

SyberWorks e-Learning Podcast Transcript #35 *Shifts in Audience Demographics and its Impact on e-Learning Development.*

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Mary Kay Lofurno: Welcome to the next edition of the SyberWorks e-Learning Podcast series. My name is Mary Kay Lofurno. I'm the Marketing Director here at SyberWorks and your host today. SyberWorks specializes in custom e-learning solutions, learning management systems and custom e-learning development for corporations, governments and non profits.

In this edition, we are going to be talking with Steve Pena, Senior Instructional Designer and Implementation Consultant here at SyberWorks about his recent article, "Do You Still Know Your Audience?"

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Mary Kay: Hi, Steve as always it's great to have you here on the SyberWorks e-Learning Podcast series.

Steve Pena: Hi Mary Kay, great to be here. How are you?

Mary Kay: Good, really good. All right, let's get to it. I know you recently wrote an article called "*Do We Still Know Our Audience?*" So, without getting too much in the piece, can you give us a couple of highlights from your article?

Steve: Sure. Basically, I was reminded once again when I took my freshman daughter to college - GWU Class of 2013 - how much the audience for my work may change in the coming decade. Do you know that these people never may have been given a Nintendo Game Boy to play with in the crib, the Tonight Show has always been hosted by Jay Leno and that IBM has never made typewriters for this generation?

Mary Kay: Wow. All right, that sounds good. Is there anything else you'd like to share?

Steve: Well, the class of 2013 has grown up in an era where computers and rapid communication are the norm. This means a lot for the e-learning community. They might not be the first to seek much of its information from blogs, wikis, Google, Twitter, Facebook and YouTube and they won't be the last.

Mary Kay: All right. Well folks, please download Steve's article and read it because it's a lot of good information. It's located in the SyberWorks media center under the e-learning article section. Steve, I know you're busy so I'll let you go. Thanks for joining us today. Have a great week!

Dana: Bye.

Mary Kay: Thanks for listening to our podcast today on knowing your audience when it comes to e-learning development with Steve Pena, Instructional Designer and Implementation Consultant here at SyberWorks on our e-learning podcast series. Have a great day!

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