



Contents

ARTICLES

Further Consideration of Heuristic Guidelines for Multiple Institution Instructional Development Projects, J. Dennis Hoban, Mary Heider, and Joseph Stoner 2

The Heuristic Dimension of Instructional Development, John B. Haney, Phil C. Lange, and John Barson 3

Changes in Instructional Development: The Aftermath of an Information Processing Takeover in Psychology, William C. Low 10

Symposium on ID Models: Introduction 19

1. The Syracuse Model for Course and Curriculum Design, Implementation, and Evaluation, Robert M. Diamond 19

2. ID Model for the Bell System Center for Technical Education, Lynn Crilly 23

3. Beyond Instructional Design: A Model for Improving Human Performance, Frank D. Patton 27

4. A Management Framework for Program Development Techniques, Castelle G. Gentry, 33

DEPARTMENTS

ERIC Reports on ID, Barbara B. Minor 37

Book Reviews, John Johnson 39

From the Editor

JID is unique in the sense that it attempts to serve all of the many people involved in the field of instructional development: practitioners, researchers, and theoreticians. They work in business and industry, higher education, K-12 schools, government, and professional education.

With an audience this diverse, it is obvious that different segments of the audience have different needs and wants—and therefore different expectations for JID. An article one portion of the readership finds useful may not appeal to another group of readers. JID has attempted to meet these varying expectations by including theoretical, practical, and research articles in each issue.

Feedback from readers and from those who have dropped their JID subscriptions indicates, however, that the journal has not been practical enough. Readers seem to want more "useful, on-the-job" articles. They are clear, however, that they want this practicality without sacrificing JID's high standards.

Judging from these formative evaluation data, JID's past attempts to include "useful"

articles have apparently not been as extensive as many readers need and/or want.

JID will, therefore, attempt to include more such articles. The two articles in this issue that discuss heuristics of ID, the four articles about ID models used in different settings, and the article on implications of cognitive psychology for ID all present sound theoretical information translated into usable ideas.

The degree of "practicality" of future issues, however, depends mostly on you. JID can print articles only if we receive manuscripts. All of you, as readers, are also prospective authors.

We realize that many readers, especially those in business and industry and those in K-12 schools, are not rewarded on their jobs for writing and publishing. However, in order for us to carry articles related to your needs, someone who is familiar with, and works in, your setting must write those articles. We are relying on you for submissions and look forward to receiving your manuscripts.

—K.H.S.

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