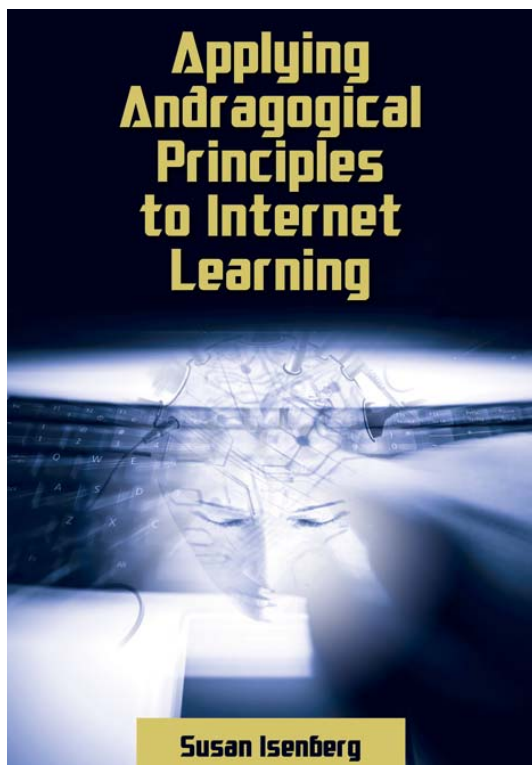


# NEW BOOK ANNOUNCEMENT

Education / Communications / Internet Studies



# Applying Andragogical Principles to Internet Learning

Susan Isenberg

6 x 9" Hardcover    Level: College & Faculty  
352 pages    March 2007    US\$89.95 / £52.95  
ISBN-13: 978-1-934043-19-6

## Library of Congress Cataloging-in-Publication Data

Isenberg, Susan Kay, 1950-

Applying andragogical principles to Internet learning /  
Susan Isenberg.

p. cm.

Includes bibliographical references and index.

ISBN 978-1-934043-19-6 (alk. paper)

1. Adult learning. 2. Adult education--Computer-as-  
sisted instruction. 3. Internet in education. 4. Informa-  
tion technology. 5. Educational technology. I. Title.

LC5225.L42I84 2007  
374.00285--dc22

2007006384

## Description

The world of andragogy, defined as “the art and science of helping adults learn” has, like other avenues of education, merged with the on-line world.

In this comprehensive study, Susan Isenberg provides the most rigorous account and investigation of online adult learning ever conducted.

Utilizing an actual internet-based destination site called Virtual Health Coach, this study uses interpretive inquiry methods to assess how adults learn online and identifies thirteen critical components of andragogical principles to internet learning.

This book is also an outstanding example of a real life online case study method.

The rich results and method make Applying Andragogical Principles to Internet Learning a required addition to any research library in education.



PO Box 350, Youngstown, New York 14174-0350

[www.cambriapress.com](http://www.cambriapress.com)

T (716)608-8335    F (716)608-8338    E [sales@cambriapress.com](mailto:sales@cambriapress.com)

An innovative, independent, non-subsidy publisher of academic research

# NEW BOOK ANNOUNCEMENT

## Applying Andragogical Principles to Internet Learning

Susan Isenberg

### Table of Contents

Foreword

Preface

Chapter One: Overview of the Study

Introduction, New demands on the adult learner, More adults using computers and the Internet, Andragogical principles and adult learning, Andragogy and the Internet, Statement of the Problem, Purpose of the Study, Foreshadowing, Importance of the Study, Definition of Terms, Limitations, Delimitations, Assumptions,

Chapter Two: Review of the Framing Literature

Principles of Adult Learning, Technology of Adult Learning, Issues with Face-to-Face Teaching/Learning, Issues without Face-to-Face Teaching/Learning, Whole-Mind Learning, The Four Pillars of Learning, Learning to know, Learning to do, Learning to live together, Learning to be, The Role of Creativity in Innovation, Internet Learning, Internet Learning and Andragogy: Making the Connection

Chapter Three: Research Methodology

Interpretive inquiry, Phenomenology, Grounded theory, Case study, Action research, Subjects, Instrumentation, Data Analysis

Chapter Four: Presentation of Data

Making the Connection between Research and Interview Questions, Aligning the Interview Questions with the Appropriate Research Sub-Question, Merging the Research Questions with the Interview Questions, Issues with face-to-face teaching/learning, How does the design meet the goal of the International Commission on Education for the Twenty-first Century?, Emerging Themes—Interests, Legalities, Money, Skill, Relationships, Doubt, Trust, Fun, Leadership, Getting it Right, Educational Constraints, Situational Constraints, Evaluation

Chapter Five: Discussion, Conclusions, Implications, and Recommendations for Additional Research

References

Index

### Review

“This book represents a milestone in bringing together these two concepts – andragogy and Internet learning. Others have made suggestions about what is needed for bringing them together, but Dr. Isenberg has conducted the research and knows what is needed ... This is the only book I know that delivers such in-depth information and research actually applying andragogy to Internet learning.”

– Professor John Henschke,  
University of Missouri

### About the Author

**Susan Isenberg** is the founder and President of Virtual Coach, Inc, a pioneering company that launched a public Internet subscription membership to Virtual Health Coach for individuals and corporations.

In March 2001, Dr. Isenberg was awarded a grant by the GlaxoSmithKline company in partnership with the Population Health Project of the 375th MDPB at Scott Air Force base to create the interactive CD and Webbased program Virtual Health Coach that is presently available to all branches of military service.

Dr. Isenberg holds a Ph.D. in Education and M.Ed from the University of Missouri-St.Louis. She has presented at conferences and meetings for several organizations, such as the Society of Prospective Medicine; the United Nations Education, Scientific and Cultural Organization (UNESCO); and the Commission on International Adult Education. Dr. Isenberg is also the 2006 recipient of the University of Missouri-St.Louis Alumni Award for Outstanding Achievement and Meritorious Service to Education.



PO Box 350, Youngstown, New York 14174-0350

[www.cambriapress.com](http://www.cambriapress.com)

T (716)608-8335 F (716)608-8338 E [sales@cambriapress.com](mailto:sales@cambriapress.com)

An innovative, independent, non-subsidy publisher of academic research