

5 eLearning Mistakes and How to Avoid Them

An eBook by Trivantis®

Based on original content by Joe Ganci of eLearningJoe

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Introduction

Trivantis® had the pleasure of hosting Joe Ganci for a webinar, titled “5 eLearning Mistakes and How to Avoid Them (Examples Included!).” The content of this eBook is adapted from that webinar and Joe’s expert insights on eLearning development.

Joe Ganci is President of eLearningJoe, LLC, a consulting and training eLearning company located outside of Washington, D.C. Joe has been involved in every aspect of eLearning development since 1983.

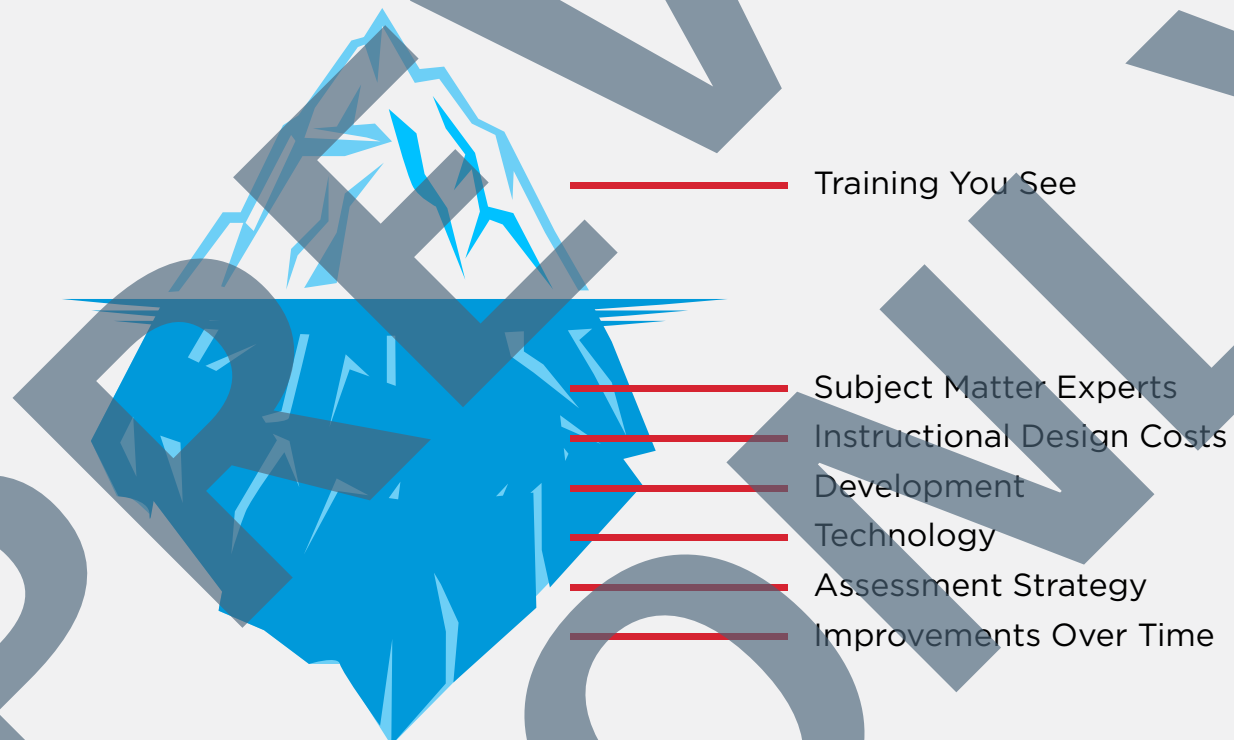
In this eBook, you’ll learn Joe’s insights on the following:

1. Vital first steps that people often skip
2. Instructional design mistakes that kill learner engagement
3. Why you must think about the technology
4. Ways to build a better mobile course
5. How NOT to evaluate results

Mistake 1: Skipping the Vital First Steps

Don't rush in, open your authoring tool, and immediately start to build training without giving it some thought. Picture an iceberg. The completed training that learners see (tip of the iceberg) is a culmination of many stages and elements (majority of the iceberg under water) that should be done if you want successful training. So, you need to prepare ahead of time.

How much preparation is required?



Joe's iceberg example shows how much preparation is required below the surface

Bloom's Taxonomy

Category	Description
Knowledge	Ability to recall previously learned material.
Comprehension	Ability to grasp meaning, explain, restate ideas.
Application	Ability to use learned material in new situations.
Analysis	Ability to separate material into component parts and show relationship between parts.
Synthesis	Ability to put together the separate ideas to form new whole ideas and establish new relationships.
Evaluation	Ability to judge the worth of material against stated criteria.

Key words to use at the **knowledge** level include *define, identify, list, name, recall, recognize, record, relate, repeat, underline, and circle*.

Key verbs to use for **comprehension** include *choose, cite examples of, demonstrate use of, describe, determine, differentiate between, discriminate, discuss, explain, express, give in own words, identify, interpret, locate, pick, report, restate, review, recognize, select, tell, translate, respond, practice, and simulate*.

Key verbs to use for **application** include *apply, demonstrate, dramatize, employ, generalize, illustrate, initiate, interpret, operate, operationalize, practice, relate, schedule, shop, use, and utilize*.

Key verbs to use for **analysis** include *analyze, appraise, calculate, categorize, compare, conclude, contrast, correlate, criticize, deduce, debate, detect, determine, develop, diagnose, diagram, differentiate, distinguish, draw conclusions, estimate, evaluate, examine, experiment, identify, infer, inspect, inventory, predict, question, relate, solve, and test*.

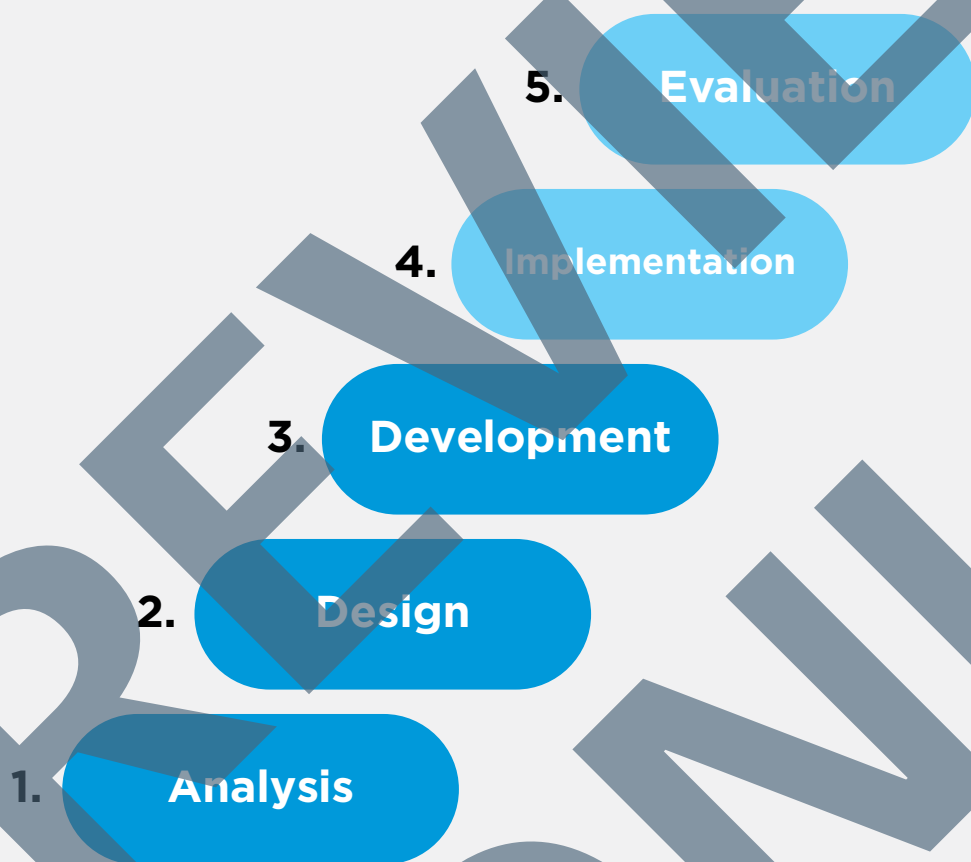
Key words to include for **synthesis** include *arrange, assemble, collect, compose, construct, create, design, develop, devise, formulate, manage, modify, organize, plan, prepare, produce, propose, predict, reconstruct, set-up, synthesize, and systematize*.

Key words to include for **evaluation** include *appraise, assess, choose, complete, critique, estimate, evaluate, judge, measure, rate, revise, score, select, validate, and value*.

How to Succeed in the Design Process

ADDIE: Analysis Is Necessary

ADDIE (Analysis, Design, Development, Implementation, Evaluation) has been around forever. Some people don't like ADDIE, but here's what Joe says about it: "In some way or another, you're going to be analyzing, you're going to be designing, you're going to be developing, you're going to be implementing and evaluating. It may not be this exact order idea, but certainly it makes sense to analyze everything first."



The 5 phases of ADDIE

Mistake 3: Not Thinking of the Technology

You need to choose the technology that will be used for the eLearning. However, you first need to know what your content is, who your audience is, and how you want your audience to learn the necessary material. Based on that information, the next big important question is this: “How are we going to be delivering this eLearning?” While you know the eLearning will be delivered online, you should also ask technology-related questions like these:

- Is the eLearning going to be on your company intranet?
- Or will it be on the Internet?
- Will you use a specific learning management system?
- Is the eLearning going to be using xAPI?

Joe emphasizes, “Again, you want to make sure those questions are answered at the beginning.” He also recommends asking questions for the learners’ side of technology, such as:

- What browsers does the eLearning need to support?
- What resolution does the eLearning need to support?
- Are we going to be delivering this eLearning to mobile devices too?

Not asking questions about the technology is a huge mistake. When people don’t consider the technology specifics, they find out that the project isn’t going to be successful—which leads to a lot of time and money wasted, plus quality problems.

Developers also need to know which technology they’re designing for—and understand it. A good developer will work within any technology limitations, like browser type or version. The evaluator also has to know this technology information to be able to properly evaluate the work.

In the end, the tools that you choose must be appropriate for the job. Lectora is capable of doing almost anything that you apply to it—and you can also combine Lectora’s power with additional tools to create your desired custom eLearning. Lectora has Web windows, JavaScript abilities, and more, which makes combining tools with Lectora easy and advantageous.