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Individualized Lifelong Learning and Career Portal

Krishna Chytanya Ayyagari

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Individualized Lifelong Learning and Career Portal

ABSTRACT

This disclosure describes a career portal that provides career and job related information to a user based on insights into the learning style, aptitude, and career goals of the user. A recommendation engine includes modules for learning style determination and aptitude determination that utilize user-permitted data, e.g., from the user's online activity and other data sources, to provide individualized course and career recommendations. A dominant learning style for the user is determined and is utilized together with their career goals to suggest coursework for the user to upgrade their skills. The recommendation engine also suggests suitable job opportunities. The described techniques can be implemented in a career portal that can offer a personal career passport that includes up to date information of a user's learning style, skills, completed coursework, and career. Alternatively, or in addition, the described techniques can be incorporated into workspace productivity software and/or job search applications.

KEYWORDS

- Job search
- Job postings
- Learning style
- Skills training
- Coursework
- Career planning

BACKGROUND

Career portals or other websites that include job listings are important resources where users conduct searches for professional and career growth opportunities. Such listings usually allow textual searches such as “sales jobs near me,” “legal jobs,” etc.) and provide information

regarding available positions. However, these do not take into account individual-specific attributes such as aptitude, learning styles, or other characteristics of the job seeker.

DESCRIPTION

This disclosure describes a career portal that provides job and career related information to a user based on insights into the individual's learning style, aptitude, and career goals. The user can optionally specify one or more such attributes which are used to tailor the information provided to them. User information is obtained and utilized with specific user permission for the specific purpose of providing information. Techniques of this disclosure can be implemented via a dedicated software application (app), via a website on the Internet, or be made available via another user accessible service, e.g., a social network, etc.

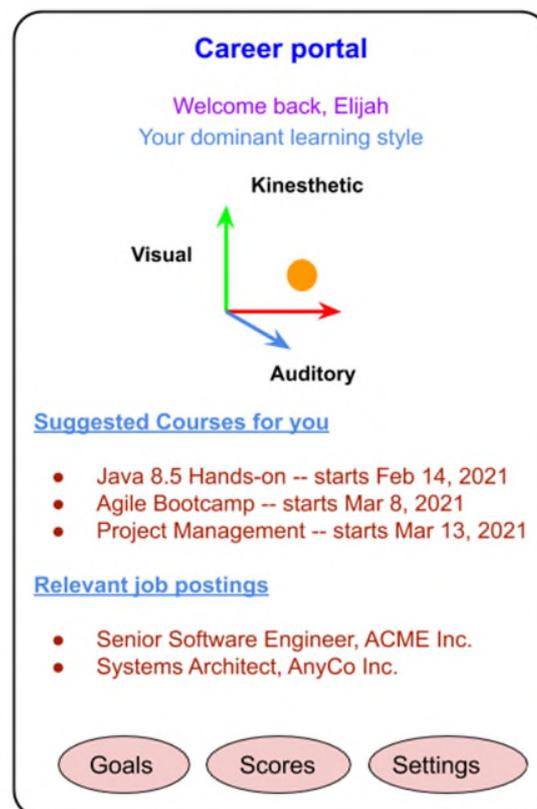


Fig. 1: Career portal user interface provides information about learning styles, suggested coursework, and job postings

Fig. 1 depicts an example user interface of a career portal application, per techniques of this disclosure. As illustrated in Fig. 1, the user interface provides an estimation of the dominant learning style of the user, e.g., illustrated via an indicator of the user's learning style measured along visual, auditory, and kinesthetic axes. The user interface also provides a list of upcoming learning opportunities (e.g., training, coursework, etc.) based on the user's learning style and interests. The user interface additionally provides a listing of career opportunities that are identified based on a user's education, training, aptitude, goals, etc.

The user can specify various career goals, e.g., short-term and long-term goals, as well as provide information about any completed coursework and training that they undertook.

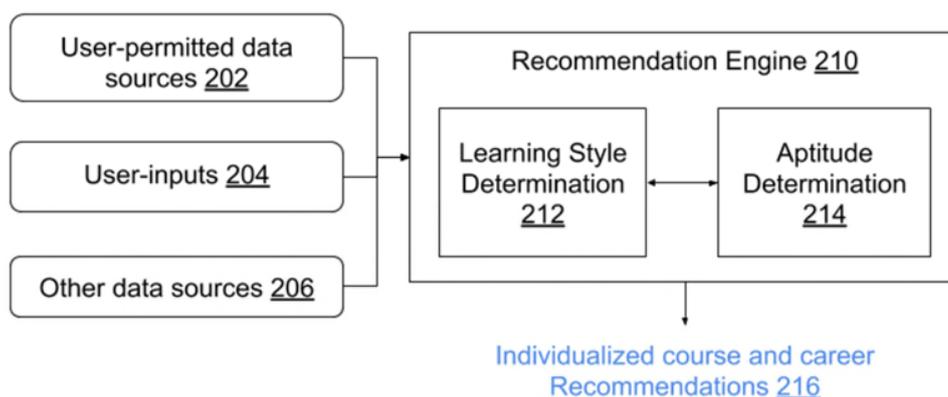


Fig. 2: A recommendation engine utilizes user inputs to provide career and coursework recommendations

Fig. 2 depicts an example process for a career portal application, per techniques of this disclosure. A recommendation engine (210) includes modules for learning style determination (212) and aptitude determination (214) to provide individualized course and career recommendations (216). The determination is based on user-permitted data sources (202), user provided inputs (204), as well as other data sources (206).

For example, with user permission and express consent, various available user data can be analyzed by the recommendation engine to determine a dominant learning style for the user.

Such data can include, e.g., video watch activity, software application utilization, purchase activity, travel history, search activity, etc. The dominant learning style may be updated periodically, based on newly provided data, to reflect evolving learning styles of the user. The user is provided with tools to select the user data that is used for such purposes; the recommendation engine only utilizes information that the user has permitted. Additionally, or alternatively, surveys and questionnaires can be utilized to obtain additional information from the user.

The estimated dominant learning style of the user and user career goals (objectives) are utilized to suggest coursework for the user that can enable the user to upgrade their skills. The suggested coursework can be selected from a variety of publicly available sources, e.g., university websites, training organization websites, training opportunities at a current employer of the user, etc. Information from successfully completed courses, e.g., scores, grades, certifications, etc., can be obtained from the user, course/training organizers, or other data sources.

The recommendation engine utilizes information about the user learning style, skills, and career goals to suggest suitable job opportunities to the user. The career portal can enable users to direct apply to positions from within the portal itself. The career portal can be offered as a personal career passport (a portable data source) that includes up to date information about a user's learning style, skills, completed coursework, and career. Alternatively, or in addition, the described techniques can be incorporated into workspace productivity software and/or job search applications.

Further to the descriptions above, a user is provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may

enable collection of user information (e.g., information about a user's online activity, learning preferences, social network, social actions or activities, profession, a user's preferences, or a user's location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes a career portal that provides career and job related information to users based on insights into the learning style, aptitude, and career goals of the user. A recommendation engine includes modules for learning style determination and aptitude determination to provide individualized course and career recommendations. The determination can be based on user-permitted data sources, user provided inputs, as well as other data sources. A dominant learning style for the user is determined. The dominant learning style of the user and user career goals are utilized to suggest coursework for the user to upgrade their skills. The recommendation engine utilizes the user learning style, skills, and career goals to suggest suitable job opportunities to the user. In some implementations, the career portal can be offered as a personal career passport that includes an updated history of their learning style, skills, completed coursework, and career history.