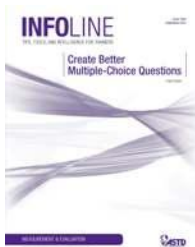


# ASTD CONTENT TO GO

A newsletter with information that's hot off the press

SEPTEMBER 2010

## *Infoline*



Learn how to develop *defensible* multiple-choice assessments in September's *Infoline*, "[Create Better Multiple-Choice Questions](#)" by Patti Shank (\$10 for members, \$12 for nonmembers). This new publication provides guidance for writing well-written multiple-choice questions and avoiding the most common mistakes. In this issue, you will learn ways to reduce or eliminate the common language problems that make multiple-choice questions unclear, confusing, or ambiguous; build different types of multiple-choice questions; and test your questions before using them with learners. This issue is also available as a PDF download (\$19.95 for members, \$24.95 for nonmembers).

## *The New Social Learning*



If you haven't figured out by now, social media is revolutionizing workplace learning. People have always learned best from one another—social media enables this to happen unrestricted by physical location and in extraordinarily creative ways. The book by Tony Bingham and Marcia Conner explains why social media is the ideal solution to some of the most pressing educational challenges organizations face today, such as a widely dispersed workforce and striking differences in learning styles, particularly across generations. The authors definitively answer common objections to using social media as a training tool and show how to win over even the most resistant employees. *The New Social Learning* (\$16.95 for members and \$18.95 for nonmembers) is the most authoritative guide available to leveraging these powerful new technologies. Also available as a Content Express ebook for the same price.

T+D



The September issue of *T+D* highlights Mercer, a global consulting firm, in its At-C Level series. This is only the second female CEO that has been featured in the At-C Level—the first was Indra Nooyi of Pepsi in June 2008. Check out the article on the *T+D* website or listen to it as a podcast.

## Research Reports



How are instructional systems design (ISD) programs adapting to the current, fast-changing learning environment, new technologies, and to the uncertain future? Most companies have ISD programs that are, at best, moderately effective in achieving both learning and business goals. ASTD and i4cp's newly released *Instructional Systems Design* report addresses this issue, and explores ways to best leverage ISD programs. The evolution of learning environments means most organizations need to prepare themselves for the future; inevitably modifying the priorities of ISD professionals who need to add skills and competencies to their repertoire. This report is available as a PDF download (free for members, \$199 for nonmembers) or as a print copy (\$169 for members, \$199 for nonmembers).

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