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# Michael W. Allen

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**Michael W. Allen** (born 1946) is an American software developer, educator, and author. He is known for his work on e-learning, and led the development of the Authorware software.

## Biography

Allen received a BA in psychology from Cornell College, and MA and Ph.D. from the Ohio State University in educational psychology.<sup>[1]</sup> From 1971 to 1984 Allen worked for Control Data Corporation on its PLATO computer-based education system . He rose to be director of advanced educational systems R&D. Allen founded Authorware in 1984, incorporating it in 1985. Authorware merged with MacroMind-Paracomp in 1992 to form Macromedia, which was later bought by Adobe Systems.<sup>[1]</sup>

Allen formed a spinoff of the professional services division of Authorware called MediaPros, which was acquired by Lifetouch, Inc. a year later.<sup>[1]</sup>

He founded Allen Interactions, Inc. in 1993, acting as chairman and Chief Executive Officer. The company designs custom interactive e-learning applications and provides consulting and training services.<sup>[1]</sup>

He founded Allen Learning Technologies in 2010 and serves as chairman and Chief Executive Officer. The company announced project Zebra in 2010, a new e-learning authoring system.<sup>[2]</sup>

He is associated with the University of Minnesota School of Public Health as an adjunct associate professor in the Department of Family Medicine and Community Health.<sup>[1]</sup> He consulted on a study that used e-learning to reduce the spread of HIV.<sup>[3] [4]</sup>

Allen is the author of several books, most notable being *Michael Allen's Guide to e-Learning*, and is editor of *Michael Allen's e-Learning Annual*, first published in February 2008.<sup>[5]</sup> In May 2011 the American Society for Training & Development presented him a distinguished contribution award.<sup>[1]</sup>

Allen was a 2012 Ellis Island Medal of Honor Recipient by the National Ethnic Coalition of Organizations.<sup>[6]</sup>

## Books

- *Michael Allen's Guide to e-Learning*. Wiley. 2002. ISBN 978-0-471-20302-5.
  - *Creating Successful E-Learning : A Rapid System For Getting It Right First Time, Every Time*. Pfeiffer. 2006. ISBN 978-0-7879-8300-0.
  - *Designing Successful e-Learning, Michael Allen's Online Learning Library: Forget What You Know About Instructional Design and Do Something Interesting*. Pfeiffer. 2007. ISBN 978-0-7879-8299-7.
  - *Successful e-Learning Interface: Making Learning Technology Polite, Effective, and Fun*. Pfeiffer. 2011. ISBN 978-0-7879-8297-3.
  - *Michael Allen's 2008 e-Learning Annual*. Pfeiffer. 2008. ISBN 978-0-7879-8743-5.
  - *Michael Allen's 2009 e-Learning Annual*. Pfeiffer. 2009. ISBN 978-0-470-37145-9.
  - *Michael Allen's 2012 e-Learning Annual*. Pfeiffer. 2011. ISBN 978-0-470-91382-6.
  - *Leaving ADDIE for SAM: An Agile Model for Developing the Best Learning Experiences*. ASTD Press. 2012. ISBN 978-1-56286-711-9.
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## References

### External links

- Ryann Ellis (July 2004). "Down with Boring E-Learning! Interview with e-learning guru Dr. Michael W. Allen" ([http://www.astd.org/LC/2004/0704\\_allen.htm](http://www.astd.org/LC/2004/0704_allen.htm)). *Learning Circuits blog*. Retrieved July 4, 2011.
  - "ZebraZapps" (<http://www.zebrazapps.com/>). *web site*. Retrieved August 28, 2012.
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