Works Cited

Branch, Robert M. (2001). *Educational Media and Technology Yearbook*. Libraries Unlimited. Retrieved February 2008: [Electronic version].

Dick, W., Carey, L., and Carey, J. (2005). *The Systematic Design of instruction*. (6th ed.). New York, NY: Addison-Wesley Educational Publishers, Inc.

Encyclopedia of Educational Technology (n.d.). *Kirkpatrick's Four Levels of Evaluation*. Retrieved February 2008 from: http://coe.sdsu.edu/eet/Articles/k4levels/index.htm

England, E., and Finney, A. (2002). *Managing Multimedia: Project Management for Web and Convergent Media*. (3rd ed.). Essex, England: Pearson Education Limited.

Florida State University (n.d.). *The ARCS Model*. Retrieved February 2008 from: http://mailer.fsu.edu/~jkeller/john/sld005.htm

Gagné, R. M. (1987). *Instructional Technology Foundations*. Lawrence Erlbaum Associates. Retrieved February 2008: [Electronic version].

Greer, M. (1994). *ID Project Management: Tools and Techniques for Instructional Designers and Developers*. Englewood Cliffs: NJ: Educational Technology Publications.

Havelock, R.G. (1995). *A Change Agent's Guide*. (2nd ed.). Englewood Cliffs, NJ: Educational Technology Publications.

Indiana University (n.d.). *Evaluation and Change*. Retrieved February 2008 from: http://www.indiana.edu/~istr561/knuth06sum/unit1c.shtml

Mayer, R.E., (2001). Multimedia Learning. Cambridge, NY: Cambridge University Press.

Mayer, R.E., (1999). Designing Instruction for Constructivist Learning. In C.M. Reigeluth, *Instructional-Design Theories and Models* (pp. 141-159). Mahwah, NJ: L. Erlbaum Associates.

Morrison, G.L., Ross, S.M., and Kemp, J.E. (2007). *Designing Effective Instruction*. Hoboken, NJ: John Wiley & Sons.

Phillips, Jack. (1996). *Measuring ROI: The Fifth Level of Evaluation*. Retrieved February 2008 from: http://www.astd.org/NR/rdonlyres/D0BCF259-880D-4EEC-BF89-7F1B9A88F430/0/phillips.pdf

Reigeluth, C.M. (1999). *Instructional-Design Theories and Models*. Mahwah, NJ: L. Erlbaum Associates.

Reiser, R.A. and Dempsey, J.V. (2006). *Trends and Issues in Instructional Design and Technology*. (2nd ed.). Englewood Cliffs, NJ: Educational Technology Publications. Retrieved February 2008: [Electronic version].

Rogers, Dr. Everett M. (2003). *Diffusion of Innovations*. (5th ed.). Simon and Schuster. Retrieved February 2008: [Electronic version].

Rossett, Allison (1987). *Training Needs Assessment*. Englewood Cliffs, NJ: Educational Technology Publications.

Seels, B. and Glasgow, Z. (1998). *Making Instructional Design Decisions*. (2nd ed.). Upper Saddle River, NJ: Prentice-Hall.

Seels, B. and Richey, R.C. (1994). *Instructional Technology: The Definition and Domains of the Field.* Washington, DC: Association for Educational Communications and Technology.

Shrock, A. S. (1991). *A Brief History of Instructional Development*. In G. L. Anglin (Ed.), Instructional Technology: Past, Present, and Future (pp. 1-11). Englewood, CO: Libraries Unlimited.

Valdosta State University (n.d.). *Measurement and Evaluation: Criterion – Versus Norm-Referenced Testing*. Retrieved February 2008 from: http://chiron.valdosta.edu/whuitt/col/measeval/crnmref.html

Value Based Management (n.d.). *Innovation Adoption Curves of Rogers*. Retrieved February 2008 from: http://www.valuebasedmanagement.net/methods_rogers_innovation_adoption_curve.html