A Suggested Methodology for Evaluating the Effectiveness of Lynda.com

Training Resources as a Course Instruction Supplement

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Using lynda.com to Supplement Classroom Instruction

Introduction

Statement of the Problem

Lynda.com is a popular resource for online training video tutorials. In recent years, the lynda.com Online Training Library® has been used as a resource by several universities as a supplement for course instruction. These partnerships between lynda.com and universities seem to be beneficial to both parties based on the reactions of students, instructors, and lynda.com employees; however, there has been little scientific research on the effectiveness of these partnerships.

Purpose of the Study

The purpose of this paper is to provide a brief literature review of lynda.com and the suggested model for evaluating the effectiveness of lynda.com training resources in a university setting. This paper will also propose a methodology for conducting a study to evaluate the following five research areas:

1. Student reactions to lynda.com resources provided by the university

2. Instructor reactions to lynda.com resources provided to students by the university

3. Skills and knowledge gained by students who accessed lynda.com training resources

4. The effect lynda.com training has on students' academic work

5. The effect lynda.com training resources has on the university

Literature Review

This literature review will provide a brief background of lynda.com and the training resources it provides. The potential uses of lynda.com in a university setting will also be discussed as well as a brief background of the Kirkpatrick model for training evaluation.

Lynda.com

Lynda.com is currently the leading online video training resource for instruction in web design, digital photography, digital video, audio, 3D, and animation (Anonymous, 2010). Founders Lynda Weinman and Bruce Heaven launched the subscription-based Online Training Library® at lynda.com in 2002. Since then, lynda.com has grown to offer tens of thousands of instructional video tutorials to over 10,000 subscribers (lynda.com, 2011). In March of 2010, lynda.com released an app for mobile devices such as the iPhone and iPad making it possible for learners to access of the video content at lynda.com from almost anywhere (Wireless News, 2010).

The Online Training Library® format follows a similar format to any college-level multimedia course. Courses are specific and usually deal with one use for a software application. Courses can vary in length; however, most range between 5 and 8 total hours. All of the courses are broken down into chapters and then into specific topics within the chapter. These topics are then broken down into 2 to 10 minute segments.

There are two subscription options for the Online Training Library®. Individual users can pay either monthly or yearly for unlimited access to all of the courses and resources available through the website.

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