**PRESS RELEASE**

**Elementrix Digital Learning in Asia 2018 - Bridging the Gap:
Malaysia and Singapore**

**Survey Report**

A Malaysian company has launched the results from a first-time in Asia report on digital learning.

The survey, *Digital Learning in Asia, 2018,* was conducted in Singapore and Malaysia. It was led by an Australian committed to digital learning who moved to Asia and is now in the middle of it. The principal author of the research study is George Aveling, the Chief Re-Imagineer of the Malaysian-based digital learning consultancy, Elementrix; with expert assistance by others both in Asia and Australia.

“The results of the survey show that Malaysian companies need to move faster to keep in the world of digital learning,” said George Aveling, Chief ReImagineer of Elementrix.

The report - The Elementrix Digital Learning in Asia Report, 2018: Bridging the Gap - is of national significance to Malaysia. It benchmarks Malaysia against Singapore.

”The research showed that Malaysia is falling further behind Singapore,” said Mr Aveling.

“Companies in Asia and around the world will be spending billions of dollars on digital learning over the next few years,” Aveling said. “It is likely that a significant percentage of that money is going to be wasted,” he added.

 “Organisations are being dazzled by the increasing range of learning technology available to them – but they are ignoring some fundamentals,” Aveling said. “The research uncovered low levels of competence among corporate learning and development professionals in implementing digitally-enabled learning programs,“ he continued. The survey found that 60% of survey respondents agreed that exist low levels of competency in digital learning within corporate learning and development departments.

“It’s like a company spending a lot of money to buy a new fleet of helicopters - but they don’t’ have people who know how to fly them”, said Aveling.

The research found that passive technologies such as traditional, one way e-learning are stagnating at best and face a short and medium term future of decline.

Learner-engaging technologies are on the rise. These technologies actively engage learners and motivate them to continue learning. These include technologies that were until just recently considered to be “fringe” activities such as gamification, adaptive learning and augmented reality. The survey found that the diffusion of use of these and other learner-engaging technologies is expected to grow by 30% or more in the next 12 months in Singapore and Malaysia.

The research showed that 84% of companies say that digital learning is critical to success. However, 50% of companies surveyed spend less than 10% of the learning and development budgets on digital. So the base from which change is possible is large.

“While there is a lot of excitement about using learning technology, it is the human factor that is holding back the advancement of digital learning,” Aveling said. “In fact, the more digital learning becomes, the more human it must become,” he added.

The report predicts major changes that will take place in the learning and development industry, underpinned by changes in learning styles of younger learners, increasing pressures to reduce costs and the expansion of the range of learning technologies on the market.

“The speed of learning is a key source of competitive advantage. Digital learning enables learning to happen quickly as never before,” said Aveling.

He predicts that Asia will jump ahead of many more ‘advanced’ economies in the area of digital learning. “China is already ahead of the US in the application of digital learning. A key reason is that there less legacy thinking to be unlearned in China,” he said. For this same reason, Aveling predicts that Asia will move forward faster than countries such as Australia in the application of digital learning.

The Digital Learning in Asia 2018 report team was led by George Aveling, with specialist assistance from others including Emeritus Professor Keith Houghton, a principal of the Higher Education and Research Group, a sister company of Research Coaching Australia. Houghton noted “The extent of the switch from passive to active learning and the predicted extent of change to student-driven learning powered by active digital learning was staggering”. “One cannot help think that educational providers in Australia and elsewhere need to move swiftly into active (not passive) digital learning or face a future much the same as the print media was facing a decade or more ago.”

Malaysian partners on the research were the Malaysian Institute of Human Resource Management and BFM-Edge B School.

**Download the report**

You can download theFull Report, and the 12 page Executive Summary by going to [www.elementrix.world](http://www.elementrix.world)