

An Overview of the Field

June 19, 2006

Introduction and History

- ▶ **Group Project**
take 10 minutes
and answer
the following:



- ▶ **What is Instructional Design and Technology?**

The first thing to consider about a new topic is what does the name mean. I'd like you all to take some time and consider the name Instructional Design and Technology. What can that mean?

Some Common Factors

- ▶ **Use of media to teach**
- ▶ **Systematic approach to learning**
- ▶ **Mostly used in Military and Business**
- ▶ **???**

Usually people bring up the factors shown above.

Media

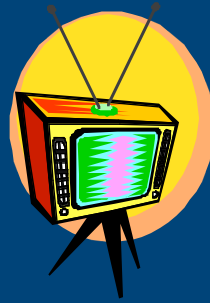
- ▶ Pre-electric media

- ▶ Film

- ▶ Radio

- ▶ Television

- ▶ Computers



ID has been around as a field from the earliest days of media integration into teaching. Examples include:

Correspondence study via mail

The training film (some say WWII was won because of training)

Radio and TV

Finally, computers

Early Names Focus on Media

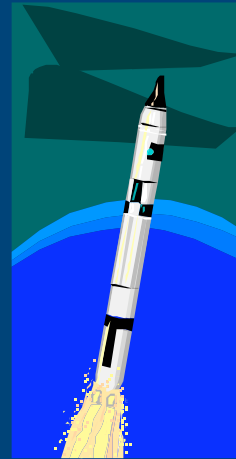
- ▶ Instructional Technology
- ▶ Educational Technology
- ▶ Need for better term
- ▶ Instructional Design and Technology



You may hear the field referred to in several ways. I think the last term is best.

Key Points in History

- ▶ World War II
- ▶ Teaching Machines
- ▶ Sputnik
- ▶ Programmed Instruction
- ▶ Training



Instructional design was present in key points throughout history. {explain each, with an emphasis of Sputnik and the resulting Programmed Instruction}

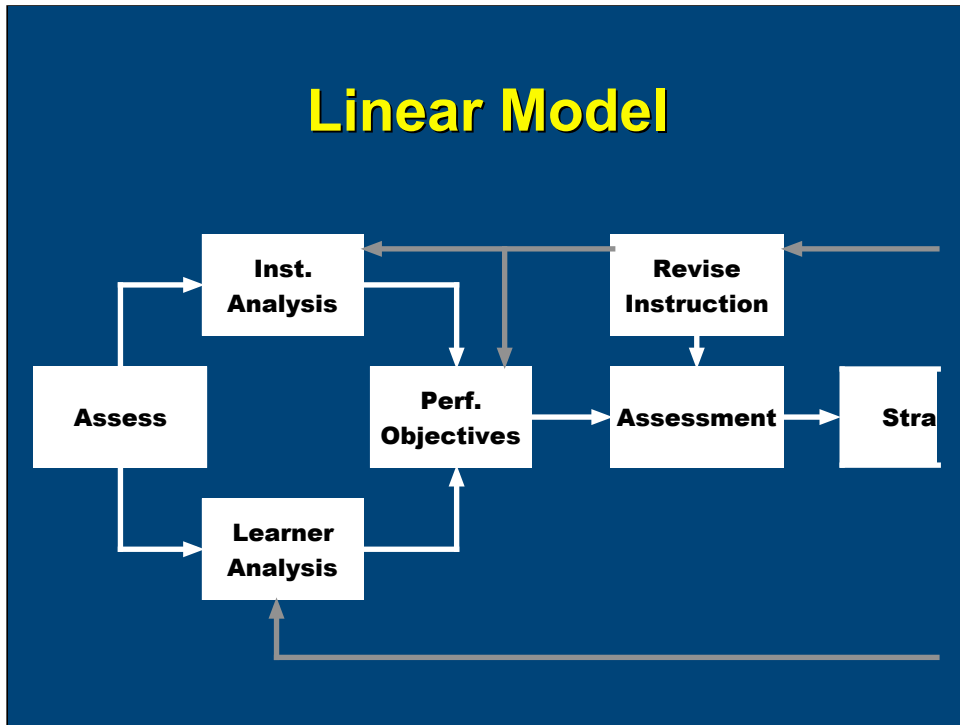
Systematic Instruction

- ▶ **A - Analysis**
- ▶ **D - Design**
- ▶ **D - Development**
- ▶ **I - Implementation**
- ▶ **E - Evaluation**

This is the core of the instructional design process. It is used throughout industry and in the development of educational materials.

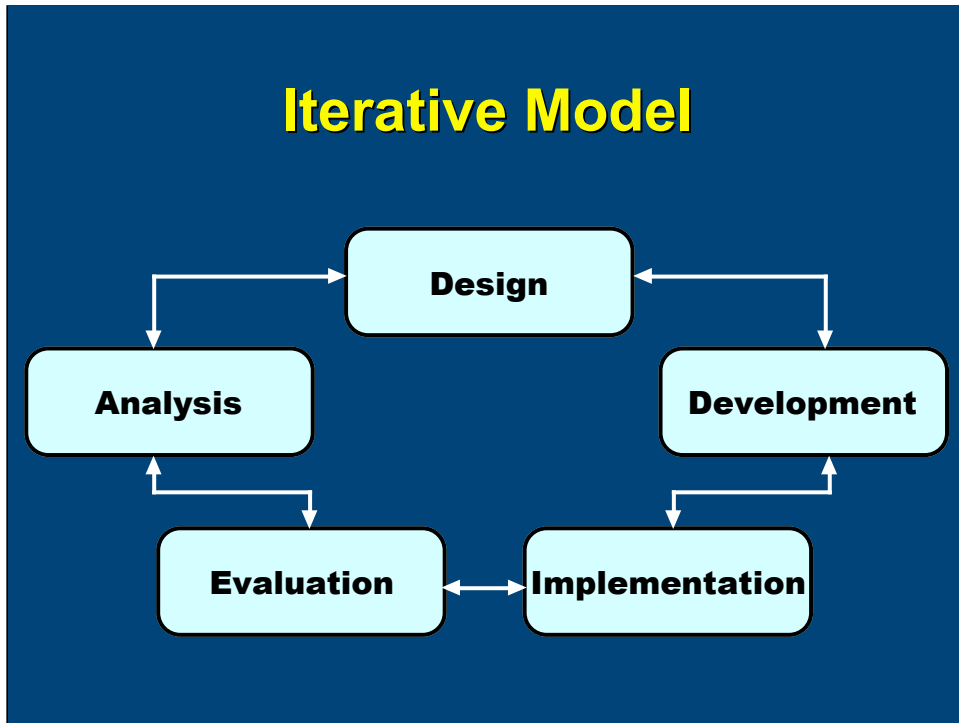
{explain each}

Linear Model



Most texts teach the process as a linear function where each step is completed before going on.

Iterative Model



In practice, instructional designers report an iterative process, with evaluation taking place constantly.

Learning Theories and IDT

- ▶ Behaviorism
- ▶ Cognitive Revolution
- ▶ New models
 - *Situated Learning*
 - *Social Learning Theory*
 - *Cognitive Flexibility Theory*
 - *“Constructivism”*



Going back to learning theories, it is clear that IDT has firm roots in empirical science, and thus behaviorism. Recently, new models have attempted to accommodate the Information Processing idea, though only at it's most conservative. Some newer ideas are attempting to reform ID&T.

Evaluation

- ▶ Formative
- ▶ Summative
- ▶ Program
- ▶ Kirkpatrick model



Key in any ID model is evaluation. These are four terms that come up.

Future Trends

- ▶ **Just-in-time Training**
- ▶ **Knowledge Management**
- ▶ **Animation**
- ▶ **Virtual Reality**
- ▶ **De-institutionalization**

New media are offering new possibilities, though attain will require new models.