

e-Learning Lingo Podcast Defines “Vector Graphics”

Waltham, Massachusetts –May 28, 2009

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Announcer: The e-Learning Lingo Podcast.

Mary Kay Lofurno: Hello, this is Mary Kay Lofurno, Marketing Director here at SyberWorks. And, welcome to the 94th episode of the e-Learning Lingo Podcast series. Last week, Dave Powell talked about “vector graphics.” This week, Dave defines “force field analysis.” So I ask you, do you know your e-learning lingo?

[theme music]

Mary Kay: OK Dave, so tell us about force field analysis?

David Powell: Force field analysis is a decision making tool developed by the German-American psychologist Kurt Lewin. The process involves considering and evaluating all of the forces for and against a plan to reach the best decision.

Mary Kay: Where is the tool used Dave?

Dave: Force field analysis were originally used in the areas of social science and psychology. They have since been adapted for use in organizational development and process change management.

Mary Kay: Sounds good Dave. Have a great afternoon.

Dave: You too Mary Kay, talk to you soon!

Mary Kay: This is Mary Kay Lofurno, Marketing Director at SyberWorks. Thanks for listening to episode 94 of the e-Learning Lingo Podcast. This week, Dave Powell talked about force field analysis. The episode 94 podcast audio and transcript will be posted on the e-Learning Lingo Podcast blog.

Next time on the e-Learning Lingo Podcast, we will talk about a term used in electronic communications. Until that time, have a great week.

Announcer: SyberWorks Podcast. Learn any time, any place.

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