Using Research to Gain Faculty Buy-in

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Instructional Design Sounds Mysterious
What is Instructional Design?
Supporting Research

• It’s foundations goes back to the World War II
• Collaboration between psychologists and education specialists across military, academia, and other organizations
• Defined as the practice of systematically designing, developing and delivering instructional products and experiences, both digital and physical, in a consistent and reliable fashion towards an efficient, effective, appealing, engaging and inspiring acquisition of knowledge (Merrill et al, 1996).
A little more detail...


Why Does Instructional Design Matters?
Supporting Research

• Increases student engagement - 30% (Kelly, 2018)
• Increases student competency and satisfaction with the course content (Keller, 2010)
• Greater consistency in online teaching technology and pedagogy (Quality Matters, 2018)
• Focus on the psychology of learning (Pappas, 2017)
• Holistic instructional design greatly increases student success (McArdle, 1991)
Citations


Why is mapping my course so important?
Supporting Research

• It’s a way to maintain shared learning outcomes (Jacobs, 2004)
• Helps you to see the “balance” of your content (Hale, 2008)
• Helps to align/articulate curriculum and foster collaboration across and institution (Uchiyama & Raden, 2008)
• Courses should be evolving organism – mapping helps you track student performance and maintain modern and relevant learning (Jacobs, 2004)
• Serves as a measure of student learning outcomes within a program (implications on accreditation)
Citations


Should I use text or video in my course?
Supporting Research

- Don’t do it because of “learning styles” (Krischner, 2016)
- Don’t confuse audio/video with interaction (Stetz & Bauman, 2013)
- Video is not a silver bullet to engagement (Zang, Zhou, Briggs, & Nunamaker, 2016)
- Understanding the impact on pacing – 300 vs 150 (Bailey & Bailey, 1999)
- Pick one – don’t duplicate (Clark & Mater, 2013)
- Be intentional (Brown, 2016)


Why should I try to use OER?
Supporting Research

• Textbooks are expensive!
  • $1,200 average/year, 65% of students opt to not purchase books because of cost (Kristof, 2018)

• Costs matter – 45.5% of students reported not registering for a course and 20.7% withdrew from courses with expensive required textbooks (Florida Virtual Campus, 2016)

• Student performance in courses with OER compared to traditional materials (Colvard et al., 2018)

• Gives faculty open license to borrow and adapt resources and to collaborate with others (OER Commons)
Citations


• https://www.oercommons.org/
Why do I need to consider accessibility in my course design?
Supporting Research

• It’s the law (if you work with government funds) (U.S. General Services Administration, 2018)
• There’s a lot of people with disabilities - 56.7 million (19%) of the U.S. population (U.S. Census Bureau, 2012)
• Not all disabilities are visible (Kranke et al., 2013)
• Not all disabilities are disclosed – 70% (Crittenden & Crittenden, 2011)
Citations


How long does it take to develop e-learning?
Supporting Research

- Estimating development ratios can be dangerous (Matejcek, 2010)
- Break out SME time from learning design (Weir, 2017)
- Consider experience and workload of staff (Weir, 2017)

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- (Chapman, 2010)
- (Kapp & Defelice, 2009)
Citations


