



Journal of Tourism and Hospitality - Joyce Pittman -
Sharing a Research Agenda

Dr. Joyce Pittman



Research Agenda



Biographical Sketch

- Dr. Joyce Pittman is an international educational researcher and consultant, specializing in educational research and tourism, transformation leadership, virtual learning, emerging technologies and global teacher education.
- She is an Associate Clinical Professor, and Program Director for an Educational Leadership and Management doctoral program, Drexel University, USA.
- She was appointed to the position, Chair, Research & Development and Board of Governors, Pennsylvania Association of School Administrators for a terms that runs 2013-2016.

Educational Background

- Dr. Pittman holds three earned degrees
- Philosophy of Education Doctorate (PhD) from Iowa State University of Science and Technology University in curriculum & instruction/technology & Educational Research.
- Masters of Science in Occupational Training and Career Assessment
- Bachelors of Science in Teacher Education, concentration: Business Education, Marketing and Management.

Experience

- Her background includes corporate, government and higher education experiences and social science research.
- She was a Teacher Education and leadership professor for Abu Dhabi University and director of faculty development.
- She is the former Director of Teaching and Learning, Asst to Provost in the Office of the Vice Provost and Chief Academic Officer, United Arab Emirates University, responsible for all university faculty development and innovation.
- Dr. Pittman served for over five years working as a professor, researcher, and administrator for the UAE ministry of education and higher education.

Publications

- She authors many works that focus on policies, practices, pedagogy and professional development that support educators and administrators leadership development in educational environments worldwide to improve global learning, teaching systems and educational tourism (global research, teaching and learning competencies).
- For over 30 years, she has published her research and made presentations to thousands of educators at international conventions of educational organizations, to regional, local and statewide school systems across the U.S., Canada, Europe, South Africa, Spain, Switzerland, Thailand, Turkey including the Middle East, namely United Arab Emirates and Qatar.
- In 2012, she was featured by the New York Times at a *School For Tomorrow Conference* as a *voice for the identifying schools of the future designs*.

Professional Organizations

- She is an active Ex-Officio Board Member and current member of the International Society for Technology in Education (ISTE).
- Other international affiliates include:
 - American Educational Research Association (AERA)
 - World Congress on Curriculum and Instruction (WCC-UNESCO NGO – Board of Directors)
 - Association for Teacher Educators (ATE)
 - Association for Supervision and Curriculum Development (ASCD) and
 - other professional organizations

What is an agenda?

➤ **What is a research agenda?**

- It's a plan and a focus on issues and ideas in a subset of your field.
- You cannot study everything in your field during your time in graduate school, so decide what to focus on now, and what to defer until another day.

➤ There will always be a gap.

➤ **Research agendas are not set in concrete;**

- they naturally change over time as your knowledge grows and as new research questions emerge.

➤ <http://drexel.academia.edu/JoyceAnnPittman>

Developing a Research Agenda

- An agenda is a list of things to be done.
- A research agenda is a concentrated and long-term plan for investigations to be conducted about a phenomenon or theory that cannot be easily understood by one study or short-lived investigations.

An Applied – Action Oriented Research Agenda



Topics

Transforming Learning Environments Into Communities

Integrating Instructional Technology

Educational Tourism*

Digital Education Equity

Virtual/Distance Learning Education (VLE-DLE) and

Adoption and Innovation Theories

***Also known as international education**

Current Focus

Diffusion and Adoption of Instructional Technology and Distance Education/Virtual Learning to develop understandings and strategies to improve

- educational leadership,
- organizational learning
- management systems and
- digital equity in global learning communities.



Case-in-point: Building a Research
agenda rooted in “Social Sciences”

What needs to be done?

Social Science Research Agendas

The Challenge:

- Must Regain Foothold in Universities and the Global Community
- Four important elements emerge as fundamental issues
 - Multiperspective research
 - Methodological diversity
 - Inclusiveness of stakeholders
 - Changes in social sciences teaching



Goal

Diffusion and Adoption of Instructional Technology and Distance Education/virtual learning in Educational leadership and STEM areas to create equitable learning environments.

I will share six concepts that bound my research.

Concept #1

Definition of Instructional Technology

Instructional Technology

theory and practice of design, development, utilization, management and evaluation of (systematic) processes and resources for learning.”

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Four (4) Important COMPONENTS OF INSTRUCTIONAL TECHNOLOGY

➤ **Products/Devices**

➤ **People**

➤ **Processes**

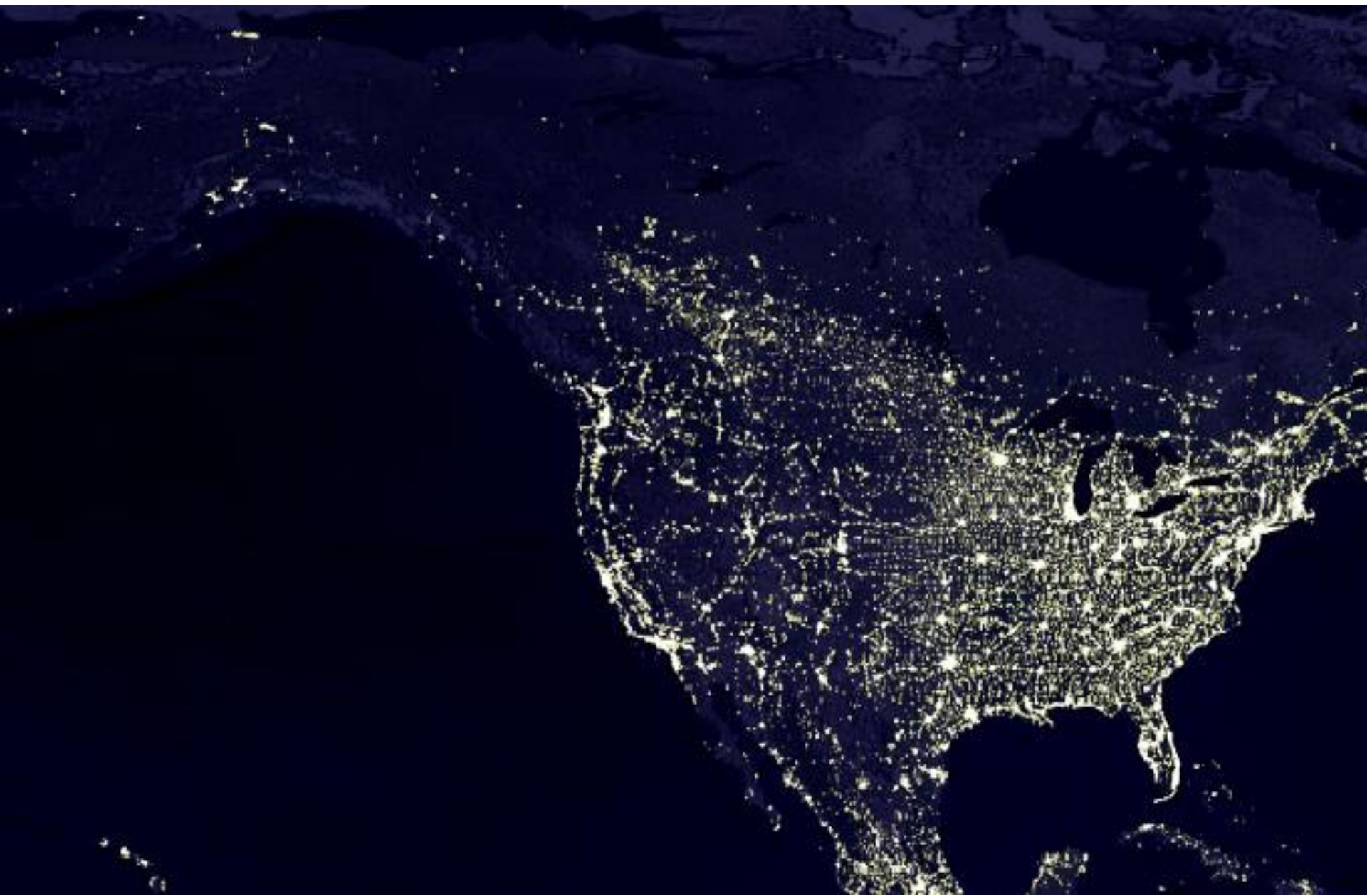
➤ **Policies** (Pittman, 2003)

Concept #2

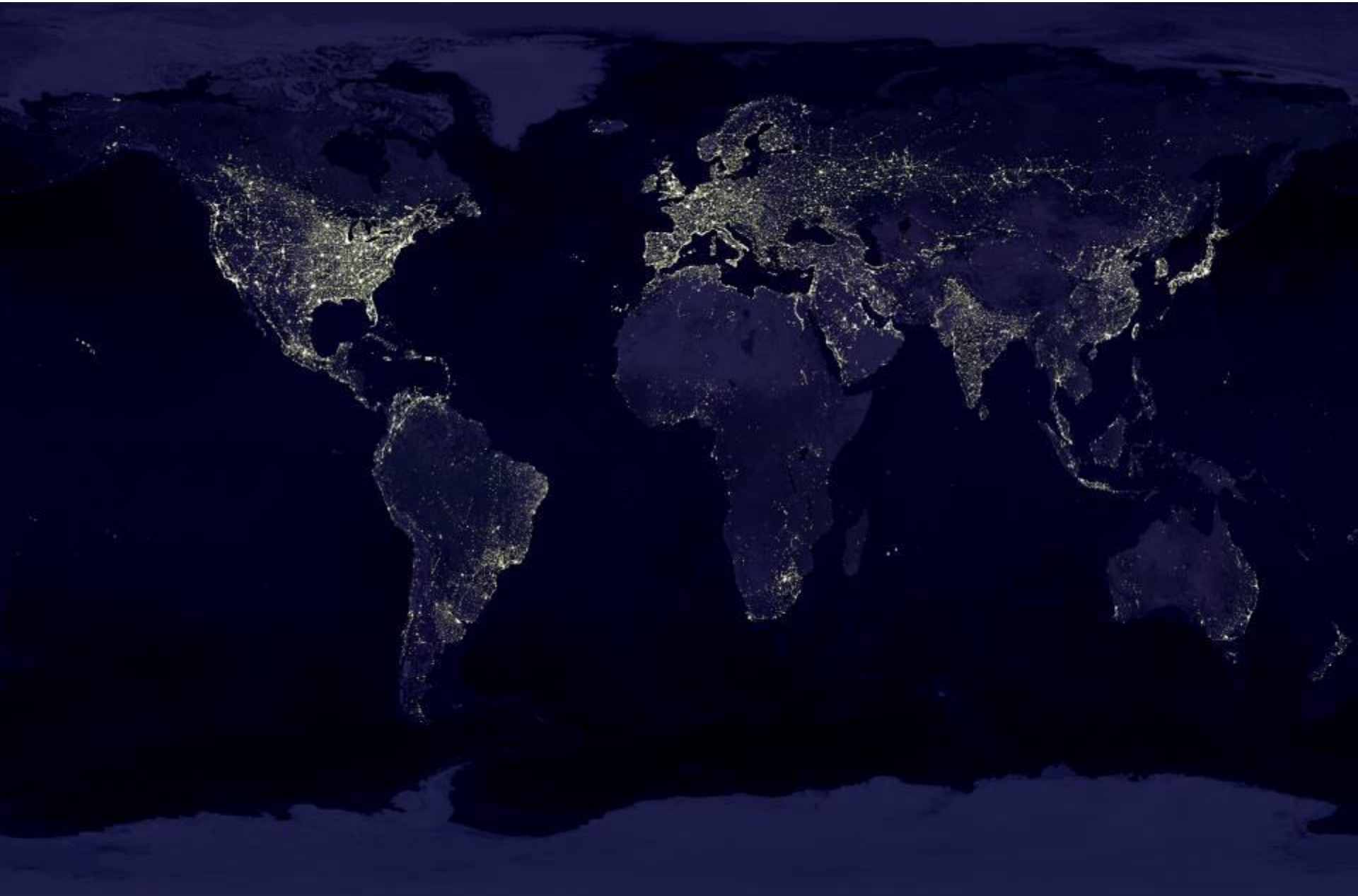
The Literature of the Field

Where do I search for or conduct research

The United States:



The World:



Worldview - What do I believe?



Philosophical stances

Pragmatism
Interpretivism
Cognitive constructivism
Critical theory

Theoretical Foundations

““The best current evidence is that media are mere vehicles that deliver instruction but do not influence student achievement any more than the truck that delivers our groceries causes changes in our nutrition.”

Richard Clark



Richard Clark



Concept #4

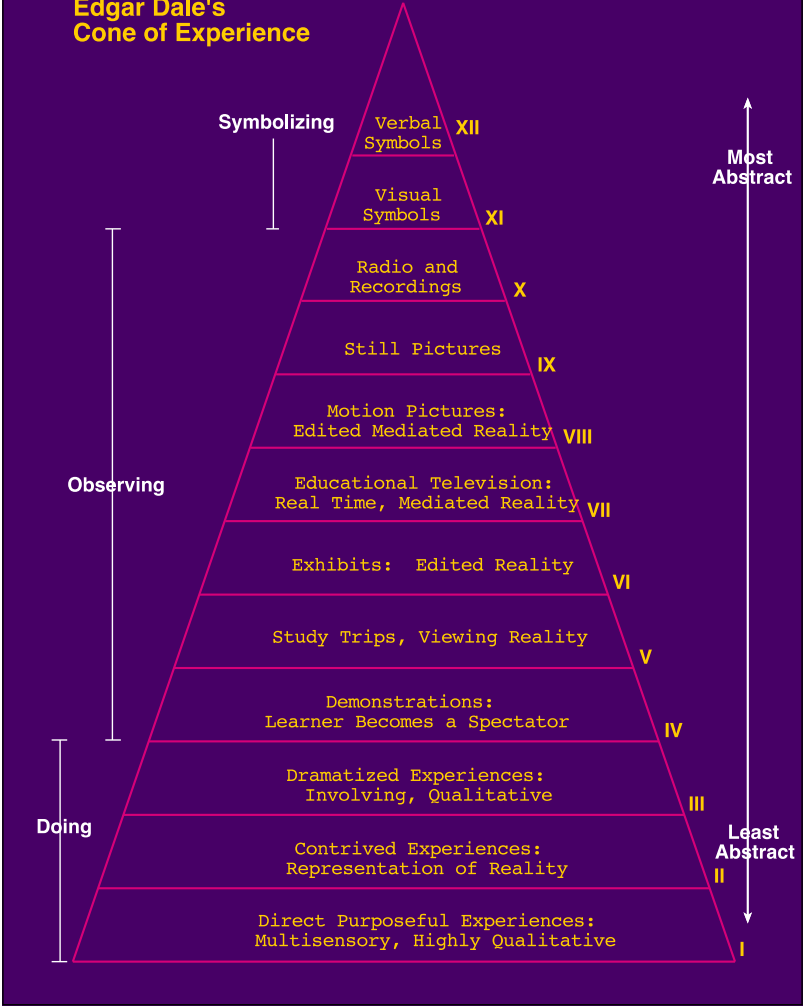
Visual Literacy

People Learn in Different Ways

But

WE ALL LEARN (CURTIS BONK)

**Edgar Dale's
Cone of Experience**



Learning Theories for Instructional Technology

There are three primary theoretical schools or philosophies attached to my root agenda in educational technology.

1. Behaviorism
2. Cognitivism
3. Constructivism
4. Connectivism

- See more at: [http://education.laws.com/educational technology#sthash.FaA74Qn7.dpuf](http://education.laws.com/educational%20technology#sthash.FaA74Qn7.dpuf)

Diffusion Theory

- Diffusion/Adoption/Integration Theory
 - There is not a unified theory of diffusion
 - The study of innovation diffusion is a fairly recent field.
- Everett Rogers (1995) points out that a 1943 study by Ryan and Gross at Iowa State University provided the genesis of modern or innovations diffusion research.

How Diffusion Works?

➤ How Diffusion Works?

➤ <http://www.youtube.com/watch?v=XMSMZBcSSnM>



Diffusions theory is often described in terms of a metaphor using a "mosaic"

a picture or pattern produced by arranging together small colored pieces of hard material, such as stone, tile, or glass.

Ryan and Gross

- The Ryan and Gross (1943) study at Iowa State University, from the field of rural sociology, used interviews with adopters of an innovation to examine a number of factors related to adoption.

Concept 4 - Agenda Development

- The interview-based or qualitative methodology used in the Ryan and Gross study remains the predominant diffusion research methodology ever since (Rogers, 1995).

Fundamental Methodological Change

- In recent years, mixed methods has emerged as an emerging and compelling multiperspective methodology
 - usually placing a balance of emphasis on both qualitative and methods

History

- Researchers from rural sociology (e.g., Fliegel and Kivlin, 1962) and other disciplines (e.g., Weinstein, 1986) have built on the Ryan and Gross' work to conduct studies and develop theories related to the diffusion of innovations
- Read more:
<http://www2.gsu.edu/~wwwitr/docs/diffusion/>

Types of Studies

- Evaluation Research
- Media Comparison Studies
- Aptitude Treatment
- Interaction Studies
- Alternative Research Designs

Value

- Theory often used to explain why technology integration and virtual learning follows the current cycle of adoption in the effort to transform today's learning and teaching environments
- <http://www.slideshare.net/corpuznestor/learning-theories-for-technology-integration-5358382>

Related theory bases

- Behaviorism
- Constructivism
- Constructionist
- Connectivism
- Communication & Systems
- Active learning
- Situated learning
- Stages of development (SOD)
- Learning styles (Kolbs)
- Equivalency theory of distance

Learning, Research and Change Theorists

➤ Skinner

➤ Gagne`

➤ Vygotsky

➤ Piaget

➤ Bruner

➤ Gardner

➤ Bonk

➤ Apple

➤ Clark

➤ Rogers

➤ Senge

➤ Fullan

➤ Bandura

➤ Creswell

How are theory bases used to support or drive my agenda

- A theory is a set of propositions that suggests why events occur in the manner that they do.

Theories?

- Provide patterns for interpreting data
- Link one situation with others
- Supply a framework within which concepts and variables have significance
- Permit the interpretation of the larger meaning of situations

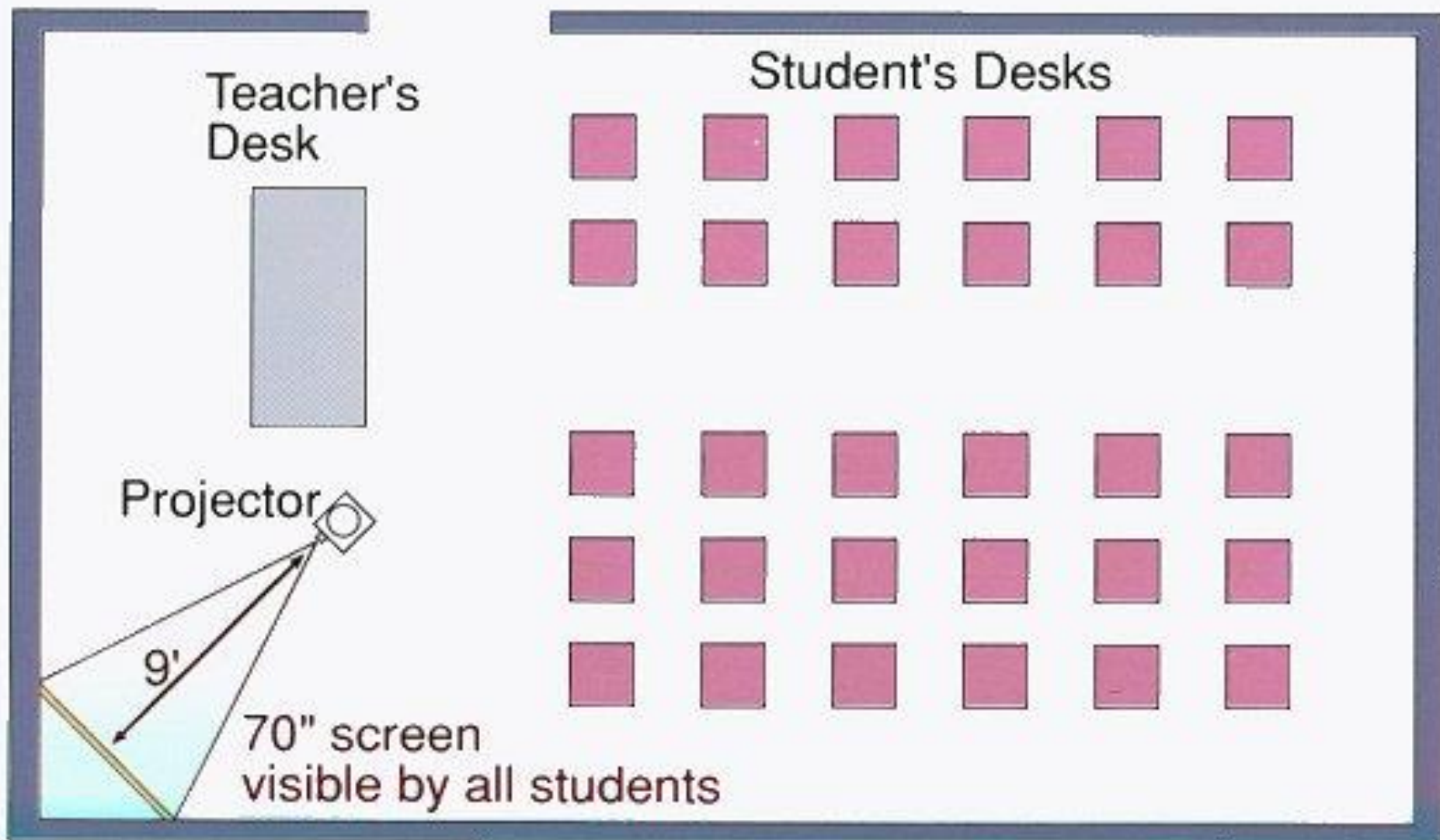
So what do I study?

A few examples.

Concept #5

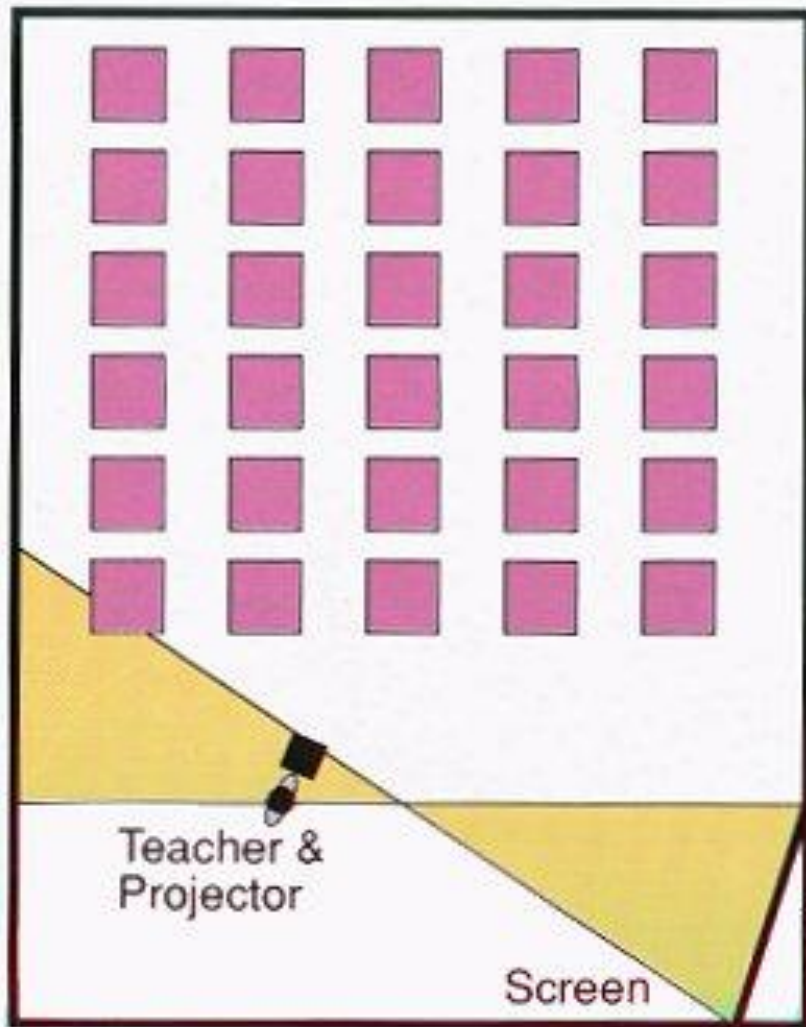
Classroom Use of Technology

Proper Presentation Arrangement for Normal Class Size

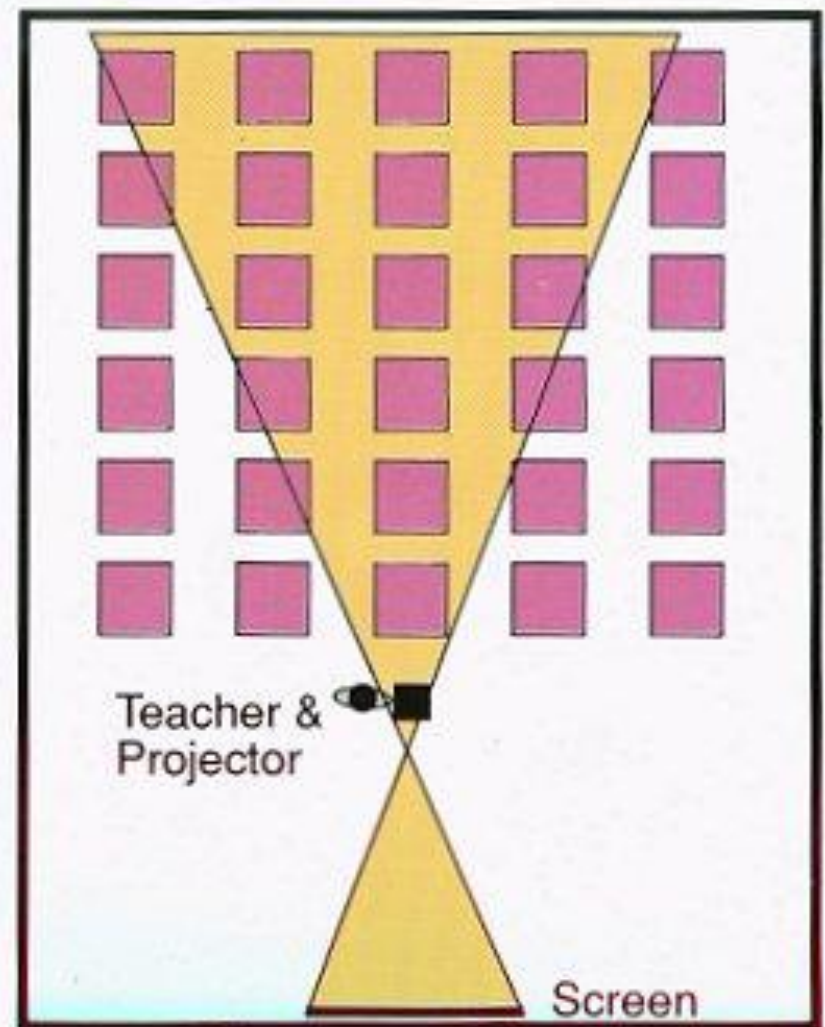


Arranging the Classroom Properly

Correct



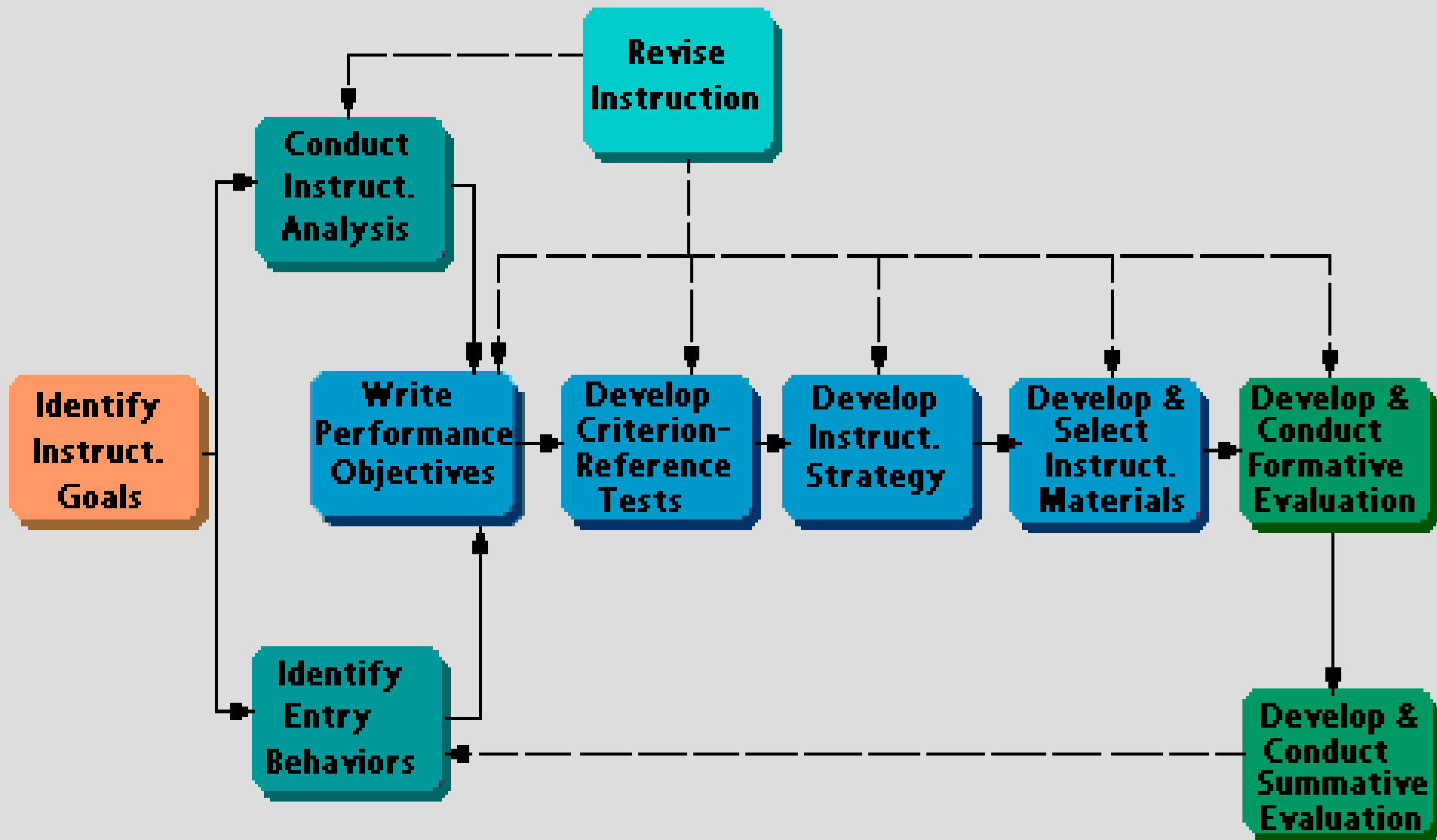
Incorrect



Concept #6

Instructional Design/Instructional Systems

Dick and Carey Design Model



Concept #7

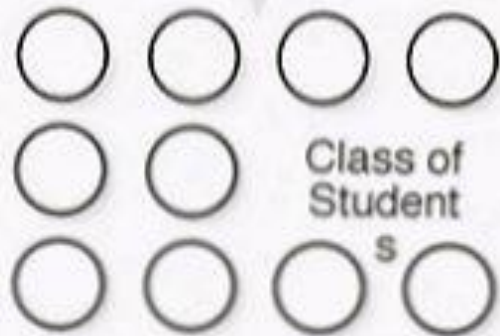
Learning Outcomes/Behavioral Objectives

Bloom's Taxonomy of Educational Objectives

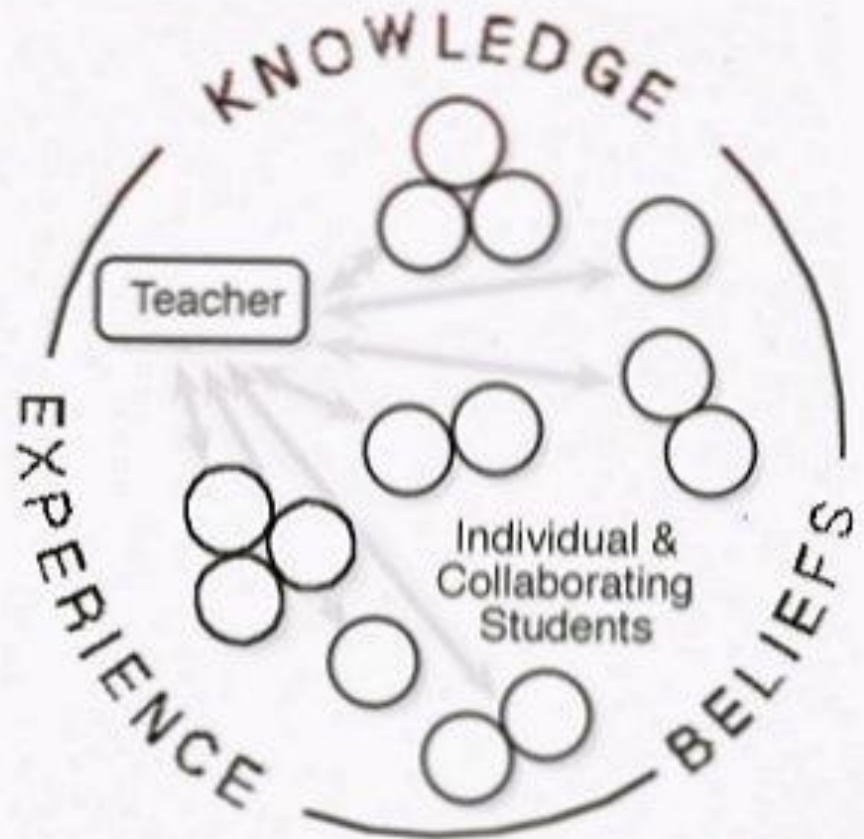
1. Knowledge
2. Comprehension
3. Application
4. Analysis
5. Synthesis
6. Evaluation



Learning Communities



Teacher Centered Learning



Student Centered Learning



Summary



Finally, the most fundamental and most important characteristic of a profession or research agenda is that the skills involved are founded upon a body of intellectual theory and research.

Furthermore, this systematic theory is constantly being expanded by research."



Purpose of My Research

...is to determine effective leadership and instructional practices in education in diverse and virtual learning environments worldwide.



Goal

Diffusion and Adoption of Instructional Technology and Distance Education/virtual learning in Educational leadership and STEM areas to create equitable learning environments.



Fundamental Belief: Equivalency Theory of Distance/Virtual Education

"The more equivalent the learning experiences of the distant/virtual learner are to the learning experiences of the traditional learner, the more equivalent are the learning outcomes."

Characteristics of Dr. Pittman's Educational Research

- anecdotal
- comparison studies
- Often Lacks generalizability
- adult learners
- scientifically based
- practitioner oriented



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Journal of Interactive Online Learning

ISSN: 1541-4914

A Peer Reviewed Journal

My research

- **Technology-Enabled Content in Engineering Technology and Applied Science Curriculum: Implications for Online Content Development in Teacher Education**
- <http://www.ncolr.org/issues/jiol/v5/n1/technology-enabled-content-in-engineering-technology-and-applied-science-curriculum-implications-for-online-content-development-in-teacher-education#.UmK844WoXgQ>

Bibliography BRIEF

- VITA ONLINE
- ACADEMIA – DREXEL
- <http://drexel.academia.edu/JoyceAnnpittman>

- Thank you!