

10 GUIDING PRINCIPLES OF ITDE

2012

WELCOME TO
MY 10 GUIDING
PRINCIPLES. IN
THE NEXT FEW
PAGES YOU
WILL GET AN
OVERVIEW OF
WHAT THEY
ARE.



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PRINCIPLE #1 IS TO ANALYZE YOUR LEARNER

According to Smaldino “The first step in planning a lesson is to identify & analyze learner characteristics shown to be associated with learning outcomes.”

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)



PRINCIPLE #2 IS TO SET CLEAR GOALS & OBJECTIVES

Dick & Carey state that “Instructional goals are clear statements of behaviors that learners are to demonstrate as a result of instruction.”

(Dick, W., Carey, L., & Carey, J., 2009, p. 33)



PRINCIPLE #3 IS TO MOTIVATE LEARNER

According to Keller (1988), the following four conditions must be met in order for people to become and remain motivated.

- Attention
- Relevance
- Confidence
- Satisfaction

(Keller, J. <http://www.arcsmodel.com/home.htm>, 1988.)



PRINCIPLE #4 IS TO PRESENT CONTENT

In order to do this Dick & Carey states that we need to “Determine exactly what information, concepts, rules, and principles need to be presented to the learner.”

(Dick, W., Carey, L., & Carey, J., 2009, p. 193)



PRINCIPLE #5 IS TO PROVIDE EXAMPLES

In order to enhance transfer, Dick & Carey state that you could progress from familiar examples to less familiar ones and new instances.

(Dick, W., Carey, L., & Carey, J., 2009, p.181)



PRINCIPLE #6 IS TO ENGAGE LEARNER

Smaldino states: In order to be effective, instruction should require learner’s active mental engagement.

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)



PRINCIPLE #7 IS TO SELECT APPROPRIATE MEDIA & MATERIALS

Below are Smaldino's 5 P's for utilizing technology, media and materials:

1. **Preview** the technology, media, and materials
2. **Prepare** the technology, media, and materials
3. **Prepare** the environment
4. **Prepare** the learners
5. **Provide** the learning experience

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)



PRINCIPLE #8 IS TO PROVIDE TIMELY AND GOOD FEEDBACK

Smaldino clarifies this by stating that: "Student learning requires accurate information on misconceptions, misunderstandings, and weaknesses."

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 18)



PRINCIPLE #9 IS TO ASSESS LEARNER

Smaldino established that When you explicitly state student outcomes, you can create assessments that measure the targeted knowledge and skills..."

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 92)



PRINCIPLE #10 IS TO EVALUATE & REVISE

Two great quotes from Smaldino that demonstrate this principle are:

"It is important to evaluate its impact on student learning."

"Evaluation and revision are essential to the development of quality instruction."

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86 & 108)

REFERENCES

Smaldino, S. E., Lowther, D. L., & Russell, J. D. (2012). *Instructional technology and media for learning* (10th ed.). Upper Saddle River, NJ: Prentice Hall.

Clark, R. (2011). *Learning from Media Arguments, Analysis, and Evidence* (Perspectives in Instructional Technology and Distance Education). IAP- Information Age Publishing, Inc. Kindle Edition.

Dick, W., Carey, L., & Carey, J. (2009). *The systematic design of instruction* (7th ed.). New York, NY: Allyn & Bacon.

Keller, J. (2003). *Motivation Design*. Retrieved from <http://www.arcsmodel.com/home.htm>

**TO WATCH THE VIDEO PRESENTATION
OF MY 10 GUIDING PRINCIPLES GO TO:**

<http://youtu.be/tdghDESdvSs>