



Evaluating E-Learning

By William Horton

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Does e-learning work? How much does e-learning benefit both the organization and its learners? Is e-learning a wise investment or a waste of corporate resources? Here are the answers to these and other important questions, plus a systematic approach to strengthen your case to bring e-learning into your organization.

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Editorial Review

Review

"The book exceeded my expectations, especially with its variety of practical examples." -- *Sivasailam 'Thiagi' Thiagarajan, President, Workshops by Thiagi, Inc.*

"This book applies practical, time proven evaluation approaches to e-learning and adapts them to the realities of organizations today." -- *Conrad Gottfredson, Ph.D., R.W.E., Conduit TecKnowledge*

"Training professionals throughout the world will find this... to be an essential tool to evaluate the impact of e-learning." -- *David Holcombe, President & CEO, Influent Technology Group*

From the Author

This book is for people who are not satisfied with the Polyannaish claims of self-interested suppliers, consultants, and developers or the dire predictions of the neo-Luddites who fear technological change. It is for those who want to know whether e-learning really works. It is for those who want to know how well it works. And, it is for those who have to prove that it works. This book's audience may include anyone producing e-learning or considering buying e-learning, such as:

training managers wondering whether e-learning makes sense

- * team leaders of e-learning initiatives who must sell e-learning to their companies
- * leaders of a for-profit training firms who must sell to skeptical buyers
- * HR executives concerned with balancing the costs of alternative approaches to raising levels of knowledge and competence
- * people who want to know whether e-learning will work for them.

This book will help you make decisions about e-learning based on proven performance rather than vague promises. It offers simple, specific techniques to estimate costs and prove results. If you are considering buying e-learning courses, it will show you how to objectively evaluate the contenders and estimate their total costs. If you are developing e-learning, it will teach you to predict and document financial returns for your projects. If you sell e-learning courses, it will show you how to demonstrate objectively the effectiveness of your courseware to skeptical buyers. If you champion e-learning in your organization, this book will show you how to demonstrate its contribution to prized corporate objectives.

About the Author

WILLIAM HORTON is President of William Horton Consulting where he specializes in the design of online training, help systems, and knowledge management systems. He is also the bestselling author of *The Web Page Design Cookbook*, *The Icon Book*, *Designing & Writing Online Documentation*, and *Illustrating Computer Documentation* (all from Wiley).

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