

Evaluating E-Learning

Presenters/facilitators:

Thomas C. Reeves

Department of Educational Psychology and Instructional Technology

The University of Georgia

Workshop Duration

3 hours

Maximum number of participants

50

Intended audience

Designers, teachers, and managers of e-learning systems including computer-based training, distance education, interactive multimedia, and online learning environments. .

Objectives

By the completion of the workshop participants will be able to:

- Describe four different paradigms for evaluation in education and training.
- Distinguish between:
 - assessment and evaluation;
 - internal and external evaluation;
 - intrinsic and extrinsic evaluation; and
 - formative and summative evaluation.
- Implement six facets of evaluation for e-learning:
 - review;
 - needs assessment;
 - formative evaluation;
 - effectiveness evaluation;
 - impact evaluation; and
 - maintenance evaluation.
- Outline an evaluation plan for various forms of e-learning.
- Recognize the advantages and limitations of e-learning evaluation.

About the facilitators

Dr. Thomas C. Reeves is Professor Emeritus of Learning, Design, and Technology at The University of Georgia. In addition to numerous presentations and workshops in the USA, he has been an invited speaker in 29 other countries including serving as a previous keynote speaker at ASCILITE. In 1995, he was selected as one of the “Top 100” people in multimedia by *Multimedia Producer* magazine, and from 1997 - 2000, he was the editor of the *Journal of Interactive Learning Research*. In 2003, he was the first person to receive the AACE Fellowship Award from the Association for the Advancement of Computing in Education. He co-authored *Interactive Learning Systems Evaluation* with Professor John Hedberg in 2003, and he co-authored *A Guide to Authentic E-learning* with Professor Jan Herrington and Professor Ron Oliver in 2010.

Overview of activities

The workshop includes presentations that incorporate actual case studies that are focused on a variety of e-learning evaluation strategies. The workshop begins and ends with an evaluating planning exercise which participants will complete in small groups.

Detailed plan of workshop activities

The following activities will be included in this workshop:

- Pre-workshop planning exercise (15 min.)
- Establishing a Rationale for Evaluating E-Learning (20 min.)
- Six Facets of Evaluation for E- Learning (40 min)
- How to Prepare a Plan for Evaluating E-Learning (20 min.)
- Specific Strategies for Evaluating E-Learning illustrated with case studies (45 min.)
- Tools for Evaluating E-Learning (10 min.)
- Post-workshop planning exercise (30 min.)

Previous Presentations and References

Keynotes at ASCILITE, ALT-C, ED-MEDIA, E-LEARN, SITE, International Global Chinese Conference on Computers in Education, and other conferences

Herrington, J., Reeves, T. C., & Oliver, R. (2010). *A guide to authentic e-learning*. London and New York: Routledge.

Reeves, T. C., & Hedberg, J. G. (2003). *Interactive learning systems evaluation*. Englewood Cliffs, NJ: Educational Technology Publications.

Requirements for facilitators

Small tables where 4 people can collaborate would be ideal. Need projector, screen, and external speakers.