

30 MEDIA

ANSWERS—QUIZ 1

1. a
2. a
3. b
4. b
5. d
6. b
7. Expert, mentor, and facilitator are three roles the trainer can use.
8. Management must consider what the expenditure will buy, how quickly the material will be outdated, how it will be used, and how many students will view it.
9. Titles, lists, organization charts, and tables are the four styles of text charts.
10. Some advantages are: programs can be tailored for each audience; the user can integrate words, pictures, video, and audio; such programs allow for automatically generating handouts of the presentation so that the audience can follow and take notes as needed.
11. Some criteria to be considered when evaluating media materials are appearance, audio, and props. Did the media help make the presentation more clear? Did it reinforce what was being taught?
12. Trainers should consider using a production firm specializing in translations to do voice-overs, or narration, for the video. For maximum effectiveness, use a competent, experienced organization that is sensitive to nuances of language and cultural differences.

ANSWERS—QUIZ 2

1. b
2. b
3. a
4. c
5. a, c
6. b
7. A medium is a channel of communication. It can be anything that carries information between a source and a receiver.
8. These factors include the number of showings, how many people will be delivering the training, size and composition of the audience(s), degree of customizing, and the importance of the message.
9. The advantages of videos and DVDs for technical

training include the following:

- it allows for the job site to be brought to the classroom
 - it is an easy-to-use and familiar format
 - it provides instant replay
 - it is a readily available format
10. Conceptualization and simulation are two types of interactive materials often stressed in computer learning.
 11. Aerospace, electrical, firefighting, and NASA are industries that have used simulations in training.
 12. Three advantages of interactive training are reduced learning time, reduced delivery costs per student, and reduced risk.
 13. The benefits of computer-based training include more efficient learner-centered training; more timely training; and an increased student-to-instructor ratio. Drawbacks include the cost and time necessary to develop or purchase high-quality training based on specific training needs; its standardization (if used without an instructor, students may learn to respond with the “correct” answer but not understand the answer); and its impersonal nature.
 14. Trainers can choose to use computer-managed training with computer-based training. Under computer-managed training, computers monitor students on their learning time, attendance, and participation; the training materials students have used; tests taken; and the final results achieved. The computer can keep track of how a student performs and suggest additional materials or extra drill, if the performance needs improvement. If some students complete the modules ahead of schedule and are ready for a higher level of training, the computer can generate a list of names for the instructor’s review.

ANSWERS—CASE STUDY

1. To get the most out of training, managers must establish clear objectives early in the development of training programs. Once they know what they need to accomplish, they can begin to concentrate on the details of how to achieve the objectives.
2. The four components of behavioral objectives are as follows: (1) audience: describes learner characteristics; (2) behavior: describes what learners must do to

demonstrate mastery; (3) condition: describes what learners will and will not be given to perform behavior; and (4) degree: describes how well learners must perform (standard performance).

3. Management must consider what the expenditure will buy, how quickly the material will be outdated, how it will be used, and how many students will view it.