

THE FOUR LEVELS

The Four Levels of Evaluation, as expressed by Donald Kirkpatrick's well-known model:

Level 1 Evaluation: REACTIONS

Evaluation at this level measures participants' reaction to the learning. Did they like it? Did they feel that they learned from it? Did they understand it? Do they see potential in using the information?

Level 2 Evaluation: LEARNING

At this level, the program is assessed in terms of what learners were able to learn. Since it's what they actually learned, not just what they think they learned, it usually takes the form of a test. Can they produce evidence of learning (pass a test, demonstrate a technique)?

Level 3 Evaluation: TRANSFER

Evaluation at this level has to do with whether learners are using what they learned in training. After time has passed, have they used/or applied the new information/skills?

Level 4 Evaluation: RESULTS

At this level, the effect of the training on the bottom line is measured (increased sales, greater productivity, dollars saved, control group study).

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