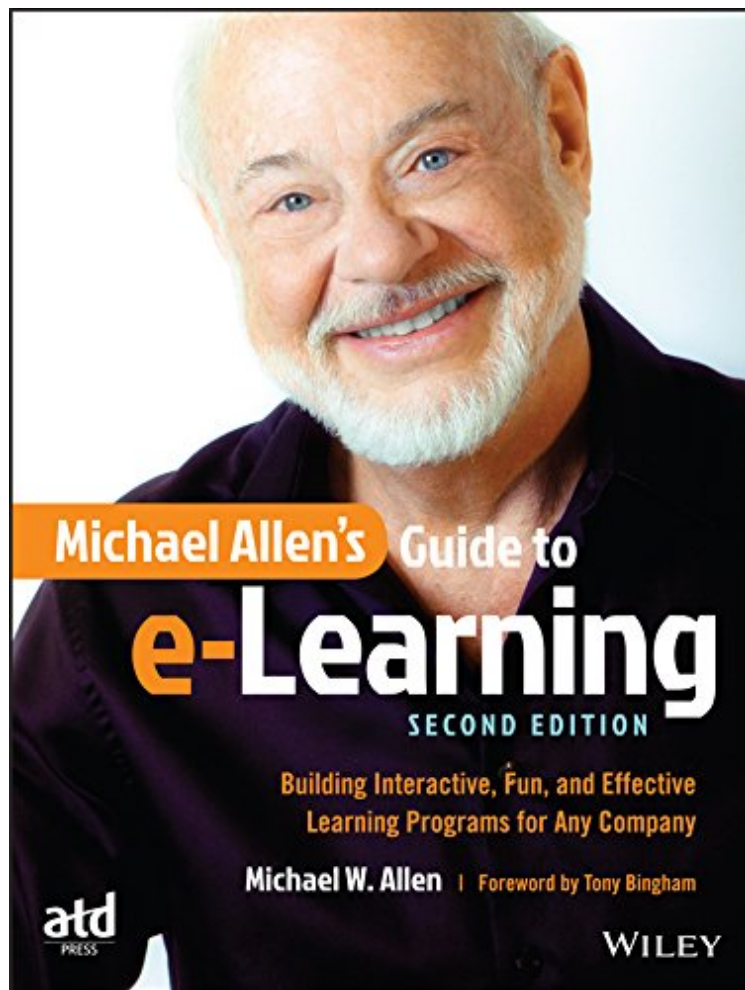


[Download] Michael Allen's Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company

## Michael Allen's Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company

Michael W. Allen

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**Michael W. Allen : Michael Allen's Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised Michael Allen's Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company:

9 of 9 people found the following review helpful. New additions and great content make this a joy to read and learn. By James M. SchmittlerTherersquo;s an interesting dissonance here that mustnrsto;t be ignored. Peoplehellip;tend to think fun activities arenrsquo;t particularly valuable (except for relief, maybe). And they think strenuous activities will be rejected by trainees who would be having anything but fun. This line of thinking can lead to unfortunately ldquo;easyrdquo; e-learning that is dry and, well, boring.rdquo;This kind of plain-speaking is exactly whatsquo;s

needed when it comes to the discussion of gamification and its relationship to e-learning! I've always resented the phrase "gamification" because everyone who blogs about it says stupid stuff, like, "Add levels!" or "Reward learners with badges." Those overly-simplistic solutions don't take into consideration real outcomes. Does an adult learner REALLY want a badge for completing Level 2 of the Preventing Harassment course? No. This book discussed Serious Learning Games (SLG) in a way that an enthusiastic ID professional can respect. I also believe in the potential for gaming dynamics to positively influence good design, but I'm not naive enough in this field to think awarding a badge suddenly makes them fascinated in absorbing the content in a behavior-changing way. Game strategy chapters were new in this second edition, and a great addition. I liked learning about the different types of rules and strategy necessary to engage learners in practicing the desired behavior. One whole chapter focused on integrating instructional content in a meaningful way, because THAT'S how serious the author takes the relationship between games and performance. This book tackles four theoretical frameworks (taxonomy of learning objectives, ARCS Motivational Model, Cognitive Taxonomy, and First Principles of Instruction) and analyzes the value of each framework for SLGs. Yes! This is my kind of serious consideration. Lest you get too worried that this book focuses too much on abstract research, consider this author quote: "I'm in the odd position of lamenting how little research is considered in the development of the mountains of e-learning being shoveled out on the one hand and simultaneously encouraging people not to be religiously bound to it on the other hand." If you're designing e-learning, this is exactly who you want: someone who knows and acknowledges the value of research and existing experts in the field, but unafraid to lay out an opinion and defer to "what works" in the real world. This book makes you think. And if you stop there; just think; you didn't read enough. This book makes you "do." 9 of 9 people found the following review helpful. A "must read" eLearning book for eLearning developers and business managers By Bryan Jones (eLearningArt) This book makes every list of "Top eLearning Books" I've seen. A lot has changed in the eLearning industry since the 1st edition came out 13 years ago and the new edition contains some great updates. Most importantly, Allen does a great job of "plain talk" in explaining practical ways to build better eLearning. I recommend it for both eLearning developers (who are actually designing and building courses) and business managers (who are making business decisions to improve performance of employees). 3 of 3 people found the following review helpful. The most complete book on e-learning design available. By Richard H Sites Michael Allen has again provided instructional designers and e-learning developers with a clear and concise vision for learning experiences which are engaging and performance changing. In the first edition in 2003, Dr. Allen began to challenge the notion that information-based "learning" experiences (PowerPoints) were adequate training solutions for adult learners. He continues to challenge this outdated notion in this well-written second edition. With the addition of serious e-learning games and the e-Learning Manifesto, Michael Allen provides contemporary examples and guidance to assist modern organizations in the design and development of training interventions which produce performance-changing results. Three things you can take away from this edition: 1. The design and development of effective and engaging learning experiences requires an organizational approach; involving many different people within and throughout the organization. Too many instructional approaches only recognize the role of the designer (developer) and fail to acknowledge the organizational and political pressures placed on training development teams. Michael Allen provides his insights and guidance for addressing these critical design challenges. (Read Where Does e-Learning Fit, Ch. 6). 2. Bad e-learning has a negative impact on learners and therefore organizations. While making e-learning quickly and cheaply may address budget and timeline objectives, these too often leave learners with unengaging, content-laden training. Michael Allen defines the need for all learning experiences to be meaningful, memorable and motivational. (Read the Seven Magic Keys to Motivational e-Learning, Ch 10). 3. Good (or great) e-learning requires more than written content, images and navigation. Michael Allen, along with three talented colleagues, defined the core characteristics of quality e-learning in the Serious e-Learning Manifesto. This is a must read for everyone creating web-based training products. (Read The Serious e-Learning Manifesto, Ch. 8) I have to admit these are my favorite three things from the second edition of Michael Allen's "Guide to e-Learning", but there are many wonderful and informative approaches and strategies throughout the text. I have employed the design and development strategies Michael Allen proposes for over a decade. Without a doubt, these strategies will assist any instructional designer in producing the best learning experience possible. There are a few books that every e-learning designer should have on the shelf, and this is certainly one of them!

Explore effective learning programs with the father of e-learning Michael Allen's *Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company, Second Edition* presents best practices for building interactive, fun, and effective online learning programs. This engaging text offers insight regarding what makes great e-learning, particularly from the perspectives of motivation and interactivity, and features history lessons that assist you in avoiding common pitfalls and guide you in the direction of e-learning success. This updated edition also considers changes in technology and tools that facilitate the implementation of the strategies, guidelines, and techniques it presents. E-learning has experienced a surge in popularity over the past ten years, with education professionals around the world leveraging technology to facilitate instruction. From hybrid courses that integrate

technology into traditional classroom instruction to full online courses that are conducted solely on the internet, a range of e-learning models is available. The key to creating a successful e-learning program lies in understanding how to use the tools at your disposal to create an interactive, engaging, and effective learning experience. Gain a new perspective on e-learning, and how technology can facilitate education Explore updated content, including coverage regarding learner interface, gamification, mobile learning, and individualization Discuss the experiences of others via targeted case studies, which cover good and not so good e-learning projects Understand key concepts through new examples that reinforce essential ideas and demonstrate their practical application Michael Allen's *Guide to e-Learning: Building Interactive, Fun, and Effective Learning Programs for Any Company*, Second Edition is an essential resource if you are studying for the e-Learning Instructional Design Certificate Program.

From the Back Cover Explore effective learning programs with the father of e-Learning The Second Edition of Michael Allen's *Guide to e-Learning* is filled with the best practices for trainers and facilitators who want to build interactive, fun, and effective online learning programs. Revised and updated, this edition offers vital information on the recent changes in technology and includes the methods and tools that can help implement winning strategies and techniques. Written in the author's engaging style, the text reveals what makes great e-learning, with special emphasis given to motivation and interactivity. No matter if you are studying for the ATD e-Learning Instructional Design Certificate Program or simply want to supercharge your e-learning, Michael Allen's *Guide to e-Learning* is the essential resource. "Michael Allen nails it. This rework of classic is itself, an instant classic. If you want a book that will make you a better designer of instruction there is no other book." —Dr. Karl M. Kapp, professor of Instructional Technology, Bloomsburg University; author of *The Gamification of Learning and Instruction* "Over a decade after the first edition, Michael Allen does it again with his second edition—bringing practical, research-inspired wisdom to e-learning design. I can dive in anywhere in the book and find nugget after nugget of inspired practical insights." —Will Thalheimer, PhD, President of Work-Learning Research, Inc "His 'Seven Magic Keys to Motivational e-Learning' are worth the price of the book alone! This book is sure to be your go-to guide for everything 'e.'" —Elaine Biech, author *Training and Development for Dummies* and *101 Ways to Make Learning Active Beyond the Classroom*; editor, *ATD Handbook* "Michael's *Guide to e-Learning* is a very pragmatic approach that provides a simple way to design instruction that is meaningful, memorable, and motivational, while painlessly implementing the best that research has to say about effective, efficient, and engaging instruction." —M. David Merrill, Emeritus Professor Utah State University; author, *First Principles of Instruction* About the Author MICHAEL W. ALLEN is a recognized pioneer and leader in the design of interactive multimedia learning tools and applications. He is the founder and former chairman of Authorware, Inc. He is Chairman and CEO of Allen Interactions Inc., which builds interactive learning systems, develops custom courseware, and provides multimedia consulting and training.