

A Descriptive Analysis of Evaluation Models for Distance Education Courses, which Utilize the Television as the Delivery Mode: Implications for Evaluating Broadcasts in Literacy Skills for Adults in Marginalized Groups in the DE9 Countries

ABSTRACT

The study performs a descriptive analysis of existing evaluation models currently being utilized for the purpose of evaluating the teaching effectiveness of distance education courses, which use the television as the primary delivery mode. The evaluation models included in the purposive sample were collected from institutions throughout the world that specialize in the development and delivery of distance education courses. The study is based on the assumption that what is common amongst these institutions is good.

The review of literature identified several issues in evaluation. These issues were the respective roles of summative and formative approaches, utilizing subjective and objective measures, the appropriateness of the evaluation criteria to programs designed for an adult learner, and the applicability of the evaluation criteria to programs offered by “open” schools and universities.

A series of matrices were developed to gather and display the data relative to each issue. The categories (rows) and themes (columns) for the initial matrices were extracted from the review of the literature. Typical of qualitative research, conclusions were drawn throughout the analysis process, which caused the researcher to develop subsequent matrices for purposes of verification. Ultimately, the frequencies of evaluation criteria and/or activities which occurred in the eleven models, included in the sample, led to conclusions as to what is common in evaluation among those institutions.

The results of the analysis provided a basis for the development of an evaluation model which is recommended for use in the Distance Education Initiative for the Nine High Population Countries (DE9). The model will measure teaching effectiveness of distance education courses in literacy skills, which target adults in marginalized groups and utilize the television as the delivery mode.