



IMS Global Learning Consortium Releases February 2007 Learning Technology Trends Report and LearnSat Ratings

Desire for Interactivity, Rich Media, and a High Percentage of Likely Course Management System Switchers Indicate Coming Changes in Educational Technology

Lake Mary, FL – 12 February 2007 – The IMS Global Learning Consortium today released the latest version of its Learning Technology Satisfaction and Trends Report for February 2007. Based on responses from about 200 qualified leaders of Internet-supported learning initiatives in the North American Higher Education segment over the last 12 months, the report details satisfaction and trends with a wide range of technologies used to support education. The product and service categories covered in the report include course management, content management, assessment, search, content authoring, web authoring, mobile devices, classroom capture, screen capture, services, live presentation, plagiarism, portals, and student information systems.

The major findings of the report included the following:

- Certain product categories ancillary to course management systems (CMS), such as assessment, authoring, and digital content, scored higher in satisfaction than the course management systems category itself, signaling the importance being placed on easy ways to include interactive and rich media content in learning experiences.
- Among the course management systems, eCollege, ANGEL, and Moodle scored highest in satisfaction. All three rated higher than Blackboard or WebCT, the market share leaders. 16% of the respondents appeared to be likely to switch course management systems in the coming 12 months.
- The significant usage and high ratings of products not necessarily targeted to the educational segment, such as Google, Wikipedia, and iPods, indicates that educators may be incorporating these technologies more rapidly than administrators or IT officials may be aware.

“LearnSat” ratings of named products and services are based on satisfaction ratings by survey participants. Ratings logos are issued to the top three, top ten, best in category, and top twenty-five. The top ten rated products in order were ANGEL Content Management, eCollege CMS, ANGEL CMS, Respondus, Google Search, Apple iPod, Flash, Dreamweaver, Wikipedia, and Tegrity. The other products that achieved best in category satisfaction ratings were Camtasia, eCollege Services, Microsoft Powerpoint, Elluminate, Turnitin, uPortal, and Campus Management.

The report is issued in several versions of varying detail for the public, respondents, and IMS Global Learning Consortium members and subscribers. The summary rankings, access to the public report, and participation details are available at: <http://www.imsglobal.org/ltst/index.cfm> . In addition, IMS Global Learning Consortium holds an annual conference, known as Learning Impact, where high impact applications of learning technology from across the globe are showcased and recognized. This year’s conference is April 16-19 in Vancouver. For more details, visit: <http://www.imsglobal.org/learningimpact/agenda.html> .

About IMS Global Learning Consortium

IMS/GLC is the leading advocacy group encouraging the growth and impact of learning technology worldwide. IMS/GLC is a global, nonprofit, member organization that provides leadership in shaping and growing the learning industry through community development of standards, promotion of innovation, and research into best practices. For more information visit www.imsglobal.org.

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