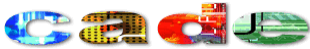


# An Overview of Online Learning

Wednesday, May 21, 2003  
9:30 - 10:15 am



# Overview of CADE

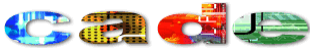
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Colleen Monahan, DC, MPH, Director  
Matthew Murray, PhD, Assistant Director  
Kevin Austin, BA, Webcasting and Multimedia Manager



## Overview of CADE

- multimedia and webcasting
- web design, development and learning systems
- programming, database management
- research, data analysis
- network administration



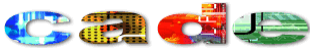
## Characteristics of Distance Learning

- physical distance between presenters and learners
- independent study or study groups
- many delivery options
- various levels and uses of technology
- online training has become preeminent



## Benefits of Distance Training

- reduced learning costs
- enhanced use of resources
- reach dispersed audience
- reach expanded audience (“universal” accessibility)
- simultaneous or self-paced
- event-centered (live) or user-controlled (on-demand)
- archived for future audiences



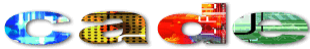
## Benefits of Distance Training

- interactivity + feedback
- enhanced opportunities for collaboration
- enhanced access to information (primary and supplementary)
- higher knowledge retention rates?
- decreased learning time + timeliness
- multiple delivery modalities
- ease of updating and revising



## Barriers to Effective Distance Training

- levels of technological access and comfort
- technology overshadows content
- unfamiliarity with the processes
- sense of impersonality?
- unrealistic or varied expectations
- development costs may be higher
- security concerns, privacy issues
- accessibility issues



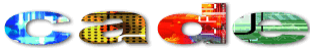
## Accessibility Issues

- Section 508 of the Rehabilitation Act of 1973
- went into effect Summer 2001
- all web sites and online presentations provided by federal government agencies must meet guidelines
- applies to all services supplied by vendors procured by federal agencies



## Accessibility Issues

- users with visual, auditory and motor disabilities
- web sites must be coded to be compliant
- includes PDF documents and PowerPoint slides (and images/graphs contained within)
- multimedia presentations must have synchronized text equivalent (captioning)



## Technological Developments

- correspondence course
- radio and TV
- satellite technology
- teleconferencing
- videoconferencing
- e-mail, list servs, news groups
- world wide web
- broadband internet



## Technological Developments

- text-based delivery
- multimedia delivery
- live webcasting
- live online presentations
- web conferencing
- hybrid methods



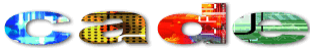
## Which Method is Best for Me?

- Identify your audience
  - primary target audience
  - secondary target audiences
  - how many in your audience? (point-to-point, or point-to-multipoint)
  - where is your audience located? (satellite access?)
  - how diverse is your audience? (technical levels)



## Which Method is Best for Me?

- **Identifying your audience**
  - levels of participation and interaction -- do they need to ask questions?
  - live or archived visits?
  - technological sophistication and access levels
  - open or closed? (registration, password authentication)



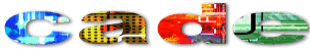
## Which Method is Best for Me?

- **Identify your method**
  - are they returning audiences or first-time audiences?
  - will you be scheduling a single event or an event series?
  - what will be the relationship between presenters and audience?



## Which Method is Best for Me?

- What is your purpose?
  - transmission of information, functional objectives, collaboration/discourse?
  - supporting another event? (e.g. conference or committee meeting)
  - is live necessary; is immediate feedback necessary?



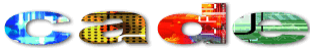
## Modes of Delivery and Levels of Interactivity

- Levels of interactivity
  - one-way presentation of information
  - 2-way communication
  - 3-way communication
  - everybody presents



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Teleconferencing
    - also known as audioconferencing
    - audio only
    - requires telephone access
    - good for informal, live interaction between groups
    - but quality declines as size of group increases
    - and coordination becomes more difficult (e.g. which questions are asked)
    - cost is directly proportional to duration of call and number of participants
    - can report on attendees



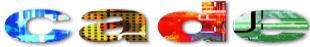
## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Videoconferencing
    - most appropriate for informal, live interaction between small group
    - full screen video and audio
    - quality depends on connection, camera, mic
    - requires access to VC facilities
    - more than 2 participants requires bridging
    - increased number of participants requires significant coordination
    - no reporting



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Satellite
    - most appropriate for high profile, coordinated events with large groups of audience members
    - live, high quality video
    - very expensive
    - interaction requires uplink facilities (and professional video/TV studio facilities)
    - reception requires downlink facilities
    - reception subject to weather conditions etc.



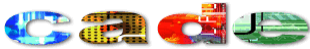
## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Online training modules
    - most appropriate for topic-based training over time to large general or specific audience
    - can incorporate text, media, self-assessment and other interactivity
    - content authors collaborate with web developers and designers
    - ease of updating
    - can tie in to registration or site traffic reporting



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - CD-ROMs, videos, DVDs
    - appropriate for content delivery to limited audience
    - CD-ROMs and DVDs can incorporate text, media, self-assessment and other interactivity
    - content authors collaborate with editors and designers
    - duplication costs can be high
    - can require user set-up
    - not updatable



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Conference support
    - appropriate for archiving or live webcasting of scheduled conference or meeting
    - presenters deliver to live audience
    - audience views over internet
    - audio, video, text, interactivity (live)
    - extends the event to future and absent audiences
    - can tie in to registration or site traffic reporting



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Webconferencing
    - well suited to live, informal collaboration
    - participation through the internet, plus usually also teleconference
    - requires audience and presenter meet CPU requirements
    - audio, software, chat, web pages
    - limited archiving



## Modes of Delivery and Levels of Interactivity

- Modes of delivery
  - Internet webcast presentations
    - well suited to live, semi-formal presentations
    - presenters communicate via teleconference or videoconference
    - audience participates through the internet
    - cost effective
    - requires audience meets CPU requirements
    - text, audio, video, slides, messaging, polling, web/hypertext
    - integrated registration and evaluation
    - archiving and full event reporting



## Summary

- web delivery is usually most efficient way to reach dispersed, broad audience
- live or archived or both?
- objectives + logistics drive the method

