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Nota di contenuto	Cover; Title Page; Copyright; Contents; Acknowledgments; Introduction; Background and Audience; Overview of the Contents; Our Companion Web Site; Chapter 1 - Distance Education: What Is It? And Why Is It Expanding So Rapidly?; Impacts of Technology on Distance Education; The Prevalence of Distance Education in the United States; Societal Changes Contributing to the Growth of Distance Education; The Impact of Distance Education on Traditional Instruction; Criticisms of Distance Education; Conclusion; Chapter 2 - Attracting Students to Distance Learning How to Assess the Need and Demand for a Distance ProgramTarget Audience; Instructional Design and Mode of Delivery; Strategies for Marketing Distance Courses and Programs; Specific Ideas for Promoting and Marketing Distance Programs; Conclusion; Chapter 3 - Good Practices in Distance Education: How to Promote Student Learning and Development; The Good Practices; Summary Tips; Chapter 4 - The Syllabus for Distance Learning Courses; What Is a Syllabus?; More Than a List; Outline for a Syllabus: Putting It Together; Other Issues; Summary Tips; Chapter 5 - Delivery Methods for Distance Education Synchronous or Asynchronous?Synchronous Delivery Methods; Asynchronous Delivery Methods; Conclusion; Chapter 6 - Selecting Delivery Methods; Fundamental Principles to Observe in Selecting Delivery Methods; A Decision Tree Approach to Selecting a Delivery

Method; Conclusion; Chapter 7 - Support Services; Support Services Prior to Enrollment; Support Services for Enrolled Students; Support Services After Course or Program Completion; Summary; Chapter 8 - Ensuring High Completion Rates; The Problem of Retention; Retention in Distance Education Programs; Strategies for Improving Completion Rates

Summary TipsChapter 9 - Assessing Learning Outcomes; Guiding Principles; Methods of Assessment; Conclusion; Summary Tips; Chapter 10 - Program Evaluation; Evaluating Program Inputs; Program Processes; Assessing Outcomes; Analysis of Costs and Outcomes; Conclusion; Summary Tips; Chapter 11 - Accreditation; Guidelines for Distance Learning; Providing Evidence Regarding the Program's Effectiveness in Meeting the Guidelines; Conclusion; Summary Tips; Conclusion; Author Index; Subject Index; About the Authors

Sommario/riassunto

Distance Learning is an ideal introduction to the world of new educational technologies. Filled with case studies, and built on an intuitive set of 'How Do I ...' questions, it provides a strong foundation for teachers who need to know more about open and distance learning, across any academic discipline.
