

Using LinkedIn Learning as a Component of Blended Learning in Two Separate Analytics Courses—Early Results

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Abstract

Blended learning, which is the “thoughtful fusion of face-to-face and online learning experiences” (Garrison & Vaughan, 2008), is a pedagogical paradigm used in courses across numerous disciplines. In this paper, the use of LinkedIn Learning modules as the primary technological component is described; the focus of this first-time use (Fall 2021 and Spring 2022) in two different analytics courses is on selection and assessment of the content used from LinkedIn Learning. Early feedback from students was also solicited and is presented as well. We conclude by discussing future course enrichment plans through blended learning and the selection and incorporation of additional LinkedIn Learning content.

Keywords: Blended Learning, Data Analytics, LinkedIn Learning, Assessment.

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