Evaluation in Distance Education and E-Learning: The Unfolding Model

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With increased global competition among distance and e-learning courses, administrators and university professors need a comprehensive, professional approach to evaluation. Grounded in program evaluation theory, the book provides readers with the Unfolding Model, a “roadmap” to guide evaluation practice in distance education and e-learning based on Messick’s framework. The book offers practical, step-by-step guidelines and tools for conducting evaluation studies, including strategies for dealing with stakeholders, data collection tools, guidelines for writing high-quality surveys and interview protocols, strategies for analyzing and blending mixed methods data and a template for writing evaluation reports. The book guides readers to tailor their evaluation studies to their own local needs, and to the demands of Web 1.0 to “Web 2.0 and beyond” for distance and e-learning courses.

Key Features:

* Within chapter concept checks to help readers review major points
* Includes two actual case studies, one of a distance education course and one of an e-learning course, to demonstrate how to use the Unfolding Model in an evaluation
* End of book glossary provides definitions of key terms from both distance learning and program evaluation