

My 3 Principles of Effective Online *Heutagogy*

*Bill Pelz, Instructional Designer for Online Learning
Herkimer College / State University of New York*

1. **“Engage or Enrage”** - design with maximum interactivity to facilitate both content learning and social engagement.
2. **Make instructional design decisions that maximize the learners' opportunities to add social, cognitive & teaching presence .**
3. **Let the learners do most of the teaching.**

The Core Components of Online Instructional Design:

1. Effectively Present the **content** of the discipline in such a fashion that it will...
2. ...*really engage* Learners and sustain their attention for a ***sufficient length of time*** to allow the construction and synthesis of new knowledge, and...
3. ... then **assess (authentically :)** content learning and its impact on the learner

3 applications of learner provided content

1. A discussion forum following a reading assignment
2. Content from an Internet site
3. A term research project

The Learner Facilitated Asynchronous Discussion Forum

1. Students read something
2. Each student posts a discussion question
3. Students facilitate the ensuing discussion threads

Rules of engagement:

initial post within “x” days

participate on at least “x” different days

use a quality-based discussion post rubric

use a grading scale based upon quality and quantity of posts

The discussion *post* grading rubric

Points	Interpretation	Grading Criteria
4	Excellent (A)	The comment is accurate, original, relevant, teaches us something new, and is well written. Four point comments add substantial teaching presence to the course, and stimulate additional thought about the issue under discussion. Documentation for factual information is provided.
3	Above Average (B)	The comment lacks at least one of the above qualities, but is above average in quality. A three point comment makes a significant contribution to our understanding of the issue being discussed.
2	Average (C)	The comment lacks two or three of the required qualities. Comments which are based upon personal opinion or personal experience often fall within this category.
1	Minimal (D)	The comment presents little or no new information. However, one point comments may provide important social presence and contribute to a collegial atmosphere .
0	Unacceptable (F)	The comment adds no value to the discussion.
Post Title	No penalty	The post title is a complete sentence and conveys the main point of the comment. The reader clearly understands the main point of the comment before reading it.
-1	minor problem with subject line	The post title provides key word(s) only. The reader knows the general area that the comment deals with.
-2	Major problem with subject line	The post title provides little or no information about the comment

The discussion *forum* grading scale

Forum Grade	Quality points received
A+	40+
A	31 -39
B	25 - 30
C	12 - 24
D	6 - 11
F	1 - 5
0	0

Discussion Post Rules:

Rule #1: The Message of your post must introduce accurate and relevant information which teaches us something new about the topic under discussion.

Rule #2: The Post Title for your post must be a complete sentence which conveys the main teaching point of your message.

Rule 2: What's the pedagogy?

- The post author must think about the message, identify the main point, and express it as a complete sentence. This requires higher-level thinking processes than simply accepting: “Re:....” as the post title.
- The readers are provided with a meaningful post title which summarizes the main teaching point of the post message. (Analogous to the research article abstract.) This provides a cognitive “advanced organizer” for categorizing knowledge and facilitates both learning and memory.

Website Assignment

1. Student locates a website and writes a report.
- 2a. Student submits report for evaluation (written assignment)
- 2b. Student submits the report for class discussion (asynchronous forum)
3. Students facilitate the ensuing discussion threads

Term paper assignment

Part 1: Initial discussion of topic selection, organization, sources, etc (forum)

Part 2: Write and submit the paper (drop box)

Part 3: Discuss the papers (forum)

Questions & Comments