References

AECT Definition and Technology Committee (2004). *The meanings of educational technology*. Retrieved September 22, 2006 from http://www.indiana.edu/~molpage/Meanings%20of%20ET_4.0.pdf#search=%22a_ect%20committee%20educational%20technology%22

AECT. (2005). Standards for the accreditation of school media specialist and educational technology specialist programs. Bloomington, IN:AECT.

AECT. What are the advanced standards? (2001). Retrieved November 30, 2006 from http://www.aect-members.org/standards/initstand.html.

AECT. What are the initial standards? (2001). Retrieved September 23, 2006 from http://www.aect-members.org/standards/advstand.html.

AECT. What is the knowledge base? (2001). Retrieved September 25, 2006 from http://www.aect-members.org/standards/knowledgebase.html.

Anderson, H. (n.d.). Dale's cone of experience. Retrieved October 3, 2006 from http://www.mc.uky.edu/pharmacy/edinnovation/pdf/Step%20Dales%20Cone.pdf# search=%22edgar%20dale%20cone%20of%20experience%22.

Boverie, P., Sanchez-Mulcahy, D., and Zondlo, J.A. (1994). *Evaluating the effectiveness of training programs*. Retrieved March 24, 2006 from http://people.uncw.edu/chensj/mit530/Kirkpatrick%20Model.htm.

Cavanaugh, T. and Cavanaugh, C. (2006). *John Kellar's ARCS model*. Retrieved September 28, 2006 from The digitial camera in education: Images in education website: http://www.drscavanaugh.org/digitalcamera/images-in-education.htm.

Chen, S.J. (2006b). Evaluation perspectives & models in Instructional technology and performance technology. (Week of January 12). Retrieved January 12, 2006 from http://people.uncw.edu/chensj/mit530/

deLuikerwaal. (2006). *Lantern slides and how to make them*. Retrieved October 5, 2006 from http://www.luikerwaal.com/newframe_uk.htm?/doehetzelf_uk.htm.

Dick, W. (1996). The Dick and Carey model: Will it survive the decade? *Educational Technology Research & Development*, 44(3), 55-63.

Dick, W., Carey, L., and Carey, J. (2005). *The systematic design of instruction*. Sixth edition. New York, NY:Addison-Wesley Educational Publishers, Inc.

England, E. and Finney, A. (2002). *Managing multimedia: Project management for web and convergent media*. Harlow, England: Addison-Wesley.

Heinich, R., Molenda, M., Russell, J.D., and Smaldino, S. (2001). *Instructional media and technologies for learning. Seventh edition*. Upper Saddle River, NJ: Prentice-Hall.

Huitt, W. (2003). The information processing approach to cognition. *Educational Psychology Interactive*. Valdosta, GA: Valdosta State University. Retrieved October 3, 2006 from http://chiron.valdosta.edu/whuitt/cogsys/infoproc.html.

Joint Knowledge Development & Distribution Capability (JKDDC). *Product development workflow tool.* (n.d.). Retrieved September 27, 2006 from http://jkddcjmo.org/jkddc_pdwt/.

Jonassen, D. (1999). Designing constructivist learning environments. In Reigeluth (Ed.), *Instructional design theories and models: A new paradigm of instructional theory* (pp.215-239). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Lesson 8- Instructional Strategy. (2006). Retrieved October 2, 2006 from http://www.itma.vt.edu/modules/spring03/instrdes/lesson-6.

Lohr, L. (2003). Creating graphics for learning and performance: Lessons in visual literacy. Upper Saddle River, NJ: Pearson.

Murdock, A. (2005). Introduction to ID project management. In *MIT 520: Managing Instructional Development Course Content* (Module 1). Retrieved October 2, 2006 from

https://uncw.eduprise.com/SCRIPT/4165120054/scripts/serve.home.

Murdock, A. (2005). The project management life cycle. In *MIT 520: Managing Instructional Development* course content (Module 2). Retrieved October 2, 2006 from https://uncw.eduprise.com/SCRIPT/4165120054/scripts/serve_home.

Odellion Research (2006). *Return on investment model*. Retrieved October 9, 2006 from

http://www.odellion.com/pages/online%20community/knowledgebase/ReturnOnlnvestmentModel.htm.

Pershing, J. (2006). *Handbook of human performance technology: Principles, practices, potential.* San Francisco, CA: Pfeiffer.

Phillips, J.J (1996). *Measuring ROI: The fifth level of evaluation*. Retrieved March 24, 2006 from http://learnativity.com/roi-learning.html.

Reiser, R.A. (2001) A history of instructional design and technology: Part 1: A history of instructional media. *Educational Technology Research & Development*, 49(1), 53-64.

Rogers, E.M. (1995). *Diffusion of innovations*. Fourth edition. New York: Free Press.

Rossett, A. (1987). *Training needs assessment*. Englewood Cliffs, NJ: Educational Technology Publications.

Seels, B. and Glasgow, Z. (1998). *Making instructional design decisions*. Second edition. Upper Saddle River, NJ: Prentice-Hall.

Seels, B. and Richey, R. (1994). *Instructional technology: The definitions and domains of the field*. Washington, DC: AECT.

Smith, P. and Ragan, T. (1999). *Instructional design*. Second edition. New York, NY: John Wiley & Sons, Inc.

South Tees Hospital Improvement Alliance. (2003). *A diffusion curve*. Retrieved October 10, 2006 from

http://www.southtees.nhs.uk/Improvement%20Alliance/spread/spreadbackground.htm.

SumTotalSystems. (2006). *What is Toolbook?* Retrieved October 3, 2006 from SumTotal Systems Toolbook website: http://www.toolbook.com/learn_overview.php?from=menu.

Verzuh, E. (2005). *The fast forward MBA in project management*. Hoboken, NJ: John Wiley & Sons, Inc.

Whelan, R. (2005). *Instructional technology & theory: A look at past, present, and future trends*. Retrieved October 3, 2006 from Connect Information Technology at NYU website:

http://www.nyu.edu/its/pubs/connect/spring05/whelan it history.html.