

Instructional Design & Technology - Defined

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EDT600 – Introduction to Instruction Technology

Instructional Design & Technology - AECT



ASSOCIATION FOR
EDUCATIONAL
COMMUNICATIONS &
TECHNOLOGY

1994 AECT categories:

1. Design
2. Development
3. Utilization or implementation
4. Management
5. Evaluation

Instructional Design & Technology – Reiser (2001)



Robert A. Reiser (2001) categories:

1. Design
2. Development
3. Utilization or implementation
4. Management
5. Evaluation
6. Analysis

Instructional Design & Technology – Design

Instructional Systems Design
Message Design
Instructional Strategies
Learner Characteristics

Instructional Design & Technology – Development

Print Technologies
Audiovisual Technologies
Computer-Based Technologies
Integrated Technologies



Instructional Design & Technology – Utilization

Media Utilization
Diffusion of Innovations
Implementation and
Institutionalization
Policies and Regulations



Instructional Design & Technology – Management

Project Management
Resource Management
Delivery System Management
Information Management



Instructional Design & Technology – Evaluation

Problem Analysis
Criterion-Referenced Measurement
Formative Evaluation
Summarative Evaluation

