

How to Effectively Evaluate “e”

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NOTES VERSION!



this is Pearl White, our training professional

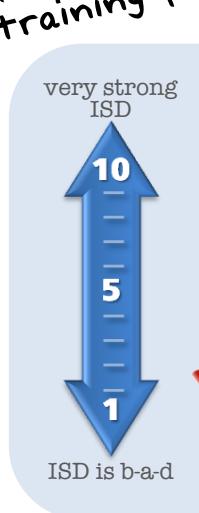


vs.



“Already Been Developed” – stuff created in-house or from an outside vendor (evaluating the learning asset) ... vs. ... ‘After The Fact’ – evaluating the performance impact of the learning asset or event to learners.

What's the instructional design like?



1

Realistic Learning Objectives?

High-quality e-learning is based on a solid foundation of instructional design principles (ADDIE, Dick & Carey, etc). Lower quality “e” doesn’t use solid ISD.

BIG INDICATOR: look at the Learning Objectives. Are they ‘SMART’? (specific, measurable, attainable, realistic, and timely)?



Dork #1
Iddy

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

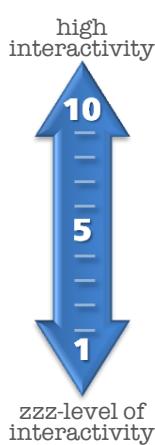
2

More interactivity = greater interest, retention, & engagement

good way to evaluate how interactive the “e” is

Dork #2
Clicky

1 2 3 4 5 6 7 8 9 10



page turner



interactivity



audio / narration



assessment / quiz



workbook / projects



digital video



simulations

What's the interactivity like?



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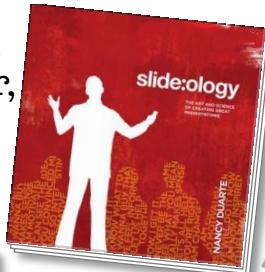
(continued)

What's does it look like?



3

You can't judge a book by its cover, but we do!



gee it's really pretty!

Is it: **consistent** in style and graphics?

Is it: visually **engaging** and appropriate for the audience?

Do: the visuals **support** the content “message”?

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



like a pig
with lipstick

What's the tone & language like?



4

Clear language is key!

Audience

Knowledge

Jargon – does it use a lot? Will they understand?

Scenarios – appropriate and real for learners?

Grammar – well written? Good structure?

Audience

Demographics

Age – is lang. right for age?

Language – English: US vs UK? Level?

Analogy – make sense to learners?

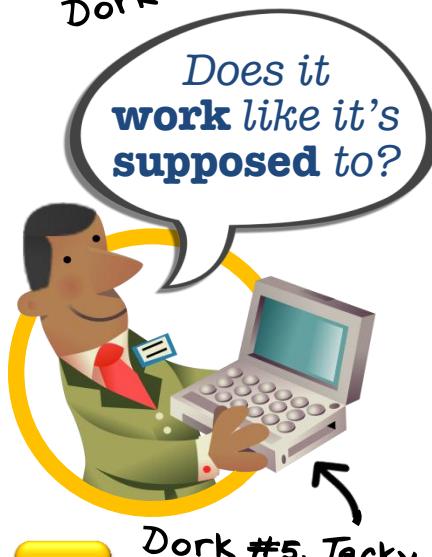
Humor – right for learners & topic?

very clear language



clear as mud

Does it work like it's supposed to?



5

If the technology doesn't work right, what's the point, right?

G UI & **navigation**

C ontent **display / sound**

A ccessibility **508 Compliance Infrastructure**

H yperlinks and Files

L MS & Help

review these areas of the “e”

tech is outta this world!



tech is far from stellar

is it the “e” **or** is it the “org”?

How to Effectively Evaluate “e”

(continued)

juuuust right



too long or too short

6

Two factors to look at time in “e”...



Does it meet the LO's?



Attention span of the learners

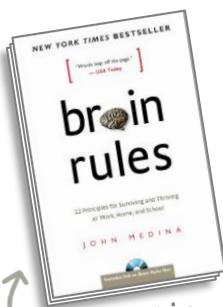
Length is important: is it 60 mins long but it meets the (well-written) Learning Objectives? Can it be broken up into 20-min or so chunks?

Good Target:
20 mins-ish

How long is the darn thing?



Dork #6, Timey



read this again no kickback!

Is it a 4 hour course that can be chunked into modules? How would your learners react to the length?



What's this gonna cost us?

worth the cost



not even worth the time

7

What is your organization's “Cost-Per-Learner”?

$$\text{CPL} = \frac{\text{Total Costs}}{\text{Annual # of Learners}}$$

Total Costs
+ Annual Development Costs
+ Annual Technology Costs
+ Annual Facilitator Costs
÷ Annual # of Learners

Factor in lost productivity time?

Get your Finance people to sign off on this formula!



Dork #7 Trumpy

BOTTOM LINE: find a way to compare

As long as (1) this is used for ALL learning delivery methods and (2) Finance agrees!

All this stuff is subjective but that's the challenge with qualitative research! As long as there's consistency that's the key. Have 3 people use the form (next page) and see what happens. If everyone thinks the 'e' is great it's probably great; the reverse is true.

Use this tool as a team approach to effectively evaluating 'e'!

Don't forget to factor what Awernuld, the lost 8th Dork, says about “Importance Weight”

what's important to you and your organization?



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)

write your score X importance weight here



instructional design

10

5

1

very strong ISD

ISD is b-a-d

X

=



interactivity

10

5

1

high interactivity

zzz-level of interactivity

X

=



graphic design

10

5

1

gee it's really pretty!

like a pig with lipstick

X

=



tone & language

10

5

1

very clear language

clear as mud

X

=



technical performance

10

5

1

tech is outta this world!

tech is far from stellar

X

=



timing

10

5

1

juuuust right

too long or too short

X

=



cost to operate

10

5

1

worth the cost

not even worth the time

X

=

total importance weight

total raw score

FINAL DORK SCORE

10

5

1

fits us like a glove!

definitely have some reservations

divide total raw score by total importance weight

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