

C O N T E N T S

List of Figures and Tables	xiii
Acknowledgments	xvii
Introduction: Getting the Most from This Resource	xix
PART ONE Multimedia Needs Assessment and Analysis	1
1 Introduction to Multimedia Needs Assessment and Front-End Analysis	3
2 Needs Assessment	6
3 Front-End Analysis	15
4 Audience Analysis	18
5 Technology Analysis	22
6 Situational Analysis	28
7 Task Analysis	31
8 Critical Incident Analysis	36
9 Issue Analysis	39
10 Objective Analysis	42
11 Media Analysis	55
12 Extant Data Analysis	73

13	Cost Analysis	77
14	Rapid Analysis Method	81
PART TWO	Multimedia Instructional Design	91
15	Introduction to Multimedia Instructional Design	93
16	Project Schedule	104
17	Project Team	109
18	Media Specifications	116
19	Content Structure	129
20	Configuration Control	153
PART THREE	Multimedia Development and Implementation	159
21	Introduction to Multimedia Development	161
22	Common Development Components	171
23	Developing Computer-Based Learning Environments	181
24	Developing Internet, Intranet, Web-Based, and Performance Support Learning Environments	190
25	Developing Interactive Distance Broadcast Environments	214
PART FOUR	Multimedia Evaluation	221
26	Introduction to Multimedia Evaluation	223
27	Purpose of Evaluation	227
28	Evaluation Strategy	232
29	Evaluation Plan	235
30	Measures of Validity	245
31	Instrument Development	252
32	Collecting and Analyzing Data	265

APPENDIX A	Project Management and Xegy™ Case Studies	269
APPENDIX B	Assessment and Analysis	286
APPENDIX C	Development and Implementation	319
APPENDIX D	Evaluation	322
APPENDIX E	Tools	342
References		429
Index		433
About the Authors		443
How to Use the CD-ROM		445