7 MAGIC KEYS TO MOTIVATING ELEARNING

1. Build on anticipated outcomes → produce outcomes they care about
2. Put the learner at risk → something will lose, they will pay attention
3. Select the right content for each learner → if it's meaningless or learners already know it, it's not going to be an enjoyable learning experience
4. Use an appealing context → novelty, suspense, fascinating graphics, humor, sound, music, animation - all draw learners in when done well
5. Have the learner perform a multi-step task → having people attempt real (or "authentic") tasks is much more interesting than having them repeat or mimic one step at a time
6. Provide intrinsic feedback → seeing the positive consequences of good performance is better feedback than being told, "Yes, that was good."
7. Delay judgment → if learners have to wait for confirmation, they will typically reevaluate for themselves while the tension mounts - essentially reviewing and rehearsing!

ARTICULATE STUDIO 13

Another E-learning Software and Authoring Tools that works with PowerPoint to create online & interactive courses easily. Best to do Annotation on PowerPoint with Interactions

Contains 4 different components:
• Presenter: Narrate and annotate content in PowerPoint
• Quizmaker: Add quizzes and surveys
• Engage: Add media-rich interactions by filling out a form
• Replay: Recording screencasts with your webcam

ARTICULATE STUDIO' 13 VS STORYLINE 2 (1)

<table>
<thead>
<tr>
<th>Capabilities</th>
<th>Studio' 13 Pro</th>
<th>Storyline 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author slides</td>
<td>In PowerPoint</td>
<td>In Storyline 2</td>
</tr>
<tr>
<td>Narrate slides</td>
<td>In PowerPoint</td>
<td>In Storyline 2</td>
</tr>
<tr>
<td>Annotate PowerPoint slides</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Author pre-built interactions with Articulate Engage</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Work with existing PowerPoint content</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Add motion paths</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Create screen recordings</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Create e-learning videos</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Publish to iPad and HTML5</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Publish to Android tablets</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>

ARTICULATE STUDIO' 13 VS STORYLINE 2 (2)

<table>
<thead>
<tr>
<th>Capabilities</th>
<th>Studio' 13 Pro</th>
<th>Storyline 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create any interaction</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Create conditional interactivity</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Add built-in interactive objects</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Create software simulations</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Customize your workspace</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Protect work with AutoRecovery</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Work in your local language</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>

AVATAR

• a.k.a. Character
• A type of virtual coach or a valuable asset for learners. It is important device presenting an e-learning lesson, guide the learner through the course in different learning activities, for example presenting content for the lesson, posing questions or providing tips, etc.

BLENDING LEARNING

• a.k.a. Hybrid learning
• A learning scenario, where online and face-to-face activities are combined. Individual learning tasks may also combine in-class activities with online activities in rapid succession.

CAMTASIA

• A screen cast, video capture and editing software that is produced by TechSmith.
• Easy-to-use video editing and to apply visual effect and interaction with your audience
CAPTIVATE

- E-learning Software and Authoring Tool that is produced by Adobe
- Help to develop any-screen mobile learning without programming using responsive authoring


COLLABORATIVE LEARNING

An umbrella term for a variety of educational approaches involving joint intellectual effort by students, or students and teachers together. In most collaborative learning situations students are working in groups of two or more, mutually searching for understanding, solutions, or meanings, or creating a product


COST MODEL OF ELEARNING PROJECTS IN UK

The number of man days =

\[32.13 - 0.07X_1 + 0.26X_2 + 0.13X_3 - 0.03X_4 + 0.86X_5 - 7.81X_6\]


DEVISED CUHK COURSEWARE DEVELOPMENT MODEL

- Lecture Capture, broadcast and content management system with learner activities analytics, students can access the content anytime and anywhere
- Capture Options
  - Classroom Capture
  - Personal Capture
  - Carte and edit customized instructional content
- Media Upload
  - Make it easy to upload vast amount of existing content

FLIPPED CLASSROOM
Inverts the traditional educational model so that the content is delivered outside of class, while class time is spent on activities normally considered “homework.”

GAME-BASED LEARNING
A type of game play that has defined learning outcomes

GAMIFICATION
The integration of gaming elements, mechanics, and frameworks into non-game situations and scenarios for training and motivational purposes — has added another level of complexity to discussions surrounding the potential of games to transform teaching and learning

HTML5
The latest standard of web language to make us able to watch different media natively in web browser

IMS ACCESSIBILITY FOR LIP
• a.k.a. ACCUP
• A means of describing and recording preferences so that learners can interact with e-learning resources regardless of disability, hardware or environment

IMS COMMON CARTRIDGE
• a set of open standards, freely available and without royalty, developed by a global industry consortium with over 80 voting members.
• These standards, if followed by content developers and learning platforms, enable strict interoperability between content and systems.
• They also support great flexibility in the type of digital content supported (content can actually be applications) and where such content is located (content and applications in a Common Cartridge can be distributed).
IMS LTI 1.1

- A very simple standard that uses the OAuth1 protocol to integrate an external learning tool, such as a custom programming assignment, into a learning system.
- LTI passes identity and role information from the learning system to the external tools.
- When a student submits work to an external tool, LTI allows the student's score to pass back to the learning system over simple web services.


INSTRUCTIONAL DESIGN

A technology which incorporates known and verified learning strategies into instructional experiences which make the acquisition of knowledge and skill more efficient, effective, and appealing.


INTERACTIVE LEVEL

<table>
<thead>
<tr>
<th>Level</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1: Passive</td>
<td>hyperlinks to web sites, video playback</td>
</tr>
<tr>
<td>Level 2: Limited Interaction</td>
<td>included Lvl 1, e.g. M.C. Drop-down lists</td>
</tr>
<tr>
<td>Level 3: Complex Participation</td>
<td>Included Lvl2, e.g. Drag-Drop, manipulation of graphic objects</td>
</tr>
<tr>
<td>Level 4: Real-Time Participation</td>
<td>Included Level 3, life-like set of complex cues &amp; responses, flight simulators</td>
</tr>
</tbody>
</table>


JIGSAW CLASSROOM

A method of organizing classroom activity that makes students dependent on each other to succeed. It breaks classes into groups and breaks assignments into pieces that the group assembles to complete the (jigsaw) puzzle. It was designed by social psychologist Elliot Aronson to help weaken racial cliques in forcibly integrated schools.


JUST-IN-TIME TEACHING

- a.k.a. JiTT
- A teaching and learning strategy based on the interaction between web-based study assignments and an active learner classroom.


KIRKPATRICK’S FOUR-LEVEL EVALUATION

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Reaction</td>
<td>To what degree participants react favorably to learning event</td>
</tr>
<tr>
<td>2 – Learning</td>
<td>To what degree participants acquire the intended knowledge, skills, and attitudes based on their participation in the learning event.</td>
</tr>
<tr>
<td>3 – Behavior</td>
<td>To what degree participants apply what they learned during training when they are back on the job.</td>
</tr>
<tr>
<td>4 – Results</td>
<td>To what degree targeted outcomes occur as a result of the learning event(s) and subsequent reinforcement</td>
</tr>
</tbody>
</table>

MASTERY LEARNING

Suggests that the focus of instruction should be the time required for different students to learn the same material.


MICRO-MODULES\MICROLECTURES

a.k.a. Micro-Learning
A short recorded audio or video presentation on single, tightly defined topic

MICRO-LEARNING

• a.k.a. Micro-Modules
• A way of teaching and delivering content to learners in small, very specific bursts. The learners are in control of what and when they’re learning


MOBILE LEARNING

Using portable computing devices (such as tablet, PDAs, and smart phones) with wireless networks enables mobility and mobile learning, allowing teaching and learning to extend to spaces beyond the traditional classroom. Within the classroom, mobile learning gives instructors and learners increased flexibility and new opportunities for interaction


MODULARIZATION / MODULARITY

The degree to which a system’s components may be separated and recombined


MOOC (MASSIVE OPEN ONLINE COURSE)

An online course that is freely accessible to anyone and often includes open course materials and opportunities for interaction and collaboration between students.

MOOD BOARD

A type of collage consisting of images, text, and samples of objects in a composition. They may be physical or digital, and can be “extremely effective” presentation tools.


MULTIMEDIA

In the 1993 first edition of McGraw-Hill’s Multimedia: Making It Work, Tay Vaughan declared “Multimedia is any combination of text, graphic art, sound, animation, and video that is delivered by computer. When you allow the user to control what and when these elements are delivered, it is interactive multimedia. When you provide a structure of linked elements through which the user can navigate, interactive multimedia becomes hypermedia.”

NARRATION

The use of—or the process of using—written or spoken words to convey a story to an audience.


SCENARIO/BRANCH LEARNING

• An instantiation of an instructional design model for a given subject and a given kind of situation.
• Basically defines what learners and other actors like the teacher should/can do with a given set of resources and tools.


SIMULATION

An act of imitating the behavior of a physical or abstract system, such as an event, situation or process that does or could exist.


SCORM

• Sharable Content Object Reference Model
• A collection and harmonization of specifications and standards that defines the interrelationship of content objects, data models and protocols such that objects are sharable across systems that conform to the same model.

SECTION 508 ACCESSIBILITY LAWS

The law to eliminate barriers in information technology, open new opportunities for people with disabilities, and encourage development of technologies that will help achieve these goals.


SMOOTHDRAW

An easy natural painting and digital free-hand drawing software and it is free.


SOFTCHALK

• a.k.a SoftChalk Create / Cloud / Private
• Is an authoring solution to easily create engaging eLearning content for delivery in any learning management system “e.g. Blackboard”


SPEECH SYNTHESIS

The artificial production of human speech. A computer system used for this purpose is called a speech synthesizer, and can be implemented in software or hardware products. A text-to-speech (TTS) system converts normal language text into speech; other systems render symbolic linguistic representations like phonetic transcriptions into speech.


STOCK IMAGE (PHOTOGRAPHY)

The supply of photographs are often licensed for specific uses. It is used to fulfill the needs of creative assignments instead of hiring a photographer, often for a lower cost.


STORYBAORD

Invented and developed by Walt Disney Studio in 1933 for Animation production. A film storyboard is essentially ... to help film directors, ... visualize the scenes and find potential problems before they occur.

TIN CAN API

A specification for learning technology that makes it possible to collect data about the wide range of experiences a person has (online and offline).

This API captures data in a consistent format about a person or group’s activities from many technologies.

Very different systems are able to securely communicate by capturing and sharing this stream of activities using Tin Can’s simple vocabulary.


VISUAL EFFECTS

The processes by which imagery is created and/or manipulated outside the context of a live action shot.


WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

Developed through the World Wide Web Consortium process in cooperation with individuals and organizations around the world, with a goal of proving a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.