



Measuring the Success of Learning Through Technology: A Guide for Measuring Impact and Calculating ROI on E-Learning, Blended Learning, and Mobile Learning

Tamar Elkeles, Patricia Pulliam Phillips, Jack J. Phillips

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Learn to measure the results of your technology-based learning programs with this step-by-step guide.

Few would dispute the convenience, cost, and efficiency of learning through technology. Whether e-learning, blended learning, or mobile learning, it's usually just in time, just enough, and just for the user. The challenge with e-learning lies in proving its value and showing the results. The cost savings and the outcome of the learning program must be considered to determine the true value of these programs. Renowned ROI experts Jack and Patti Phillips have joined with Tamar Elkeles, the chief learning officer for Qualcomm, to provide this guide for measuring the success of e-learning programs.

By following the steps prescribed in this book, designers and developers can significantly affect the success of e-learning at the application and impact levels, ultimately making the ROI easy to develop. Part I of the book outlines the steps that make up the logical approach to evaluation using the ROI Methodology. Part II describes how the methodology has been applied in real-life case studies. These studies represent a variety of industries and applications and are written by experienced professionals in the field of learning and development.

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Terry Dansby:

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