

BUSINESS WHITEPAPER

AI & YOUR BLENDED LEARNING

BLENDED LEARNING RELOADED: KI AS YOUR POWER PARTNER!

Get ready for a learning revolution in which
AI takes your blended learning to the next level.



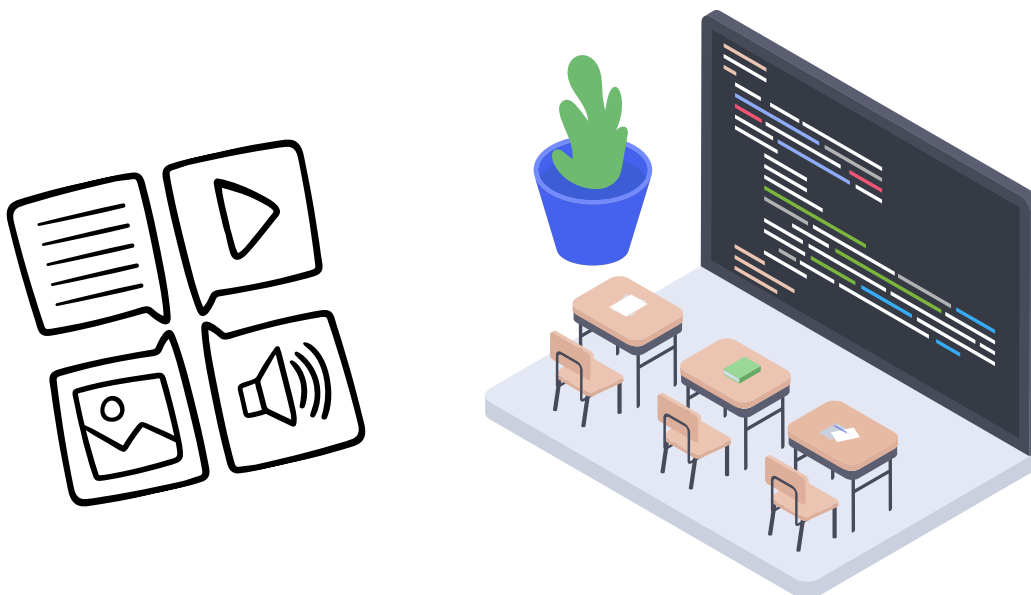
NUMBER OF THE HOUR

According to a bitkom study, only 9% of companies use AI themselves, 65% of which see artificial intelligence as an opportunity.

In our digitalized world, AI is increasingly coming into focus. Artificial intelligence can be used to create customized learning experiences that go far beyond traditional teaching methods. In this white paper, we explore how AI acts as a dynamic companion in education and the innovative avenues it opens up.

BLENDED LEARNING – WHAT’S THAT?

Blended learning is an innovative educational approach that cleverly interweaves traditional face-to-face events with a variety of online learning formats. It stands for a teaching and learning style that extends the boundaries of the classroom and integrates digital media into everyday learning. Different media formats play a central role here by bringing the content to life through videos, interactive exercises, and digital discussion forums. This variety of methods promotes deeper understanding and greater learner participation because it appeals to different senses and thus illuminates the subject matter from different perspectives. The result is a varied and dynamic learning experience that respects and encourages individual learning paths and styles.



KI AS AN EXTENDED WORKBENCH

1. AI AT THE HEART OF CREATION

We start with creation - the foundation of our eLearning content. This is where AI plays a crucial role in developing interactive content that is tailored to learners' needs and preferences.

Artificial intelligence is transforming eLearning by adapting content not only to the needs but also to the individual learning styles of users. Intelligent algorithms evaluate user interactions and create customized learning experiences that increase engagement and make the learning process more efficient. AI-powered systems can identify skill gaps and automatically adapt learning paths to ensure each learner receives the support they need. This adaptive technology enables dynamic learning that evolves in real time - a key advantage in a world where lifelong learning is becoming increasingly important. Thus, AI at the core of eLearning content creation enables a new dimension of personalized learning.

2. DIAGNOSTICS AND PERSONALIZED LEARNING PATHS

The journey begins with comprehensive diagnostics, where AI subtly but powerfully defines the initial starting point of each learner.

Artificial intelligence facilitates entry into learning through its ability to develop a deep understanding of individual skill profiles. These intelligent systems use dialog-based interactions to gain nuanced insights into each individual's strengths and learning needs, resulting in an informed and tailored learning experience. The resulting competency maps serve as the basis for a personalized curriculum that not only challenges learners, but also motivates and accelerates their development. Through this targeted personalization, AI enables a deeper and more sustainable absorption of the learning material, taking eLearning far beyond traditional approaches and making it a true partner in the learning process.



3. KI IN TRANSFER - NUDGING & REMINDERS

In this section, we show how AI becomes active after the learning phase. From nudging techniques that motivate learners, to reminders that anchor what has been learned, to individualized feedback loops, AI is the partner that puts learning into practice.

Once the formal learning phases have been completed, artificial intelligence takes on a central role in actively supporting learners on their way to applying and implementing their knowledge. With clever nudging techniques that motivate through gentle impulses and reminders, AI ensures that what has been learned is remembered and integrated into everyday working life. AI-supported systems also use reminder functions to strengthen the link between theory and practice. This is not just about recalling knowledge, but also about the ability to apply this knowledge at the right moment. Individualized feedback loops enable learners to continuously evaluate and refine their skills. AI thus becomes an essential companion that promotes lifelong learning and bridges the gap between theory and practice.

4. THE ETHICAL POTENTIAL OF KI

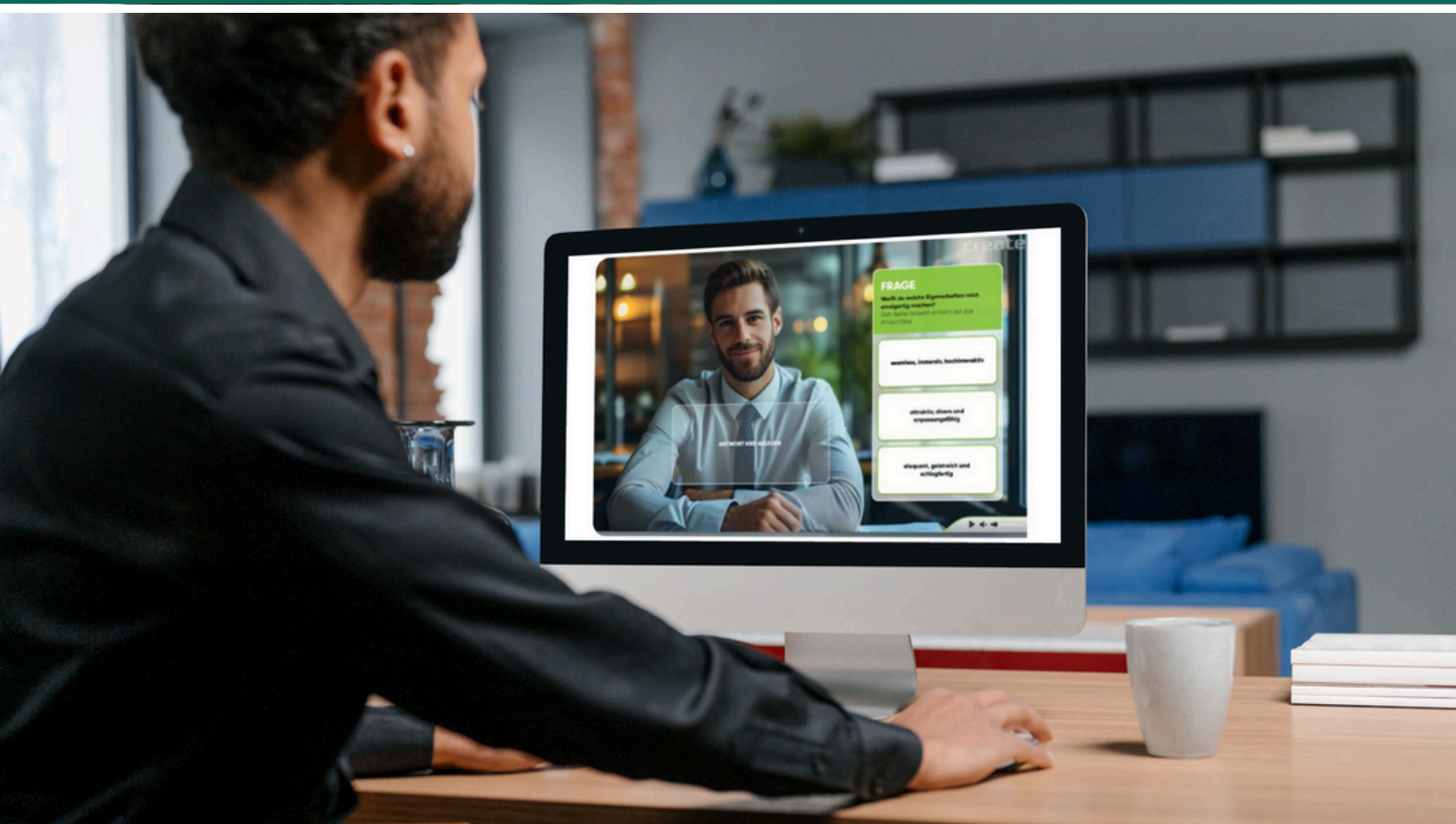
It's not just about what AI can do, but also about how it is used. The responsible use of artificial intelligence in education is a decisive factor for a future-oriented learning culture. It is not just about increasing efficiency, but rather about how AI enriches the educational landscape without neglecting ethical principles. This includes protecting personal data, avoiding bias and prejudice in algorithms and ensuring equal opportunities for all learners. AI should be understood as a tool that supports teachers and supports learners individually without replacing them.



5. KI AND THE CREATIVE DIALOG

Learning is communication. Artificial intelligence can fundamentally change the way we learn by enabling a dynamic, two-way flow of communication between the learner and the learning content. Using advanced speech recognition technology, AI can respond to learners' verbal interactions, providing them with tailored responses and thereby fostering deep understanding. Interactive simulations, supported by AI, allow learners to experience virtual scenarios and practice practical skills in a risk-free environment. These technologies allow learning content to be adapted intuitively and put the learner at the center of the learning experience, encouraging active and engaged learning. In this way, AI becomes a creative tool that pushes the boundaries of traditional media didactics and opens up new horizons for innovative, interactive and personalized learning experiences.

At CREATE, we offer the specially developed AI Fish interaction for this purpose. This presents the learner with an open question, and they have to decide on their own answer via voice input and be prepared for the reaction of their counterpart. A combination of AI & Fish Interaction is also possible. Here, learners can give their individual answers via text input and the reaction of the other person.



OBSTACLES & CHALLENGES

The reality of AI in blended learning for companies

The integration of artificial intelligence into blended learning environments brings numerous benefits, but also encounters a number of challenges and obstacles. Privacy and security are at the forefront, as there are concerns about how AI systems handle learners' sensitive data.

Technical complexity is also a major hurdle, especially for teachers or learners who are not tech-savvy. There is also the challenge of integrating AI tools into existing eLearning platforms, which is often difficult without appropriate adaptations. Another problem is the lack of personalization through AI systems, which are not always able to customize learning experiences.

The quality and quantity of available data significantly influences the effectiveness of AI, which can lead to limitations in some environments. In addition, the cost and resource intensity of developing, implementing and maintaining AI-based solutions is often high, which can make them inaccessible to smaller institutions.

Ethical considerations, such as the extent of automation in teaching, are also important, as is the accuracy and appropriateness of AI-driven assessment and feedback. Resistance to change among teachers and learners, fear of the unknown or a perceived threat to traditional teaching methods can further complicate the adoption of AI technologies.

The accessibility of AI-supported blended learning for all learners, especially those with disabilities, poses an additional challenge. A lack of understanding of AI among teachers and learners can hinder effective implementation, as can a reliance on a strong internet connection and suitable hardware that is not available to all.

Finally, the use of AI requires continuous updates and maintenance to keep the systems effective and relevant. These numerous challenges show that implementing AI in blended learning systems requires a well-considered strategy to realize its full potential while minimizing the risks.

SUCCESSFUL EXAMPLES OF KI IN BLENDED LEARNING

In the world of blended learning, artificial intelligence (AI) is opening doors to unimagined possibilities and reshaping the educational landscape. We at CREATE would like to highlight 2 successful examples here.



Deutsche Bahn Akademie

"New as an upper manager" from the Deutsche Bahn Academy. Winner of the eLearning AWARD 2024 in the "Didactics" category. Find out how Deutsche Bahn integrates artificial intelligence into its learning paths and how it combines face-to-face and online training in the best possible way. (German Version: <https://create.at/bestofcreate/db-akademie/>)



cMotions

cMotions will definitely get your learners' attention. Whether it's AI-based videos to tease a learning track, a workshop or something else - get in touch with us to see exclusive examples.

Would you like to gain insights into these 2 and other projects?

Then arrange a free online appointment with our experts and we will be happy to talk about your use case.



UNVERBINDLICHEN TERMIN VEREINBAREN
EINFACH HIER KLICKEN & ONLINE TERMIN VEREINBAREN



RUF UNS AN
+43 (1) 78 66 318



SCHREIB UNS
office@create.at