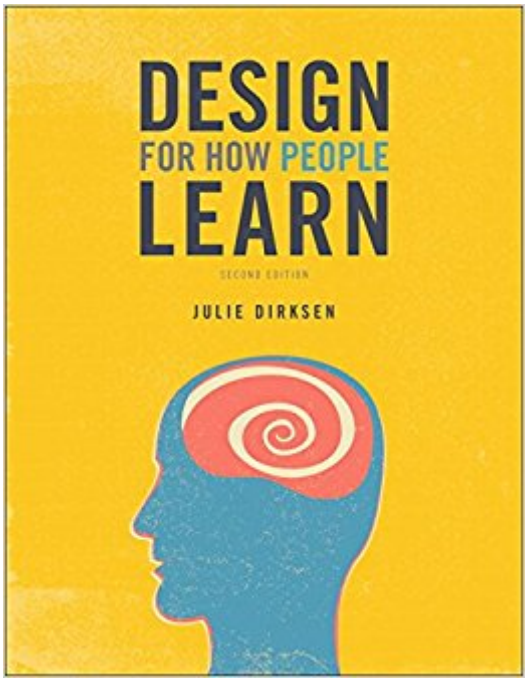
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Design For How People Learn (2nd Edition) (Voices That Matter)



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Synopsis

Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. Ã Â In Design For How People Learn, Second Edition, you'll discover how to use the key principles behind learning, memory, and attention to create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for evaluating learning, such as how and when to use tests. Using accessible visual metaphors and concrete methods and examples, Design For How People Learn, Second Edition will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience.

Book Information

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Customer Reviews

Dirksen has packed an immense amount of useful information into a small, organized space. I've worked in the industry for 14 years, and was pleasantly surprised to find that some of these pages

serve well as a helpful checklist to make sure you've covered everything you need to in your project. Using the information in this book will streamline your development process, and will appeal to a wide audience of designers and developers with its humorous writing style and clean, clever illustrations.The book is packed with exercises and images that help clarify understanding more than the typical reference book. The format of the book itself serves as a reminder of how to create a great learning experience. I found myself enthusiastically creating new project design assets based on the ideas in this book.Dirksen covers everything from problem identification and how to determine whether you have a skills, environment, motivation or knowledge gap, to how to design the best learning solution based on the type of gap you're facing. She simplifies how memory works to make it understandable, offers simple questions and tools to engage the brain and to determine how proficient you want your learners to be on any given topic.Many of us have read volumes on creating effective learning experiences, and if you want to delve deeper, you can always check out the rich reference sections in this book, but you'll probably find that's just a bonus. Newbies and seasoned professionals alike can significantly improve their projects by using the details and pages from this book as a guide and as a continuous reminder of how to create great learning experiences.

The only reason I am giving this book a 4 rating and not 5, is because it's a "do it" book and not just a "read it" book.As I implement stuff from this book I know I will upgrade the rating to 5 as I can now see how implementing simple concepts can make the learning process so much more fun and "stickable"! The writing in the book is simple and has minimal jargon to help readers who are new to Instruction Design (as myself). I went through the whole book quickly to see the coverage and take down notes, and will start re-reading as I implement my own learning project. Simple illustrations along the way help in making the subject-matter light and breezy, instead of feeling like a heavily loaded textbook. I would definitely recommend this to anyone wanting to learn or revise the basic building blocks of instruction design.

Really Enjoyed this book. She really goes through great lengths to help you (the teacher) better understand your students needs and motivations for learning whatever content you are trying to deliver to them. I definitely plan on keep this in my reference pile to come back to.

As an experienced classroom instructor, much of the material in this book was a part of my intuitive understanding of good practices. But it was helpful to find that intuition expressed in crisp,

well-written, easy to read ideas.For example, the section on motivations of students rang true, and I also got some interesting new options for discovering and dealing with varying motivations.The book is heavy on visuals to deal with different reader learning styles, and to help retention. A minor flaw - in the quest to find so many visuals, I found a few to be generic or even irrelevant. But most of them were good choices.I'm producing a video courseware series - in fact the first module has been out a while. An instructor can get by with just knowledge and enthusiasm during in-person training, but I found that video training requires more planning, thought, design, and structure. I have gotten quite a few ideas and techniques from this book for my next go round.

This is an excellent book for those who need to understand how adults learn and the best designs to tap into effective learning and retention. Excellent tips and discussion of effective approaches. My department is now using this as one of their resources when we hire new staff.

Buy it, read it, live it. I have personally recommended this book to 5 people who each read it and started buying copies for their staff. A must for anyone who ever has to train anyone to do anything.

If you're in a company interested in putting your training online or anywhere, read this book. Dirksen does a great job explaining the principles of how to design effective training, especially in a work environment. It's also a great review for experienced trainers and designers. Even better, it's a quick read with some effective anecdotes.

One of the best books/resources I've read on creating educational materials and programs. The writing style is fun and very informative. She uses the skills she's teaching in the book design.

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