words



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What will they focus on....

greater focus on learning in the flow of work enabled by truly digital delivery channels

focus on reaching people with virtual learning opportunities

[#1: Digital/hybrid delivery]

more focus on supporting the business day to day

more focus on adding value as work forces streamline and departments shrink. Any time 'away from day job' needs to be for high-value return

focusing on performance, rather than just training delivery

[#2: Business value]

focus on upskilling digital capabilities

more focused on organisational development e.g. helping managers adjust to hybrid working

[#3: Digital skills]

4

Where next?

Two groups: A and B

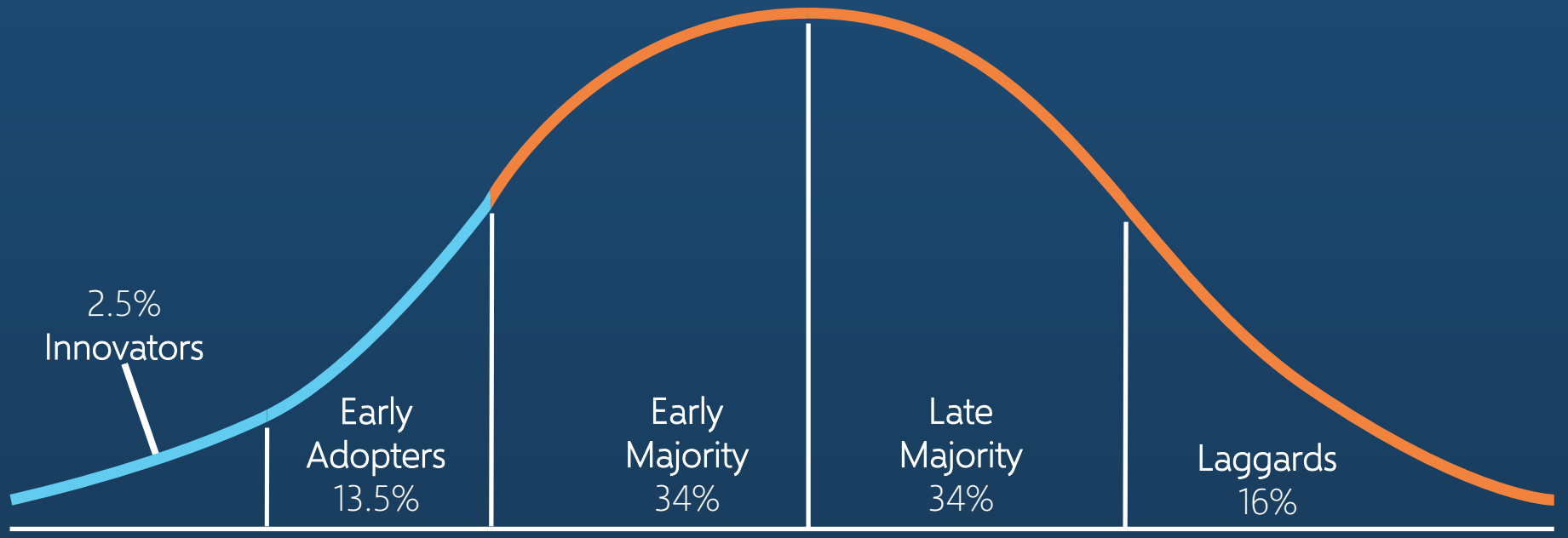
Group A

- Keen on innovation
- Like methodologies
- On social media
- Enthusiasts
- Opinion leaders

Group B

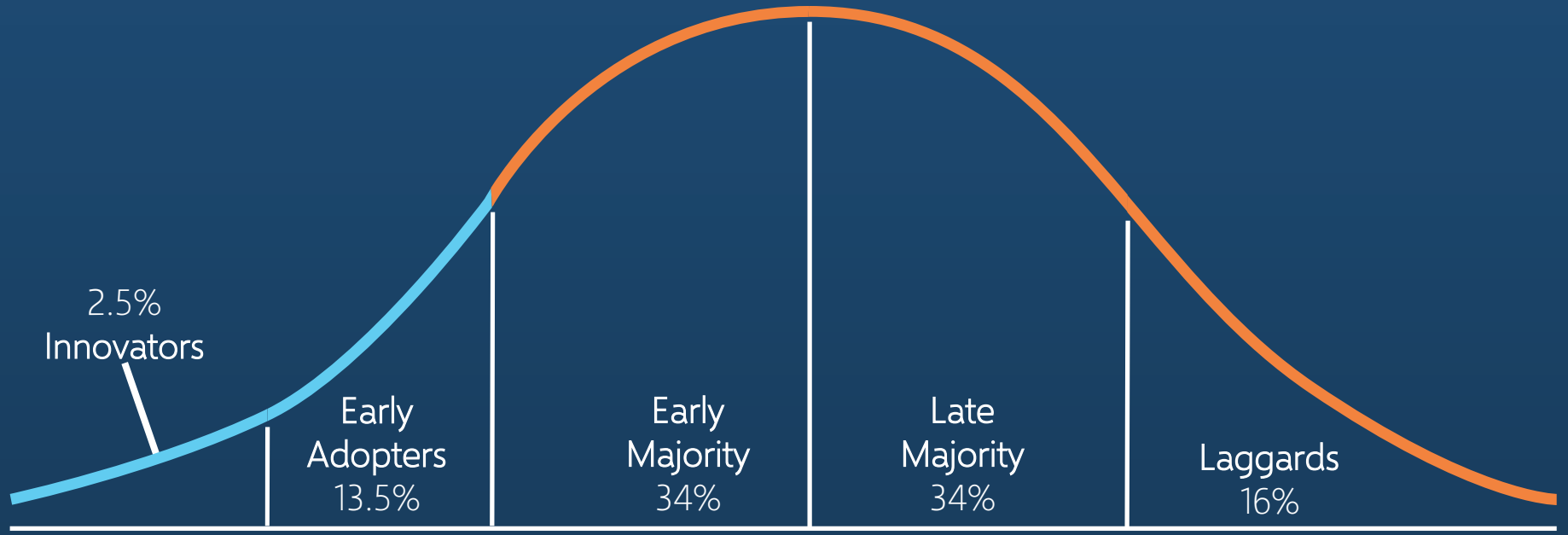
- Prefer the familiar
- Like technology
- On email
- Pragmatists
- Decision makers

Two groups: A and B



Diffusion of innovation curve, Everett Rogers

Two groups: A and B



Group A

Group B

Diffusion of innovation curve, Everett Rogers

Group A and Group B

GSS 2021, Group A	
1. Reskilling/upskilling	15.5%
2. Learning analytics	10.5%
3. Collaborative/social learning	8.3%
4. Personalization/adaptive delivery	8.2%
5. Showing value	7.8%
6. Performance support	7.0%
7. Consulting more deeply with the business	6.8%
8. Learning experience platforms	6.2%
9. Micro learning	6.2%
10. Artificial intelligence	5.0%
11. Coaching/mentoring	4.6%
12. Curation	4.0%
13. Virtual and augmented reality	3.6%
14. Mobile delivery	3.0%
15. Neuroscience/cognitive science	2.3%
16. Other	1.0%
n = 340	

GSS 2021, Group B	
1. Reskilling/upskilling	12.3%
2. Collaborative/social learning	10.3%
3. Personalization/adaptive delivery	8.6%
4. Learning analytics	8.0%
5. Micro learning	7.8%
6. Learning experience platforms	7.6%
7. Coaching/mentoring	7.6%
8. Showing value	6.0%
9. Mobile delivery	5.5%
10. Performance support	5.0%
11. Consulting more deeply with the business	4.8%
12. Artificial intelligence	4.6%
13. Virtual and augmented reality	4.5%
14. Neuroscience/cognitive science	2.8%
15. Curation	2.7%
16. Other	2.1%
n = 1,513	

Group A and Group B: L&D and value

GSS 2021, Group A	
1. Reskilling/upskilling	15.5%
2. Learning analytics	10.5%
3. Collaborative/social learning	8.3%
4. Personalization/adaptive delivery	8.2%
5. Showing value	7.8%
6. Performance support	7.0%
7. Consulting more deeply with the business	6.8%
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12. Curation	4.0%
13. Virtual and augmented reality	3.6%
14. Mobile delivery	3.0%
15. Neuroscience/cognitive science	2.3%
16. Other	1.0%
n = 340	

GSS 2021, Group B	
1. Reskilling/upskilling	12.3%
2. Collaborative/social learning	10.3%
3. Personalization/adaptive delivery	8.6%
4. Learning analytics	8.0%
5. Micro learning	7.8%
6. Learning experience platforms	7.6%
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13. Virtual and augmented reality	4.5%
14. Neuroscience/cognitive science	2.8%
15. Curation	2.7%
16. Other	2.1%
n = 1,513	

Group B and Group B, Workplace: Showing value

GSS 2021, Group B	
1. Reskilling/upskilling	12.3%
2. Collaborative/social learning	10.3%
3. Personalization/adaptive delivery	8.6%
4. Learning analytics	8.0%
5. Micro learning	7.8%
6. Learning experience platforms	7.6%
7. Coaching/mentoring	7.6%
8. Showing value	6.0%
9. Mobile delivery	5.5%
10. Performance support	5.0%
11. Consulting more deeply with the business	4.8%
12. Artificial intelligence	4.6%
13. Virtual and augmented reality	4.5%
14. Neuroscience/cognitive science	2.8%
15. Curation	2.7%
16. Other	2.1%
n = 1,513	

Group B and Group B, Workplace: Showing value

GSS 2021 Group B, Workplace	
1. Reskilling/upskilling	12.3%
2. Collaborative/social learning	10.6%
3. Learning analytics	7.9%
4. Micro learning	7.9%
5. Coaching/mentoring	7.8%
6. Personalization/adaptive delivery	7.5%
7. Learning experience platforms	7.4%
8. Showing value	6.8%
9. Consulting more deeply with the business	6.3%
10. Mobile delivery	5.7%
11. Performance support	5.2%
12. Virtual and augmented reality	4.1%
13. Curation	3.4%
14. Artificial intelligence	3.1%
15. Neuroscience/cognitive science	2.2%
16. Other	1.6%
n = 614	

GSS 2021, Group B	
1. Reskilling/upskilling	12.3%
2. Collaborative/social learning	10.3%
3. Personalization/adaptive delivery	8.6%
4. Learning analytics	8.0%
5. Micro learning	7.8%
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12. Artificial intelligence	4.6%
13. Virtual and augmented reality	4.5%
14. Neuroscience/cognitive science	2.8%
15. Curation	2.7%
16. Other	2.1%
n = 1,513	

5

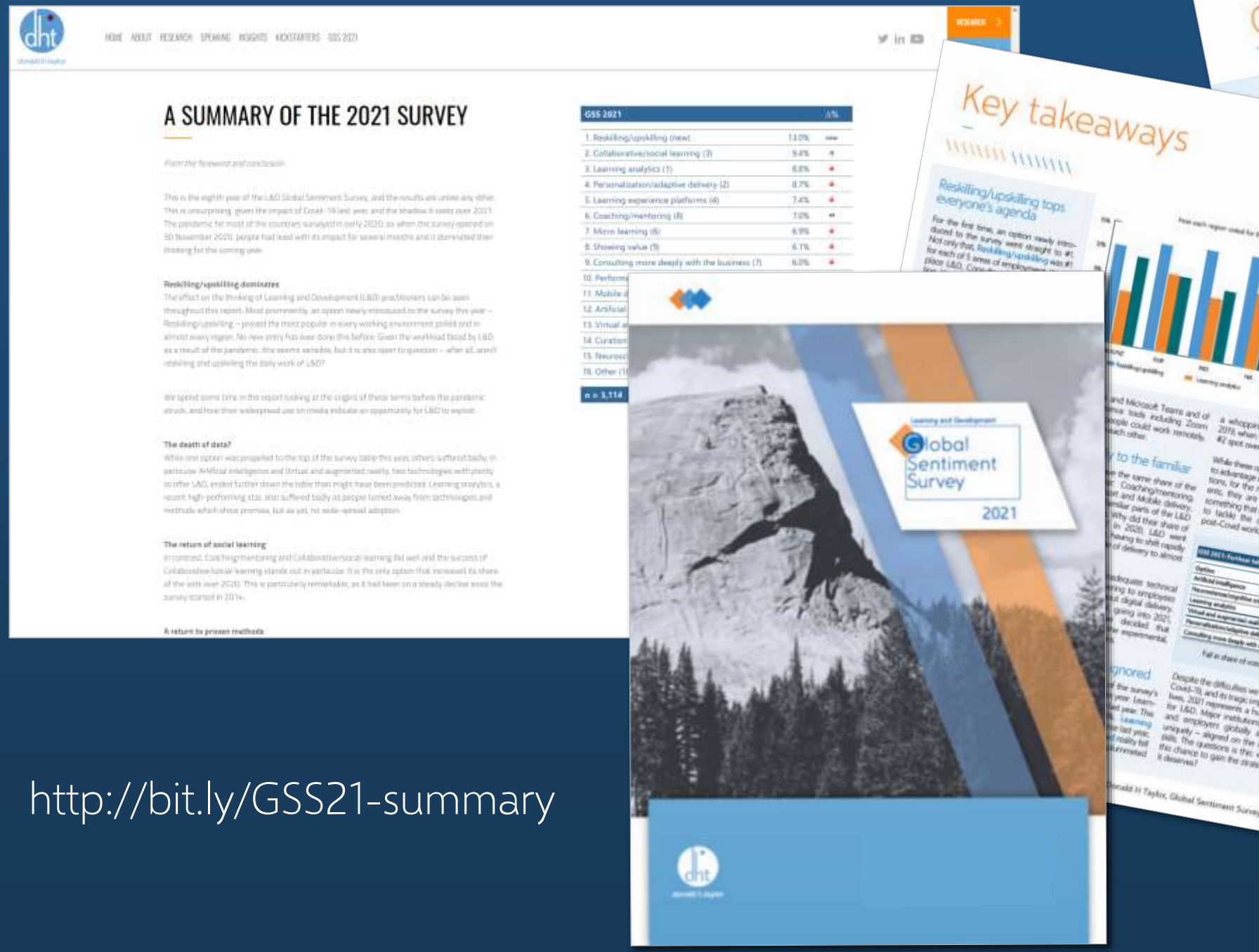
Conclusion

Conclusions

- Everyone is *talking about* reskilling and upskilling – apart from Brazil
- Collaborative learning has moved from theory to practice
- 'Hot' technologies are out of favour this year
- A core of L&D practitioners will have a new focus in 2021

Conclusions

- Everyone is *talking about* reskilling and upskilling – apart from Brazil
- Collaborative learning has moved from theory to practice
- 'Hot' technologies are out of favour this year
- A core of L&D practitioners will have a new focus in 2021
- This year *can be* about building strategic influence on solid foundations



http://bit.ly/GSS21-summary

Global Sentiment Survey 2021

2021 Learning technologies: what's hot and what's not?

Donald H Taylor
Chair
Learning and Performance Institute

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