

Just 'Cause You Build It Will They Come?

Understanding Attitudes toward "e"

#153 - Thursday June 7 @ 1:20 PM



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Agenda

Introduction:
Welcome to our
session

Part 1:
The Regan CCABS &
some studies

Part 2:
How can I find out what
my learners think?

Part 3:
Strategies for moving
learners from "fges"
to "advocates"

Closing:
final thoughts

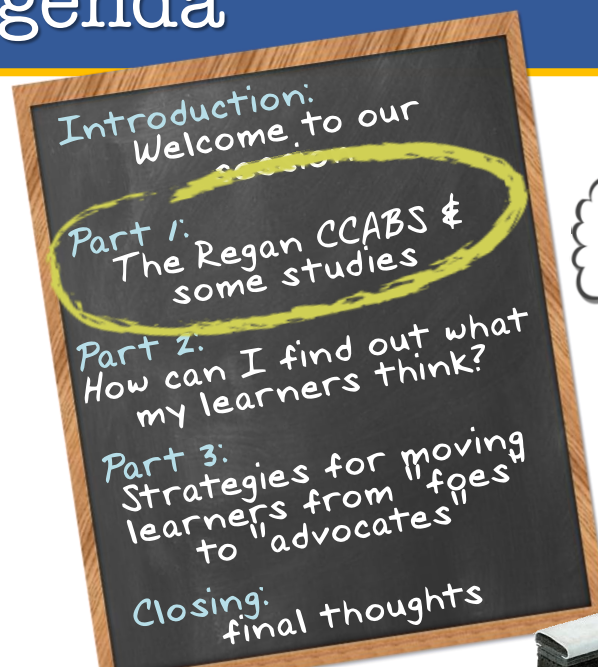
Looks like
5 hours
of FUN!



		
1 success of learners	2 organizational savings	3 cultural readiness

3 major issues that makes this important stuff

Agenda



ONE
down...
four
to go!





“In 2009, **27.7%** of all formal learning hours **made available were online**, an increase from 23.1% in 2008.”

“New forms of instruction are **not replacing classroom learning**, but rather supplement and shape such learning.”

“**Learning hours available through technology** decreased slightly in 2008, but rebounded in 2009, reaching **36.5%**, its **highest level** since ASTD began collecting data on the use of technology for this report **14 years ago**.”

* all data from the ASTD 2010 State of the Industry Report

The Regan Computer Competence, Attitude, & Behavior Survey

an instrument to look at
your computer competence,
your attitude toward computers,
and your attitude toward e-learning

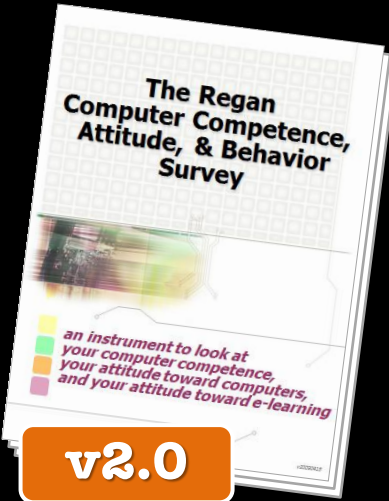
v1.0

- 131 items – 6 pages
- Several scales in one
- No easy analysis

self-reported computer competence
"what do you know about computers?"

attitudes toward computers
"what do you think about computers?"


attitudes toward e-learning
"what do you think about e-learning?"



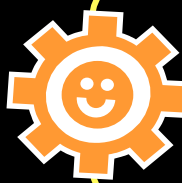
**The Regan
Computer Competence,
Attitude, & Behavior
Survey**

an instrument to look at
your computer competence,
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v2.0



- computer novice
- average computer user
- computer expert



- computer foe
- ordinary computer user
- computer champion



- e-learning foe
- ordinary e-learning user
- e-learning champion

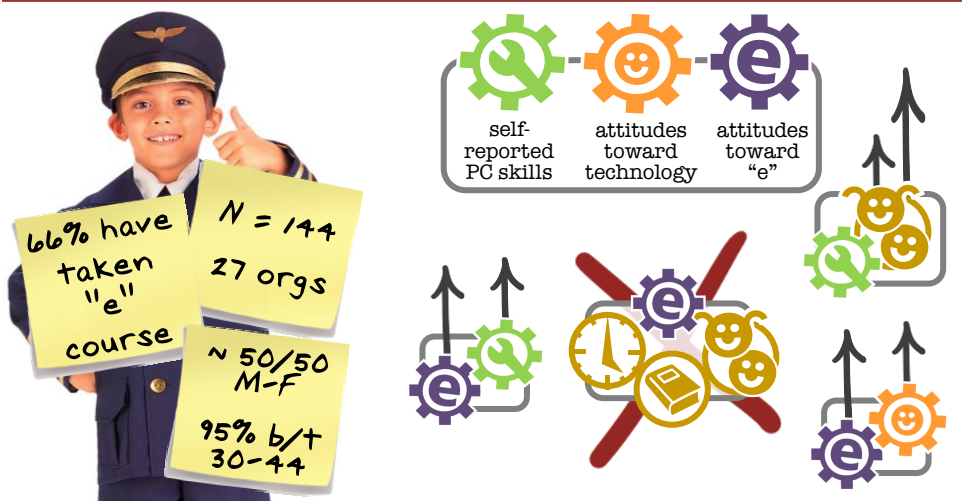
- 30 items - 2 pages
- Just 1 scale = 3 areas
- Easy classifications





studies looking at
attitudes & competence

INITIAL PILOT STUDY (2005)

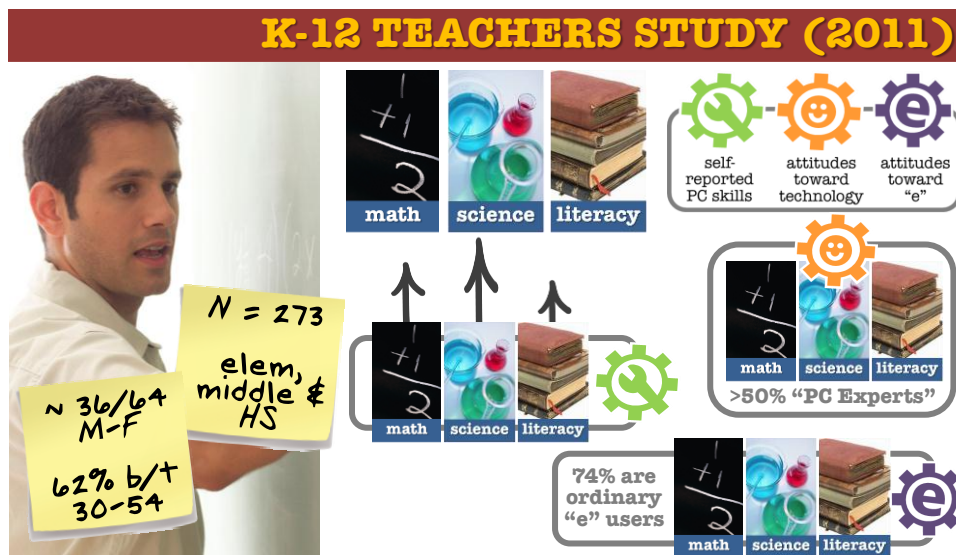


studies looking at attitudes & competence

TECHNOLOGY COMPANY STUDY (2009)



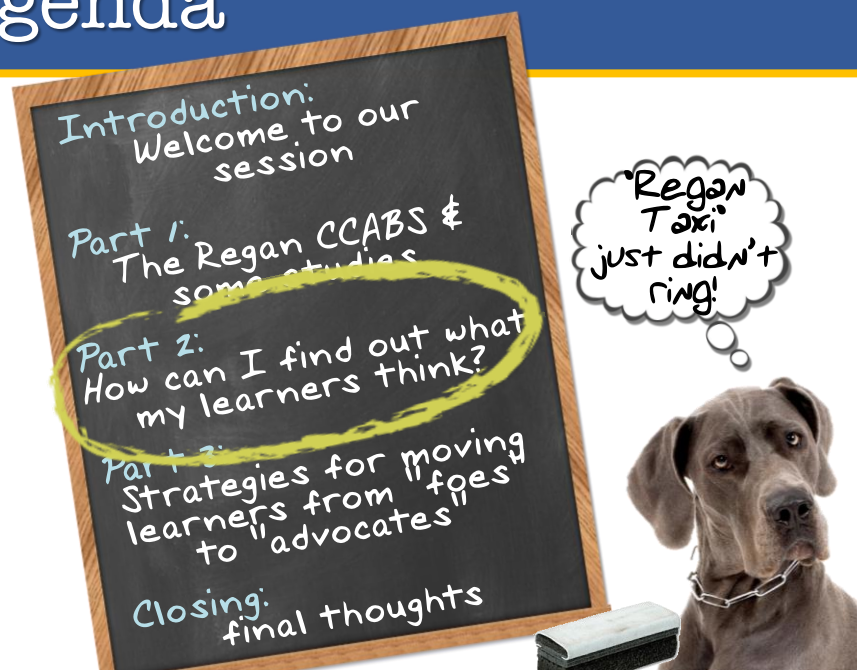
studies looking at attitudes & competence



studies looking at attitudes & competence

Q: From these three studies, what would you think are the **best "ah-ha" moments?** Do you see any **trends?**

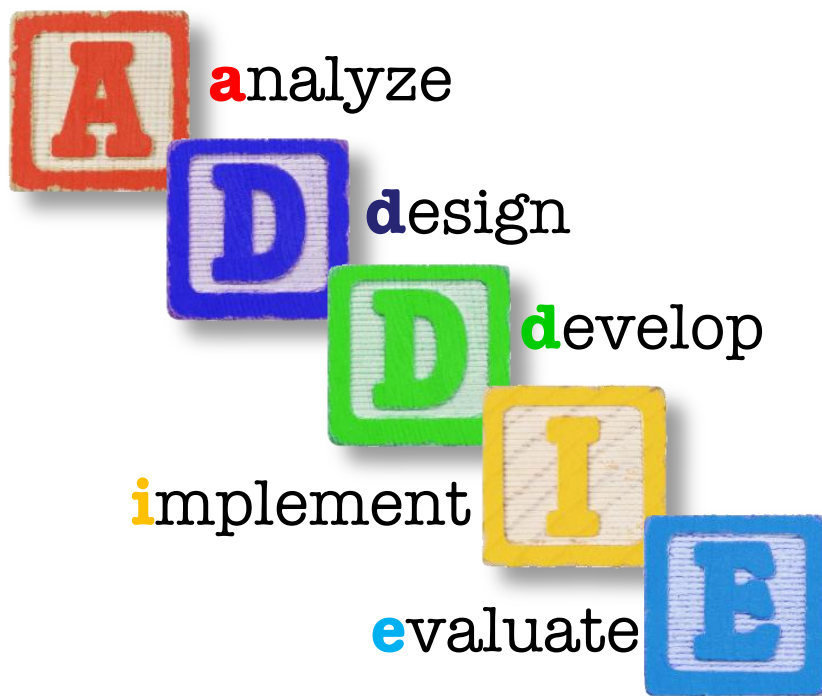
Agenda



Organizations need to
conduct a **very thorough**
'delivery analysis'
on the potential
roadblocks to success
for any type
of technology-enabled
learning initiative.

- Brandon Hall

*Six steps to developing a successful e-learning initiative:
Excerpts from the e-learning guidebook (2001)*



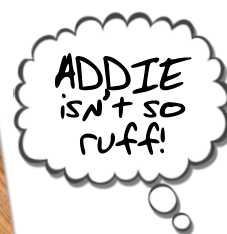
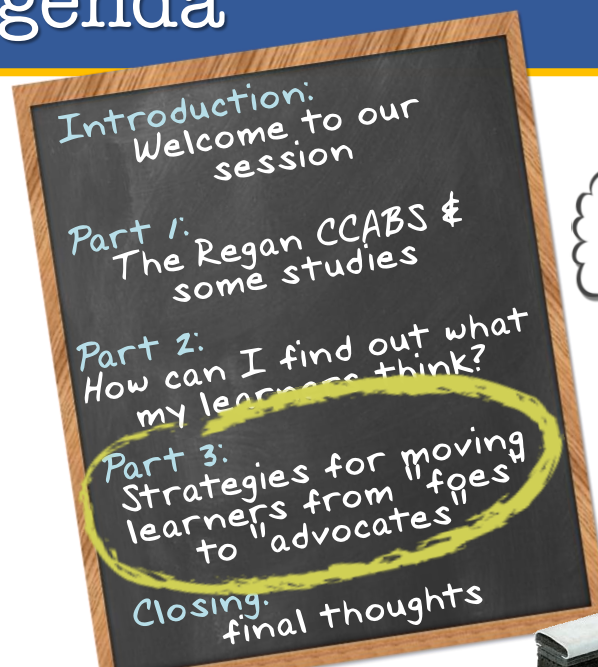
Q: What are
some ways you
can find out
what your learners'
attitudes and computer
competence are?

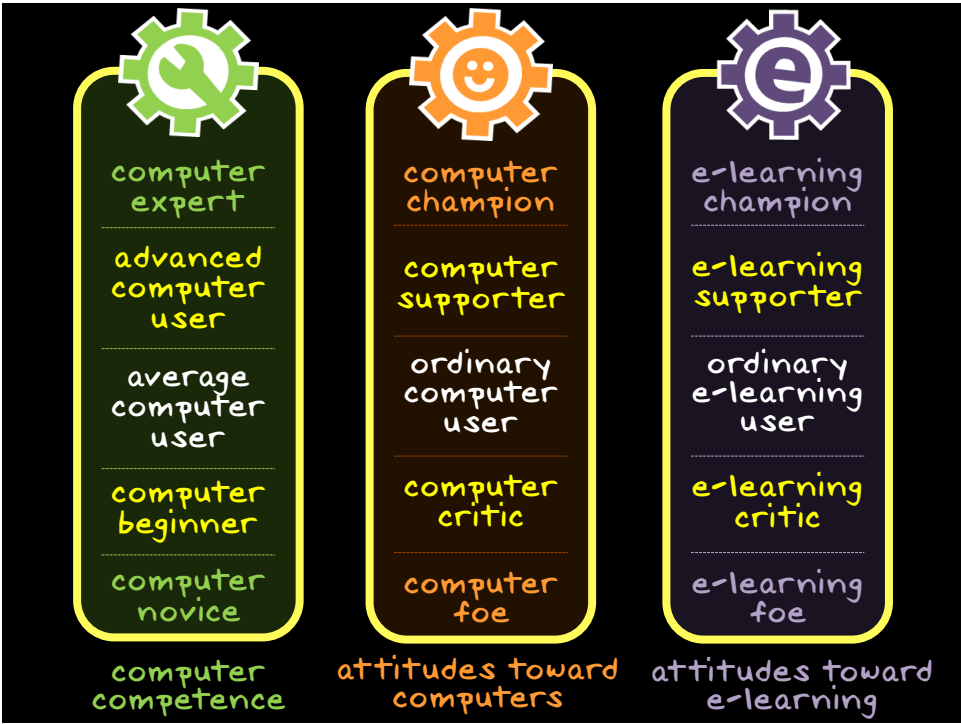
ongoing



* ADDIE-O model created by Dr S. Yacovelli (2005),
based upon the work by Branson, Rayner, Cox,
Furman, King, and Hannum (1975)

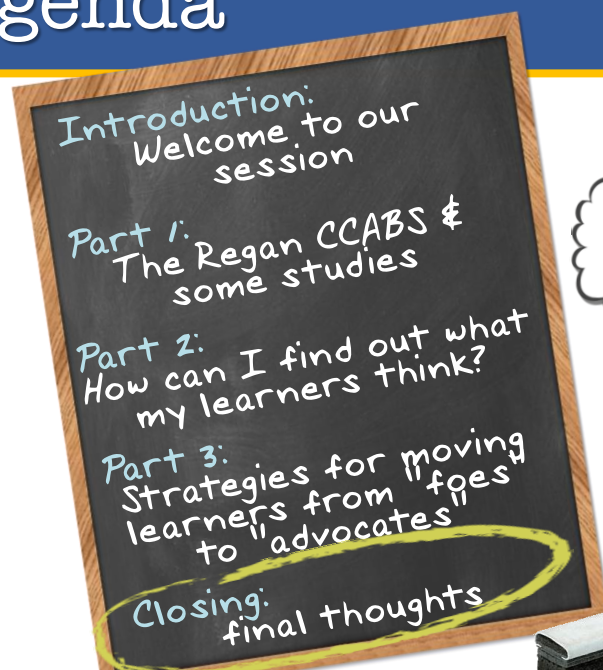
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Agenda



If you can't
explain it
simply,
you don't
understand it
well enough.

- **Albert Einstein**
a really, really smart guy

Free Gift For Stoppin'!



**Not so fine
print:**
gotta share
your data /
outcomes with
me, **please!**

bit.ly/reganccabs



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learning strategy
& needs analysis

custom instructional
design & development

professional
facilitation

change
management

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← not Steve



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