

## **Introducing LXP as an Organizational Online Learning Tool: Blessing for Digital Learning Environments**

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### **Abstract:**

The advent of Learning Experience Platforms (LXPs) over the Learning Management Systems (LMSs) marks a significant advancement in online learning within organizational settings. LXPs facilitate dynamic content creation through user-generated postings and lectures enriched with multimedia elements. They leverage machine learning for personalized content curation and offer robust analytics to track learning progress and patterns. AI-powered chatbots enhance user support, while gamification elements boost engagement and competitiveness. Integration with e-learning providers and third-party platforms further enhances accessibility and functionality. This abstract explores how LXPs are revolutionizing digital learning environments, offering versatile tools to optimize organizational learning experiences.

**Keywords:** Learning Experience Platforms (LXPs), Learning Management Systems (LMSs), Online learning

### **Introduction**

Education is essential in conditioning the individual in a particular way, and it can also be acknowledged as true education in the sense that it helps the individual mature, become free, and blossom greatly. The ultimate goal of education is to develop a person who is capable of

handling all aspects of life. The advancement of technology every year serves as a steppingstone for our future careers. To put it another way, the digital environment has the power to give our world a fresh perspective, and education is no exception. This development has brought about a number of advantages and opportunities (Jayalath, Wanniarachchi, Malshani, Ariyaratna, & Ranahansani, 2020). A brand-new idea for learning support has been introduced to higher education over the past ten years. LXPs, or learning experience platforms, are now in direct competition with more established LMSs like Moodle and Blackboard. This has been speeded up by the recent pandemic. University students to adopt a change process that was already in place due to development occurring, but which, in the era of required online learning, became much more relevant. Guarantee a more engaging, modern, and social learning environment, with simple access and communication (Cockrill, 2021). Learning Experience Platform (LXP), which provides direct users with the autonomy to define the learning scope, choose the learning content, and create their training paths. These contrast sharply with LMS, which prioritizes organizational compliance with assigned courses and positions learning as primarily organization-centric (Ng & Poquet, 2020). To foster effective social learning and support students in discovering pathways to success on online learning platforms, LXPs are employed to construct student knowledge profiles. These profiles analyze student interactions to discern their learning styles, thereby improving their educational experiences and predicting optimal conditions for their advancement and achievement (Gharbaoui, Mansouri, & Poirier, 2023). Furthermore, LXPs, being a nascent technology, have been investigated for their efficacy across diverse disciplines such as ESP, EFL, and ESL (Valdiviezo & Crawford, 2020).

### **Objectives of the Study**

The current paper aims to achieve the following objectives:

1. To establish the conceptual framework of LXP.
2. To distinguish between LMS and LXP.
3. To elucidate the evolution of LXP over LMS over time.
4. To outline the educational implications of LXP.

## **Procedure of the Study**

Review articles on various concepts, old theories, and research papers are presented in conceptual papers (Jaakkola, 2020). I have used the content analysis technique to analyze the content and information regarding the LXP. For this, I have gone through various journals, Books, and Research Articles. The purpose of this paper is to appraise the literature on LXP, with a particular emphasis on its importance in teaching-learning. Conceptual papers can broaden the breadth of our thinking by "bridging existing theories in interesting ways, linking work across disciplines, providing multilevel insights, and providing multilevel insights". A goal of conceptual papers, according to scholars, is to provide new relationships among constructs; as a result, they want to provide meaningful correlations between diverse conceptions rather than evaluating them empirically (Gilson and Goldberg, 2015). There are various studies in the relevant literature concerning combining LMS and LXP concepts. Additionally, some studies provide benefits of LXP in different areas. However, studies that show the applications of LXP in educational institutions are quite limited. This study will surely contribute to filling a gap in the literature.

## **Expansion of LXP over LMS**

Online learner assistance has been built on Learning Management Systems (LMS) like Moodle and Blackboard for many years. Students may learn in an extensive electronic learning environment thanks to LMSs. Teaching and learning resources may be distributed, saved, and assessed. Frequently, administrative tasks like student registration and performance tracking are linked to these platforms. Typically, LMSs are constructed on extensible frameworks that enable system implementers to modify and customize the systems to meet their unique needs (Dagger et al, 2007). The digital revolution has resulted in increased expectations and demands for online learning, which has put pressure on LMSs to make major improvements. Three examples include the advent of Learning Experience Platforms (LXP), the rapid growth of artificial intelligence, and the promise of big data-driven personalized learning through learning analytics. In recent times, third-generation platforms, dubbed Learning Experience Platforms, have surfaced with the promise of offering a learning experience that is more social, contemporary, and interactive. They were first created for business learning, but they are starting to take the role of LMSs in higher education. LXPs integrate a virtual learning environment with components of social

media platforms. When Josh Bersin first used the term, equating these new platforms to "Netflix for learning," it quickly gained traction (Bersin,2017). With the use of modern technology and their blatant display in real-world applications documented in LMSs, a robust integration phase may be accomplished (Firat,2023). Online learning experiences and material are delivered and managed using a software platform called an LMS. In recent years, learning experience platforms, or LXPs, have gained popularity as an alternative to LMSs. LXP systems are designed to offer personalized learning experiences to students. Often equipped with features like social learning tools, adaptive learning capabilities, and content recommendation algorithms, LXPs may be utilized in tandem with an LMS. With the integration of any number of apps - an LXP acts as a platform rather than a system with several building parts, such as an LMS - all users may publish material quickly and easily. An interactive approach to learning is a key feature of LXPS. Learners are no longer passive recipients of information; instead, they play an active role by contributing to a social media-style information stream. LXPs are typically personalized and gamified, with emojis, badges, and other e-rewards commonly used to encourage participation and motivation. In an LXP, everyone creates content, not just the course instructor (Madures, 2019).

<b>LMS</b>	<b>LXP</b>
1. Users have very little control.	1. Users have complete control over their data.
2. Confines Learners' exposure to a predefined curriculum.	2. Provides an open-ended discovery platform
3. Closed system with learning content limited to modules and courses created by administrators.	3. An open system that permits third-party material to be included and shared.

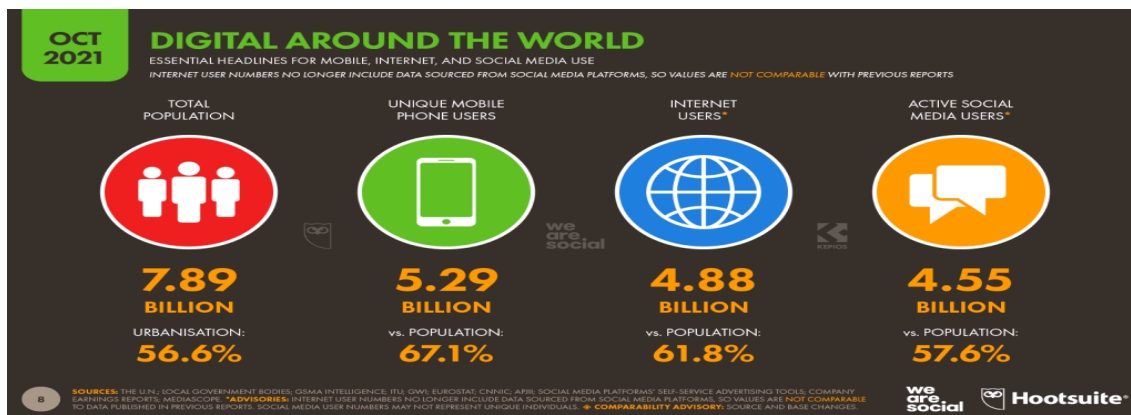
### **Emergence of LXP with time**

Several key factors that accelerated the enterprise's digital transformation also facilitated a shift in corporate learning through LXPs. Among these drivers were

(<https://www.valamis.com/hub/learning-experience-platform>):

### 1. Rapid Evolution of Internet and Mobile Technologies:

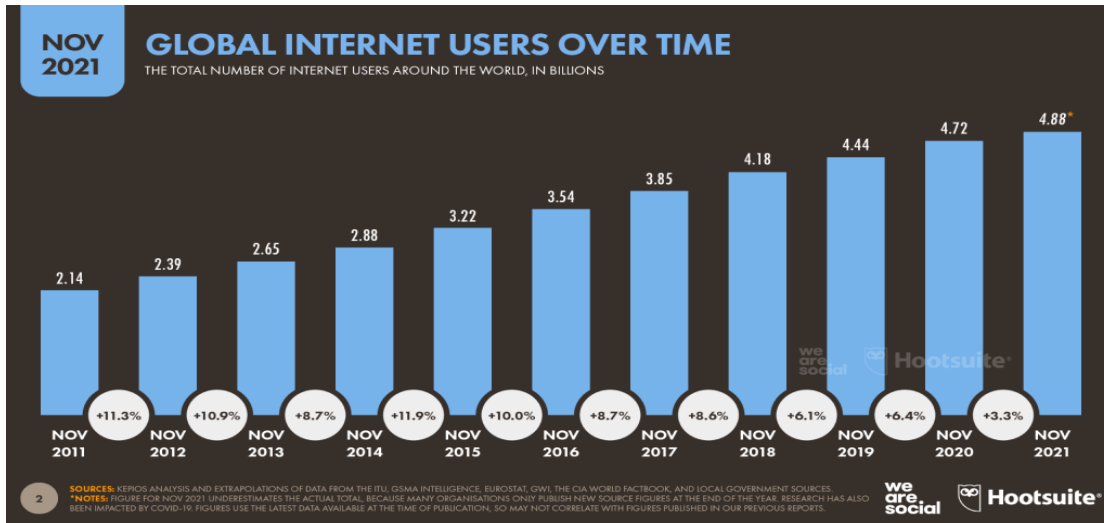
As reported in Hootsuite and We Are Social's Digital 2021 October Global Statshot Report, the global mobile user base grew to 5.29 billion in 2021, reflecting a 1.9% increase. This widespread adoption of mobile devices has significantly influenced the landscape of corporate learning and digital strategies (Valamis, n.d.).



Source of image – Kemp. S (2021). DIGITAL 2021: GLOBAL OVERVIEW REPORT.

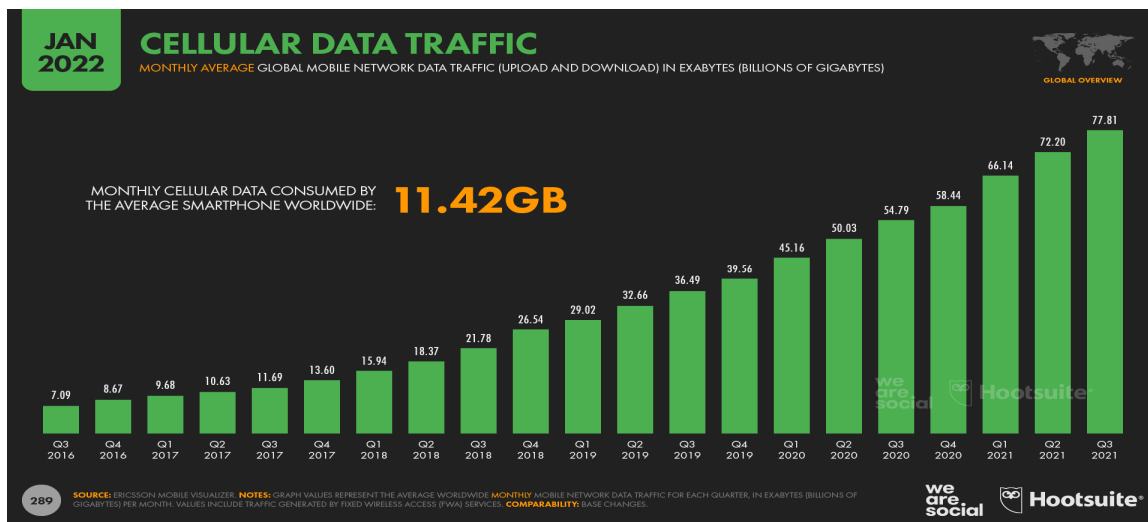
<https://datareportal.com/reports/digital-2021-global-overview-report>

Examine how the amount of internet users has transformed dramatically over the last decade.



Source of image – Kemp. S (2021). A DECADE IN DIGITAL. <https://datareportal.com/reports/digital-2021-global-overview-report>

The last five years have seen a sharp rise in internet usage, which has resulted in a notable rise in the number of mobile users. Mobile data usage nearly tripled during the Covid-19 pandemic, going from 7.2GB in 2020 to 11.6GB at present.



Source of image – Kemp. S (2022). DIGITAL 2022: INTERNET CONNECTION SPEEDS ACCELERATE. <https://datareportal.com/reports/digital-2022-internet-connection-speeds>

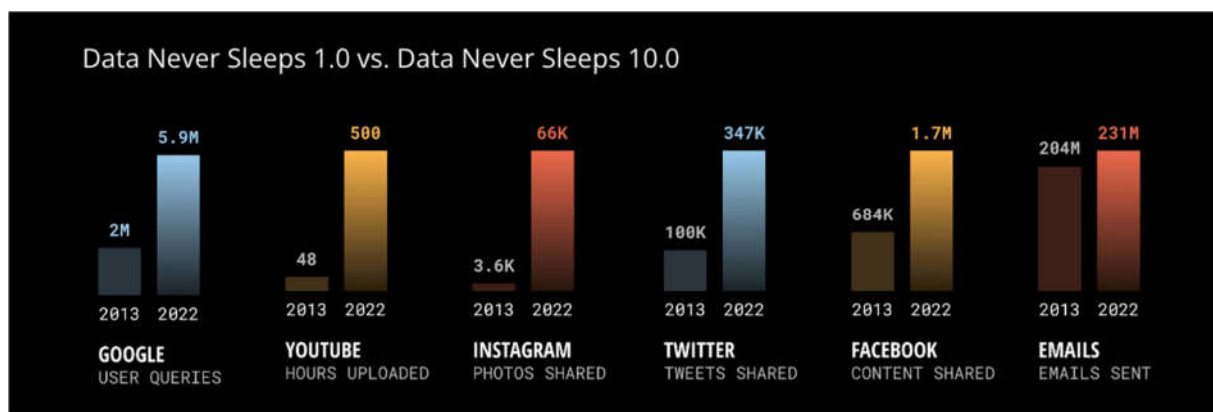
Mobile data usage grew more than tenfold in the last five years, from 6 exabytes (EB) to 39 EB by the end of 2019. It more than tripled in just two years, reaching 72.2 EB. New learning

platforms are utilising these advancements to improve user experiences as eLearning and "learning on the go" become more popular. Instead of focusing on fulfilling organisational or professional training requirements as was the case with traditional LMS-based learning, learners now use the internet and mobile devices to access content for their daily learning needs. Learning Experience Platforms (LXPs) have emerged as a result of this change, utilising these new prospects.

## 2. The growth in generated content

Recent years have seen a sharp increase in digital content. Altogether we have to do is look at some of the statistics gathered by cloud-based operating systems to get an idea of the volume of data generated and consumed on a minute-by-minute basis.

Examine how much the generated data has increased over the previous ten years.



Source of image - Ennis-O'Connor, M. World Internet Day: Here's What Happens Every Minute Online. <https://marieennisconnor.medium.com/world-internet-day-heres-what-happens-every-minute-online-3be2228d092c>

Social learning's growth has led to a proliferation of knowledge-sharing opportunities. On platforms like Facebook, LinkedIn, YouTube, and Instagram, individuals and groups engage in social interactions—sharing content and exchanging links to external resources. Learning Experience Platforms (LXPs) in corporate settings adopt similar approaches, leveraging user-generated content to enhance learning experiences, akin to social and community-based learning

## 3.Rebellion in Technology

Recent advancements have transformed content production, especially in learning contexts. Innovations such as high-speed data transmission, enhanced chips and processors, cloud computing services, and extensive storage solutions have opened new pathways for content creators to explore their creativity. Learning platforms have capitalized on these advancements to deliver enriched experiences to their users.<sup>4</sup> Distribution of content changes

As content distribution patterns shift, users engage with various platforms and channels:

- **Apple TV:** It's transitioning toward paid subscription models similar to Netflix and Amazon Prime Video.
- **Mobile Devices:** Users watch Video-on-Demand (VoD) content from their cable networks on their mobile devices.
- **YouTube:** A hub for free online entertainment and educational videos.
- **Ecosystems:** Users obtain content from platforms like Apple's iTunes or Amazon MP3.
- **Streaming Services:** Platforms like Spotify cater to content streaming preferences.
- **Social Entertainment:** Facebook Games offer online entertainment.
- **eBooks:** Publishers such as Independent Publishers Group (IPG) provide access to a wide array of titles.
- **Podcasts:** Users engage with podcasts—whether live, on-demand, or downloaded—via platforms like Listen Notes.

Considering these developments, the natural evolution of Learning Experience Platforms (LXPs) from Digital Experience Platforms (DXPs) becomes evident.

### **Defining the LXP: Moving from Products to Capabilities**

A Learning Experience Platform (LXP) is an AI-powered peer learning platform delivered as a SaaS solution. LXPs emerged as an alternative to traditional Learning Management Systems (LMS), aiming to address perceived limitations. Unlike LMS, which caters to Learning & Development (L&D) departments, LXPs prioritize individual learners. (<https://www.techtarget.com/searchhrsoftware/definition/learning-experience-platform-LXP>).

The key capabilities of Learning Experience Platforms (LXPs):

1. LXPs present content in a user-friendly interface reminiscent of Netflix. Users can explore recommendations, navigate panels, and access content seamlessly across devices.



2. LXPs accommodate diverse content types, including articles, podcasts, blogs, microlearning modules, videos, and full courses. This flexibility ensures a rich learning experience.
  3. Social profiles within LXPs connect learners to content creators, fostering authority and community. Users can engage with peers, share insights, and collaborate.
  4. LXPs offer learning tracks or trails, guiding users through a logical sequence of content. These paths enhance learning outcomes and skill development.
  5. Many LXPs incorporate assessments, certifications, and badges. Learners can validate their knowledge and skills, and organizations recognize achievements.
  6. LXPs empower individuals and groups to publish their own content. Whether as an individual contributor or part of a team, users can share valuable insights.
- LXPs prioritize usability on mobile devices. They provide quick navigation, enjoyable experiences, and robust search functionality.

### **Use of LXP in other fields**

The Learning Experience Platform (LXP) market study explores specialised markets, evaluates possible hazards, and offers a thorough competitive strategy analysis in a number of different domains. It looks at how various product and service types compare to one another, finds areas for development, analyses consumption trends, and does a structural analysis of downstream application industries. Additionally, the report highlights opportunities for expansion and possible hazards, especially in the event of an epidemic.

(Research Reports World, 2023).

The outlook for the Global Learning Experience Platform (LXP) Market [2023-2030]:

- In 2021, the global LXP market was valued at USD 810.36 million.
- It is projected to grow at a CAGR of 32.71%.
- By the end of the forecast period, the global LXP market is estimated to reach USD 4427.35 million.
- The key regions covered in this report include North America, Europe, Asia-Pacific, South America, the Middle East, and the Rest of the World.

## **Learning Experience Platforms (LXPs) in the Teaching and Learning Process of Educational Institutes**

Learning Experience Platforms (LXPs) have emerged as innovative tools transforming the educational landscape by providing personalized, engaging, and flexible learning experiences. These platforms leverage advanced technologies to support both teaching and learning processes in educational institutions. The following are some of the ways by which LXPs have emerged in teaching-learning process:

### ➤ **Personalization and Adaptive Learning**

LXPs use artificial intelligence (AI) and machine learning (ML) to offer personalized learning paths. By analyzing learners' data, these platforms recommend content tailored to individual needs, preferences, and progress (Khan, 2020). This adaptability ensures that students engage with materials that are most relevant to their current understanding and learning pace, thereby enhancing the overall learning experience.

### ➤ **Enhanced Engagement through Interactive Content**

One of the primary strengths of LXPs is their ability to provide interactive and multimedia-rich content. Features such as videos, quizzes, and gamified learning modules make learning more engaging and enjoyable. This variety in content delivery caters to different learning styles and helps maintain students' interest and motivation (Smith & Brown, 2019).

### ➤ **Facilitating Collaborative Learning**

LXPs support collaborative learning through social learning features, including discussion forums, peer reviews, and group projects. These tools enable students to interact, share knowledge, and learn from each other, fostering a community of practice (Wang & Huang, 2024). This collaborative environment is essential for developing critical thinking, communication, and teamwork skills.

### ➤ **Integration with Other Educational Technologies**

LXPs can be integrated with other educational technologies such as Learning Management Systems (LMS), virtual classrooms, and e-libraries. This integration provides a seamless learning experience, where students can access various resources and tools from a single platform. Teachers can also benefit from this integration by using

analytics tools to track student performance and adjust their teaching strategies accordingly.

➤ **Support for Lifelong Learning**

The flexibility of LXPs makes them suitable not only for formal education but also for lifelong learning. They allow learners to access content anytime and anywhere, supporting continuous professional development and personal growth. This aspect is particularly valuable in today's fast-paced world, where the demand for upskilling and reskilling is ever-increasing.

### **Challenges and Considerations**

Despite their numerous benefits, the implementation of LXPs in educational institutions comes with challenges. These include the need for robust IT infrastructure, ensuring data privacy and security, and addressing the digital divide among students (Hernandez, 2023). Institutions must also provide adequate training for educators to effectively use these platforms and integrate them into their teaching practices.

### **Important characteristics of LXP enhancing learning experience**

Here are the key characteristics of a Learning Experience Platform (LXP):

- **Content Creation:** An LXP supports user-generated content where students can create posts and lectures using a WYSIWYG editor. This editor allows embedding of hyperlinks, images, videos, and documents. Users can also rank and comment on topics and courses.
- **Content Curation:** LXPs utilize machine learning to intelligently select and organize third-party information from the internet, providing personalized suggestions to students. Users can manually curate and share internal and external content with peers.
- **Analytics:** LXPs gather and store usage and learning data for viewing in dashboards and reports by end-users and administrators. These dashboards help administrators identify learning and usage patterns across the platform and monitor progress towards goals.
- **Chatbots:** Some LXPs offer AI-powered chatbots that are available 24/7. These chatbots provide assistance and advice, enhancing user interaction through text-based messaging.

- **Gamification:** LXPs incorporate game-like elements such as leaderboards, badges, awards, and privileges to increase engagement and competitiveness among users.
- **Integration with E-learning Content Providers:** Users can access course materials from platforms like Coursera, LinkedIn Learning, and Udacity through integrations with both free and paid e-learning providers.
- **Integration with Third-Party Technological Platforms:** LXPs connect with external corporate applications such as document management, cloud storage, communication tools, CRM, and ERP systems via API connectivity.

### **Benefits of LXP scaffolding learning experience**

Learning Experience Platforms are digital platforms that prioritize the learner's experience and engagement, creating a personalized and interactive learning environment.

- **A learner-centered approach:** Focus on the student and emphasize their individual needs, preferences, and objectives.
- **Individualization and adaptability:** Offer tailored learning paths, suggested information, and real-time adaptive features that adjust to the performance and advancement of each student.
- **User-generated content and content curation:** Allow the curation of varied learning materials from several sources, including user-generated content, in order to create an extensive and current learning library.
- **Social and collaborative learning:** To promote social contact, peer cooperation, and knowledge sharing, make use of tools like community spaces, discussion forums, and cooperative projects.
- **Data-driven insights:** Actionable insights on learner progress, engagement, and performance may be obtained via the application of data analytics and learning analytics.

### **Conclusions**

**Transform Learning Experiences** Embrace the power of LXPs to create engaging, personalized, and effective learning experiences that empower students to reach their full potential.

**Overcome Challenges Together** Emphasize collaboration, change management, and ongoing improvement to address the challenges of implementing and optimizing LXPs in educational institutes.

**Unlock New Possibilities** Explore the limitless possibilities that LXP brings to educational institutes, driving innovation, knowledge sharing, and lifelong learning.

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