

Making Sense of Online Learning: A Guide for Beginners and the Truly Skeptical

**Written by Patti SHANK, Amy SITZE, ISBN: 0-7879-6982-6, Paperback, 192 pages,
April 2004, US \$35.00**



Reviewed by Professor Dr. Ugur DEMIRAY

Anadolu University, Eskisehir-TURKEY

TABLE OF CONTENTS

**Author Information
List of Tables and Figures**

INTRODUCTION: GETTING THE MOST FROM THIS RESOURCE

**Who Should Read This Book?
Who Should Not Read This Book?
Who Are the Authors?
How Is This Book Organized?
Frequently Asked Questions (FAQ)**

1. TAKING THE LEAP

**What Is Online Learning?
Where Has Online Learning Come from and Where Is It Going?
When Does Using Technology for Learning Make Sense?
How Can I Tell Whether My Organization Is Ready?
What Is Good Online Learning?
What Skills Do I Need?
How Do I Stay Sane?
Resources.**

2. WHAT ABOUT LEARNING?

**What Is Learning?
What Is Instruction?
What Activities Should Be Included in Instruction?
How Do I Select Interactions and Activities?
Conclusion.**

3. THE LANGUAGE OF ONLINE LEARNING:

HOW TO SPELL HTML

**How to Speak the Right Language.
What Are the Most Common Terms That Are Misunderstood by Folks New to This Field,**

and What Do They Mean?
New Terms and Technologies.
Conclusion.

4. DESIGNING FOR THE WEB

Does Traditional Instructional Design Work for Online Learning?
How Do I Design with the User in Mind?
How Do I Make Things Easy to Find on My Site?
How Do I Make Sure the Site Is Easy to Navigate?
Conclusion.

5. TOOLS AND TECHNOLOGIES FOR ONLINE LEARNING

PART 1: DEVELOPMENT

How Do I Build Online Learning?
What Are the Most Common Tools Used for Building Online Instructional Materials?
What Do I Need to Know to Get Started?
What Are Some Technologies I Need to Know About?
Conclusion.

6. TOOLS AND TECHNOLOGIES FOR ONLINE LEARNING

PART 2: INFRASTRUCTURE

What Is Learning Infrastructure?
What Tools Can I Use to Track Learners and Courses?
What Tools Can I Use to Keep Track of Online Content?
What Are Learning Objects, and How Do They Relate to Tracking and Managing Online Content?
What Are Learning Standards?
Conclusion.

7. EVALUATING ONLINE LEARNING

What Is Evaluation?
What Aspects of Online Instruction Should I Evaluate?
What's the Difference Between Assessment and Evaluation?
How Do You Evaluate a Course or Program?
How Can You Evaluate Online Learning?
Conclusion.

CONCLUSION

REFERENCES

INDEX

ABOUT THE AUTHORS

ABOUT THE AUTHORS

Patti SHANK

Patti Shank is the managing partner of Learning Peaks, an instructional technology consulting group that helps organizations optimize their online/distance education initiatives. She's listed in *Who's Who In Instructional Technology*, is a popular speaker at training and instructional technology conferences, and has contributed numerous chapters to training books. She was an award-winning contributor for *Online Learning Magazine* and winner of a 2002 EDMEDIA award.

Amy SITZE

Amy Sitze is a journalist and editor who has held leadership roles at several business and technology magazines, including three years as editor of Online Learning Magazine.

[PRINT](#)

[RETURN](#)