

GSS 2020 (Sweden)

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

Number of voters = 86

Figures in brackets show world rankings (n=2,352)

- Sweden above global ranking
- Sweden below global ranking
- Sweden and global rankings equal

About the survey

The L&D Global Sentiment Survey 2020 ran for 49 days in late 2019 and early 2020, collecting votes from 2,352 people in 86 countries. (But most Swedish voting took place in March.)

Voters answered the question: *What will be hot in workplace L&D in 2020?* No definitions were given of the options or the word 'hot'. The survey's format has remained unchanged since it started in 2014.

92% of voters come from five regions: Europe (895), UK (517), India (198), North America (353) and Australia/New Zealand (216).

Participants were contacted by social media and email. They chose three options from a list of 16, including a free text option for their own suggestions.

For more information

To download the report for the 2020 L&D Global Sentiment Survey, all previous reports, and this and all other country reports, visit:

bit.ly/DHTS-R

Summary: A pragmatic focus on delivery

The 2020 L&D Global Sentiment Survey paints Sweden as a pragmatic country, more focused on delivery than on abstract ideas and methodologies.

As the table to the left shows, and the analysis below and overleaf confirms, Swedes were more likely than the rest of the world to vote for ideas around the delivery of learning services, rating these ideas more highly than the rest of the world:

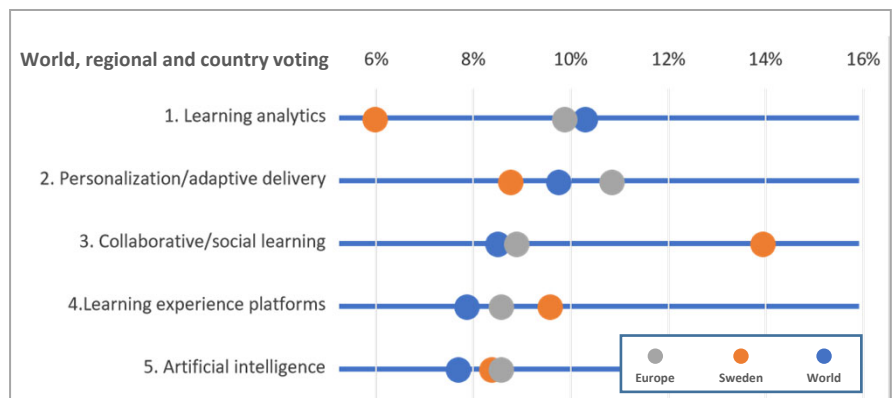
- ◆ Collaborative/social learning
- ◆ Micro learning
- ◆ Learning experience platforms
- ◆ Coaching/mentoring
- ◆ Mobile delivery
- ◆ Virtual and augmented reality
- ◆ Video

The remaining options are all more conceptual, and are all less well supported in the Swedish vote. This idea of the Swedes as pragmatic decision makers is supported by the analysis on page two of how Groups A and B vote.

Please however, note that this is one year's, possibly non-representative, data set.



Sweden and the world



Conforming to trends and bucking them

On three of the five ideas rated highest globally, Sweden is in sync with the world and with its local region, Europe. On two of the ideas, however, it is wildly out of sync.

Learning analytics is popular elsewhere. It ranked #1 globally and also topped the tables for both Group A and Group B voters internationally (see page 2 for more). It ranked #2 in Europe, after *Personalization*. Yet this hot topic placed a lowly #8 in Swedish voting. As noted on page 2, this is not a Scandinavian trend, neither is it common internationally. Only one other country with more than 20 voters rated it lower than Sweden. Noting that *Artificial intelligence* was also ranked lower (#6 for the Swedes, #5 globally), it may be Swedes are sceptical about a data-supported approach to learning. Alternatively, it may be that our sample of voters this year was non-representative.

In contrast, *Collaborative/social learning* ranked #1 in Sweden against #3 in the world and in Europe. While this Swedish vote is anomalous, Canada, Croatia and the UAE also placed this idea in first position. It has been very highly rated in the recent past, leading world rankings in 2015-16, placing second in 2017-18 and only falling to #4 in 2019, but this does not mean that Sweden is behind the rest of the world in change. It has placed last year's global #1, *Personalization*, lower than the world and Europe, for example (at #4, rather than #2). It seems more likely that the Swedes voting in the survey are focused on the experience of learning, rather than the process of supporting it.

New ideas in L&D: the five fates

Over time, the ideas presented in the poll follow predictable patterns. A few ideas rise up the results table over time, showing voters think them 'hot'. The remainder fall away, but that descent can mean different things:

◆ Stars

A few ideas grab the imagination and become more popular year on year.

◆ Staples

Some ideas become business as usual, accepted as the staples of L&D.

◆ Wallflowers

Some ideas just never take off. These are the ideas that everyone talks about, but nobody adopts at scale.

◆ Aspirations

Between Staples and Wallflowers, a few ideas are Aspirations – they have a chance of wider adoption, but may end up only applicable in niches.

◆ Perennials

A handful of ideas return year after year. These Perennials will probably always be on the radar of L&D.

A preference for solid Staples over hopeful Wallflowers

Within the survey population, there are two groups: members of Group A respond early, and are opinion leaders. Group B members respond later, and are pragmatic decision makers (see bottom left for more). While we cannot divide the Swedish vote into these two groups (see bottom of page for explanation), the three tables show the Swedish vote is closest to that of Group B.

The Swedish respondents are keen on 'Staples' (see box left), solutions to their practical problems, rather than 'Wallflower' ideas, favoured by Group A. As with Group B, the Staples *Micro learning* and *Mobile delivery* rank higher among Swedish votes than they do on the Global table (#2 and #7 for Sweden vs #6 and #12 globally). In contrast, Sweden votes down the more conceptual Wallflower idea *Curation*, just as Group B does. This idea may be too abstract, may not provide enough practical help to Swedish voters' issues.

The big anomaly is one of the Stars – *Learning analytics* – ranked #1 by both Group A and Group B, and topping the global table, yet placing a lowly #8 on the Swedish table. This seems unlikely to be a Scandinavian-wide sentiment. A small sample (n=27) of voters from Denmark, Norway and Finland rated *Learning analytics* #2, narrowly behind *Micro learning* at #1. The most likely cause: almost all Swedish voters (69 out of 86) came via a single partner, possibly skewing the results.

While *Consulting more deeply with the business* is a 'Perennial' on the global results table, the Swedes ranked it a lowly #13, lower than the global Group B. Taken with the rest of the results, this paints a picture of a country focused on delivery of learning services and content, and less concerned about abstract ideas and methodologies. The caveat here: this is one year's data, possibly drawn from a non-representative sample.



The two groups and Sweden

GSS 2020 (Group A, global)

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

Number of voters = 557

Two groups

In the voting population are two groups. Group A (opinion leaders) are contacted via social media at the beginning of the poll and often set trends. Group B, decision makers, are reached later, by email and will favour some (not all) of options supported by Group A, usually 1 to 2 years later.

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Number of voters = 86

The two groups and data collection in Sweden

Most voting in Sweden occurred in March 2020, after the general, global campaign, as the result of a special email campaign run by country partner Xtractor. The general campaign was divided into two parts, with the first few weeks (In December 2019) dedicated to finding the views of Group A, the opinion leaders, via social media. As this did not happen in Sweden, it is impossible to segment the Swedish vote into Groups A and B. Comparing the three tables above, however, it is apparent that the Swedish vote more closely resembles Group B than Group A, globally, with the exception of the ranking for *Learning analytics*, placed much lower in Sweden (#8) than world-wide (#1).

GSS 2020 (Group B, global)

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

Number of voters = 748

Figures in brackets show global rankings. Most significantly differing options highlighted.