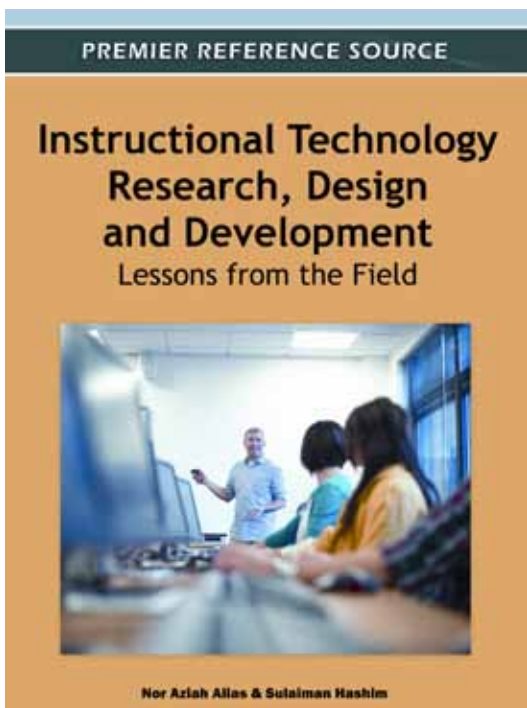


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Instructional Technology Research, Design and Development: Lessons from the Field



Nor Aziah Alias (Universiti Teknologi MARA, Malaysia)
and Sulaiman Hashim (Aminudin Baki Institute, Malaysia)

Design and development research, which has considerable implications for instructional design, focuses on designing and exploring products, artifacts and models, as well as programs, activity, and curricula.

Instructional Technology Research, Design and Development: Lessons from the Field is a practical text on design and development research in the field of instructional technology. This book gives readers an overview of design and development research and how it is conducted in different contexts and for various purposes. Further, this reference source provides readers with practical knowledge on design and development research gained through investigation of lessons learned in the field.

Topics Covered:

- Addressing Learner Diversity in Learner Analysis
- Collaboration in Design and Development Research
- Design and Development Research Analysis
- Design Hypothesis
- Expert Evaluation in Design and Development Research
- Formulating Design Principles
- Incorporating Culture in Product Design
- Reporting Design and Development Research
- Techniques in User Evaluation
- Validity and Reliability in Design and Development Research

ISBN: 9781613501986; © 2012; 505 pp.

Print: US \$175.00 | Perpetual: US \$265.00 | Print + Perpetual: US \$350.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Nor Aziah Alias, PhD is an associate professor of Instructional Technology at the Faculty of Education, Universiti Teknologi MARA, Malaysia. She graduated with an undergraduate and Master degrees in Physics from Indiana University, Bloomington USA before pursuing her graduate certificate in Open and Distance Learning in USQ, Australia and her doctoral degree at the International Islamic University Malaysia. Her areas of interest include instructional design, design and development, ICT for development (ICT4D) and motivation in online learning. She has published in both international and national publications and has won several academic awards including the Malaysian Educational Technology Association (META) Best Dissertation Award in 2007. She is currently a fellow of the Amy Mahan Research Fellowship program that is supported by Canada's International Development Research Centre (IDRC). She can be reached at noraz112@salam.uitm.edu.my.



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Section 1: Introduction

Chapter 1

Design and Development Research in Instructional Technology
Alias Nor Aziah (Universiti Teknologi MARA, Malaysia)
Hashim Sulaiman (Aminudin Baki Institute, Malaysia)

Section 2: Definition and Analysis

Chapter 2

Defining Research Problems:
Irlbeck Sonja A. (Capella University)
Thornton Nan (Capella University)

Chapter 3

Conducting Needs Analysis in Preparation towards the Development of Electronic Self-Instructional Materials (e-SIM)
Jamaludin Haziah (Universiti Teknologi MARA, Malaysia)
Wahab Hairani (Universiti Teknologi MARA, Malaysia)
Hamzah Suzana (Universiti Teknologi MARA, Malaysia)

Chapter 4

First Year Students' Conceptions of Learning:
Varnava-Maroucho Despina (European University Cyprus, Cyprus)

Chapter 5

Technodiversity:
Nettleton Kimberely Fletcher (Morehead State University, USA)
Lennex Lesia (Morehead State University, USA)

Section 3: Techniques and Strategies

Chapter 6

Developing a Method for the Design of Sharable Pedagogical Scenarios
Maina Marcelo (Universitat Oberta de Catalunya, Spain)

Chapter 7

Design and Evaluation of a Web-Based Learning Module on Computer Networking
Hashim Sulaiman (Aminudin Baki Institute, Malaysia)

Chapter 8

Using a Design Research Approach to Investigate the Knowledge-Building Implications of Online Social Networking and Other Web 2.0 Technologies in Higher Education Contexts
Richards Cameron (Universiti Teknologi, Malaysia)

Chapter 9

Qualitative Investigation for Educational Technology:
Hamat Afendi (Universiti Kebangsaan Malaysia)
Embi Mohamed Amin (Universiti Kebangsaan Malaysia)

Chapter 10

Qualitative Research Dilemma in the Study of Blog Forums:
Thayalan Xavier (Universiti Teknologi MARA, Malaysia)
Noor Faridah (Universiti Malaya, Malaysia)

Chapter 11

An Instructional Design "Use Case":
Hai-Jew Shalin (Kansas State University, USA)

Chapter 12

Searching for Information on the Web:
Yamin Fadhliah Mat (Universiti Utara Malaysia, Malaysia)
Ramayah T. (Universiti Sains Malaysia, Malaysia)

Section 4: Design and Development

Chapter 13

"The Proffer":
Hai-Jew Shalin (Kansas State University, USA)

Chapter 14

Rapid Implementation of E-Learning using a Technology Design Model
Coetzee S. Johan (University of the Free State, South Africa)
Smart Alistair (University of the Free State, South Africa)

Chapter 15

A Step by Step Guide to Design and Delivery of Mobile Learning Content
Gabarre Serge (University Putra Malaysia, Malaysia)
Gabarre Cécile (University Putra Malaysia, Malaysia)

Chapter 16

Instructional Technology Design of Smart Malay-Mandarin Dictionary (SMMD) to Support Vocabulary Acquisition in Teaching Chinese as a Foreign Language
Goh Yingsoon (Universiti Teknologi MARA, Malaysia)
Warris Saiful Nizam (Universiti Teknologi MARA, Malaysia)
Mohamed Hasiah (Universiti Teknologi MARA, Malaysia)
Sabri Norlina Mohd (Universiti Teknologi MARA, Malaysia)

Chapter 17

The Art and Science of Designing and Developing an Online English Language Training Module for Adult Learners
Mustapha Wan Zumusni Wan (Universiti Teknologi MARA, Malaysia)

Chapter 18

Design and Development of a Multimedia Constructivist Learning Environment to Affect the Achievement of Chemistry Learners
Krishnasamy Vickneasvari (SMK Kampong Kastam, Malaysia)
Chong Toh Seong (Universiti Sains Malaysia, Malaysia)
Umar Irfan Naufal (Universiti Sains Malaysia, Malaysia)

Chapter 19

Using WEDEPI Learning Package to Upgrade Teacher's Skills on Information Technology
Luan Johan Eddy (Universiti Teknologi MARA, Malaysia)
Shariff Sabariah (Universiti Malaysia Sabah, Malaysia)
Mohamed Zulkifli (Universiti Malaysia Sabah, Malaysia)

Chapter 20

Designing, Developing and Evaluating Professional Language and Intercultural Competencies with Phone Simulations
Gabarre Cécile (University Putra Malaysia, Malaysia)
Gabarre Serge (University Putra Malaysia, Malaysia)

Chapter 21

Globalizing and Localizing:
Hai-Jew Shalin (Kansas State University, USA)
Montelone Beth A. (Kansas State University, USA)
Freeman Lisa C. (Northern Illinois University, USA)

Section 5: Evaluation

Chapter 22

Formative Evaluation of an Arabic Online Vocabulary Learning Games Prototype:
Sahrir Muhammad Sabri (International Islamic University, Malaysia)

Chapter 23

Moving Beyond Four Walls:
Heafner Tina (University of North Carolina at Charlotte, USA)
Petty Teresa (University of North Carolina at Charlotte, USA)
Hartshorne Richard (University of Central Florida, USA)

Chapter 24

The Effectiveness of an Inquiry-Based Computer-Simulated Lesson in Physics
Abdullah Sopiiah (Universiti Malaysia Sabah, Malaysia)
Siew Nyet Moi (Universiti Malaysia Sabah, Malaysia)
Abbas Merza (Universiti Sains Malaysia, Malaysia)

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