

The Field of Educational Technology as Seen in Twitter Posts

Merve Basdogan, Curtis J. Bonk, Zulfukar Ozdogan
INDIANA UNIVERSITY

PURPOSE



This study aims:

to understand interrelationships among five disciplines which are often used interchangeably, including **Educational Technology**, **Educational Design**, **Instructional Design**, **Learning Design**, and **Instructional Systems**.

INTRODUCTION

Learning environments

have experienced dramatic changes during the past two decades.



For instance,

learning is now more open, online, blended, mobile, collaborative, social, video-based, hands-on, ubiquitous, global, game-like, and massive.

The job openings

within the intersection of technology and education has been growing everyday (CNN Money, 2012)

THEORETICAL FRAMEWORK



Elements



Interconnections



Functions

QUESTIONS

What are the:

R1 Interrelationships among the targeted disciplines based on job descriptions?

R2 Expected roles of professionals working in the targeted disciplines based on the Twitter job announcements and the content of the announced job?

METHODS



Social Network Analysis

N=95 Educational technology jobs
N=36 Educational design jobs
N=149 Instructional design jobs
N=109 Learning experience design jobs
N=42 Instructional systems jobs



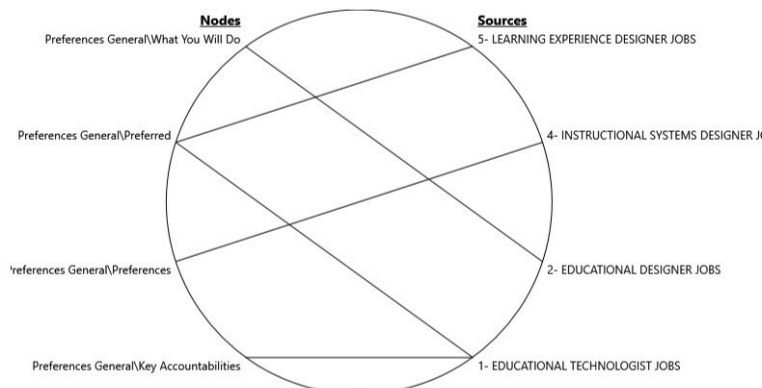
Template Analysis

RESULTS

Descriptive Template Analysis

Responsibilities	37
Qualifications	21
Requirements	18
Experience	13
Ability and Skills	11
Preferences	10

Dominant, Mutual, or Negotiated Discourse



CONCLUSION

