1. Record Nr. UNINA9910825563803321 Autore Allen Michael W. <1946-> Titolo Michael Allen's guide to e-learning: building interactive, fun, and effective learning programs for any company / / Michael W. Allen Hoboken, New Jersey:,: Wiley,, 2016 Pubbl/distr/stampa ©2016 **ISBN** 1-119-04639-4 1-119-17626-3 Edizione [Second edition.] Descrizione fisica 1 online resource (433 p.) THEi Wiley ebooks Collana Disciplina 658.3/124040285 Soggetti Employees - Training of Employees - Training of - Computer-assisted instruction Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Title Page; Copyright; Contents; Foreword by Tony Bingham; Preface; Acknowledgments; Chapter 1 What's New?; Part I The Business Perspective; Chapter 2 Plain Talk; Chapter 3 What You Don't Know Can Kill (Your e-Learning); Chapter 4 Making Success Possible; Chapter 5 Executive's Guide to Good e-Learning; Chapter 6 Where Does e-Learning Fit?: Part II Great e-Learning Design: Chapter 7 Seven Simple Success Strategies; Chapter 8 The Serious e-Learning Manifesto; Chapter 9 Motivation in Learning; Chapter 10 Seven Magic Keys to Motivational e-Learning Magic Key 1: Build on Anticipated OutcomesMagic Key 2: Put the Learner at Risk; Magic Key 3: Select the Right Content for Each Learner; Magic Key 4: Use an Appealing Context; Magic Key 5: Have the Learner Perform Multistep Tasks; Magic Key 6: Provide Intrinsic Feedback; Magic Key 7: Delay Judgment; Chapter 11 Navigation; Chapter 12 CCAF and Interactive Instruction; Chapter 13 Interactivity Paradigms That Work; Chapter 14 Successive Approximation and SAM; Part III Serious Learning Games; Chapter 15 Serious Learning Games: Where Rules Rule: Chapter 16 Integrating Instructional Content and Games Chapter 17 Learning Games, Serious or Not? About the Author:

References; Additional Resources; Index; EULA