

When is eLearning Appropriate?

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eLearning is a very popular term these days. It seems that every organization is considering delivering its training in some electronic format. But is there real value in going this route? Here are the pros and cons of eLearning.

PROS:

- If you have a large number of participants
- If your participants are geographically dispersed
- If the topic is short – say under an hour – or if it can be divided in to short, 20 minute modules
- If the information in the topic changes frequently, it is easier to update in this format
- If the learners are able to access the eLearning (they have readily available computers)
- If you need to have information disseminated quickly
- It CAN be done simply via PowerPoint and voiceovers

CONS:

- It can take much more time to develop than a classroom based course due to the coordination of media
- When learning is distributed electronically it is up to the individual learner to partake
- Your organization may or may not have the appropriate technological equipment (do all computer have speakers, do all learners have ready access to a computer?)
- Often skills that require interactivity – such as giving feedback – are not appropriately delivered using one way communication such as found in eLearning

As with all things, there are pros and cons to implementing eLearning within your organization. If you feel the Pros outweigh the Cons and you are looking to move to this type of distribution for your training. Be sure to check out **Jane Bozarth's book *eLearning Solutions on a Shoestring***. Because, while creating eLearning CAN be expensive – it doesn't have to be.