Welcome to

Exploring the Test Then Tell Approach to eLearning

Please respond to the poll questions while you wait for the moderator to begin our session.
Exploring the Test Then Tell Approach to eLearning

MARY WHALEN
Presentation Overview

What is Test Then Tell?

What does Test Then Tell look like?

Is Test Then Tell a good approach?

Test Then Tell development process
My Background

Education
- BA in English
- MA in Teaching

Career
- Instructional Designer
- Technical Writer

Experience
- Lots of classroom training materials
- Some eLearning
- eLearning Certification from ATD
Your Background

Poll Results
Traditional eLearning

Example:
http://demos.abakc.com/eLearning/training_demos/UDAAP/index.html
Traditional eLearning

- Structured sequence of modules
- Knowledge delivery, bullet points
- Feedback through checkpoints, assessment
Examples:

http://www.smartbuilder.com/elearning-examples/all-examples
Test Then Tell?

- Pretesting knowledge/skills
- (Custom) hands-on style activity
- “Telling” through feedback
Test Then Tell Strategies

- Allow users to opt out of knowledge delivery
- Path is not necessarily sequential
- Click on objects for details on demand ("hotspots")
- More graphic than text-based
- Learning "environment" reflects work environment
- Other
Memory and Learning
(http://www.brainrules.net/long-term-memory)

- People don't pay attention to boring things.
- The brain's "attentional" spotlight can be on one thing when multitasking.
- **We are better at seeing patterns and abstracting the meaning of an event than we are at recording detail.**
- Emotional arousal helps the brain learn.
- Audiences check out after 10 minutes, but you can keep grabbing them back by telling a narrative or by creating events rich in emotion.
## Comparison

<table>
<thead>
<tr>
<th>Traditional eLearning</th>
<th>Test Then Tell</th>
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<tbody>
<tr>
<td>Follows a pre-determined sequence and scope</td>
<td>Sequence and scope can be determined by learner’s pre-existing skill level</td>
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<tr>
<td>Tends to be lecture-style delivery</td>
<td>Usually interactive</td>
</tr>
<tr>
<td>More text, word-based</td>
<td>More image, animation-based</td>
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<tr>
<td>More passive listening/watching</td>
<td>Active/critical thinking</td>
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CCAF (Michael Allen, Allen Interactions)

Designing Activities

**Context**
- Meaningful framework, conditions, environment

**Challenge**
- Stimulus/urgency to act

**Activity**
- Response to the challenge

**Feedback**
- Reflect effectiveness of actions to learner
Example: Cooking food at fast food restaurant

**Context**
- Kitchen with food storage and prep areas

**Challenge**
- Time cooking of meal components so they are served hot

**Activity**
- Cook an order for a burger and fries

**Feedback**
- Have running timer and give warnings before and after goal times are reached
Example: Determine whether a practice (marketing bank services) is unfair, deceptive, or abusive
Activities for Verticals

- Medical?
- Sales?
- Bank?
- IT/software?
- Agriculture?
- Religion?
Development Software

(ATD course)

- **Flash**
- **HTML5**
- **ZebraZapps**
- **Articulate Storyline**
- **Lectora**
- **Captivate**
- **Articulate Presenter**
- **Adobe Presenter**
- **Unison**
- **Authorware**

Supporting Helpful Tools

- **Camtasia**
- **Fireworks**
- **SimWriter**
- **SwishMax**
- **PowerPoint**
- **Dreamweaver**
Samples

- PowerPoint mockup
- Captivate project
  - Themes
  - Timeline
  - Filmstrip
  - Images, Video
  - Feedback/States
  - Branching
  - Quizzes
Challenges

- My challenges
  - Buy-In from sponsors
  - Different type of job
- What challenges have you come across in developing interactive eLearning?
- What challenges do you anticipate?
Final Thoughts

- Target audiences
- Tips
  - Give clear context and direction
  - Consider giving option for telling before testing
  - Navigation is important
  - Gamification
  - Lots of resources available
Poll Question

What is your impression of Test Then Tell?
Thank You!

MARY (SOJ OODI) WHALEN
MSOJ OODI@YAHOO.COM
FIND ME ON LINKEDIN