

KIRKPATRICK'S 4 LEVELS OF EVALUATION

It is important to measure the effectiveness and impact of your elearning course. Donald Kirkpatrick's 4 Levels of Evaluation aids instructional designers in evaluating the success of their course by asking these questions.



REACTION



Did learners enjoy the training?

The degree to which participants enjoyed, engaged, and related the learning to their jobs.

LEARNING

Did learners gain new knowledge or skills?

The degree to which participants acquire the intended knowledge, skills, or attitude, based on the training.



BEHAVIOR



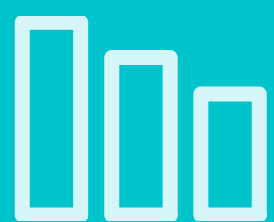
Did learners change their behaviors?

The degree to which participants applied what they learned from the training, to thier jobs.

RESULTS

Did training achieve the desired results?

The degree to which targeted outcomes occured as a result of the training, course, or aids.



**SOURCE: THE ELEARNING
DESIGNER'S HANDBOOK**