Web 2.0 and DSMT’s to Increase Workforce Participation in Informal Learning

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Abstract
Learning and training needs are shifting in the digital, knowledge-based economy, age. Individuals living in the world of Web 2.0, social media and user generated content, use it for informal, “just-in-time,” learning. Organizations can harness Web 2.0 to promote learning in the workplace. This paper analyses literature on individuals’ use of Web 2.0 to reach learning and performance goals, how organizations can support the use of Web 2.0, and generational reactions to Web 2.0 learning. Findings show learners already use this technology and it is up to organizations to set up guidelines and procedures for best use.

This scholarly poster is available at ScholarWorks: https://scholarworks.boisestate.edu/gss_2018/22
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Introduction
Organizations of all sizes continuously look for innovative ways to increase training relevance and retain workers. These organizations face new challenges in today’s rapidly changing world. These challenges include:

• An aging workforce, requiring companies to bring in younger workers demanding greater amounts and higher levels of education for work satisfaction.
• Tighter budgets for training, development, and continuing education of their workers.
• Competition for work hours to fit in.
• A globalized society and workforce placing workers in a various locations.

This paper analyses literature on individuals’ use of Web 2.0 to reach learning and performance goals, how organizations can support the use of Web 2.0, and how different generations react to Web 2.0 and Digital, Social, and Mobile Technologies (DSMT). Included are suggestions for performance improvers to move their workplace training to support informal learning and the use of Web 2.0 as well as concerns from organizations on privacy and professionalism.

The question for Human Performance Improvement Specialists is “how can organizations stay innovative and relevant while minimizing costs relating to training?”

Literature Review Questions
1. How do the use of Web 2.0 and DSMTs increase the participation of workers in learning opportunities?
2. How can organizations effectively use Web 2.0 and DSMTs to best facilitate learning and training across their workforce?
3. How does the use of Web 2.0 and DSMTs benefit a changing workforce?

Defining Web 2.0 and DSMTs

Web 2.0: Web technologies which allows users to connect and interact with each other DSMTs: Digital, social, and mobile tech; smartphones, tables, laptops, etc.

Methods

This Literature Review encompassed 15 peer-reviewed scholarly articles. The following terms were used to conduct the article search on Academic Search Premier, Business Search Premier, and JSTOR

• “Web 2.0” and “workplace learning”
• “Mobile learning” and “workplace training”
• “Mobile learning” and “employee learning”
• “motivation” and “web 2.0”
• “DSMTs” and “workplace learning”

To narrow the search:
• Articles focused on workplace learning.
• Search excluded K-12 student use.
• Date range: 2013-2017.

Findings
1. How do Web 2.0 and DSMTs increase the participation of workers self-directed learning opportunities?
   • Web 2.0 and DSMTs address challenges with time for and access to training.
   • Workers choose when and where they participate in training and learning opportunities, providing flexibility.
   • Information is shared quickly and widely.
   Remote workers connect to others far away without travel costs.
   • Learners choose the presentation method best for them, not available in traditional face-to-face trainings. Learner satisfaction increases with choice and flexibility.

2. How can organization effectively use Web 2.0 and DSMTs to best facilitate learning and training across their workforce?
   • Organizations must create guidelines for best use of Web 2.0 and DSMTs to manage security and worker distraction.
   • Trainers must shift their focus from doing the training to facilitating the learning.
   • Instead of identifying and creating materials, training teaches how to find reliable, useful resources to promote learning.
   • Developing an application for organizing worker learning is cost effective potentially trimming the training budget.

3. How does the use of Web 2.0 and DSMTs benefit a changing workforce?
   • Both older workers and incoming young workers find satisfaction is using Web 2.0 and DSMTs for learning.
   • Older workers appreciate ease of access during their busy family lives and the ability to connect with others.
   • Millennial workers, as digital natives, adapt well to Web 2.0 and DSMT-based training.

Conclusions
The literature indicates that:

• Workers already use Web 2.0 and DSMTs to locate needed information due to its flexible nature and its ease of access.
• Updated policies and guidelines support best practices.
• Explicit training for digital literacy skills is needed for Web 2.0 and DSMT based training to support learning transfer.
• Web 2.0 and DSMT use is appropriate for all age groups including an aging workforce.

More research is needed on the topic of Web 2.0 and DSMTs and its affects on workforce training. Further, more research is recommended to understand how Web 2.0 and DSMT affect worker retention given a generation of workers that are fluid and frequently move between jobs.

References