

**Exhibit 3.2. Four Levels of Web Use by Learners.**

Level of Web Use	Considerations for This Level
1. Learner is new to the Web	You may need to teach them how to use the Web before you use the Web to teach them. These learners will find it difficult to learn a skill while also learning how to use the technology that is teaching them that skill. You will want to make sure the technology itself is not a roadblock to learning and competence.
2. Learner is accustomed to CBT	This group equates computer-based learning with self-paced learning. They may not know how to learn collaboratively. As Butler (1997, p. 422) has noted, these learners may not “have experience as active participants in public ‘discussions’; hence, they may not consider issues such as quality, content appropriateness, and intellectual property.” In addition, it may not occur to them that they can contact a real person to get help in a computer-based learning environment, which is possible with Web-based chats, discussions, and e-mails.
3. Learner experienced with Web technology	This group probably will know how to learn from the Web, and may go browsing in places you never imagined. This is good if you have given them the capability to link what they find into the Web learning site. This is not good if your site does not easily allow them to find their way back to the learning environment. This group may also know so much about Web technology that they are compelled to comment on the information architecture, user interface, and other elements of your site’s design, rather than focusing on the learning that they are supposed to get from it. If your audience falls into this category, make sure you provide a “feedback” or “contact us” mechanism.

4. Learner prefers to browse with graphics off	This group knows how to use the Web, but has a preference for text only. Or they may work in an environment such as a remote location with a slow network that makes downloading graphics difficult. Restrictions on graphics will affect both your instructional strategy and your Web site design, so it is important to determine early on if graphics can or will be used by your learners.