The Field of Educational Technology as Seen in Twitter Posts

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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.

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

Theoretical Framework

Elements
Interconnections
Functions

INTRODUCTION

Learning environments have experienced dramatic changes during the past two decades.

For instance,

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

QUESTIONS

What are the:

Interrelationships among the targeted disciplines based on job descriptions?

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

CONCLUSION