EDHP-SIG Site Analysis

Contents

Project Purpose

The Health Professions Special Interest Group (EDHP-SIG), is in the process of designing and developing a WordPress website to "foster collaboration and communications aimed at advancing the professional practice of healthcare professionals and instructional designers." The EDHP website is to function in synchrony with additional social media/information resources established for the SIG.

Vision & Mission

The vision of the Education in the Health Professions Special Interest Group (EDHP-SIG) of the Association for Educational Communications and Technology (AECT) is to help, "ensure healthy lives and promote well-being for all at all ages."[1] To achieve our vision, the EDHP SIG will seek to advance the professional practice of healthcare professionals and instructional designers by fostering transdisciplinary[2] collaboration and communications, promoting immersion and the sharing of ideas and resources, and by facilitating evidence-based education, training, and professional development of healthcare professionals and their clients.

Target Audience

Health Professionals: Professionals in medicine, nursing, pharmacy, therapy, and other healthcare professions involved or otherwise interested in the design and delivery of training, education, and professional development.

Instructional Designers: Professionals in instructional design, educational psychology, and other related fields involved or otherwise interested in the design and delivery of medical and healthcare training, education, and professional development.
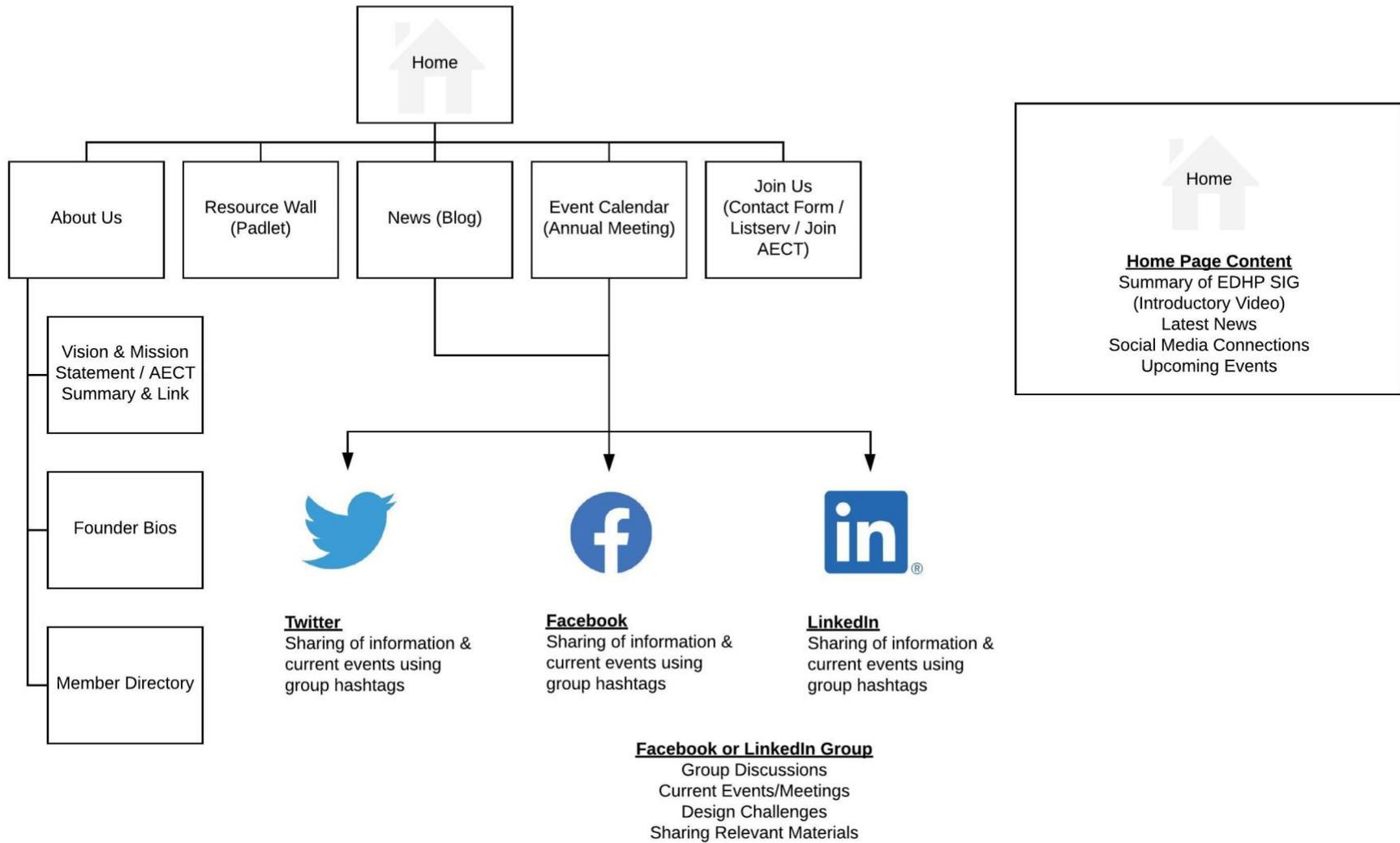
Website Goals

1. Raise awareness of the EDHP-SIG and attract new members.
2. Provide a repository for tools and information for all members to utilize.
3. Promote collaboration and sharing of ideas.
4. Present a balance of information and resources for Health and ID professionals
5. Function synchronously with other communication/social media resources to achieve vision and mission.

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[1] As stated in the third of 17 Sustainable Development Goals, endorsed by all members of the state of the United Nations

[2] The term "transdisciplinary" refers to collaboration between professionals from two or more fields or disciplines that transforms and advances both disciplines. In contrast, "interdisciplinary" and "multidisciplinary" refers to collaboration of professionals from two or more fields or disciplines that does not necessarily lead to changes in the collaborating fields/disciplines.

Proposed Sitemap

EDHP SIG WEBSITE

Home

- About Us
- Resource Wall (Padlet)
- News (Blog)
- Event Calendar (Annual Meeting)
- Join Us (Contact Form / Listserv / Join AECT)

About Us
- Vision & Mission Statement / AECT Summary & Link
- Founder Bios
- Member Directory

Home

Home Page Content
Summary of EDHP SIG
(Introductory Video)
Latest News
Social Media Connections
Upcoming Events

Twitter
Sharing of information & current events using group hashtags

Facebook
Sharing of information & current events using group hashtags

LinkedIn
Sharing of information & current events using group hashtags

Facebook or LinkedIn Group
Group Discussions
Current Events/Meetings
Design Challenges
Sharing Relevant Materials

Resource Wall Visual Example

About this Wall	Objectives	Learner Assessments	Instructional Strategies & Tactics	Content Information	Technology	D&D Process	Research	Professional Development
Purpose	List of published objectives	Types of assessments	List of strategies	List of content repositories	Resource on use of simulations	ID Models	Resource on DBR	List of Professional Organizations
Navigation	[Analysis] methods for deriving objectives	Methods for creating and aligning assessments	List of tactics	Seminal books/papers by content area	Resource on use of VR/MR	Seminal books/papers on instructional strategies	List of Journal Articles	Workshop(s)
Definitions	Writing of objectives	Seminal books/papers on assessment	Theoretical and conceptual foundations				Resource on how to select journal for publication	
Directions for posting	Types of objectives		Seminal books/papers on instructional strategies					
	Seminal books/papers on objectives							

Resource Wall Overview

The resource wall will use a tool, such as [Padlet](), to allow the members to post and rate contents (e.g., audio, video, text, and/or graphics including articles) easily. This approach to posting information is similar to the [Learners Engagement's review]() section. Using the following categories, members can post and rate content and develop connections. Members/users will be encouraged to note health proffesions, target population (e.g., health proffesionals, health educators) and medical health topic. Therefore, the resource wall will allow to identify intersections between instructional design and health professions based in the following categories:

1. About this Wall
2. Objectives
3. Learner Assessments
4. Instructional Strategies & Tactics
5. Content Information
6. Technology
7. Design & Development Process
8. Research
9. Professional Development

Social Media Outreach

Facebook

Facebook is the largest and most active social media platform. According to [Hootsuite's blog](), there are 2.41 billion monthly visitors. Furthermore, 71% of American adults use Facebook. In regards to EDHP SIG, Facebook provides both an outlet for news, as well as a potential home for a group. Using Facebook groups, a community can be formed, and discussions can be held in an informal setting. Beyond building camaraderie, the Facebook group will allow additional transdisciplinary connections to form. There are connections available to synchronize content between the website and the group. Some common connections include auto-publishing blog posts and synchronizing event information.

LinkedIn

Similar to Facebook, LinkedIn is a social network with a focus on business networking. According to [Hootsuite's blog](), 154 million American workers have LinkedIn profiles, with 3 million American jobs posted monthly on the platform. In regards to EDHP SIG, LinkedIn provides another outlet for news and outreach for the group. Similar to Facebook, a LinkedIn group will offer many of the same functions and synchronization features. Similar to Facebook, the website will be synchronized with LinkedIn to automatically post news and events posted on the EDHP SIG's website.
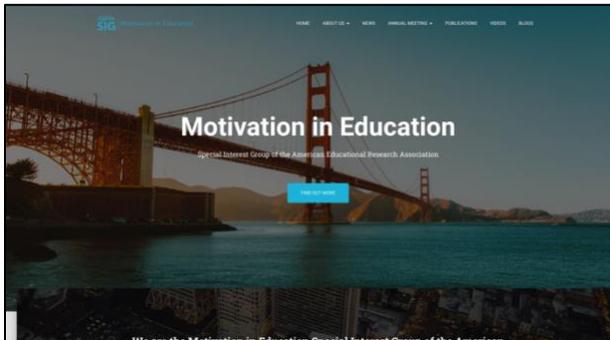
Twitter

Twitter is different from social networks, as it's a microblogging website. Individuals and companies can post tweets about current news and events. According to [Hootsuite's blog](), there are 49 million Twitter users, with 22% of adults in the US using Twitter.   In regards to EDHP Sig, Twitter is purely a communication and awareness tool for the group. Using group-specific hashtags when news or articles are shared will promote the growth of the SIG. Furthermore, embedded Twitter widgets on the EDHP-SIG website homepage will promote the latest tweets/hashtags posted by its members. Twitter could be

also used during EDHP-SIG events to send updates, share contents, and communicate hashtags for increase engagement.

Website Reviews

The following websites are similar in scope in purpose to the proposed EDHP-SIG website. These websites are used for inspirational purposes and provide a foundation for discussions regarding the content to display.

Motivation in Education
http://motsig.org
Hestia Theme
No SSL certificate

This website is well-designed and feels very professional. The use of the large image and teal/blue accents provides the viewer a feeling of trust and professionalism. However, the choice of image does not communicate the purpose of this group. The homepage presents a good balance of background information, announcements and social media connections. Finally, the simple navigation on top provides the user with easy access to all relevant content.

Learner Engagement
http://learnerengagement.org
Zephyr Theme
No SSL certificate

The front page is very impressive, but the animation takes a lot of resources to load. The use of masonry cards for the recent news and the simple animations on the website provide a good experience for the user. The review page featured an interesting approach to displaying content. Using an application called Padlet, the group presented strategies and tools. This feature also works on mobile devices.

Developer Recommendations

Develop the EDHP-SIG website using the Motivation in Education and Learner Engagement websites as inspiration. Both websites feature a signature or "hero" image as the main visual for the website. Using a hero image draws the viewer into the website and communicates the purpose of the website. Along

with the hero image, the developer will determine a color palette and identify typefaces to communicate the vision and mission of the EDHP-SIG.

Appendix

Definitions

Learning Theory. Set of principles and propositions that explain how and why people learn. Descriptive in nature. Note: Learning theorists also often recommend (prescribe) methods for facilitating learning (see Instructional Theory). Major classes of learning theories include:

- Behavioral
- Cognitive Information Processing | Social Cognitive
- Cognitive Constructivist | Social Constructivist
- Neuro-Biological (Brain-Based)
- Science of Learning (multidisciplinary)

Instructional Theory. Set of principles and propositions that prescribe methods for facilitating learning. Prescriptive in nature. Strategies (and Tactics) represent the application of a learning or instructional theory. Note: Instructional theorist often refer to and base prescriptions on learning theories. Instructional theories range from teacher-directed to student-centered.

- Gagne's Conditions of Learning
- Component Display Theory
- Elaboration Theory
- Experiential Learning
- Problem-based Learning

Instructional Strategy. Comprehensive series of instructional events and activities for facilitating learning. A strategy typically consists of one complete set of events or activities associated with an instructional lesson or unit. Strategies (and tactics) represent the application of a learning or instructional theory, and may range from teacher-directed to student-centered strategies.

- Direct Instructional Strategies
- Gagne's 9 Events
- Experiential Learning Strategies
- Problem-Based Learning Strategies
- InterPLAY

Instructional Tactics (aka. Approach). Individual or multiple instructional events or activities for facilitating learning. A comprehensive set or series of tactics represent an instructional strategy. Often referred to, but distinguished here from instructional strategies; tactics require additional instructional events and activities either before or after implementation to be effective.

- Active learning
- Team-Based Learning

- Small group learning
- Self-learning modules, Directed self-learning modules
- Lectures
- Scaffolding
- Objectives
- Feedback

Instructional Design (ID) Models. Overall process for creating training and educational program that typically include step-by-step guidelines for analysis, design, development, implementation, and evaluation.

- ADDIE (Dick & Carey, Smith & Ragan) | Waterfall/shed | Spiral
- Agile (SAM, SAM2)
- ARCS Model of Motivational Design

Curriculum. Program of study offered by a school that consists of outcomes, courses, and assessments.

- Patient-Centered
- Problem-Centered
- System-Centered
- Topic-Centered

Epistemology. The study of how people derive meaning, also referred to as the theory of knowledge. Ranges from:

- Positivist
- Pragmatist
- Interpretist

Evidenced-Based Education (aka. Grounded Design). Learning experiences grounded in theory, research, and documented best practice.

Design-Based Research. Method for conducting research that focuses on improving an instructional product, process, policy, theory, or tool.   Also referred to as:

- Improvement science
- Formative research