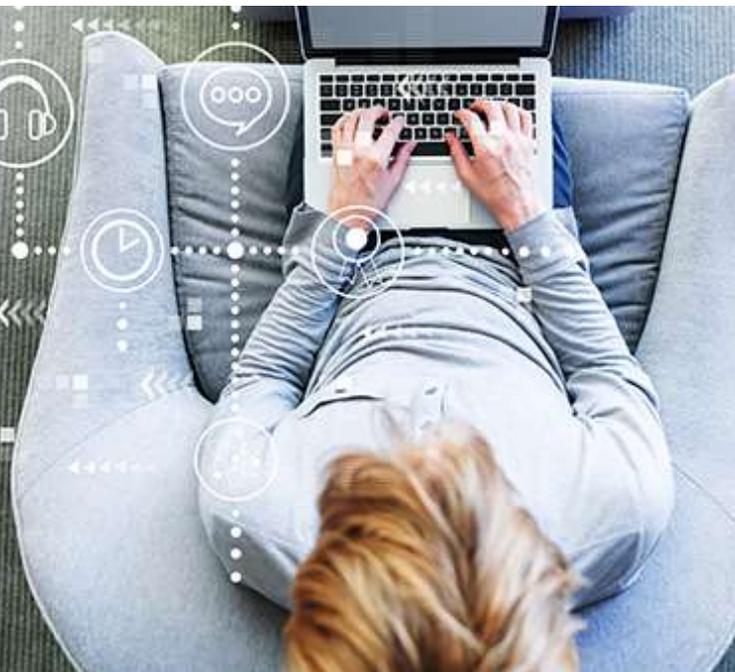


Technology Enhanced Learning

Case Study: LinkedIn Learning



Introduction:

The merging of Lynda.com (leader in online courses) and LinkedIn offers high-quality and positively rated courses.

A very well-known fact about the Internet is the huge impact it has had in one's social life. We would all agree with the fact that social networks acquired special importance at the time of socialising with not only our closest people but also reaching those who are not that close. Therefore, this change also forced a transformation in professional skills and their development. The way employers now carry out the recruitment process has completely changed in the last decade.

The nexus between social networks used in our personal lives and professional development gave birth to the most important social networking site for the business community: LinkedIn. This social network maximises employment development. Bearing this objective in mind, Lynda.com and LinkedIn merged, giving birth to LinkedIn Learning.

LinkedIn Learning is an online educational platform focused on learning in-demand skills, refreshing your knowledge base, and exploring new topics. Personalisation in this project is key, as the user will get personalized course recommendations based on unique, data-driven insights from millions of professionals on the worldwide LinkedIn network. What also stands out is the industry experts supporting this way of learning, as courses are taught by instructors with real-world experience.

Summary:

This case study is about how LinkedIn Learning, a project which was created by the merger of LinkedIn and Lynda.com, figured out what learners needed to effectively make the most of the tools technology has recently boosted.

The objectives of this project cover learning in-demand skills, refreshing knowledge base, exploring new topics, enhancement of required skills for different jobs and personalisation of learning offerings.

“Making money is what you have to do to sustain a business - being driven to make something of value and purpose is much more powerful.”

Lynda Weinman, Founder of Lynda.com

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Technology Enhanced Learning:

Computerized and IT systems development allowed us to reach a highly-quality analysis of the information, and this meant a more effective and productive way of offering learning what they were exactly looking for. LinkedIn Learning offers not only the technical platform to have access to the course that fits the learner the best but also it measures the success by testing the user's learning, granting the user with certificates. Consequently, and given the power and relevance LinkedIn shows in professional sectors, the possession of these certificates increases even more the value added.

The usage of TEL (Technology Enhance Learning) in this case is key for private businesses, students and the public sector, since these are the main target of the project. However, the importance of TEL in LinkedIn Learning goes beyond since the main activity of this project is carried out fully online since the early beginning.

Working Through the Pandemic

Online ways of learning experienced a huge increase as a consequence of the situation originated by covid-19 in 2020. Some learners observed how easier and more convenient it is to “attend” online lessons rather than in person.

The educational sector was forced to switch to on-line teaching, and this made learners be aware of its great advantages. Therefore, we can state that the perception of online courses started a positive trend which apparently ended up with an increase in the ratings and valuation of this way of learning.



E-Growth a project funded by the Erasmus+ programme. The project set out to explore the use of business simulations and Technology Enhanced Learning (TEL) in the delivery of Vocational Education and Training (TEL). The TEL Handbook and E-Growth business simulation is available in English, Czech, Spanish, Greek and Hungarian. **For further information visit:** <https://e-growth-project.eu/>



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