

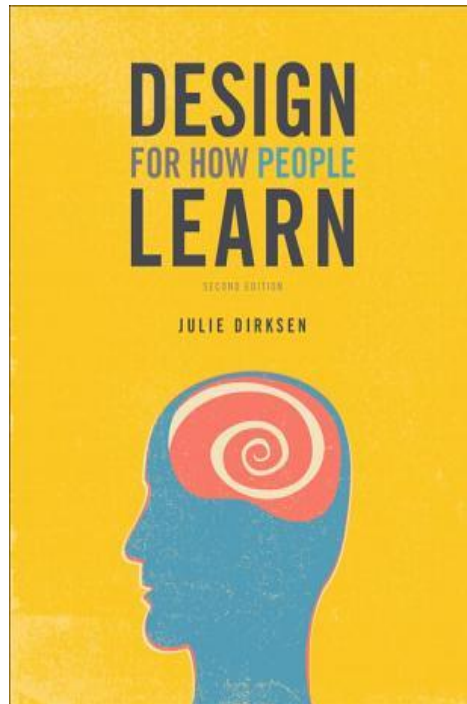
# DESIGN FOR HOW PEOPLE LEARN

SECOND EDITION

JULIE DIRKSEN



## \* Design for How People Learn \*



### Books Details

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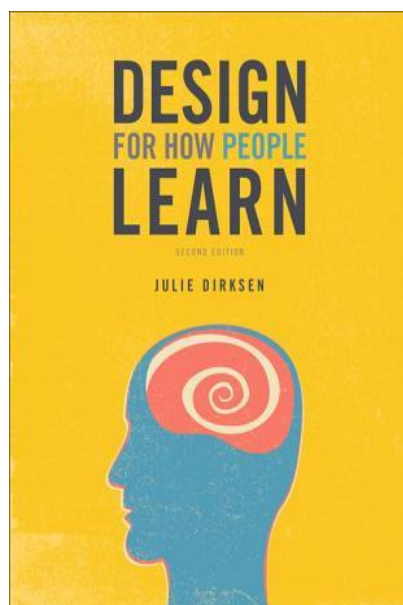
### Books Descriptions

Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. In *Design For How People Learn, Second Edition*, you'll discover how to use the key principles behind learning, memory, and attention to

create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for



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