How to Effectively Evaluate "e"

by Dr Steve Yacovelli, TopDog Learning Group, LLC
www.topdoglearning.biz

Two ways to look at "evaluation":

A B D vs. **A T F**

this is Pearl White, our training professional

1 Realistic Learning Objectives?

What's the **instructional design** *like?*

very strong ISD

10
5
1

ISD is b-a-d

WATCH 4 RED FLAGS! Learning objectives beginning with words like *know, understand,* or *learn*

Dork #1 Iddy

2 More interactivity = greater interest, retention, & engagement

1	2	3	4	5	6	7	8	9	10

Dork #2 Clicky

high interactivity

10
5
1

zzz-level of interactivity

- page turner
- interactivity
- audio / narration
- assessment / quiz
- workbook / projects
- digital video
- simulations

What's the **interactivity** *like?*

"Interactivity Model" developed by Dr Steven Yacovelli (2008 Dec), TopDog Learning Group, LLC.

What's does it look like?

Perdy, Dork #3

3 You can't judge a book by it's cover, but we do!
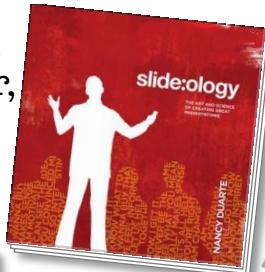
🌸 **Is it:** [＿＿＿＿] in style and graphics?

🌸 **Is it:** visually [＿＿＿＿] and appropriate for the audience?

🌸 **Do:** the visuals [＿＿＿＿] the content "message"?

read this (no I don't get a kickback!)

slide:ology
THE ART AND SCIENCE OF CREATING GREAT PRESENTATIONS
NANCY DUARTE

gee it's really pretty!

10 — 5 — 1

like a pig with lipstick

What's the tone & language like?

Wordy, Dork #4

4 Clear language is key!

Audience	Audience
J	A
S	L
G	A
	H

very clear language

10 — 5 — 1

clear as mud

Does it work like it's supposed to?

Dork #5, Tecky
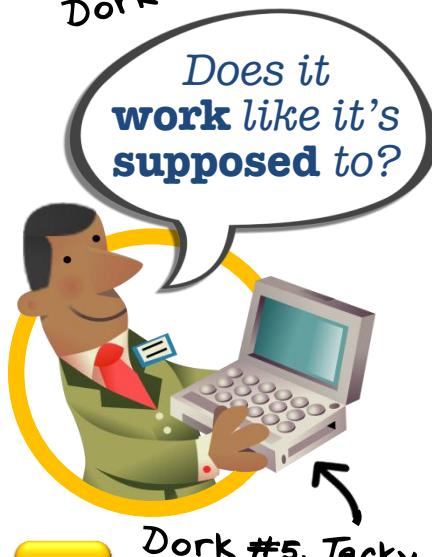
5 If the technology doesn't work *right*, what's the point, *right*?

G UI & [＿＿＿＿]

C ontent [＿＿＿＿]

A [＿＿＿＿] → *508 Compliance Infrastructure*

H [＿＿＿＿] and Files

L [＿＿＿＿] & Help

is it the "e" **or** is it the "org"?

tech is outta this world!

10 — 5 — 1

tech is far from stellar

6 Two factors to look at time in "e"...

1 Does it meet the LO's?

2 Attention span of the learners

> **How long** *is the darn thing?*

Dork #6, Timey

juuuust right

10

5

1

too long or too short

NEW YORK TIMES BESTSELLER

brain rules

JOHN MEDINA
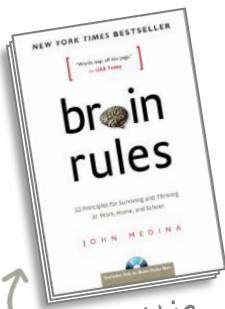
read this (again no kickback!)

Good Target: _____ mins-*ish*

7 What is your organization's **"Cost-Per-Learner"**?

> *What's this gonna* **cost us**?

Dork #7 Trumpy

Total [_____] Costs

+ Annual [_____] Costs

+ Annual [_____] Costs

÷ Annual # of [_____] **= CPL**

Get your **Finance people** *to sign off on this formula!*

BOTTOM LINE: find a way to compare 🍎's **2** 🍎's

worth the cost

10

5

1

not even worth the time

✳ *Don't forget to factor what Awernuld, the lost 8th Dork, says about "Importance Weight"*

Final Thoughts ?!?

E-Learning Evaluation ScoreCard

Program:

DIRECTIONS: **(1)** Review the online learning in question. **(2)** Rate it based upon the 7 scales below. **(3)** Determine how important each scale is to you and your organization on a scale of *1 (not important)* to *5 (vital)*. Write this in the *Importance Weight Column.* **(4)** Multiple each of your 7 scale ratings by the *Importance Weight* for a final score for each scale (write this in the last column). **(5)** Total these at the bottom of the sheet for a *Total Raw Score.* **(6)** Add up your "Importance Weights" and total them at the bottom of the "Importance Weight" column. **(7)** Finally, divide the *Total Raw Score* by the *Total Importance Weight* to get the Final "Dork Score" … the high the score the better the learning!

Importance Weight (1 to 5)

Awernuld

write your score X importance weight here

instructional design
Iddy
10   5   1
very strong ISD   ISD is b-a-d
X   =

interactivity
Clicky
10   5   1
high interactivity   zzz-level of interactivity
X   =

graphic design
Perdy
10   5   1
gee it's really pretty!   like a pig with lipstick
X   =

tone & language
Wordy
10   5   1
very clear language   clear as mud
X   =

technical performance
Tecky
10   5   1
tech is outta this world!   tech is far from stellar
X   =

timing
Timey
10   5   1
juuuust right   too long or too short
X   =

cost to operate
Trumpy
10   5   1
worth the cost   not even worth the time
X   =

total importance weight

total raw score

divide total raw score by total importance weight

FINAL DORK SCORE
10   5   1
fits us like a glove!   definitely have some reservations