

Exhibit 8.2. A Model for Web Learning Activities.

Type of Learning Activity	Definition	Web Learning Activity Examples
Discovery	Learners identify the general scope and content of a company's problems and opportunities.	<ul style="list-style-type: none"> • Search the Web for information on the market that your company is in, and describe the problems and opportunities that the industry as a whole is facing. • Join the Customer Service department's Web chat room and analyze customer issues and complaints about current products.
Invention	Learners develop ideas and approaches to solve problems.	<ul style="list-style-type: none"> • Access a competitor's Web site and evaluate how, or if, its products have solved a particular problem that your company or the industry is facing. • Moderate an asynchronous discussion about the problem with some of your company's strategic thinkers.
Production	Learners apply ideas and approaches to meet workplace requirements.	<ul style="list-style-type: none"> • Create a marketing plan for a product that will address the problem you identified. Publish it on the company intranet. • Ask senior marketing managers to comment on the plan by using an HTML editor so that readers can see who made which comments.
Generalizing	Learners document, interpret, and disseminate their competence using groupware, training, apprenticeships, and other transfer methods.	<ul style="list-style-type: none"> • Document the strategy that you used to investigate the problem and publish it on the company's intranet. • Create an asynchronous Web "class" for new employees in the marketing department so that they can learn your methodology and discuss it with you.

Source: Types and definitions from Snyder, 1997, p. 10.