Phases of the Design/Development Process

Analysis Phase	Design Phase	Development Phase	Implementaion/Evaluation Phase

Define learning outcomes
   Knowledge:
     Skills:
     Attitudes:
	Identify elements to support/assess learning
	Strategies:
	Components:
	Assessment Plan:
	Solicit user feedback ⟶
		Creating learning activities
		Writing Content
		Design assessment questions
		Site Design
			implementation "going live"
			Promote to learners/faculty
			
			⟵ Solicit User Feedback

Design/Development Plan (in progress)

Learning Objectives:		Strategies	Learner Actions	Self Assessment	Related themes:
Knowledge:	* awareness of how an individual can be perceived online.	Example: Case Studies,images, excerpts video clips, poll question, provocative questions (common)	Poll,read , reflect on questions, read, watch, listen to example, read/follow up with tips/how-tos/links.	pre-tutorial questions, section level assessment, page/theme level assessment	identity, safety, employment, networks (personal and professional)
	*awareness of the scope of personal info being shared via the web.	Example:Video clip/ as entry point to tutorial	reflection on examples, discussion (workshops), read comments, follow links to news feed	pre-tutorial questions, section level assessment, page/theme level assessment	sharing, comfort level, shared by whom?, data collection
	*increased understanding of benefits of online participation beyond the social.	Example: present examples, effective approaches to managing online identity	consider examples, comment, discuss (workshops)	pre-tutorial questions, section level assessment, page/theme level assessment	networks, participatory culture, learning exchange, open education
	*understanding of key vocabulary and concepts related to online identity	Varied themes, highlighting concepts in questions	pre-section self assessment: current knowledge, follow related links and news feed	pre-tutorial questions, section level assessment, page/theme level assessment	reputation, identity, presence, networks,
Skills:	*ability to alter privacy settings in online applications.	Steps to take, quick tips, etc.	try on own, follow up with resources	pre-tutorial questions, section level assessment, page/theme level assessment	protection, user control, options

Design/Development Plan (in progress)

Learning Objectives:		Strategies	Learner Actions	Self Assessment	Related themes
Skills (ctd)	*ability to assess personal attitudes and preferences related to online participation and adjust behavior accordingly.	Questions for reflection; tips, how-tos; se	self assessment, review tips and how-tos	pre-tutorial questions, section level assessment, page/theme level assessment	user preference, individuality, privacy
	*ability to make choices based on reflection around key questions related to each theme.	Self assessment	reflection, follow up (need to think about how to gage impact)	pre-tutorial questions, section level assessment, page/theme level assessment	personal choice, reflection, think before you ink, review your goals
Attitudes:	*clear understanding of personal responsibility in managing online identity.	Self assessment, examples, how-tos, polls	self assessment, refelction, follow newsfeed, related links, examples	pre-tutorial questions, section level assessment, page/theme level assessment	community, responsibility, networking, participation, etiquette,

Self-Assessment Components: In thinking about this piece, we'll want to think about user motivation and measures of success (based on the objectives we've already defined for the project).

Motivations	Assessment Components	Need to define
What do I want to know?	Pre-tutorial self assessment - homepage.	Provocative student questions (3 or 4) getting at knowledge, skills, attitudes (as defined in objectives)
What do I already know?	Section level pre- assessment	
What do I need to know?	Key questions: page level	Provocative news items related to case studies
What did I learn?	Section level/ page level self assessment: Check yourself	3 or 4 key things to know for each entry

Technical implementation: Requirements: allow for sharing/ re-publishing. Need to think about feedback loop (if/then).

Polls:
provocative questions - linked to content/ goal: low threshold way to interact with site. technical implementation: page level implementation may require some tweaking