

# Venturing into e-Learning, Are You Ready?

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July 17, 2008

## Who's here?

1. Instructional Designer
2. Training/Dev Specialist
3. HR/Training Mgr
4. Consultant
5. Other?

0%

- Instructional Des...
- Training/Dev Spec...
- HR/Training Mgr
- Consultant
- Other?

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## Online Learning

- Almost 3.5 million students - one online course fall 2006 term; 10 percent increase over the previous year.
- The 9.7 percent growth rate for online enrollments > 1.5 percent growth of the overall higher education student population.
- 20% of all U.S. higher education students were taking at least one online course in the fall of 2006.\*

\* Online Nation: Five Years Growth in Online Learning, Sloan-C Consortium, 2007

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## Online Social Networking

- Facebook attracted 123.9 million unique visitors in May 2008.
- According to [Alexa](#), the Facebook website's ranking among all websites increased from 60th to 7th in terms of traffic, from September 2006 to September 2007.
- There are 80 million Facebook users worldwide.

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## Online Virtual Worlds

- Second Life has approximately 13 million accounts at the end of March 2008.
- Lively.com – most hits since released last week.



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### WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population (2008 Est.)	Population % of World	Internet Usage, Latest Data	% Population (Penetration)	Usage % of World	Usage Growth 2000-2008
Africa	955,206,348	14.3 %	51,022,400	5.3 %	3.6 %	1030.2 %
Asia	3,776,181,949	56.6 %	529,701,704	14.0 %	37.6 %	363.4 %
Europe	800,401,065	12.0 %	382,005,271	47.7 %	27.1 %	263.5 %
Middle East	197,090,443	3.0 %	41,939,200	21.3 %	3.0 %	1176.6 %
North America	337,167,248	5.1 %	246,402,574	73.1 %	17.5 %	127.9 %
Latin America/Caribbean	576,091,673	8.6 %	137,300,309	23.8 %	9.8 %	659.9 %
Oceania / Australia	33,981,562	0.5 %	19,353,462	57.0 %	1.4 %	154.0 %
<b>WORLD TOTAL</b>	<b>6,676,120,288</b>	<b>100.0 %</b>	<b>1,407,724,920</b>	<b>21.1 %</b>	<b>100.0 %</b>	<b>290.0 %</b>

NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2008. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the US Census Bureau. (4) Internet usage information comes from data published by Nielsen/NetRatings, by the International Telecommunications Union, by local NIC, and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the Site Surfing Guide, now in ten languages. (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2001 - 2008, Miniwatts Marketing Group. All rights reserved worldwide.

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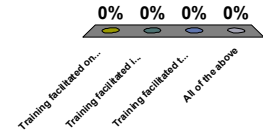
## Why e-Learning?

- Save time
- Save money
- Better/more access
- Better outcomes?
- ??
- ??

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## What is e-Learning?

1. Training facilitated online
2. Training facilitated independent of an instructor (self-led)
3. Training facilitated through electronic means
4. All of the above



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## More definitions

- Webopedia - e-learning is essentially the network-enabled transfer of skills and knowledge.
- Wikipedia - a type of education where the medium of instruction is computer technology.
- Agelesslearner.com - E-learning is the unifying term to describe the fields of online learning, web-based training, and technology-delivered instruction.
- Can include Knowledge Base, Online Help, CD-ROMs, cellphones (m-Learning)

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## Additionally...

- The delivery of individualized, comprehensive, dynamic learning content in real time, aiding the development of **communities of knowledge**, linking learners and practitioners with experts.

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## Additionally...

- A phenomenon delivering **accountability, accessibility, and opportunity** to allow people and organizations to keep up with the rapid **changes** that define the Internet world.

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## Additionally...

- A force that gives people and organizations the **competitive edge** to allow them to keep ahead of the rapidly **changing global economy**.

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## How is it spelled?

- 0% 1. eLearning
- 0% 2. e-Learning
- 0% 3. e-learning
- 0% 4. All of the above

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## Considerations

- Requires more disciplined learners
- High cost of design and development - yes/no?
- Faculty/trainer acceptance of online instruction – shift of control
- Wide spread acceptance of online education/training (as good as F2F)

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## Descriptions

Portion of Content delivered Online	Type of Course	Typical Description
0%	Traditional	No online technology used
1-29%	Web-facilitated	Use web-based technology to facilitate a F2F course
30-79%	Blended/Hybrid	Blend Online and F2F delivery
80% +	Online	Most or all of content is delivered online

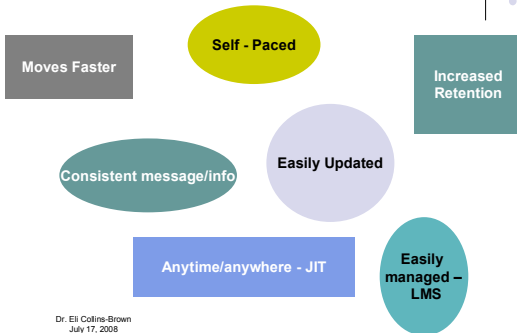
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## Further Described

- Asynchronous – any time from any where
- Synchronous – same time from any where
- Blended – combines Asynchronous and Synchronous learning with face-to-face (F2F) sessions

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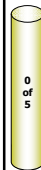
## Benefits



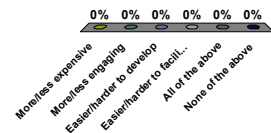
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## e-Learning is...

1. More/less expensive
2. More/less engaging
3. Easier/harder to develop
4. Easier/harder to facilitate
5. All of the above
6. None of the above



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## Getting Started

Avoid temptations:



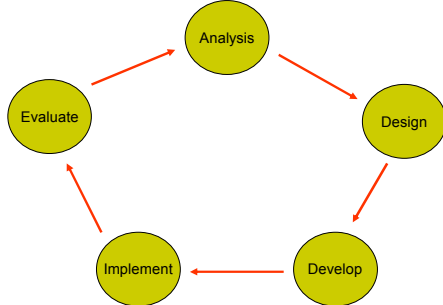
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## Getting Started

- Avoid temptations:
  - Shovelware
  - Technology for technology's sake
  - Jumping in to development
  - No plan or project management
  - Belief that the LMS will solve the problems

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## Design Process



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## Analysis



- Organizational needs
- Customer's needs
- Learner's needs
- Technology needs
- Performance gap
- Measurement

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## Analysis

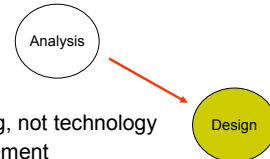


Objectives, Goals and Outcomes

- What does the learner need to know, be able to do, change an attitude towards (KSA)
- Goal is to accomplish the objectives
- Outcomes measures how well you accomplished objectives and goals

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## Design



- Design for learning, not technology
- Design for engagement
- Complete design plan before developing
- Storyboarding (includes media and interactions)
- Design beyond content

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# Design

Types of Content?

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
  
```

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# Design

e-Learning is more

- Text
- Media – audio, video, flash
- Animations
- Simulations
- Interaction – content, other learners
- Social networking?
- Virtual worlds?

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
  
```

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# Design

Caution

- The Cool Factor!
- No gratuitous use of anything!
- If it doesn't support or connect to the content, don't use it!

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
  
```

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# Design

Media Matrix

- Time to develop
- Match media to content

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
  
```

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# Develop

- Rapid proto-typing
  - One lesson, unit, segment
  - Test
- Remaining development
- Assemble components
- Connect the dots!!!

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
      Design --> Develop((Develop))
  
```

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# Implement

- Launch, facilitate, run....
- Formative evaluation

```

    graph TD
      Analysis((Analysis)) --> Design((Design))
      Design --> Develop((Develop))
      Develop --> Implement((Implement))
  
```

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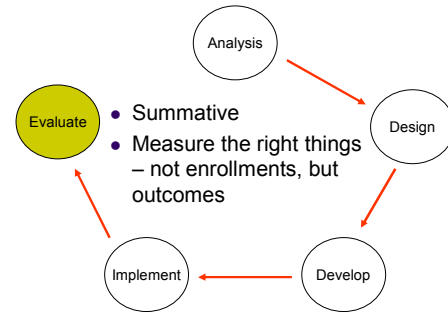
## Implement

- One Minute Paper
  - One significant thing you learned
  - What questions do you still have?
- Muddiest Point
  - What is still unclear?
- Good Faith Effort
  - What do you know? Pre-test and getting attention
- Questions area



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## Evaluate



- Summative
- Measure the right things – not enrollments, but outcomes

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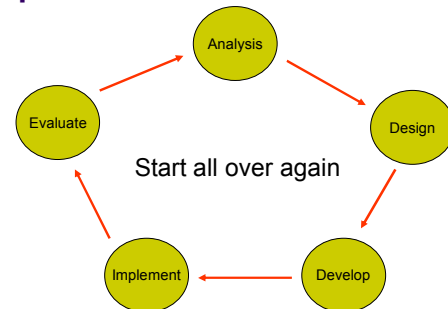
## Evaluate

- At the end of the training
- Two later points in time
  - Still using what was learned?
  - What helped, what was missing?
- Measure outcomes against objectives and goals
- Report how they support organization's needs and bottom line.



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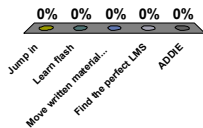
## Repeat



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## How to start?

1. Jump in
2. Learn flash
3. Move written materials online
4. Find the perfect LMS
5. ADDIE



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## Quality and Best Practices

- Research – e-learning research
  - E-Learning, Ruth Colvin Clark and Richard E. Mayer
- Quality Matters

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## Challenges



- Enough time for design/development
- Getting lost in the technology – bells & whistles
- Enough time for user to take training
- Putting too much information in the module
- Losing control – Guide on the Side
- Not evaluating

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## Take Aways



- One piece of information from today that you will take back to your job?
- What more do you need? Resources, advice, examples?
- What questions do you have?

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## References



- <http://derekstockley.com.au/elearning-definition.html>
- [http://www.webopedia.com/TERM/E/e\\_learning.html](http://www.webopedia.com/TERM/E/e_learning.html)
- <http://communication.howstuffworks.com/elearning1.htm>
- [www.qualitymatters.org](http://www.qualitymatters.org)
- <http://en.wikipedia.org/wiki/Facebook>
- <http://www.alexa.com/>

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## Resources



- <http://www.elearningguild.com/>
- <http://www.elearners.com/>
- USDLA – United States Distance Learning Association - <http://www.usdla.org/>
- Dr. Eli's website – [www.elicbrown.com](http://www.elicbrown.com)

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