The essential role of content curation in eLearning

Delivering the right content at the right time

Content curation provides a learning experience that grows and adapts to users' evolving needs and skillsets. Learn how content curation powers Skillsoft's new intelligent learning platform: Percipio.

Information Overload

In our digital world, a plethora of information is just one click away, but this abundance can be overwhelming. When presented with a wealth of different content types, whether it's television media, news, music or any other type of content, where does one know where to start?

When it comes to eLearning, how do learners sift through all the available information to find the right content when they want and need it? How do they know it's the content that they need?

According to Bersin by Deloitte, 1% of a typical work week is all employees can devote to learning and developing.[1] When most of that time is allocated to searching for the right content assets, that figure is further diminished. **Content curation plays an integral role in today's information-overloaded world** by providing a more streamlined and customized learning experience based on development needs, interests, activities, and habits, all to maximize that 1% of available time.

The benefits of content curation

The power of perpetual curation means learners spend less time searching for content and more time learning and doing. Digital tools combined with expert curation provides learners with numerous methods to discover and benefit from new and different learning assets.

Scientific research shows that people do not learn from "binge education," such as marathon-viewing of courses without further instructional reinforcement.[2] People learn with time, reinforcement, iteration, and with guidance.

Curators support this notion by providing a framework for learning:

- **Relevance:** Filtering, placing, and aligning content to bring the most popular, relevant, and newest assets into focus.

- **Context:** Maintaining a clear taxonomy and information architecture so learners know where they are in a learning platform and what to expect.

- **Communication:** Alerting users when new content is available or when current content is being refreshed or updated.

CONTENT DISCOVERABILITY

Find the right content easily, when you need it

Browse through channels by topic
- Learner-centered experience designed for self-discovery

Watch-Read-Listen
- Discover content by learning modality

Discover featured selections
- Best and new content, front and center

Get Recommendations
- Relevant to unique interests & goals

Experience Microlearning
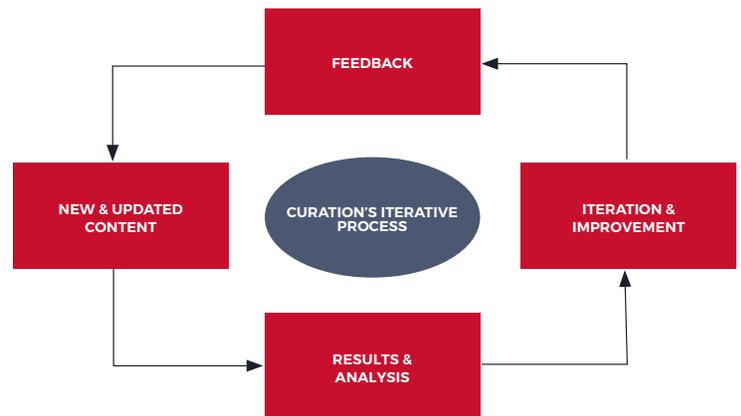- Concise, focused video assets

Full-Text Search Engine
- Analytics-driven search results

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1   "The Disruption of Digital Learning: Ten Things We Have Learned." Josh Bersin, March 27, 2017. https://joshbersin.com/2017/03/the-disruption-of-digital-learning-ten-things-we-have-learned/
2   ibid

- **Discoverability:** Enhancing and iterating search capabilities based on the effectiveness of current results, which lets learners quickly find what they need to know.

- **Learning Paths:** Providing channels for learners to find the next relevant learning experience.

- **Continuous Improvement:** Bringing order to chaos through constant iteration based on feedback, results, and effectiveness

- **Insight:** Monitoring how learners discover topics and assets and analyze feedback and usage data.

- **Maintenance:** Curation processes and best practices saves learners time and energy with content discovery.

- **Authority:** Offering decades of experience - across business, digital skills, leadership and IT topics - in training content creation, publishing, content marketing and taxonomy creation.

CONTINUOUS IMPROVEMENT WITH CURATION

FEEDBACK

NEW & UPDATED CONTENT

CURATION'S ITERATIVE PROCESS

ITERATION & IMPROVEMENT

RESULTS & ANALYSIS

As part of a true human-machine collaboration, Skillsoft curators constantly collect data and insights to provide learners with the most current, targeted, and useful learning opportunities.

All of these actions foster highly personalized, adaptable, and valuable experiences.

Curation enhances the Percipio learning experience

The influence and impact of curation can be seen through the optimized user experience of Skillsoft's new, cloud-based intelligent learning platform: Percipio.

Percipio provides the right content assets, in the right formats, to the right individuals, at the right time.

Whether learners prefer reading books, listening to audiobooks, or completing video-based courses with assessments, **Percipio delivers targeted, relevant, and beneficial content each time a learner logs in.**

With curation as the backbone of the learning experience, Percipio is not a run-of-the-mill, static learning platform. It provides a learner a personalized guide to staying current in important areas of training and development.

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