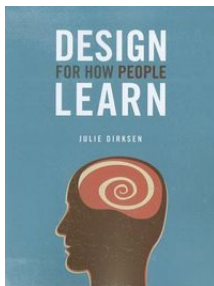


# DESIGN FOR HOW PEOPLE LEARN

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...



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### Design for How People Learn

Author	Julie Dirksen
Original Book Format	Paperback
Number of Pages	259 pages
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## Peek Inside the Book

Dan Ariely, a behavioral economist, did an experiment in which people were paid to make LEGO shapes a small sum for each shape they created. In one group, each LEGO shape was displayed prominently when it was completed, and in the other each shape was broken back apart in front of the person, and the pieces dumped back in the bins to be re-used (Ariely 2008). Participants in the first group made significantly more shapes than people in the second, even though the financial rewards were exactly the same. Julie Dirksen,...

## Reader's Opinions

This was a good introduction to designing content for adult learners, particularly a good starting space for someone like me - new in the world of teaching, and, gasp, college students! This book is more aimed towards corporate learning environments than the classroom, but...