

Dick, Carey, and a Peanut Butter and Jelly Sandwich: A New Case for Teaching Instructional Design

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Agenda

- Problem
- Preparing Instructional Designers
- Overview of the Course
- Development of the Case
- Description of the Case
- Implementation of the Case
- Post-Implementation Survey Results
- Considerations

But First ...

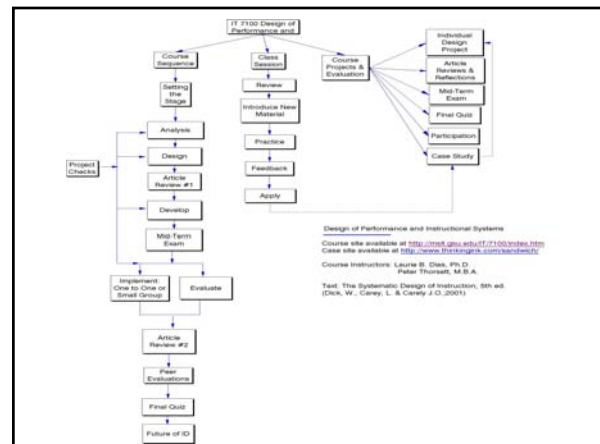
- You've been hired as an Instructional Designer for the Ye Olde Sandwich Shoppe, Inc. to design a basic job aide for use by the company's sandwich makers.
- Let's design an aide for the company's basic sandwich – the Classic Peanut Butter & Jelly Sandwich.

Problem

- ID Courses
 - Focus on processes alone
 - Little attention to theoretical constructs
 - Lack of attention to related skills
 - Missing scenarios of exemplary instructional design products and solutions
 - Unable to offer authentic opportunities to apply skills

Preparing Instructional Designers

- I.D. is a complex, ill-structured problem-solving process (Jonassen; 1997)
- Integrate problem-centered approaches
 - Problem-based learning
 - Dabbagh, Jonassen, Yueh & Samouilova (2000)
 - Kapp, Phillips, & Wanner (2002)
 - Case-based learning
 - Carr-Chellman (1999)
 - Stepich, Ertmer & Lane (2001)
 - Summers, Lohr & O'Neil (2002)



Case Development

- Soft Skill Development
 - A way to introduce students to the team based design approach they are going to work with in the field.
 - A way to introduce students to practice related issues such as project management, client communications, problem identification.
 - A way to look at the whole situation before seeing a training and development solution as the answer.
 - A way to introduce students to realistic applications of the business terminology that is becoming a part of the I.D. field.

Case Development

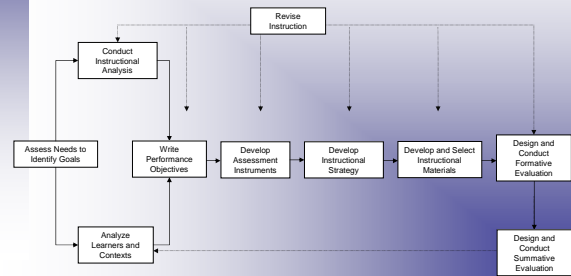
- Whole Term Case vs. Single Unit Cases
 - Vehicle for application of the individual components of the Dick and Carey model without having to learn a whole new set of case facts for each component
 - Framework for modeling their own individual projects
 - Recognizes limited student preparation time
- Practice of the Dick & Carey Model
 - Allowed for directed, applied practice of the individual components of the Dick & Carey Model

Description of the Case

- Core Story: Ye Olde Sandwich Shoppe, Inc.
 - Sets the stage
 - New store expansion with out of control food costs
 - Higher than normal employee turnover
- Supplemental Elements of the Story
 - Financial Issues Memo & First Quarter Results
 - Mission Statement & Firm History
 - Sample Menus
 - Staffing & Operations Information (floor plans, position descriptions, process flow charts)
- Forms
 - Individualized based on the content of the Dick, Carey, & Carey text and other sources for systematic instructional design

Implementation of the Case

- Each section of the Dick & Carey model was used as a starting point for each unit's case component.



Survey Results

- Administered on the last day of class to specifically assess the case study.
 - Section 1: Implementation
 - Section 2: Content
 - Section 3: Transferability
- The case study's contribution to learning:
 - Development of the individual project (4.0)
 - Understanding the model (4.0)
 - Understanding the classroom lectures (4.0)
- The case study:
 - Impression of the website (5.0)
 - Impression of the binder (4.4)
 - Impression of the project forms (4.6)
 - Overall rating of the case study experience (4.7)

Case Design Considerations

- Design Considerations (CARE)
 - Credible - Quality of the presentation
 - Available - File formats of the case and materials
 - Readable - Language and terminology used
 - Eding - Consistency of the materials
- Time Considerations
 - It takes time, time, time to prepare a case and all of the supplementary materials.
 - Base Case = 40 hours
 - Research Time (visiting stores and watching the operations)
 - Writing & Editing Time
 - Web Site & Notebook Development = 40 hours
 - Forms = 30 minutes to 3 hours (each)

Lessons Learned



- How will we teach Instructional Design in the future?
 - Laurie's approach
 - Peter's approach
- The importance of a graduate assistant
 - who has been there (and done that!)
 - who can offer balance (business vs. education)

Contact Information



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Case Site: <http://www.thinkingink.com/sandwich/>

Course Site: <http://msit.gsu.edu/IT/7100/index.html>