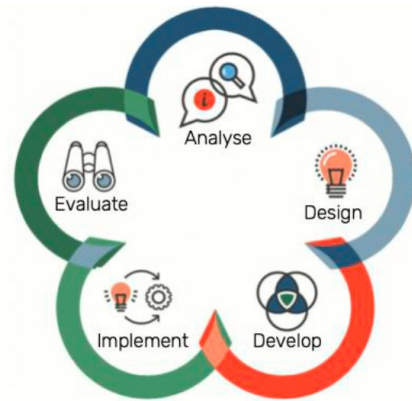


THE ADDIE MODEL OF INSTRUCTIONAL DESIGN



The ADDIE Model of Instructional Design

ADDIE -an acronym for **Analyze**, **Design**, **Develop**, **Implement**, **Evaluate**- is a design style for technology-based teaching, and it has become a gold standard for professionally created, high-quality distance education programs.



One of the reasons for its effectiveness is that it is firmly linked to **good design**, defined **learning outcomes**, carefully structured **content**, controlled **workloads** for faculty and students, integrated media, **relevant student activities**, and **evaluation** that is strongly linked to intended learning outcomes (Dick and Carey, 2004).

Although these good design principles can be used with or without the ADDIE model, it is a model that allows them to be discovered and executed in a **systematic** and thorough manner. (Morrison, 2010).

Definition of ADDIE

Analyse

- Identifying the problem you are trying to solve
- Understanding your online students (often through pre-course questionnaires)
- Determining your educational objectives, goals, and desired outcomes from the course
- Considering and planning the logistics (e.g., the timeline of the course, budget, delivery method, location, platform, tools, staff, etc.)



Design

- Title of the course
- Purpose of the course
- Structure of the course
- Learning outcomes of the course
- Student support channels
- Assessment activities and weights

Develop

Content development, including whether to produce in-house or outsource, copyright clearance for third-party resources, content loading into a website or LMS, and so on

Implement

- Use regular notifications to remind your students
- Ensure there is interaction going on in the online class
- Ensure there is someone (yourself or teaching assistant) to monitor the interactions and provide feedback

Evaluate

Feedback and statistics are gathered to indicate areas that need to be improved, and this information is used to create, develop, and implement the next iteration of the course.



The ADDIE approach has been utilized by instructional designers at many universities to re-design big lecture classes, hybrid learning, and fully online courses as **distance education** courses have become increasingly established as online courses.

Using the ADDIE model

The questions below might help instructors reflect on their synchronous or asynchronous courses during the course design process.

Step 1: Analysis

- Who is the target audience of the course?
- What are their needs?
- What are the desired learning outcomes?

Step 2: Design

- Did you map out what you expect your students to be able to do and know by the time the course is over?
- Did you build your syllabus?
- Did you plan your course schedule in detail?

Step 3: Development

- Did you create your course learning activities and assignments?
- Are they in line with your course syllabus and schedule?

Step 4: Implementation

- In what ways do you plan to pay attention to how students are receiving the course content?
- How will you observe and document your students responses along the way?

Step 5: Evaluation

- How often will you ask students for feedback on their learning experience? (e.g. after an individual activity, midway through the course, at the end of the course)
- Are your students learning? Are they applying what they learn?
- What could have been improved about the course?



References

Bates, A. W. (2015). *Teaching in a digital age: Guidelines for designing teaching and learning*.

Dick, W., and Carey, L. (2004). *The Systematic Design of Instruction*. Allyn & Bacon.

Morrison, Gary R. (2010). *Designing Effective Instruction*, 6th Edition. John Wiley & Sons.

Quickly Implement eLearning From What You Have: ADDIE Model In Practice

<https://elearningindustry.com/implement-elearning-how-use-addie-instructional-design-model>

The ADDIE Model – An Effective Way to Develop Interactive and Engaging e-Learning Courses

<https://www.swiftelearningservices.com/the-addie-model-an-effective-way-to-develop-interactive-and-engaging-e-learning-courses/>

Further Reading and Resources

- [ADDIE Instructional Design Framework](#)
- [The ADDIE Model of Instructional Design](#)
- [The ADDIE Analysis Phase](#)
- [The ADDIE Design Phase](#)
- [The ADDIE Development Phase](#)
- [The ADDIE Implementation Phase](#)
- [The ADDIE Evaluation Phase](#)