

# Just 'Cause You Build It Will They Come?

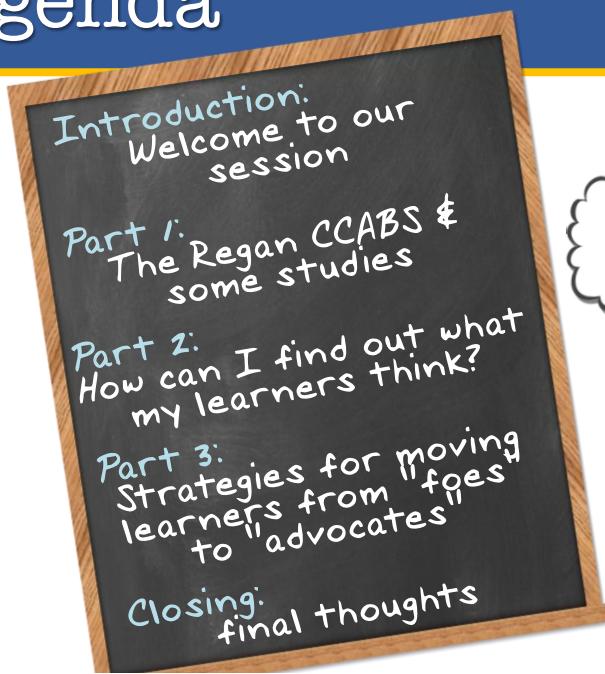
**Understanding Attitudes toward "e"**

#153 - Thursday June 7 @ 1:20 PM



Dr Steve Yacovelli  
Owner & Principal  
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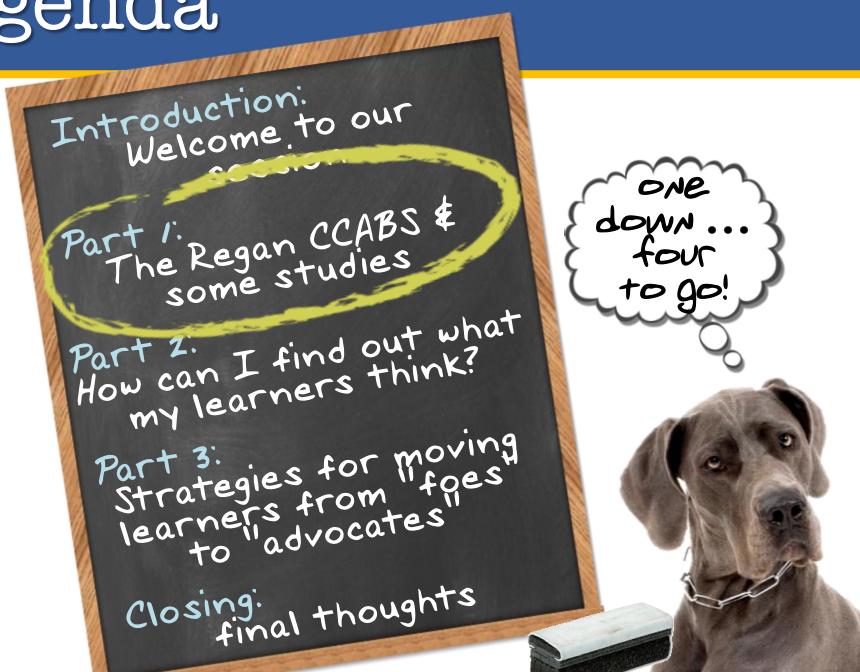
## Agenda





## 3 major issues that makes this important stuff

## Agenda



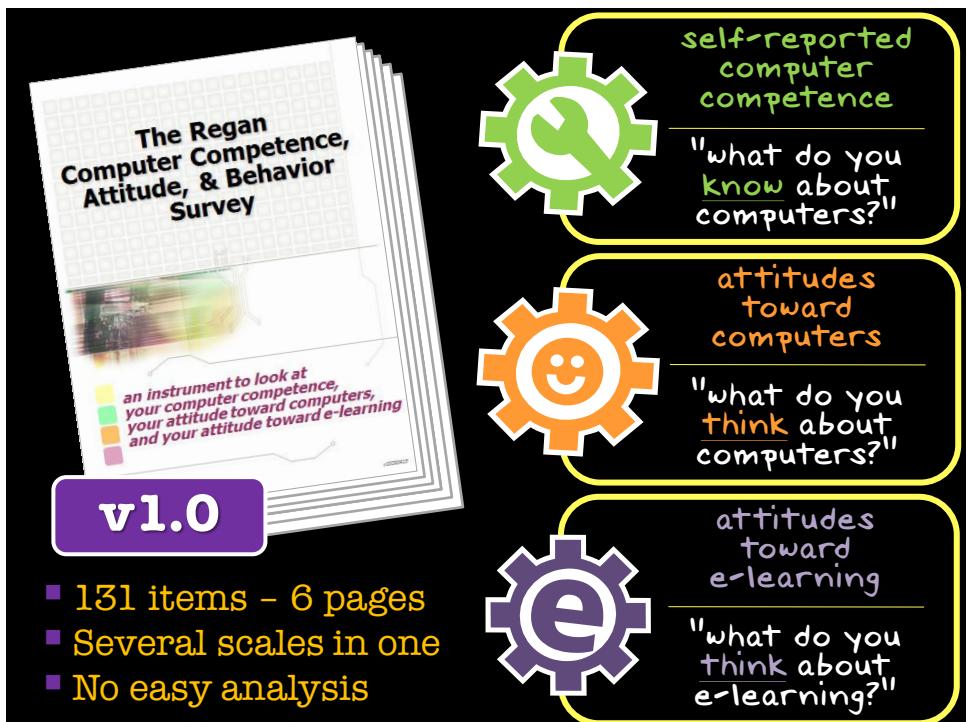


"In 2009, **27.7%** of all formal learning hours **made available were online**, an increase from 23.1% in 2008."

"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



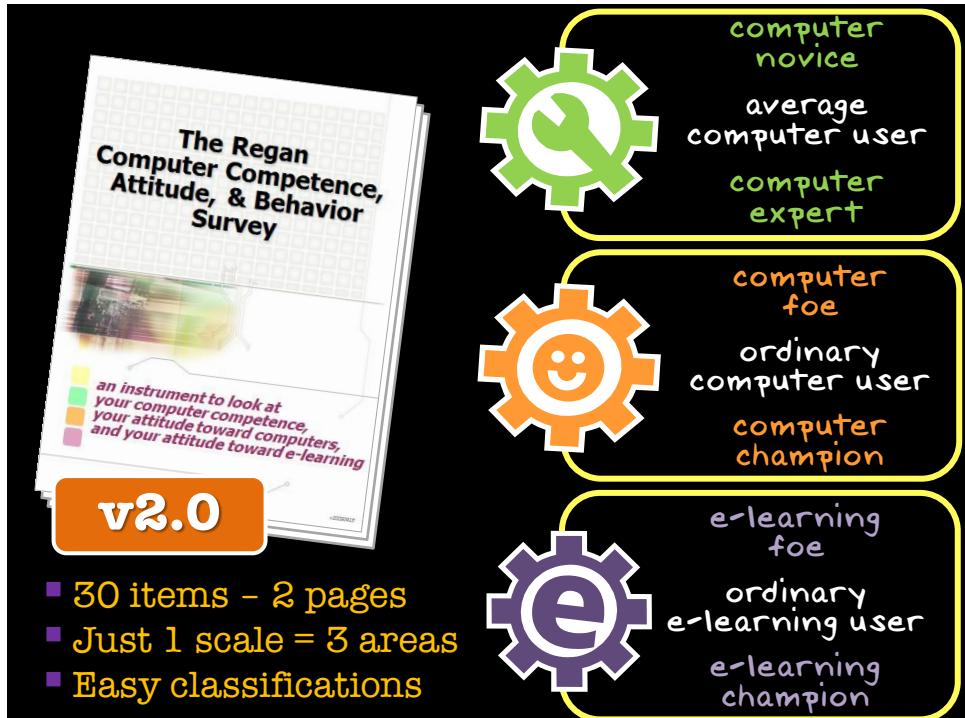
**v1.0**

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

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

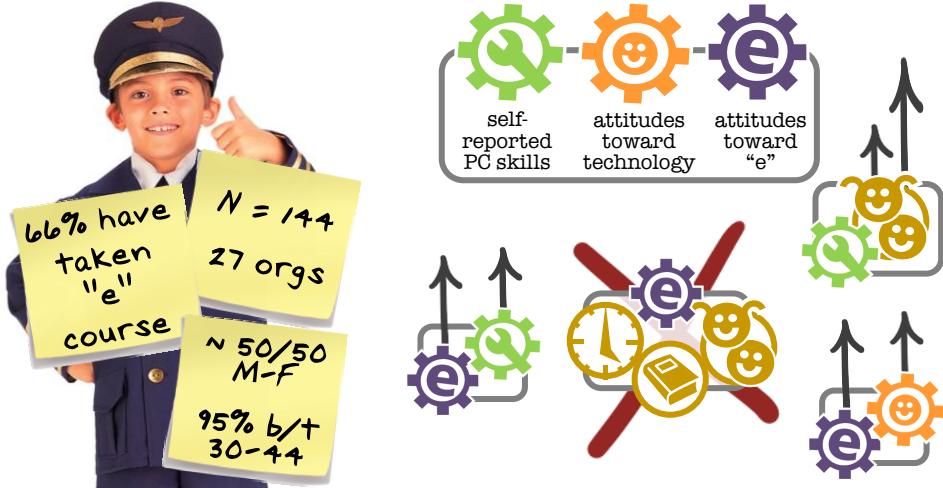
**attitudes toward computers**  
"what do you think about computers?"

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



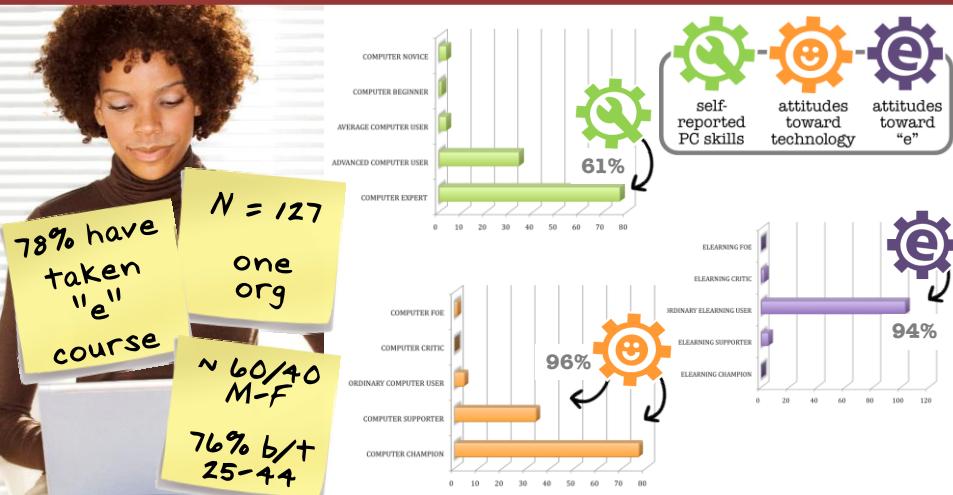
**3** studies looking at  
attitudes & competence

## INITIAL PILOT STUDY (2005)

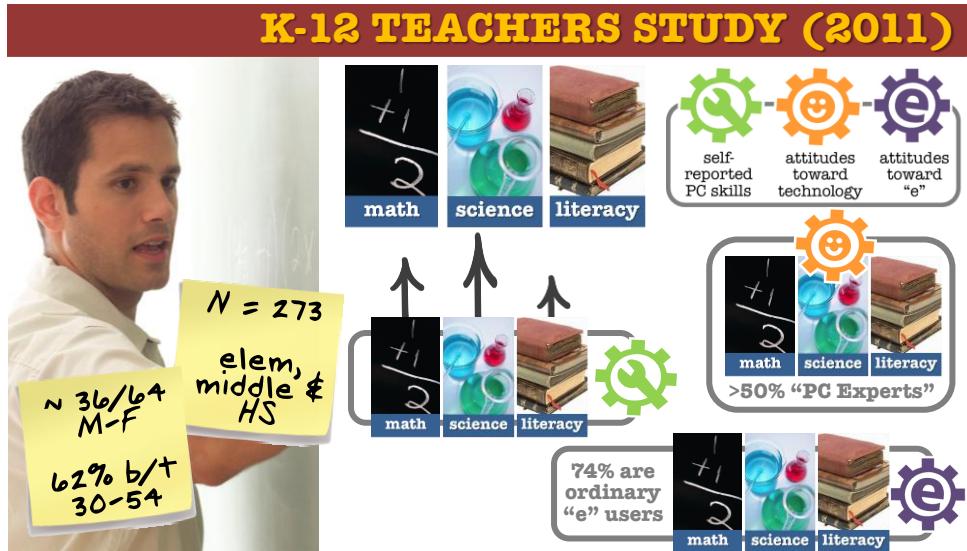


**3** studies looking at attitudes & competence

## TECHNOLOGY COMPANY STUDY (2009)



**3** studies looking at attitudes & competence



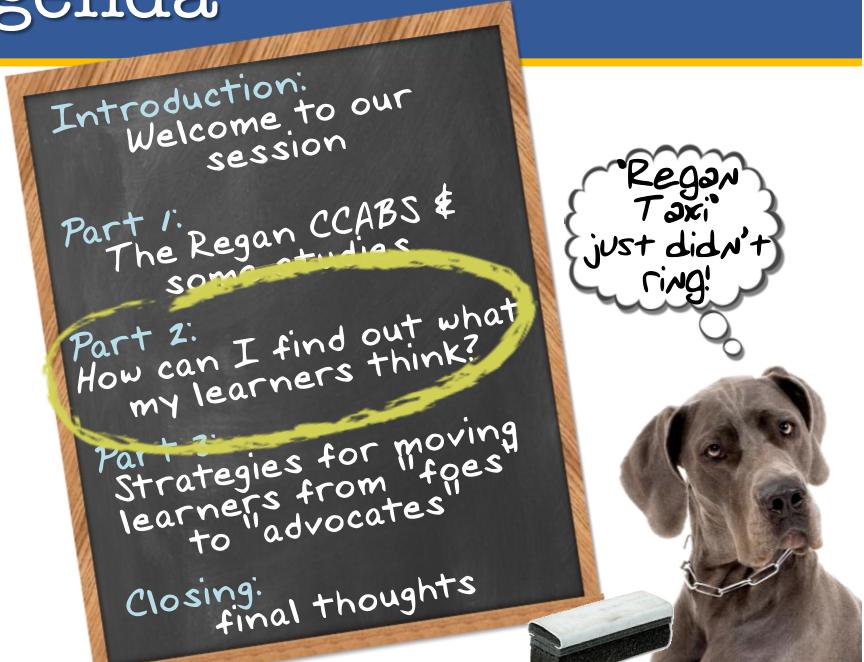
**3** studies looking at attitudes & competence

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

Do you see any **trends?**

**3** studies looking at attitudes & competence

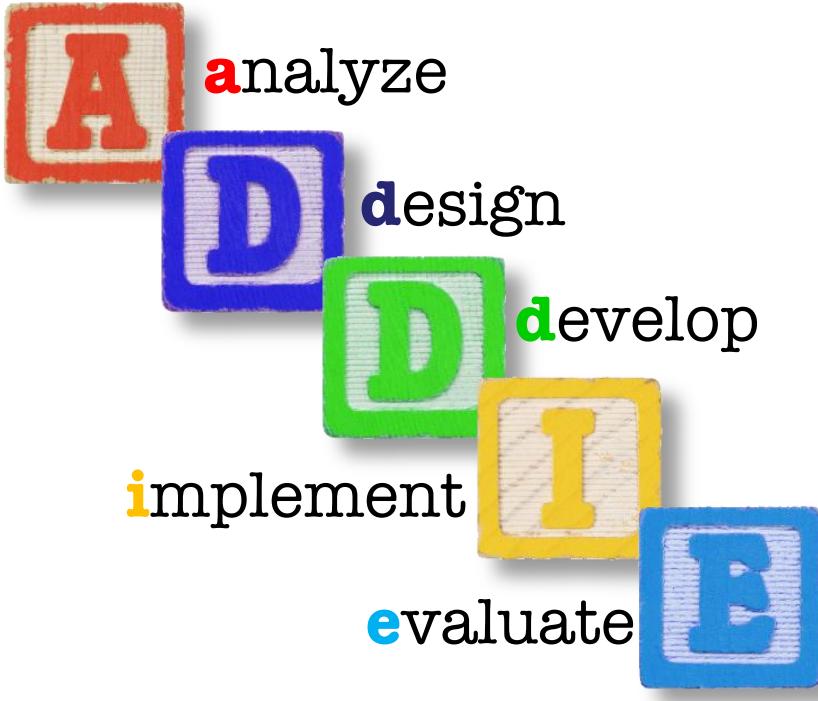
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Organizations need to conduct a **very thorough 'delivery analysis'** on the potential **roadblocks to success** for any type of technology-enabled learning initiative.

- Brandon Hall

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



Q: analyze

What are  
some ways you  
can find out

**what your learners'**  
attitudes and computer  
competence are?

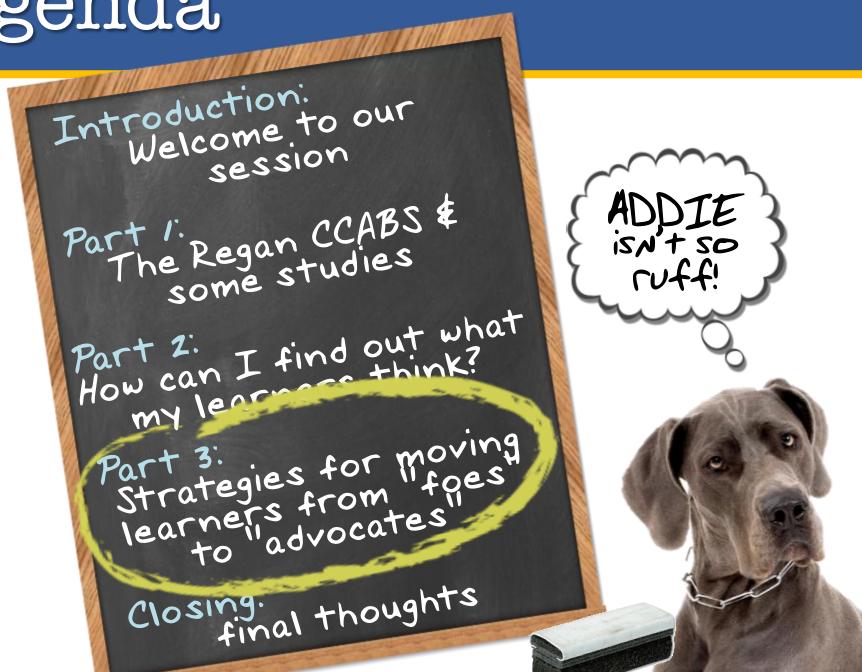
evaluate

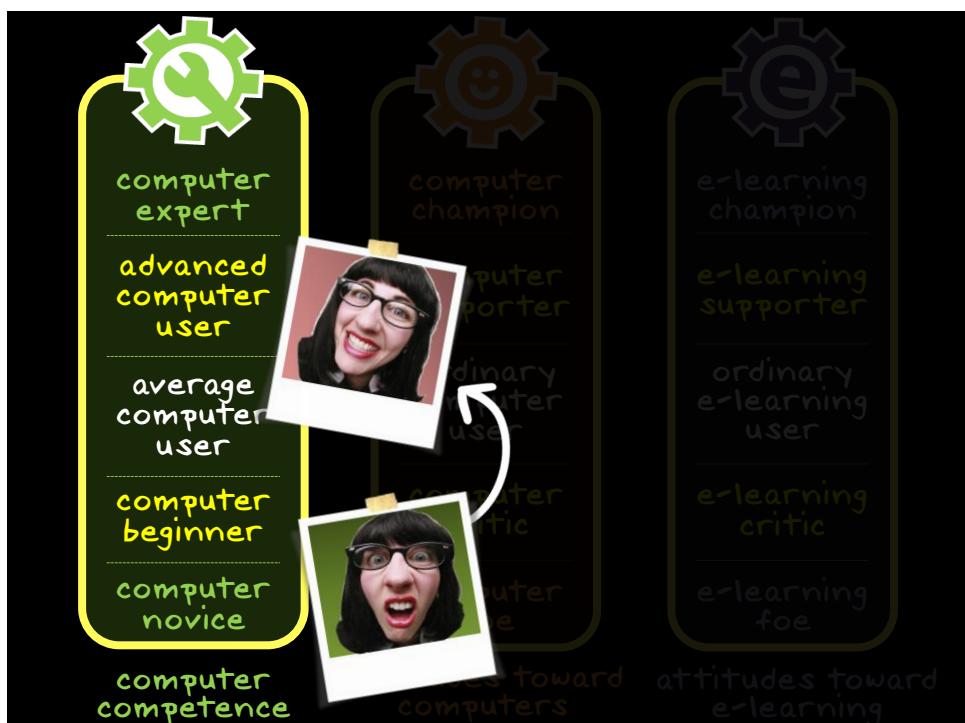
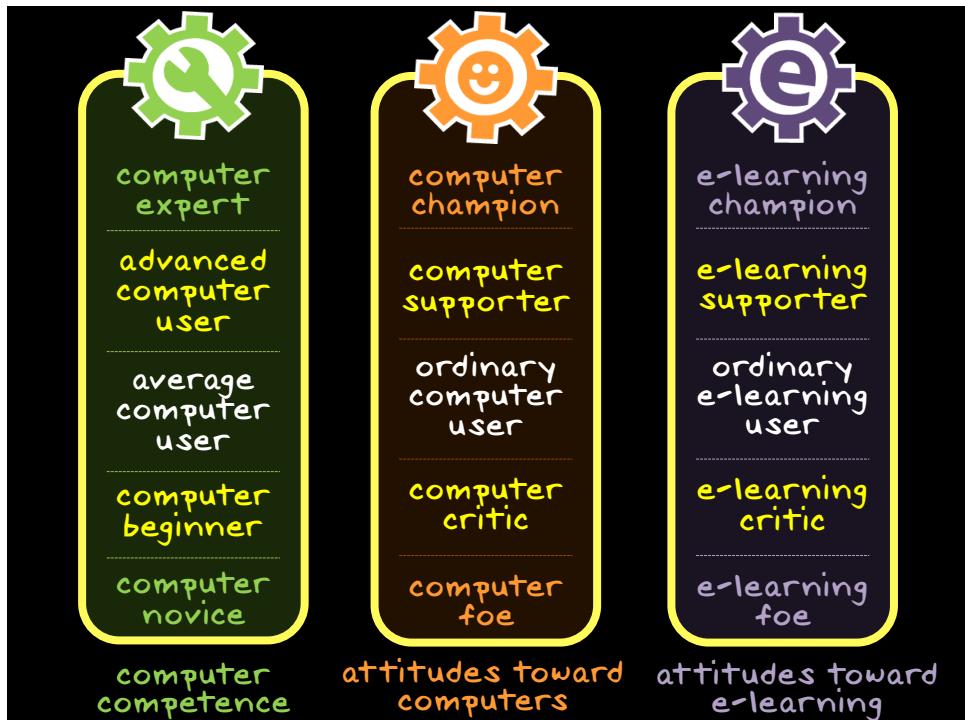
# ongoing



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

## Agenda

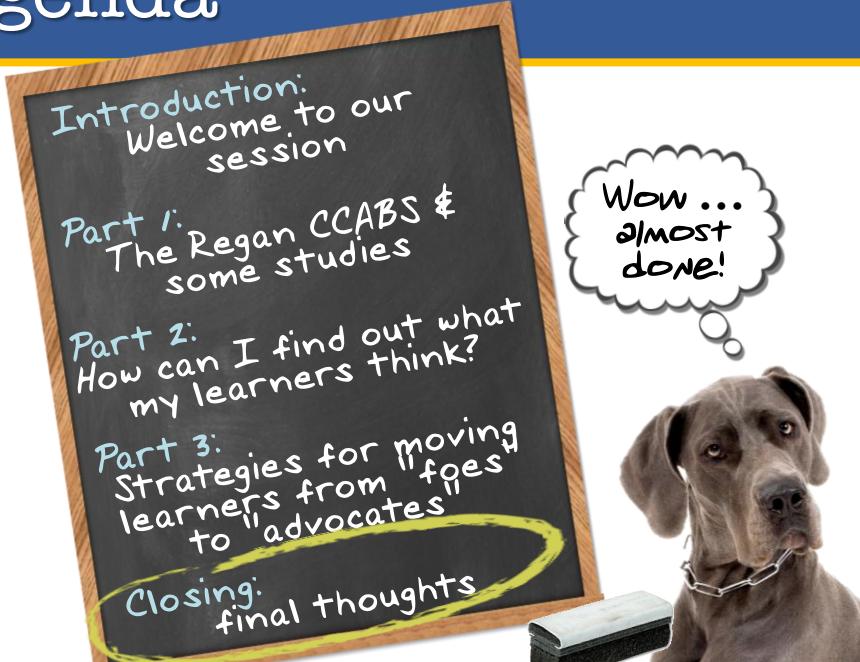




# Just 'Cause You Build It Will They Come? Understanding Attitudes toward "e"



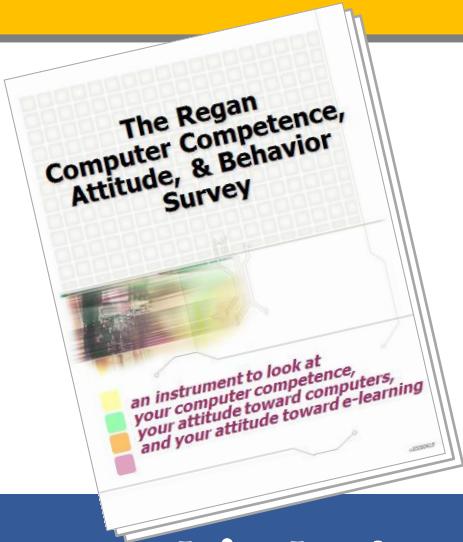
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“ If you can't **explain it simply**, you don't **understand it** well enough.

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

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learning strategy  
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