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JALT CALL SIG

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Creating a conceptual model to evaluate the effectiveness and impact of online learning

Staff at the Emerging Technologies Centre (ETC) at the Waikato Institute of Technology (Wintec) has found measuring the impact and proving the effectiveness of online learning is a complex task heavily dependent on organizational understanding the "model selected" for evaluation. In the development of an institutional model ETC staff identified the measurement of effectiveness and impact of online learning can occur on two levels firstly, the individual level investigating competency and accomplishment and secondly,

the organizational level investigating strategic alignment and business impact. At an individual level it is important to ascertain if the learner has "learnt" something from the learning event delivered. For example, have they acquired a new skill, or are they "happier" in their environment. At an organizational level it is critical to understand how effectively the learning opportunities presented to learners have contributed to improving the institution. For example, has quality of learning events improved, is there an increase in learner satisfaction and retention, or are learners' levels of achievement improved. This poster presentation will graphically illustrate how a conceptual framework for the evaluation of online learning has been constructed. It will demonstrate how the widely-applied and recognized Kirkpatrick-Philips model has been adapted to create an educational institutional model based on five levels of analysis: satisfaction, accomplishment, application, impact and return on investment.