Evaluation of Multimedia-based Delivery Methods in the Learning Continuum – Kirkpatrick's Level One

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There are many types of multimedia-based delivery methods in the learning continuum. Although there were some successes, none of the technological enhancements provided the results as the educators had hoped for. This study details and demonstrates the use of Kirkpatrick's Level One Evaluation to evaluate the effectiveness of using technology in the classrooms of higher education. This study adopted a case study research methodology. It was an experimental design whereby a randomised posttest only control group design was used. The teacher-centred (face-to-face instruction with Powerpoint slides) and student-centred (web-based modules) delivery methods have been used in this research. Specifically, an evaluation was conducted to look at students' perceptions and reactions of the different types of delivery methods in the Faculty of Information Technology, Multimedia University. As such, this study hopes to seek the implementation of various multimedia-based delivery methods in the learning continuum and their effects on the students' learning process and evaluate the effectiveness of using the technology in the classrooms based on Kirkpatrick's principles of learning evaluation. The scope of the findings that will be described is based on level one of the four levels of Kirkpatrick's levels of evaluation.