

# Educational Technology

Fall 2007 Newsletter

## Educational Technology

Department of Curriculum  
and Instruction  
Beering Hall of Liberal Arts  
and Education  
100 N. University St.  
West Lafayette, IN 47907

765-494-5669

[edtech@education.purdue.edu](mailto:edtech@education.purdue.edu)  
[www.edci.purdue.edu/et](http://www.edci.purdue.edu/et)

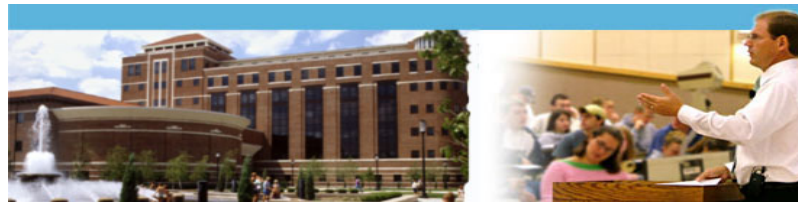
### In this issue

New Faces	2
Service Learning	2
Faculty Awards	2
Better Online Discussions	3
Online Master's Degree	3
Scholarship Honorees	4
PAET	4

### Want to Know More?

For more about the history of the Ed Tech program, see the Fall 2007 College of Education Magazine at:  
[www.education.purdue.edu](http://www.education.purdue.edu)

For more about Ed Tech's strategic plans for the future, see:  
[www.edci.purdue.edu/pdf/EdTech\\_Strategic\\_Plan.pdf](http://www.edci.purdue.edu/pdf/EdTech_Strategic_Plan.pdf)



## Greetings from the Ed Tech Program

Welcome to the inaugural issue of the electronic newsletter for alumni and friends of the Educational Technology program at Purdue University!

Although we've experienced some unusually warm weather this October in West Lafayette, the turning of the leaves and Saturday football games confirm that fall is once again upon us. The campus is again filled with activity after the relative

calm and quiet of the summer months.

This new semester is bringing many changes and much excitement to the campus. Purdue has a new president, Dr. France Córdova, and preparations are underway for a new campus strategic plan. The Educational Technology program completed its first strategic plan last year, and in it we have laid out great ambitions for the future.

The purpose of this newsletter is simply to provide you, the alumni and friends of the Ed Tech program, with news and updates about the program, its people, and its activities. We want to keep you up-to-date about the exciting things that are happening in Educational Technology at Purdue, and we want to invite you to be a part of helping us to make a great program even better!

## Looking Back and Ahead

Did you know that the Educational Technology program has its roots in a library and media sciences program that dates back to the 1960s? Over the years, the program has evolved to include the instructional design and technology elements that we associate with the field today.

In the mid-1970s, Carolyn Whitenack, program chair, Sam Postlethwait, professor of biology, and Jim Russell, then a junior faculty

member, worked together to add an instructional design component to the program.

In the mid-1980s, an emphasis on educational computing was added with new licensure and degree programs, formalizing efforts begun by Franz Frederick in the 1970s. The program was named Educational Computing and Instructional Development (ECID).

In the late 1990s, degree programs were redesigned

and the faculty renamed the program Educational Technology to reflect a trend toward convergence of disciplines in the field.

Last year, the faculty approved a strategic plan to establish preeminence in the area of learning technologies and design with special emphasis in online learning environments, technology integration, informal learning, and authentic problem solving.



Minchi Kim



Johannes Strobel



Bill Watson



Scott Schaffer

*Scott Schaffer is integrating service learning in his course for Ed Tech students.*

**Learn More**

For more about the faculty of the Ed Tech program, visit [www.edci.purdue.edu/et/faculty.html](http://www.edci.purdue.edu/et/faculty.html)

## New Faces on the Faculty

Three new faculty members joined the Educational Technology program this fall, bringing the total number of faculty members to eight.

Minchi Kim received her PhD in 2006 from the University of Georgia. Before coming to Purdue, she worked as a post-doc and instructor at New York University. She is interested in scaffolding students' scientific problem solving in technology-

enhanced learning environments.

Johannes Strobel, jointly appointed in Engineering Education and Educational Technology, received his PhD in 2004 from the University of Missouri. Before coming to Purdue, he served on the faculty of Concordia University in Montreal. He is interested in learning in complex domains, problem solving in the workplace, and

learning in STEM fields through modeling.

Bill Watson received his PhD in 2007 from Indiana University. Before coming to Purdue, he served as an instructor of information technology at IUPUI in Indianapolis. He is interested in student learning from computer and video games, and he works with the gaming initiative in Purdue's Discovery Learning Center.

## Service Learning

Scott Schaffer, assistant professor of educational technology, is bringing service learning to his course for Ed Tech students. As a Community of Service Learning Faculty Fellow (see below), he is also sharing this approach with other faculty across campus.

Service learning is form of teaching and learning in which community service is integrated into the academic

curriculum to benefit both the learning experience and the community recipients. It aligns well with Purdue's land grant mission to engage with the local community.

Dr. Schaffer is having his students in EDCI 561, Introduction to E-Learning Design, work with the Greater Lafayette Museum of Art (GLMA) to design online lessons and activities to accompany GLMA's

ArtSmart, a text that chronicles Indiana art and artists. ArtSmart has been used in Indiana classrooms since 1987, and through this initiative, Purdue Educational Technology students will get the chance to develop their own knowledge and skills by working on a project that has the potential to be used by thousands of Indiana students and their teachers. This is truly what service learning is all about.

## Ed Tech Faculty Awards and Honors

Peg Ertmer was the recipient of the 2006-07 Dean's Award for Outstanding Scholarship from the College of Education as well as the 2007 Curriculum and Instruction Outstanding Faculty Discovery Award. She was promoted to professor

effective fall 2007.

Tim Newby was the recipient of a 2007 Charles B. Murphy Outstanding Undergraduate Teaching Award.

Jennifer Richardson was selected as a junior faculty

participant in the 2007-08 Teaching for Tomorrow program.

Scott Schaffer was selected as a 2007 Community of Service Learning Faculty Fellow by the Purdue Office of Engagement.

## Better Online Discussions

Online education is growing by leaps and bounds, and institutions from community colleges to research institutions like Purdue are looking for effective ways to adapt instructional methods to this new format. Educational Technology faculty members are at the forefront of research that is critically needed to assess new approaches to online teaching and learning.

Jennifer Richardson, assistant professor, and Peg Ertmer, professor, are Co-PIs of a new three year project, funded by the U.S. Department of Education's Fund for Improvement of Post-Secondary Education (FIPSE) program, to investigate the effects of the use of peer feedback in online discussions.

Online discussions are an increasingly common component not just of online courses but also courses that blend

online and face-to-face instruction. In online classes, they replace traditional face-to-face discussions, and in blended classes they provide a way to increase students' engagement with the content. However, monitoring and assessing online discussions can be very difficult and time-consuming for the instructor.

Employing a peer feedback tool, similar to the rating systems built into online services such as Amazon.com, may provide as a way to harness the power of student peers to provide feedback to one another (benefiting both the giver and receiver of the feedback) while simultaneously reducing the burden on the instructor. Richardson and Ertmer's project will investigate this concept in the context of blended courses in both education and engineering. The results should inform online teaching and learning practices in many disciplines.



Jennifer Richardson



Peg Ertmer

*Jennifer Richardson and Peg Ertmer are Co-PIs of a FIPSE grant project studying the use of peer feedback in online discussions.*

## Online Master's Degree

For many years, Ed Tech faculty members have been leaders in teaching and learning at a distance. In the 1990s, Jim Lehman and educational administration colleague Bill McInerney were the first Purdue faculty members to offer a course wholly on the Internet. Today, many of Ed Tech's courses are offered online.

Now, the program has made the decision to take the next logical step. Planning is underway to offer the Educational Technology

master's degree program online as early as the fall of 2008.

Discussions about taking the master's degree program online have been underway for about a year. With the assistance of Purdue's Continuing Education unit, a market survey was conducted last spring by an outside consulting firm. It confirmed that, although there is competition in the field, there is a market for Ed Tech graduates.

Before the program can take the next step, however, a number of regulatory and administrative requirements must be satisfied. Graduate School approval is needed to offer a degree online, and

budgetary and administrative plans will have to be finalized before the new program can go live. Program convener, Tim Newby, is taking the lead in working through the necessary processes.

Despite the hurdles, we look forward to the opportunity to put our expertise in online teaching and learning to the test by offering a degree program online. We hope this will help us to reach out to prospective students at a distance and bring the Purdue stamp to a new generation of educational technologists.

Let us know what you think of our plans. We'd like to hear from you!



Brian Belland and Dazhi Yang, recipients of a Frank B. DeBruicker Graduate Scholarship for 2007-08

## Scholarship Honorees

Brian Belland and Dazhi Yang, Ph.D. students in Ed Tech, were selected as recipients of a Frank B. DeBruicker Graduate Award for 2007-08.

Brian is studying the use of technology-based scaffolding to support middle school students as they develop evidence-based arguments during problem-based learning units. He is an author and frequent

conference presenter, and a recipient of a 2007 Young Scholar Award from the Association of Education Communications and Technology.

Dazhi is studying students' cognitive learning in asynchronous online discussions and works with the FIPSE project described on p. 3. She is an Educational Exchange volunteer for Purdue's International Office.

### Let us hear from you!

*We want to know what you are doing and how we can better keep in touch. Please drop us a note to let us know where you are and how you are doing. The Educational Technology family continues to grow, and we want to find new ways to keep connected.*

**Email:** [edtech@education.purdue.edu](mailto:edtech@education.purdue.edu)

**Web:** [www.edci.purdue.edu/et](http://www.edci.purdue.edu/et)

## DeBruicker Scholarship

The Frank B. DeBruicker Graduate Award in Educational Technology was established by the DeBruicker Family in honor and memory of their father, Frank. This award provides \$1,000 for a graduate student pursuing a degree in Educational Technology.

Members of the DeBruicker family, including Tim and Cheri and Stewart and

Shelby, were on hand as part of Family Day festivities on Saturday, September 15, to help congratulate this year's recipients.

The Ed Tech faculty and students wish to express our deep appreciation for the generous support of the DeBruicker family in helping graduate students in the Educational Technology program.

## PAET

The Purdue Association for Educational Technology, or PAET, is the association for graduate students in the Educational Technology program at Purdue. PAET focuses its efforts on collaborative research,

professional development for its members, and engagement with organizations such as AECT.

PAET has played a key role in helping the Educational Technology program to grow

and develop. They have involved graduate students in presenting their research at graduate research symposia at both IU and Purdue, and they have spearheaded efforts to help Purdue have a presence at

the AECT conference. In addition, PAET sponsors social functions to help students and faculty get acquainted outside of class and work settings.

[web.ics.purdue.edu/~paet](http://web.ics.purdue.edu/~paet)