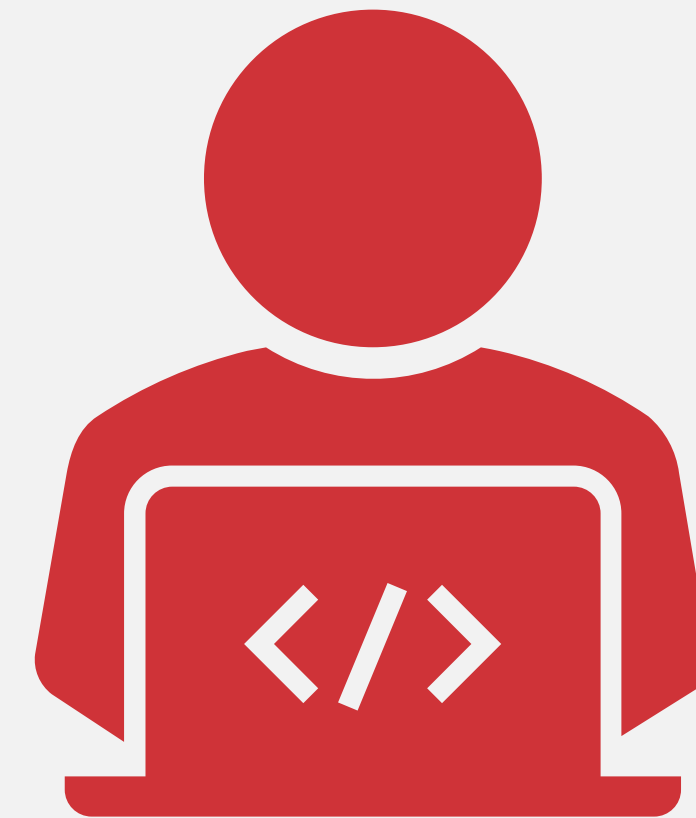STRINGFEST ANALYTICS

Building your data academy: Understanding learner motivations

Towards Maturity, "What motivates staff to learn online?"

- 75% want to be able to do their job faster and better
- 51% like to learn just for personal development
- 50% want to be eligible for promotion
- 47% want to obtain professional certification
- 41% want to be enabled to earn more money
- 39% want to keep up with new technology
- 35% want to achieve/maintain a higher certification level
- 35% want to increase productivity
- 22% want to pass an assessment
- 10% want to compete against colleagues for a high score

What does this mean for data education?

Learners want to cut back on copy-pasting

- *75% want to be able to do their job faster and better*
- Data professionals spend the majority of their time cleaning & preparing data – help them automate it!

Learners want to have fun

- *51% like to learn just for personal development*
- "Data literacy" is like regular literacy – using data should be fun!

Learners should be rewarded

- *50% want to be eligible for promotion*
- *41% want to be enabled to earn more money*
- Learners are intrinsically motivated – externally acknowledge it!

![STRINGFEST ANALYTICS]

LET'S TALK

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