



Emergency Operations Training Academy

Operated by EG & G Technical Services, Inc.

Media Selection Guide

Date: _____

Course Name: _____ Course Number: _____

Instructions

Complete the rating scale as follows:

1. Consider each factor on the rating scale in regard to its importance to the situation you are analyzing, using the key provided.
2. Complete the instructions at the end of the rating process.

Rating Scale

5 = Very important consideration

4 = Important consideration

3 = Neutral consideration

2 = Unimportant consideration

1 = Not a consideration at all

Instruction and

Student Factors

1 2 3 4 5

Content requires interactivity (computer).

1 2 3 4 5

Incidental learning may occur.

Considerations

Does the content involve Computer software, simulation, or practice? Computer-based training simulations can facilitate learning.

Do you need to control for incidental learning?

Suggested Media

Computer-based
Web-based

Instructor-led
Distance broadcast /Video teleconference

Instruction and Student Factors

1 2 3 4 5

Collaborative learning is desired.

1 2 3 4 5

Content requires interactivity (human).

1 2 3 4 5

Audience requires motivation.

1 2 3 4 5

Audience requires convenience, training at or near the work site.

Considerations

Do group learning experiences, including opportunities to build relationships or share information, need to occur?

Will participants gain interpersonal and communication skills from immediate feedback from an observer about their performance? To what extent do the learners need to use or demonstrate interpersonal or communication skills, such as presentation, teamwork, leadership, or facilitation?

How motivated are the learners? (*Note: self-instruction or distance education requires higher intrinsic motivation for successful learning.*)

Is time away from work not possible because of work schedules, project requirements, variable shifts, or time-sensitive performance?
Are participants dispersed and require decentralized training?

Suggested Media

Instructor-led
Distance broadcast
Video teleconference
Web-based

Instructor-led
Distance broadcast
Video teleconference

Instructor-led
Videotapes
Web-based
Distance broadcast

Computer-based
Video teleconference
Performance support
Web-based

Instruction and

Student Factors

1 2 3 4 5

Audience has limited access to required technology.

1 2 3 4 5

Audience has limited access to required expertise.

1 2 3 4 5

Students are resistant to new media.

1 2 3 4 5

There is an immediate need for application of expertise to the job.
Employees must review the information frequently.

Considerations

What technology is available?
Is there a barrier to technology?

Is there limited expertise that must be leveraged across the organization?

How receptive is the audience to using a new medium?
To what extent does attitude toward lecture style help or hinder learning?
(Note: learners often enjoy instructor-led training because it allows them to be with other learners. Although they enjoy it, they may learn less. They may fear technology, may have experienced only mainframe CBT, or may not want to spend more time at a computer screen. Take that fear into account and move toward a technology solution whenever possible.)

How critical are the knowledge or skills to performance of job-related tasks?

Suggested Media

Audio teleconference
Instructor-led
Computer-based

Computer-based
Distance broadcast
Videotapes
Web-based
Video teleconference

Instructor-led

Performance support

Instruction and

Student Factors

1 2 3 4 5

Wide variation in entry-level background knowledge

Considerations

How wide is the gap in entry-level knowledge?
(Note: CBT can branch users to various levels of training.)

Suggested Media

Computer-based

Cost Factors

1 2 3 4 5

Content has a short shelf life or is changing rapidly.

Considerations

Is the content stable? Is it still under construction or development? How does the stability of the content affect frequency of revision? How difficult is it to make revisions using this medium? Revisions to audiotapes, videotapes, and CBT are time consuming and expensive.

Suggested Media

Video teleconference
Audio teleconference
Web-based
Distance broadcast
Instructor-led

1 2 3 4 5

Global audience with multiple cultures or languages

Will reading, hearing, or understanding English be difficult for audience members?
Are there varying levels and types of information need?
(Note: a variety of non-print media can deliver text, graphics, sound, and motion while allowing for learner control.)

Computer-based
Distance broadcast
Videotapes

1 2 3 4 5

Materials must be available in a variety of formats.

Do you need to repurpose materials? *(Note: video can be reused in a variety of media. Electronic media can be delivered in a variety of formats.)*

Videotapes
Distance broadcast
Video teleconference
Computer-based

Cost Factors

1 2 3 4 5

Fewer than two hundred people per year need training or support

1 2 3 4 5

More than two hundred people per year need training or support.

1 2 3 4 5

Must train large numbers of employees quickly.

1 2 3 4 5

Compressed training time is required.

1 2 3 4 5

Must keep development cost per hour of instruction low.

Considerations

Is the target audience small in number?
 What is the projected size of the audience over the expected shelf life of the training?

Is the target audience large in number?

How quickly must the intervention be developed? How much time is available to build, buy, or review products?
 For shortened time frames, consider buying or revising existing products.

Is it important to reduce the time participants spend in training?
(Note: CBT has typical training compression ratios of 50–70 percent.)

What is the cost per learner for developing or acquiring this medium?

Suggested Media

Performance support
 Instructor-led
 Video teleconference
 Audio teleconference

Distance broadcast
 Computer-based
 Videotapes
 Audiotapes

Video teleconference
 Audio teleconference
 Audiotapes
 Instructor-led
 Distance broadcast

Performance support
 Computer-based
 Distance broadcast
 Self-paced workbook

Video teleconference
 Audio teleconference
 Distance broadcast

Cost Factors

1 2 3 4 5

Must keep travel expenses low.

Considerations

Is travel a barrier due to budgets, distance, and business considerations?
How can travel expenses be reduced?

Suggested Media

Performance support
Computer-based
Web-based
Distance broadcast
Self-paced workbook
Computer teleconference
Audio teleconference
Videotapes
Audiotapes

1 2 3 4 5

Must keep implementation, delivery, maintenance costs low.

Performance support
Computer-based
Video teleconference
Audio teleconference
Self-paced workbook

1 2 3 4 5

Testing, evaluation, or tracking of student performance is necessary.

Can the assessment be self-scored?
Is certification necessary?
(Note: assessment of interpersonal and communication skills requires observation. Some observation requires a trained expert.)

Self-paced workbook
Computer-based
Web-based
Distance broadcast
Instructor-led

1 2 3 4 5

Tracking course completion is necessary.

Can media assess course completion?

Computer-based
Distance broadcast
Instructor-led

1. In column 1, enter each suggested medium with a rating of 4 or 5. If there is more than one medium suggested for each factor, list each medium in a separate box.
 - a. Count the number of occurrences of each medium in column 1.
 - b. Record the results in column 2.
2. In column 3 record the media from highest occurrence to lowest occurrence as it appears in column 2.
3. In column 4, enter each suggested medium with a rating of 1 or 2. If there is more than one medium suggested for each factor, list each medium in a separate box.
 - a. Count the number of occurrences of each medium in column 4.
 - b. Record the results in column 5.

NOTE: Do not record any 3 ratings.

4. In column 6 record the media from highest occurrence to lowest occurrence as it appears in column 5.
5. Eliminate from consideration any media that appears higher on the list in column 6 than in column 3.
6. Circle the media that remain, as they are most probably the ones to use in this situation.

EXAMPLE

Column 1	Column 2	Column 3 Most Desirable	Column 4	Column 5	Column 6 Least Desirable
Medium rated 4 or 5	Number of times each medium is listed	Media list from most to least	Medium rated 1 or 2	Number of times each medium is listed	Media list from most to least
Audio Tapes	/	Computer-based	Audio Tapes	///	Audio Tapes
Audio Teleconf	/	Distance Broadcast	Audio Teleconf	///	Audio Teleconf
Computer-based (CD-ROM)	//// //	Instructor Led	Computer-based (CD-ROM)	//	Computer Teleconf
Computer Teleconf	//	Step 5	Computer Teleconf	///	Computer Based
Distance Broadcast	////		Distance Broadcast	/	Inst Led
Instructor Led	///		Instructor Led	//	Dist beast

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Audio Tapes			Audio Tapes		
Audio Teleconf			Audio Teleconf		
Computer-based (CD-ROM)			Computer-based (CD-ROM)		
Computer Teleconf			Computer Teleconf		
Distance Broadcast			Distance Broadcast		
Instructor Led			Instructor Led		
Performance Support			Performance Support		
Self-Paced Workbook			Self-Paced Workbook		
Video Tapes			Video Tapes		
Video Teleconf			Video Teleconf		
Web-based			Web-based		

Additional considerations:

1. Rather than selecting the medium based solely on its order in column 3, a level of interpolation is required to find the best delivery medium. For instance, consider the following results.

Column 1	Column 2	Column 3 Most Desirable	Column 4	Column 5	Column 6 Least Desirable
Medium rated 4 or 5	Number of times each medium is listed	Media list from most ticks to least	Medium rated 1 or 2	Number of times each medium is listed	Media list from most ticks to least
Audio Tapes	/	Distance	Audio Tapes	/	CBT
Audio Teleconf	/	VTC	Audio Teleconf	/	Distance
Computer-based (CD-ROM)	///	Instructor Led	Computer-based (CD-ROM)	////	VTC
Computer Teleconf	//	CBT	Computer Teleconf	///	Video tape
Distance Broadcast	///		Distance Broadcast	///	Web-based
Instructor Led	////		Instructor Led	//	Audio Tape

CBT is rated much higher in the least desirable column (6) than in the most desirable column (3) therefore it should be given less consideration.

Distance learning is rated higher in column 3 than column 6.

Video Teleconference (VTC) is rated higher in column 3 than column 6. VTC can be equated to Interactive Television.

Instructor led is also a high consideration.

Taking all of these factors into account the best delivery medium is ITV (if the technology is available).

2. Hybrid CD-ROM/Web-based training is also a consideration for distance learning.

3. Multiple delivery media for a course may be based on the process decision aids included in this packet.