"What is an Instructional Designer"?

View through the Lens of Technology Used

Hello!

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What skills do I need to become an instructional designer? **Tech skills**, right?

~ grad students

Methods

Semi-structured Interviews (60-90 mins)	Data Analysis: Constant Comparative Method

29 ID/EdTech professionals

- Higher ed: 7
- Corporate: 10
- K-12: 11
- Other: 2

To identify emerging themes within and across interviews

What's in Their Toolkit?

Findings Thread

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Utility

- LMSs
- Microsoft Office tools
- Google tools

Authoring Software

- Articulate Storyline
- Adobe Captivate

Video Production

- Camtasia
- Adobe Premiere
- iMovie
- Institution-specific tools (e.g., video studio)

Graphic Design Software

- Adobe Photoshop
- Adobe Illustrator

Emerging Technologies

(e.g., 3D modeling and VR/AR):

- Blender

Web Development Tools

- Dreamweaver

Project Management & Team Collaboration Software

- Trello
- Slack

Data Analysis Software

- SPSS

Hardware

- Chromebook
- Smartboard
- Windows laptops
- Mac products

- Alignment with prior research (e.g., Ritzhaupt & Kumar, 2015)

- Broad range of tools - depends on the job or project needs, and access **OR DOES IT?**

A Tale of Two Cities –
Learning Management Systems

Findings Thread

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Changing Platform Landscape

Blackboard and Sakai

MOOC Platforms (e.g., Canvas, EdX)

- Need to constantly and quickly adjust along with the changing LMS

High Return-On-Investment – Premiere Pro vs Camtasia?

Findings Thread

3

Focus on "Top of the Line"?

Not necessarily!

- Camtasia and similar less expensive technology was mentioned **more frequently** than their more expensive counterparts (e.g., Adobe Premiere Pro)

Growth Mindset and Transferability of Skills

Findings Thread

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"…once you get a hang of it, the learning is transferable

- Be "intrepid" (as a participant described it)
- Do not be afraid to explore
- Test new software on your own
- "Play around" with it to learn its features.

Insights

"What is an Instructional Designer?":

Defined by **Position** or **Individual?**

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What is a Professional Identity

Individual's self-definition as a member of a profession

Enactment of a professional role (i.e., behaviors)

Personal values

Workplace culture

Chreim, Williams, & Hinings, 2007; Cohen-Scali, 2003

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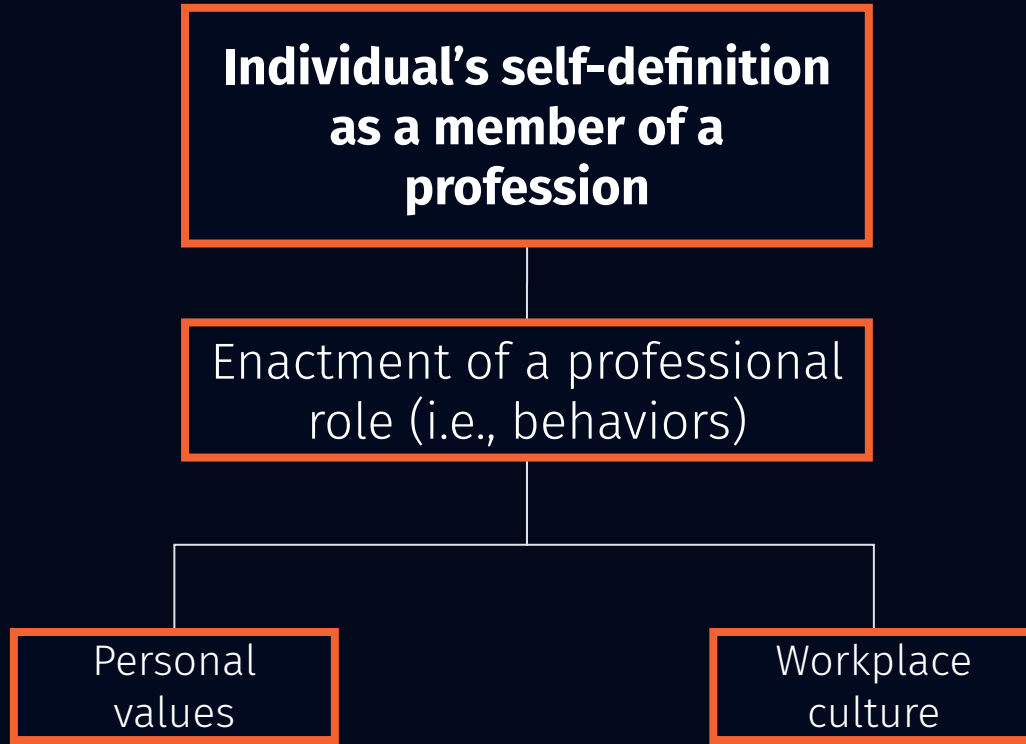
ID & EdTech Identity

One-Stop-Shop	Jack-of-All-Trades

- Instructional designer
- Curriculum developer
- Content writer
- Media developer
- Consultant: Support of external and internal clients (e.g., faculty, staff)
- Tech guy (even when an IT department is available!)

Knowledge, Skills, and Attitudes for Instructional Designers and Educational Technologists

Friday, 3pm EST (Grand2)
https://bit.ly/35IuEpH

Questions?

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