

Educational Media: Evaluating the Learning Experience

Pre-Conference Workshop



E-learning expert **David Guralnick** is visiting Åbo Akademi University, Vasa, to host this workshop and to speak at the *Eyes on User Experience 2009 Conference*.

Please join us on **Tuesday, November 10th 2009**

MediaCity (B6), Åbo Akademi University, Strandgatan 2, Vasa

Workshop Schedule:

10.00-12.00	Workshop
12.00-13.00	Lunch
13.00-15.00	Workshop

The workshop theme is educational media, with special focus on how to evaluate the learning experience of the end-user. The workshop format will be a mix of discussions of evaluation targets in relation to contexts, group work on how to design evaluation instruments, as well as hands on evaluating of various educational media.

More information available at:

<http://www.mediacity.fi/eyesonux>

<http://eyesonux.ning.com>

The Workshop is free of charge, but requires registration.

Please register to annika.wiklund@abo.fi by Oct 15th

Dr. Guralnick is president of New York-based Kaleidoscope Learning; president of the International E-Learning Association; chair of ASTD-New York's E-learning Special Interest Group; a regular keynote speaker at international conferences; chair of the International Conference on E-Learning in the Workplace; Senior Editor of the International Journal on Advanced Corporate Learning; and an Adjunct Professor at Columbia University. His work has been featured in *Wired* magazine, *Training* magazine (as an Editor's Choice), and the *Wall Street Journal*, and he is the recipient of numerous e-learning design awards.

*The workshop is one in a series of workshops to be arranged by MediaCity at Åbo Akademi in Vasa, in collaboration with Vaasa University. MediaCity is specializing in researching **The Experience of Media and Technology**, having a cross-disciplinary perspective on human interaction with media content and interactive products.*

Please forward this announcement!
