Harbinger Group

9 MAJOR EDTECH TRENDS 2024

REVOLUTIONIZING HIGHER EDUCATION

1 ChatGPT and AI-Assisted Learning

Hi!
How can I help you?
...

AI in education market size is predicted to reach **$30 billion** by **2032.**

Global Market Insights

75% of education institutions adopt AI to improve learner outcomes.

Holon IQ

Use AI-assisted learning platforms to identify individual learning needs and enhance knowledge acquisition and skill development.

Critical Measures

- Implement GenAI and Conversational LLM
- Utilize tools like ChatGPT, Bard, and DALL·E
- Use AI-driven frameworks and platforms

2 Micro-Degrees vs Monolithic Structure of Education

of recent graduates and students say including industry micro-credentials in academic programs increases their chances of enrollment in the programs.

Coursera

Leverage micro-degrees to enable continuous skill development, on-demand education, agility, accessibility, and relevance in education.

Critical Measures

- Create bite-sized and modular courses
- Promote competency-based education
- Build personalized learning pathways

3 Virtual Tutors and Chatbots

56% of students prefer a chatbot that's available **24/7** than an instructor available for a limited period of time.

Campfire AI

Deploy chatbots and virtual tutors to support a range of learning activities and provide students with personalized feedback and instruction.

Critical Measures

- Simulate human-like virtual conversations
- Develop adaptive learning assessments
- Support real-time feedback and collaboration

UI/UX Modernization for Education Platforms

4

A well-designed UI could raise a website's conversion rate by up to **200%** and a better UX design could yield conversion rate by up to **400%**.

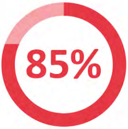
Forrester

Modernize the UI/UX of your education platform to build a more positive and productive learning environment for students and educators.

Critical Measures

- Enable a digital-first learning experience
- Enhance accessibility features and functionalities
- Optimize user journey and navigation

5 Integration of Social Networks into Learning Models



of higher education institutions use social media for academic and professional purposes.

ProfileTree

Critical Measures

Integrate social networks with learning models to enhance peer-to-peer learning and create a more interconnected education ecosystem.

- Introduce community-driven learning initiatives
- Assess the impact of social integration on learning outcomes
- Establish clear guidelines and iterative plans

6 Blockchain Technology for Data Security

Blockchain spending in the education sector is projected to reach nearly **$883.31 million** by **2028.**

Zipdo

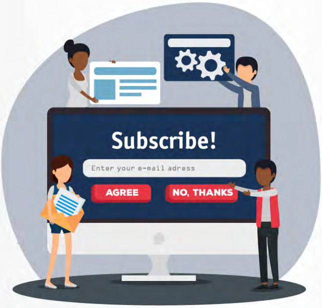
BLOCKCHAIN

Adopt blockchain technology to effectively store, share, and secure student data against unauthorized access and tampering.

Critical Measures

- Create sophisticated interoperability plans
- Implement solid security strategies
- Conduct regular audits and verify protocols

7 Subscription-Based Skilling Platforms



The corporate training expenditure in the U.S. rose by almost **$10 billion in 2022,** passing the **$100 billion-mark** for the first time.

Statista

Explore subscription-based skilling platforms to offer self-paced learning in a cost-effective, personalized, flexible, and convenient way.

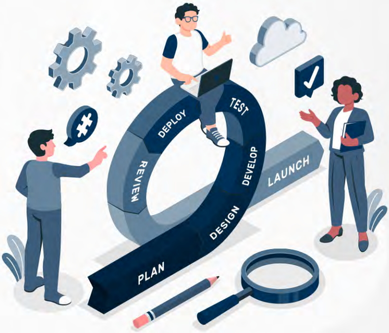
Critical Measures !

- Use sentiment analysis and NLP-based intelligent bots
- Employ AI-powered evaluation system
- Ensure cross-platform content delivery

Rigorous Product Development 8

72% of organizations set product development objectives, but only **26%** establish performance metrics.

Zipdo

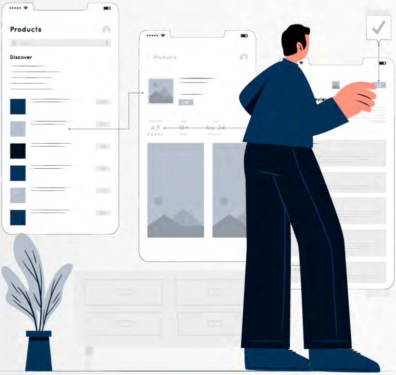


Build robust and future-ready EdTech products to create impactful, meaningful, value-driven, and transformative learning experiences.

Critical Measures !

- Collaborate with EdTech product development partner
- Expand product engineering and analytics capabilities
- Embrace custom integration and automation solutions

9 User Experience Research



Every **$1** invested in UX brings **$100** in return.

Forrester

Invest in UX research to develop adaptive and user-friendly interfaces that empower educators and students and foster effective learning outcomes.

Critical Measures !

- Use UX research tools like Google Analytics
- Analyze user behaviors, preferences, and pain points
- Prioritize journey mapping, information architecture, and wireframing

Harbinger Group

Transforming the Way People Work and Learn

www.harbingergroup.com | contact@harbingergroup.com