Curriculum Vita

Robert Maribe (Rob) Branch, Ed.D.

Professor of Learning, Design, and Technology

Tenured, Graduate Faculty

13 October 2021

rbranch@uga.edu

Academic Preparation

Doctor of Education	**Instructional Design and Technology**, Virginia Tech (1989) Dissertation: "*The Effects of Flow Diagrams and Texts with Instructive Questions on Learning Verbal Chains"*
Master of Arts	**Technology Education,** Ball State University (1980)
Bachelor of Science	**Industrial Technology**, Elizabeth City State University (1979)
Associate of Science	**Technology Education**, New York City College of Technology (1976)

Academic Leadership Positions

(2013 - 2019)	**Department Head**, Career and Information Studies, University of Georgia (UGA)
(2007 - 2012)	**Department Head**, Educational Psychology and Instructional Technology, UGA
(2000 - 2003)	**Department Head,** Instructional Technology, UGA
(1980 - 1982)	**Department Head**, Technical Studies, Lobatse High School, Botswana

Faculty Positions

(2000 - present)	**Professor,** Learning, Design, and Technology, UGA
(1996 - 2000)	**Associate Professor** (Tenured 1998), Instructional Technology, UGA
(1995 - 1996)	**Associate Professor (**Tenured 1996), Instructional Design, Syracuse University
(1995)	**Fulbright Lecturer/Researcher***,* University of Kwa-Zulu Natal, Durban, South Africa
(1989 - 1995)	**Assistant Professor**, Instructional Design, Syracuse University
(1983 - 1985)	**Lecturer**, Department of Education**,** University of Botswana
(1980 - 1982)	**Teacher**, Technical Studies, Lobatse High School, Botswana *[Peace Corps Volunteer]*

Courses Taught

University of Georgia *(1996 - present)*

Doctoral Research Seminar
Information Design
Survey of Information Science
Instructional Message Design
Managing Instructional Technology Projects
Learning Environments Design I
Learning Environments Design II
Instructional Development
Instructional Design
Computer-Based Education Technology Integration into Teaching
1st Year Odyssey: Message Design for Earthlings
Critique of Literature in Instructional Technology

Syracuse University (1989 - 1996)

Instructional Theory and Model Construction
Advanced Instructional Design
Instructional Design Theory and Practice Introduction to Educational Technology Incorporating Cultural Pluralism into Instruction Instructional Graphics

Virginia Tech (1985 - 1989)

Instructional Technology: AV & Computer Uses
College Success Strategies

University of Botswana (1982 - 1985)

Principles of Learning
Measurement and Evaluation Curriculum Development

Publications

Journal Articles: Refereed

Lee, S. J., & Branch, R. (in press). Students' reactions to a student-centered learning environment in relation to their beliefs about teaching and learning. *International Journal of Teaching and Learning in Higher Education*.

Zheng, H., Branch, R., Ding, L., Li, T., Stefaniak, J., Lu, Z., Pan, Z., & Yoon, M. (2021). *The effects of segmentation and self-explanation on learning achievement in video modeling* [Manuscript submitted for publication]. Department of Career and Information Studies, University of Georgia.

Branch, R. M. B., & Lee, H. (2020). Collaborative Learning: Patterns of Student Perceptions of the Contributions of Other Team Members During a Group Project. *Journal of Higher Education Theory and Practice*, *20*(7). https://doi.org/10.33423/jhetp.v20i7.3148

Iman, M., Arabnia, H., & Branch, R. (2020). Pathways to artificial general intelligence: A brief overview of developments and ethical issues via artificial intelligence, machine learning, deep learning, and data science. *Artificial Intelligence.*

Zheng, H., Branch, R., & Lee, H. (2019). Creating animated videos as an innovative instructional alternative to writing essays for presenting research. *Tech Trends, 63*(3), 1-10. https://doi.org/10.1007/s11528-019-00400-7

Zheng, H., Ding, L., Lu, Z., & Branch, R. (2019). The motivational effects of involving students in rubric development on animation instruction. *Tech Trends, 63*(4), 1-13. https://doi.org/10.1007/s11528-019-00443-w.

Branch, R., Mane, C. E., & Shin, M. (2018). Effect of Graphic Element Type on Visual Perceptions of Curvilinear and Rectilinear Flow Diagrams. *Journal of Visual Literacy, 37*(2), 119-136. https://doi.org/10.1080/1051144X.2018.1493249.

Kim, D., Yoon, M., Jo, I., & Branch, R. (2018). Learning analytics to support self-regulated learning in asynchronous online courses: A case study at a women's university in South Korea. *Computers & Education, 127*, 233-251.

Hao, Q., Galyardt, A., Barnes, B., Branch, R., & Wright, E. (2018). Automatic identification of ineffective online learning questions in computer science. *Frontiers in Education, 1-5*. doi:10.1109/FIE.2018.8658642

Lee, S. J., & Branch, R. (2017). *S*tudents' beliefs about teaching and learning and their perceptions of student-centered learning environments. *Innovations in Education and Teaching International*. http://doi.org/10.1080/14703297.2017.1285716.

Hao, Q., Barnes, B., Branch, R., & Wright, E. (2017). Predicting computer science students' online help-seeking tendencies. *Knowledge Management & E-Learning*, *9*(1), 19-32.

Branch, R., & Chae, B. (2016). Genuine student-centered learning. *Open Education Research, Special Issue: Innovative applications of educational technology: Reflections and prospects, 22*(1), 15-17.

Hao, Q., Wright, E., Barnes, B. J., & Branch, R. (2016). What are the most important predictors of college students' online help-seeking behaviors? *Computers in Human Behavior, 62*(2016), 467-474.

Hao, Q., Barnes, B. J., Wright, E., & Branch, R. (2016). The influence of achievement goals on online help seeking of computer science students. *British Journal of Educational Technology, 00*(00). http://doi.org/10.1111/bjet.12499.

Iqdami, M. N., & Branch, R. (2016). Examining multimedia competencies for educational technologists in higher education. *Tech Trends*.

Hao, Q., Branch, R., & Jensen, L. (2016). The effect of precommitment on student achievement within a project- based learning environment. *TechTrends*.

Hicks, S., Duncan, D., Womble, M., & Branch, R. (2015). Examining Differences in Middle School Student Achievement on a State Mandated Examination: Does a Full Year of Agriscience Really Make a Difference? *Online Journal for Workforce Education and Development, 8*(1) http://opensiuc.lib.siu.edu/ojwed/vol8/iss1/8/

Chen, K., Jang, S., & Branch, R. (2010). Autonomy, affiliation, and ability: Relative salience of factors that influence online learner motivation and learning outcomes. *Knowledge Management & E-Learning: An International Journal*, 2(1), 30-50.

Branch, R. (2009). SPICE: A competitive project management paradigm. *Competition Forum, 27*(1), 181-187.

Ni, X., Branch, R., Chen, K., & Clinton, G. (2009). The effects of text spacing on screen reading time and comprehension. *International Journal of Instructional Media, 36*(4).

Branch, R. (2007). Survey of instructional development (ID) models. *Journal of China Educational Technology*.

Brill, J., Kim, D., & Branch, R. (2007). Visual literacy defined - the results of a Delphi Study: Can IVLA (operationally) define visual literacy? *Journal of Visual Literacy, 27*(1), 47-60.

Koh, M., & Branch, R. (2006). Online learning environments: A report of an instructional design case event. Journal of *Distance Learning*.

Grant, M. M., & Branch, R. (2005). Project-based learning in a middle school: Tracing abilities through the artifacts of learning. *Journal of Research on Technology in Education, 38*(1), 65-98.

Fitzgerald, M. A., Lovin, V., & Branch, R. (2003). The Gateway to Educational Materials: An evaluation of an online resource for teachers and an exploration of user behavior. *Journal of Technology and Teacher Education.*

Branch, R., & Lehne, T. (2002). Action learning as a strategy for enhancing market competitiveness. *Competitive Review, 10*(2), 21-30.

White, B. S., & Branch, R. (2001). Systematic pilot testing as a step in the instructional design process of corporate training and development. *Performance Improvement Quarterly, 14*(3), 75-92.

Branch, R., & Riordan, J. (2000). Time and the use of diagrams or texts, and study questions on learner comprehension. *Journal of Visual Literacy 19*(2), 197-218.

Branch, R., Kim, D., & Koenecke, L. (2000). Online educational materials for use in instruction. *Teacher Librarian: The Journal for School Library Professionals 28*(1), 21-23.

Gustafson, K. L., & Branch, R. (1997). Revisioning models of instructional development. *Educational Technology Research and Development, 45*(3), 73-89.

Balachandran, I., & Branch, R. (1997). Continuing professional education among Cytotechnologists: Reasons for participation. *The Journal of Continuing Education in the Health Professions, 17,* 81-96.

Owusu-Sekyere, & Branch, R. (1996). Computer mediated communications as a means to enhance interaction and feedback for distance education. *International Journal of Educational Telecommunications, 2*(2/3), 199-227.

Edmonds, G., Branch, R., & Mukherjee, P. (1994). A conceptual framework for comparing instructional design models. *Educational Technology Research and Development*, *42*(4), 55-72.

Foley, A. L., Keener, P. G., & Branch, R. (1994). Women's' contributions to instructional technology journals. *Educational Technology Research and Development, 42*(2), 55-62.

Branch, R., Goodwin, Y., & Gualtieri, J. (1993). Making classroom instruction culturally pluralistic. *The Educational Forum, 58*, 57-70.

Buttolph, D., & Branch, R. (1993). Effect of diagrams and study questions as mathemagenic activities on learner achievement. *Journal of Visual Literacy*, *13*(1), 9-34.

Branch, R., Brigham, D., Chang, E., & Scheel, N. P. (1992). Strategies for incorporating cultural pluralism into teaching from an instructional design perspective. *Community Education Journal, 19*(4), 25-29.

Branch, R., & Rice, M. R. (1992). Cultural sensitivity in media selection. *Ohio Media Spectrum, 44*(1), 25-29.

Branch, R., Brigham, D., Chang, E., & Stout, P. (1991). Incorporating cultural diversity into instruction.
Community Education Journal, 18(4), 20-30.

Branch, R., & Moore, D. M. (1990). Effects of using instructive questions with flow diagrams and text presentations. *International Journal of Instructional Media, 17* (1), 51-62.

Couch, R., Branch, R., & Orey, M. A. (1989). Corporate internships as part of a graduate program in instructional technology. *Journal of Performance and Instruction, 28,* (9), 26-28.

Branch, R. (1988). A systematic approach to planning in-service instruction. *Journal of the Virginia Educational Media Association, 2,* 14-16.

Branch, R., Moore, D. M., & Sherman, T. M. (1988). Evaluating potential instructional technology and design professionals for employment in academic and business settings: The criteria for decision making. *Educational Technology, 29*, (10), 34-37.

Armistead, L. P., Vogler, D. E., & Branch, R. (1987). Impact of microcomputer on community college faculty. *Community College Review, 15*, (2), 38-44.

Conference Proceedings: Refereed

Branch, R. (2018). Instructional design for training programs. In K. A. Persichitte, A. Suparman & M. Spector (Eds.), *Educational technology to improve quality and access on a global scale: Papers from the Educational Technology World Conference (ETWC 2016)*. Springer International Publishing.

Branch, R. (2018). New media for educational change. In L. Deng, et al. (Eds.), *New Media for educational change*. Springer International Publishing.

Branch, R. (2017). An instructional design model for information science. In F. Lai & J. D. Lehman (Eds.), *Learning and knowledge analytics in open education: Selected Readings from the AECT-LKAOE 2015 Summer International Research Symposium.* Switzerland: Springer International Publishing.

Darwazeh, A., & Branch, R. (2016). *A revision to the revised Bloom's taxonomy*. In *the Proceedings of the annual conference of the Association for Educational Communications and Technology*. Indianapolis, Indiana.

Milman, N. B., Christensen, R., Spector, J.M., Branch, R., Schmidt-Crawford, D., Hodges, C., Borthwick, A., Shoffner, M., Knezek, G., Rutledge, D., & Manfra, M. (2016). A revised replication study typology and a call for participation: Replication studies involving technology and teacher education. In G. Chamblee, & L. Langub (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2016* (pp. 1115-1119). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

Duncan, D., Hicks, S, Womble, M., & Branch, R. (2015). Examining differences in middle school student achievement on a state mandated examination: Does a full year of agriscience really make a difference? In *the Proceedings of the annual conference Southern Agricultural Educators*, Atlanta, Georgia.

Islamoglu, H., & Branch, R. (2014). Promoting interest, engagement, and deep learning approach in online higher education settings. In *the Proceedings of the annual conference of the Association for Educational Communications and Technology*. Jacksonville, Florida.

Branch, R., & Dousay, T. A. (2013). Survey of instructional design models. In *the Proceedings of the Gaborone International Design Conference*. Gaborone, Botswana.

Branch, R., & Walker, B. B. (2013). Principles of instructional design: Instructional designer capacity building in design complexities for development. In *Proceedings of the 3rd annual Design, Development and Research conference*. Kumasi, Ghana.

Branch, R., & Lee, S. J. (2012). High fidelity teaching through action learning. In *Proceedings of the 56th International Council on Education for Teaching World Assembly*. Cape Coast, Ghana.

Branch, R. (2011). Learning space. In *Proceedings of the Design, Development, and Research conference.* Cape Town, South Africa.

Branch, R., & Kopcha, T. J. (2011). Intentional learning space: A paradigm for guiding research on instructional design. In *Proceedings of the Design, Development, and Research conference.* Cape Town, South Africa.

Walker, B. B., Valentine, K. D., & Branch, R. (2011). Non-negotiable tenets of Instructional Design . . . and ADDIE, too. In *Proceedings of the Design, Development, and Research conference.* Cape Town, South Africa.

Chien, S.Y., Dousay, T., Park, S., Gay, M., Igoche, D. & Branch, R. (2010). Text, Period Spacing and Mobile Devices. In *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2010* (p. 870). Chesapeake, VA: AACE.

Harriman, C., Branch, R., & Harriman, J. (2009). Pictorial analysis of educational videoconference practices in Northeastern Brazil. In R. E. Griffin, & M. Avgerinou (Eds.), *Selected Readings of the 38th Annual Convention of the International Visual Literacy Association* (pp. 97-100). Blacksburg, Virginia.

Ojo, O., & Branch, R. (2009). Physical images in adult learning: The results of a literature review. In R. E. Griffin, & M. Avgerinou (Eds.), *Selected Readings of the 38th Annual Convention of the International Visual Literacy Association* (pp. 149-154). Blacksburg, Virginia.

Zgambo, A., Leonard, K. A., Branch, R., & Kim, H. (2009). The need for quantitative research on online inter-sentence spacing. In R. E. Griffin, & M. Avgerinou (Eds.), *Selected Readings of the 38th Annual Convention of the International Visual Literacy Association* (pp. 97-100). Blacksburg, Virginia.

Lee, S. J., & Branch, R. (2005). A theoretical framework for evaluating online learning environments. *Proceedings of the Association for Educational Communications and Technology Conference*, *Orlando, Florida.*

Ni, X., & Branch, R. (2005). Social cultural perspectives on technology integration. *9th Annual Global Chinese Conference on Computers in Education Proceedings*. *Brigham Young University, Hawaii*, 1197-1206.

Koh, M., & Branch, R. (2004). Online learning environments: A report of an instructional design case event. *Proceedings of the Association for Educational Communications and Technology Conference, Chicago, Illinois*.

Ni, X., Branch, R., & Clinton, G. (2004). Instructional systems design as an appropriately complex response to the complexities associated with developing cognitive tools for guided learning space. In L. Cantoni & C. McLoughlin (Eds.), *Proceedings of Ed-Media 2004 World Conference on Educational Multimedia, Hypermedia & Telecommunications, Lugano, Switzerland*, 4243-4248.

Grant, M., Branch, R., & Hill, J. (2003). Individual differences and learning artifacts: A case study in eighth grade geography. In *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2003* (pp. 2103-2110). Chesapeake, Virginia: Association for the Advancement of Computing in Education.

Loh, S. C., Branch, R., Shewanown, S., & Ali, R. (2003). The effect of text spacing after the period for on-screen reading tasks. *Selected Readings of the 33rd Annual Convention of the International Visual Literacy Association*. Breckenridge, Colorado.

Grant, M. M., & Branch, R. (2001). Performance difference between serif fonts and sans serif fonts in an on-screen reading task. *Selected Readings of the 32nd Annual Convention of the International Visual Literacy Association*. Ames, Iowa.

Brill, J., Kim, D., & Branch, R. (2001). Visual literacy defined: The results of a Delphi Study: Can IVLA (operationally) define visual literacy? *Selected Readings of the 32nd Annual Convention of the International Visual Literacy Association.* Ames, Iowa.

Branch, R., Kim, D., & Brill, J. (2000). A vision for a taxonomy of visual literacy. *Selected Readings of the 30th Annual Convention of the International Visual Literacy Association*. Jackson Hole, Wyoming.

Branch, R., Rezabek, L., & Cochenour, J. (1998). Effect of graphic element type on visual perceptions of the instructional design process. *Selected Readings of the 29th Annual Convention of the International Visual Literacy Association*. State College, Pennsylvania.

Branch, R. (1997). Perceptions of instructional design process models. In R. E. Griffin, J. M. Hunter, B. Schiffman, & W. J. Gibbs (Eds.), *Selected Readings of the 28th Annual Convention of the International Visual Literacy Association* (pp. 429-433). State College, Pennsylvania.

Renk, J. M., Branch, R., & Chang, E. (1994). Visual information strategies in mental model development. In R. A. Braden, D. G. Beauchamp, & J. Clark-Baca (Eds.), *Selected Readings of the 25th Annual Convention of the International Visual Literacy Association* (pp. 81-91). Rochester, New York.

Branch, R. (1993). Visualizing the complexities of instruction: The CMT paradigm. In R. A. Braden, D. G. Beauchamp, & J. Clark-Baca (Eds.), *Selected Readings of the 24th Annual Convention of the International Visual Literacy Association* (pp. 345-352). Pittsburgh, Pennsylvania.

Branch, R., Darwazeh, A. N., & El-Hindi, A. E. (1992). Instructional design practices and teacher planning routines. In M. R. Simonson & K. Jurasek (Eds.), *Proceedings of the Annual National Convention of the Association for Educational Communications and Technology* (pp. 86-94). Washington, D.C.: Association for Educational Communications and Technology.

Buttolph, D., & Branch, R. (1992). Learner characteristics, information types, instructional strategies, and diagrams. In R. A. Braden, D. G. Beauchamp, & J. Clark-Baca (Eds.), Selected *Readings of the 23rd Annual Convention of the International Visual Literacy Association* (pp. 327-335). Washington, D. C.

Branch, R. (1991). Effects of flow diagrams with texts on learning verbal chains. In R. A. Braden, D. G. Beauchamp, & J. Clark-Baca (Eds.), Selected *Readings of the 22nd Annual Convention of the International Visual Literacy Association* (pp. 73-81). Normal, Illinois.

Branch, R., & Moore, D. M. (1990). Effects of flow diagrams and texts with instructive questions on learning verbal chains. In R. A. Braden, D. G. Beauchamp, & J. Clark-Baca (Eds.), Selected *Readings of the 20th Annual Convention of the International Visual Literacy Association* (pp. 9-17). Scottsdale, Arizona.

Monographs

Branch, R. (2009). Spaces dedicated to intentional learning. *Moriting, n3*, 10-11.

Igoche, D. A., & Branch, R. (2009). Incorporating cultural values into the ADDIE approach to instructional design. *Educational Technology, 49*(6), 4-8.

Ni, X., & Branch, R. (2008). Augmenting the ADDIE paradigm for instructional design. *Educational Technology, 48*(6), 16-19.

Ni, X., & Branch, R. (2004). *Experience of Using Laptop in Higher Education Institutions: Effects with and of Ubiquitous Computing under Natural Conditions*. Educational Resources Information Center Clearinghouse. (ERIC Production Service Document No. ED484993).

Branch, R., Kim, D., & Koenecke, L. (1999). *Evaluating Online Educational Materials for Use in Instruction: ERIC Digest*. (ERIC Document Production Service No. ED 430 564)

Branch, R., & Gustafson, K. L. (1998). *Re-visioning models of instructional development.* Educational Resources Information Center Clearinghouse on Information and Technology. (ERIC Document Production Service No. ED 416 837)

El-Tigi, M., & Branch, R. (1997). Designing for interaction, learner control and feedback during Web-based learning. *Educational Technology, 37*(3), 23-29.

Branch, R. (1997). Educational technology frameworks that facilitate culturally pluralistic instruction. *Educational Technology, 37*(2), 38-41.

Branch, R. (1995). A conceptual paradigm for developing learner-centred spaces. In C. Criticos, O. Uduku, & A. Adebayo (Eds.), *Learning Spaces Development in Southern Africa*. Department of Education, University of Natal-Durban, South Africa: Media Resource Centre.

Branch, R. (1994). Common instructional design practices for secondary school teachers. *Educational Technology, 34*(3), 25-33.

Holmes, G. A., & Branch, R. (1994). *Cable Television in the classroom*. Educational Resources Information Center Clearinghouse on Information and Technology. (ERIC Document No. EDO-IR-94-5)

Scheel, N. P., & Branch, R. (1993). The role of conversation and culture in the systematic design of instruction. *Educational Technology, 33*(8), 7-18.

Branch, R. (1992). Role of technology in the classroom. *In Focus*, *3*(3), 1-4. (Available from the Central New York School Study Council/School Board Institute, School of Education, Syracuse University, Syracuse, New York)

Branch, R. Couch, R., & Orey, M. A. (1992). *A systems approach to selecting an internship*. Educational Resources Information Center Clearinghouse on Higher Education. (ERIC Document Production Service No. ED 338137)

Branch, R. (1991). Teachers and instructional systems technology. *Homework, 2*(3), 7. (A newsletter of the Central New York State Study Council, Syracuse, New York.)

Branch, R. (1990). Some thoughts on improving instruction. *Instructional Developments*, *1*(2), 2-7.

Branch, R. (1990). *Effects of using diagrams and texts to teach verbal chains: A comparison of gender and college major*. Educational Resources Information Center Clearinghouse on Teacher Education. (ERIC Document Production Service No. ED 319 719)

Books: Authored

Branch, R., & Dousay, T. (2015). *Survey of instructional design models, 5th ed.* Bloomington, Indiana: Association for Educational Communications and Technology.

Branch, R. (2009). *Instructional design: The ADDIE approach.* New York: Springer.

Gustafson, K. L., & Branch, R. (2002). *Survey of instructional development models, 4th ed.* Syracuse, New York: ERIC Clearinghouse on Information and Technology, Syracuse University.

Gustafson, K. L., & Branch, R. (1997). *Survey of instructional development models, 3rd ed.* Syracuse, New York: ERIC Clearinghouse on Information and Technology, Syracuse University. (IR - 103)

Books: Edited

Lee, H., Branch, R., & Tseng, S. (Ed.). (2021). *Educational media and technology yearbook, vol. 43*. New York, New York: Springer.

Branch, R., Lee, H., & Tseng, S. (Ed.). (2019). *Educational media and technology yearbook, vol. 42*. New York, New York: Springer.

Branch, R. (Ed.). (2018). *Educational media and technology yearbook, vol. 41*. New York, New York: Springer.

Orey, M., & Branch, R. (Eds.). (2004 - 2013). *Educational media and technology yearbook, vols. 37 - 40*. New
York, New York: Springer.

Orey, M., Jones, S., McClendon, J., & Branch, R. (Eds.). (2004 - 2013). *Educational media and technology yearbook, vols. 29 - 36*. New York, New York: Springer.

Fitztgerald, M., Orey, M., & Branch, R. (Eds.). (2002 - 2003). *Educational media and technology yearbook, vols. 27 & 28*. Englewood, Colorado: Libraries Unlimited, Incorporated.

Branch, R., & Fitztgerald, M. (Eds.). (1998 - 2001). *Educational media and technology yearbook, vols. 23 - 26*. Englewood, Colorado: Libraries Unlimited, Incorporated.

van den Akker, J., Branch, R., Gustafson, K. L., Nieveen, N., & Plomp, T. (Eds.). (1999). *Design approaches and tools in education and training*. Dordrecht, The Netherlands: Kluwer Academic Publishers.

Branch, R., & Minor, B. (Eds.). (1997). *Educational media and technology yearbook, vol. 22*. Englewood, Colorado: Libraries Unlimited, Incorporated.

Book Chapters

Branch, R., & Stefaniak, J. (in press). Instructional design theory. In I. Jung (Ed.), *Open and distance education theory revisited: Implications for the online era*. New York: Springer.

Romero-Hall, E., Paula Correia, A., Branch, R., Cevik, Y. D., Dickson-Deane, C., Chen, B., Liu, J. C. Tang, H., Vasconcelos, L., Pallitt, N., & Thankachan, B. (2020). Futurama: Learning Design and Technology Research Methods. In E. Romero-Hall (Ed.), *Research Methods in Learning Design and Technology*. Taylor & Francis Group.

Branch, R. (2018). Characteristics of foundational instructional design models. In R. A. Reiser & J. V. Dempsey (Eds.), *Trends and issues in instructional design and technology* (4th ed.). New York, NY: Pearson.

Branch, R. (2017). Instructional design models and the expertise required to practice true instructional design. In A. Carr-Chellman & G. Rowland (Eds.), *Issues in technology, learning, and instructional design: Classic and contemporary dialogues*. New York: Routledge.

Branch, R., & Kopcha, T. J. (2014). Instructional design models. In M. J. Spector & M.D. Merrill (Eds.), *Handbook of research on educational communications and technology* (4th ed.). Upper Saddle River, New Jersey: Merrill-Prentice Hall.

Dousay, T. A., & Branch, R. (2013). Visual competency. In R. Richey (Ed.), *Encyclopedia of terminology for educational communications and technology.* New York: Springer.

Branch, R., & Merrill, M. D. (2011). Characteristics of instructional design models. In R. A. Reiser & J. V. Dempsey (Eds.), *Trends and issues in instructional design and technology* (3rd ed.). Upper Saddle River, New Jersey: Merrill-Prentice Hall.

Ni, X., & Branch, R. (2008). Complexity: Concept, theory and practice within educational communications and technology. In M. J. Spector & M. Driscoll (Eds.), *Handbook of research on educational communications and technology* (3rd ed.). Upper Saddle River, New Jersey: Merrill-Prentice Hall.

Branch, R., & Deissler, C. H. (2008). Processes. In A. Januszewski (Ed.), *Definition of educational technology*. New York: Lawrence Erlbaum Associates.

Gustafson, K. L., & Branch, R. (2007). What is instructional design? In R. A. Reiser &J. V. Dempsey (Eds.), *Trends and issues in instructional design and technology* (2nd ed.) (pp. 11-16). Upper Saddle River, New Jersey: Merrill-Prentice Hall.

Gustafson, K. L., & Branch, R. (2002). What is instructional design? In R. A. Reiser &J. V. Dempsey (Eds.), *Trends and issues in instructional design and technology* (pp. 16-25). Upper Saddle River, New Jersey: Merrill-Prentice Hall.

Branch, R. (2000). A taxonomy of visual literacy. In A. W. Pailliotet, & P. B. Mosenthal (Eds.), *Advances in reading/language research Volume 7: Reconceptualizing literacy in the media age* (pp. 377-402). New Jersey: JAI/Ablex Publishers.

Branch, R. (1999). Instructional design: A conceptual parallel processor for navigating learning space. In J. van den Akker, R. Branch, K. L. Gustafson, N. Nieveen, & T. Plomp (Eds.), *Design approaches and tools in education and training*, (pp. 145-154). Dordrecht, The Netherlands: Kluwer Academic Publishers.

Branch, R. (1996). Instructional design as a response to the complexities of instruction. In N. Venkataiah (Ed.), *Educational Technology*, (pp. 21-49). New Delhi: S. B. Nangia for APH Publishing Corporation.

Book Reviews

Branch, R. (2017). [Review of the book *The Systematic Design of Instruction, Eighth Edition* by Walk Dick, Lou Carey and James O. Carey, Boston Massachusetts: Pearson, 2014, 444 pages.]

Branch, R. (2014). [Review of the book *Instructional Technology and Media for Learning, Eleventh Edition* by Sharon E. Smaldino, Deborah L. Lowther, James D. Russell and Clif Mims, Boston Massachusetts: Pearson, 2015, 257 pages.] In *Educational Technology*.

Branch, R. (2005). [Review of the book *Technology and the African-American experience: Needs and opportunities for study* Edited by Bruce Sinclair, Cambridge, Massachusetts: The MIT Press, Massachusetts Institute of Technology, 2004, 237 pages.] In *The Journal of Negro Education*.

Branch, R. (2004). [Review of the book prospectus for *The Culture Based Model: Designing Culturally and Linguistically Specific Instructional Media* by Patricia Young, Mahwah, New Jersey: Lawrence Erlbaum Associates, Incorporated Publishers.]

Branch, R. (2003). [Review of the book manuscript for *Principles of Instructional Design* by Robert Gagne, Walter Wager, K. C. Golas and John Keller, Atlanta, Georgia: Wadsworth, Thomson Learning.]

Branch, R. (2001). [Review of the first five chapters for *An Introduction to Structured & Object-Oriented Programming Concepts and Practice* by Saun Shewanown, Upper Saddle River, New Jersey: Prentice Hall, Pearson education.]

Branch, R. (1996). [Review of the book *Graphing Data: Techniques for Display and Analysis* by Gary T. Henry, London: Sage Publications, 1995, 161 pages.] In *Evaluation and Programming: An International Journal*, 19(1).

Branch, R. (1994). [Review of the book *Visual literacy: A spectrum of visual learning* by D. M. Moore and F. M. Dwyer, Englewood Cliffs, New Jersey: Educational Technology Publications, 1994, 435 pages.] In *Educational Technology Research and Development, 42*(2), 63-65.

Branch, R. (1993). [Review of the book *Instructional design strategies and tactics* by C. B. Leshin, J. Pollock and C. M. Reigeluth, Englewood Cliffs, New Jersey: Educational Technology Publications, 1992, 331 pages.] In *Educational Technology Research and Development, 41*(1), 97-99.

El-Hindi, A. E., & Branch, R. (1991). [Review of the book The *systematic design of instruction* (3rd ed.) by W. Dick and L. Carey, Glenview, Illinois: Scot, Foresman and Company, 1990, 355 pages.] In *Educational Technology Research and Development, 39*(3), 91-93.

Convention Presentations: Refereed

Dousay, T. A., Asino, T. I., Carr-Chellman, A, & Branch, R. (2020, November). *Disrupting the dialogue with an old-school debate on learning, design, and technology*. Panel session at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida (virtual conference).

Stefaniak, J., Tamin, S., Reese, R., Adrian, T., Branch, R., & Lockee, B. (2019, October). *Systemic considerations for preparing instructional design students for different career paths*. Paper presented at the meeting of the Association for Educational Communications and Technology. Las Vegas, Nevada.

Lee, H., & Branch, R. (2018, October). *The interplay of the L2 motivational self system and individual variables in technology-enhanced learning environments: An SEM approach*. Paper presented at the meeting of the Association for Educational Communications and Technology. Kansas City, Missouri.

Benson, A., Bradshaw, A. C., Branch, R., Ritzhaupt, A. D., Tawfik, A., & Leary, H. (2018, October). *Equity in learning: History, evolution, and influence in education design practices*. Paper presented at the meeting of the Association for Educational Communications and Technology. Kansas City, Missouri.

Hill, J., Yang, X., Kim, E., Oh, J., Choi, I., Branch, R., Lee, H., & Keisler, B. (2018, October). *Creating a flexibly accessible learning environment*. Paper presented at the meeting of the Association for Educational Communications and Technology. Kansas City, Missouri.

Hao, Q., Galyardt, A., Barnes, B., Branch, R., & Wright, E. (2018, October). *Automatic Identification of Ineffective Online Learning Questions in Computer Science*. Paper presented at the annual meeting of the Frontiers in Education. San Jose, California.

Hao, Q., Barnes, B., Wright, E., & Branch, R. (2018, April). *The influence of achievement goals on online help seeking of computer science students*. Paper presented at the annual meeting of the American Educational Research Association. New York, New York.

Zheng, H., Branch, R. (2017, November). *Effects of using modeling approaches on facilitating pre-service teachers' learning technology integration*. Paper presented at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R. (2017, November). *The emerging "E" and "I" focus in preparing a new generation of instructional designers*. Instructional Design and technology Professor's Forum [with 3 others] at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Shin, M., & Branch, R. (2017, November). *Conceptual framework of design thinking for instructional design practice and learning*. Paper presented at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R. (2017, November). *Classic and contemporary dialogues in instructional design, technology, learning and Leading*. Presidential Session [with 16 others] at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Lee, H., & Branch, R. (2017, November). *Validation of the L2 motivational self system in online learning environments: A path analysis*. Paper presented at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R., Shin, M., & Mane, E. (2017, March). *Effect of graphic element type on visual perceptions of curvilinear and rectilinear flow diagrams*. Paper presented at the meeting of the Society for Information Technology and Teacher Education. Austin, Texas.

Zheng, H, Thomas, G., Huang, L., & Branch, R. (2017, February). *Develop pedagogical beliefs in technology integration: Using Twitter as a pedagogical tool in the university classroom.* Paper presented at the Conference on Higher Education Pedagogy. Blacksburg, Virginia.

Darwazeh, A., & Branch, R. (2016, October). *A rationale for revising Bloom's [revised] taxonomy*. Paper presented at the meeting of the Association for Educational Communications and Technology. Las Vegas, Nevada.

Hao, Q., & Branch, R. (2016, April). *Predicting college students' online help seeking behavior: The effect of learning proficiency, interest, prior knowledge, epistemological belief, and problem difficulty*. Paper presented at the annual meeting of the American Educational Research Association. Washington, D.C.

Hao, Q., Wright, E., Barnes, B., & Branch, R. (2016, February). *What are the most important prediction of college students' online help-seeking behaviors?* Paper presented at the Conference on Higher Education Pedagogy. Blacksburg, Virginia.

Lee, H., & Branch, R. (2015, November). *The effects of technology-enhanced formative assessment on the learning process: A meta-analysis*. Paper presented at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Walker, B., Barretto, D., & Branch, R. (2015, November). *What is your perspective on leadership? An interactive workshop and presentation of a study in leadership development*. Special Session at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Sylkhuis, D. A., Spector, J. M., Branch, R., & Persichitte, K. (2015, November). *Surveying the educational technology landscape: Updates from the National Technology Leadership Summit (NTLS) and EduSummit*. Special Session at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Darwazeh, A., & Branch, R. (2015, November). *A revision to the revised Bloom's taxonomy*. Roundtable session at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Zheng, H., & Branch, R. (2015, November). *Constructing technical pedagogical content knowledge: Preparing student-teachers for racing into the future.* Roundtable session at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Branch, R. (2015, September). *A framework for design and development research.* Paper presented at the annual meeting of the Design and Development Research conference. Athens, Georgia.

Lee, H., & Branch, R. (2015, September). *Guidelines for generating formative feedback on second language writing*. Poster presented at the annual meeting of the Design and Development Research conference. Athens, Georgia.

Branch, R. (2014, September). *The design, development and research of a makerspace.* Paper presented at the annual meeting of the Design and Development Research conference. Cape Town, South Africa.

Branch, R. (2014, July). *The attributes of learning design in a Web 3.0 environment.* Paper presented at the annual meeting of the Elearning Update conference. Johannesburg, South Africa.

Branch, R. (2013, November). *A proclamation for studying the nexus of culture, learning and technology: Recommendations for educational technology researchers*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Donaldson, A., Smaldino, S., Branch, R., & York, C. (2013, October). *Why you might consider the AECT presidency in your future.* Panel session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2013, October). *Featured research on text, diagrams and animation*. Discussant at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Islamoglu, H, & Branch, R. (2013, October). *Promoting interest, engagement, and deep learning approaches in online higher education settings*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2013, October). *Graduate Student Association: A conversation with the President-Elect*. Special session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2013, October). *Graduate Student Association: What is the future of our field?* Special session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Dickson-Deane, C., Branch, R., & Moore, J. (2013, October). *Shaping your career in the instructional sciences*. Panel session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R, & Dousay, T. (2013, September). *Survey of instructional design models*. Paper presented at the Gaborone International Design Conference. Gaborone, Botswana.

Harriman, C. L. S., Branch, R. (2012 November). *Aligning Digital Storytelling to the TPACK Framework: A Learning Experience for Pre-Service Teachers in a Learning-by-Designing Project*. Paper presented at the Workshop de Informática na Escola. Rio de Janero, Brazil.

Branch, R. (2012, September). *The role of models in instructional design*. Paper presented at the annual meeting of the Design and Development Research conference. Cape Town, South Africa.

Branch, K., & Branch, R. (2012, September). *A design for promoting e-literacy in Botswana*. Poster presented at the annual meeting of the Design and Development Research conference. Cape Town, South Africa.

Branch, R. (2012, August). *ADDIE is not a model*. Paper presented at the annual meeting of the Elearning Update conference. Johannesburg, South Africa.

Branch, R. (2012, July). *Learning space design for large classes*. Paper presented at the 56th International Council on Education for Teaching World Assembly. Cape Coast, Ghana.

Branch, R., & Lee, S. J. (2012, July). *High fidelity teaching through action learning*. Paper presented at the 56th International Council on Education for Teaching World Assembly. Cape Coast, Ghana.

Dousay, T., Barreto, Park, S. W., Chien, S., Gay, M., Kim, S., Chang, Y., & Branch, R. (2012, April). *Exploring active learning as a strategy for teaching research methods in a socio-constructivism environment*. Paper presented at the meeting of the American Educational Research Association. Vancouver, Canada.

Barreto, D., Dousay, T., Park, S. W., Chien, S., Gay, M., Kim, S., Chang, Y., & Branch, R. (2012, April). *Strategies for teaching educational research*. Paper presented at the meeting of the American Educational Research Association. Vancouver, Canada.

Branch, R. (2011, September). *Learning space*. Paper presented at the meeting of the Design, Development, and Research conference. Cape Town, South Africa.

Branch, R., & Kopcha, T. J. (2011, September). *Intentional learning space: A paradigm for guiding research on instructional design*. Paper presented at the meeting of the Design, Development, and Research conference. Cape Town, South Africa.

Walker, B. B., Valentine, K. D., & Branch, R. (2011, September). *Non-negotiable tenets of Instructional Design. . . and ADDIE, too*. Paper presented at the meeting of the Design, Development, and Research conference. Cape Town, South Africa.

Branch, R. (2010, October). *Core theories guiding research in learning, design, and technology*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Chen, K., & Branch, R. (2010, October). *Motivation online: Testing self-determination theory in an online learning context*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Igoche, D., & Branch, R. (2010, October). *Culturally-relevant technology-based learning environments*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Igoche, D., Branch, R., & Barreto, D. (2010, October). *Incorporating cultural values into the ADDIE approach to instructional design*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Moore, J., & Branch, R. (2010, October). *From graduate school to tenure and beyond.* Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Chen, K., & Branch, R. (2010, May). *Contextual support, motivation, and well being in an online learning environment: A test of the self-determination theory*. Paper presented at the meeting of the American Educational Research Association. Denver, Colorado.

Dousay, T., Igoche, D. A., & Branch, R. (2010, February). *Innovations in teaching research methods: Perceptions of current and former doctoral students*. Poster session presented at the meeting of the Eastern Educational Research Association. Savannah, Georgia.

Branch, R. (2009, October). *SPICE: A competitive project management paradigm*. Paper presented at the meeting of the American Society for Competitiveness. Washington, D.C.

Lee, S. J., & Branch, R. (2009, October). *Students' learning experiences in student-centered learning environments: Implications for teachers*. Paper presented at the meeting of the Association for Educational Communications and Technology. Louisville, Kentucky.

Chen, K., & Branch, R. (2009, October). *Autonomy, affiliation, and ability: Instructional support strategies that motivate online students*. Roundtable session at the meeting of the Association for Educational Communications and Technology. Louisville, Kentucky.

Orey, M. A., McClendon, B. J., & Branch, R. (2009, October). *The Educational Media Yearbook*. Paper presented at the meeting of the Association for Educational Communications and Technology. Louisville, Kentucky.

Leonard, K., Zgambo, A., Branch, R., & Igoche, D. (2009, October). *The effects of computer-based text spacing on reading comprehension and reading rate*. Paper presented at the meeting of the Association for Educational Communications and Technology. Louisville, Kentucky.

Lee, S., & Branch, R. (2009, April). *A transition to student-centered learning environments: Are students ready for self-directed learning?* Poster session presented at the meeting of the American Educational Research Association, San Diego, California.

Rossett, A., Branch, R., Czech, C., & Reiser, R. (2009, April). *Are our Academic Programs Still Relevant for Careers in Instructional Design and Technology?* Symposium session at the meeting of the American Educational Research Association, San Diego, California.

Lee, S. J., & Branch, R. (2008, November). *Do Students Want to Be the Center in Student-centered Learning Environments? Implications for Design and Implementation*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Kim, H., Kim, D., & Branch, R. (2008, November). *The Effects of the Reflection Prompts of Group Task Management Tools on Learners' Participation*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Smaldino, S., Boling, E., Branch, R., Molenda, M., & Januszewski, A. (2008, November). *Discussion of Educational Technology: A Definition with Commentary*. Panel session at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Ojo, R., & Branch, R. (2008, October). *Physical images in adult learning: The results of a literature review.* Paper presented at the meeting of the International Visual Literacy Association. Blacksburg, Virginia.

Harriman, C., Ojo, R., Zgambo, A., & Branch, R. (2008, October). *Successful strategies for securing participants for visual literacy research.* Paper presented at the meeting of the International Visual Literacy Association. Blacksburg, Virginia.

Zgambo, A., Kim, H., Branch, R., & Leonard, K. (2008 October). *A case for research about sentence period spacing.* Paper presented at the meeting of the International Visual Literacy Association. Blacksburg, Virginia.

Lee, S. J., & Branch, R. (2008, March). *Student perceptions of student-centered learning in relation to their beliefs about teaching and learning*. Paper presented at the meeting of the American Educational Research Association. New York City, New York.

Ni, X., & Branch, R. (2008, March). *Instructional design in the field: Current practice and emerging needs*. Paper presented at the meeting of the American Educational Research Association. New York City, New York.

Branch, R., & Harriman, C. (2007, October). *Survey of instructional development models*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R., & Ni, X. (2007, October). Complexity Theory. In M. Spector (Chair), *Update on the third edition of the handbook of research on educational communications and technology*. Symposium conducted at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Harriman, C., Branch, R., & Harriman, J. (2007, October). *Pictorial analysis of educational videoconference practices in northeastern Brazil*. Paper presented at the meeting of the International Visual Literacy Association. Curitiba, Brazil.

Lee, S. J., & Branch, R. (2006, October). *A Learning Environment with High Fidelity of Learning: Action Learning Approach*. Paper presented at the meeting of the Association for Educational Communications and Technology. Dallas, Texas.

Ali, R., & Branch, R. (2006, April). *Information literacy-rich business school curriculum*. Paper presented at the meeting of the American Educational Research Association. San Francisco, California.

Branch, R., Francis, A., Mayweather, E., Grizzle, H., & Mazyck, W. (2005, October). *Successful strategies for developing a project management course dedicated to instructional design and technology*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Lee, S. J., & Branch, R. (2005, October). *A theoretical framework for evaluating online learning environments*. Poster session presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Chen, K., Branch, R., & Ni, X. (2005, October). *Effects of screen text spacing on reading performance*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R., & Irwin, K. (2005, October). *Fidelity between the imagery and the artistry: Flow diagrams and the accuracy of the processes portrayed by the flow diagram*. Paper presented at the meeting of the International Visual Literacy Association. Orlando, Florida.

Ni, X., & Branch, R. (2005, June). *Social cultural perspectives on technology integration*. Paper presented at the 9th Annual Global Chinese Conference on Computers in Education. Brigham Young University, Hawaii.

Ni, X., & Branch, R. (2004, October). *Experience of using laptops in higher education institutions: Effects with and of ubiquitous computing under natural conditions*. Paper presented at the meeting of the Association for Educational Communications and Technology. Chicago, Illinois.

Koh, M., & Branch, R. (2004, October). *Online learning environments: A report of an instructional design case event*. Paper presented at the meeting of the Association for Educational Communications and Technology. Chicago, Illinois.

Ni, X., Branch, R., Chen, K., & Clinton, G. (2004, October). *The effects of text spacing on screen reading time and performance*. Poster session presented at the meeting of the Association for Educational Communications and Technology. Chicago, Illinois.

Morris, J., Adair, E., Rodgers, E., Scoresby, J., & Branch, R. (2004, October). *Strategies for developing online instructional design practice*. Poster session presented at the meeting of the Association for Educational Communications and Technology. Chicago, Illinois.

Williams, G. C., & Branch, R. (2004, September). *Strategies for teaching an introductory computer course.* Paper presented at the meeting of E-Learn. Washington, District of Columbia.

Ni, X., Branch, R., & Clinton, G. (2004, June). *Instructional systems design as an appropriately complex response to the complexities associated with developing cognitive tools*. Paper presented at the meeting of the Ed-Media association. Lugano, Switzerland.

Loh, C. S., & Branch, R. (2003, October). *A new global warming: The rise of wireless hotspots*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Clinton, G., Branch, R., Holschuh, D., & Shewanown, S. (2003, October). *Online reading performance time as a function of text layout*. Roundtable paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R., & Lehne, T. (2002, October). *Action Learning as a strategy for enhancing market competitiveness*. Paper presented at the meeting of the American Society for Competitiveness. Washington, District of Columbia.

Loh, C. S., Branch, R., Shewanown, S., & Ali, R. (2002, October). *The effect of text spacing after the period for on-screen reading tasks*. Paper presented at the meeting of the International Visual Literacy Association. Breckenridge, Colorado.

Kim, D., & Branch, R. (2002, April). *The relationships between teachers' approaches to teaching, students' perceptions of course experiences, and their approaches to studying in electronic distance learning environments*. Paper presented at the meeting of the American Educational Research Association. New Orleans, Louisiana.

Branch, R. (2001, November). *A critique of educational technology: The development of the concept by Alan Januszewski.* Paper presented at the meeting of the Association for Educational Communications and Technology. Atlanta, Georgia.

Rieber, L., Branch, R., Orey, M., & Hill, J. (2001, November). *The studio experience at The University of Georgia: Why we did it and how it works*. Paper presented at the meeting of the Association for Educational Communications and Technology. Atlanta, Georgia.

Branch, R., Brill, J. M., & Kim, D. (2000, October). *Defining visual literacy*. Paper presented at the meeting of the International Visual Literacy Association. Ames, Iowa.

Grant, M., & Branch, R. (2000, October). *Performance differences between serif and sans serif fonts in an on-screen-reading task.* Paper presented at the meeting of the International Visual Literacy Association. Ames, Iowa.

Branch, R., Brill, J. M., & Kim, D. (2000, April). *Creating knowledge by consensus: A definition of visual literacy as a result of a Delphi study*. Paper presented at the meeting of the American Educational Research Association. New Orleans, Louisiana.

Sawyer, S., & Branch, R. (2000, April). *Professors' beliefs about subject matter knowledge in relation to their practice of learner-centered instruction: A qualitative case study*. Paper presented at the meeting of the American Educational Research Association. New Orleans, Louisiana.

Branch, R. (2000, February). *The use of an animated visual metaphor for deconstructing the complexity of infusing technology into the curriculum*. Paper presented at the meeting of the Association for Educational Communications and Technology. Long Beach, California.

Branch, R., & Moore, J. L. (2000, February). *The importance of the input-process-output paradigm in the theory and practice of instructional design*. Paper presented at the meeting of the Association for Educational Communications and Technology. Long Beach, California.

Yeaman, A. R. J., Branch, R., Dwyer, F. M., Hall, L. D., Ross, S. M., & Shutkin, D. S. (2000, February). *Creating pathways to learning: Educational communications for the 21st century*. Paper presented at the meeting of the Association for Educational Communications and Technology. Long Beach, California.

Williams, G., Fitzgerald, M. A., & Branch. R. (2000, February). *The effectiveness of controlled vocabularies as search filters for online databases of educational materials.* Paper presented at the meeting of the Eastern Educational Research Association. Clearwater, Florida.

Brill, J. M., Galloway, C., & Branch, R. (2000, February). *An evaluation plan for assessing the in-classroom use of technology by instructors.* Paper presented at the meeting of the Eastern Educational Research Association. Clearwater, Florida.

Branch, R., Kim, D., & Brill, J. (1999, October). *A vision for a taxonomy of visual literacy.* Paper presented at the meeting of the International Visual Literacy Association. Jackson, Wyoming.

Branch, R. (1999, February). *Visual literacy as an educational technology*. Paper presented at the meeting of the Association for Educational Communications and Technology. Houston, Texas.

Branch, R. (1998, October). *Visualizing the complexities of guided learning.* Paper presented at the meeting of the International Visual Literacy Association. Athens, Georgia.

Branch, R., Kim, D., & Brill, J. (1998, October). *Visual literacy: Theories and applications.* Paper presented at the meeting of the International Visual Literacy Association. Athens, Georgia.

Branch, R. (1998, February). *The United States and South Africa: An educational technology dialogue*. Paper presented at the meeting of the Association for Educational Communications and Technology. St. Louis, Missouri.

Branch, R., & Gustafson, K. L. (1998, February). *Re-visioning models of instructional development.* Paper presented at the meeting of the Association for Educational Communications and Technology. St. Louis, Missouri.

Chrzanowski, J. B., & Branch, R. (1998, February). *A model for conducting effective/efficient need assessment for new academic programs.* Paper presented at the meeting of the Association for Educational Communications and Technology. St. Louis, Missouri.

Branch, R., Rezabek, L., & Cochenour, J. (1997, October). *Effect of visual element type on perceptions of the instructional design process*. Paper presented at the meeting of the International Visual Literacy Association. State College, Pennsylvania.

Branch, R., & Serrano, R. (1997, February). *Conceptualizing the complexity of guided learning spaces*. Paper presented at the meeting of the Eastern Educational Research Association. Hilton Head, South Carolina.

Branch, R. (1997, February). *Collaborating with teacher educators to promote instructional design practices*. Paper presented at the meeting of the Association for Educational Communications and Technology. Albuquerque, New Mexico.

Chrzanowski, J. B., & Branch, R. (1997, February). *Success in college II: Instructional design for community college faculty who facilitate critical thinking and life-long learning*. Paper presented at the meeting of the Association for Educational Communications and Technology. Albuquerque, New Mexico.

Kincaid, T. M., & Branch, R. (1997, February). *Instructional design practice among a South African pre-service teacher cohort*. Paper presented at the meeting of the Association for Educational Communications and Technology. Albuquerque, New Mexico.

Branch, R. (1996, October). *Perceptions of instructional design process models*. Paper presented at the meeting of the International Visual Literacy Association. Cheyenne, Wyoming.

Branch, R. (1996, February). *Validating instructional design in schools: A teacher planning inventory*. Paper presented at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Powell, G. C., & Branch, R. (1996, February). *Incorporating cultural diversity: Strategies or instructional technology*. Presidential Session for the Association of Educational Communications and Technology. Indianapolis, Indiana.

Dennen, V. P., & Branch, R. (1995, October). *Designing instructional virtual environments: A Delphi study*. Paper presented at the meeting of the International Visual Literacy Association. Chicago, Illinois.

Branch, R. (1995, September). *A conceptual paradigm for developing learner-centred spaces*. Paper presented at the Learning Spaces Development in Southern Africa conference. Natal University, Durban, South Africa.

Branch, R. (1995, August). *A framework for learner-centred instruction*. Paper presented at the Sixth Botswana-Lesotho-Swaziland Symposium on Educational Research and Human Resource Development. Gaborone, Botswana.

Branch, R. (1995, July). *Utilizing a nominal group technique as a means for conducting a needs analysis*. Paper presented at the meeting of the Teaching and Leadership Conference for the Centre for Achievement in Science and Mathematics Education. Michaelhouse, South Africa.

Branch, R., Edmonds, G. S., & Mukherjee, P. (1995, February). *A matrix for comparing instructional design models*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R., Randall, J. P., & Rahardjo, S. (1995, February). *Teacher planning and instructional design: Do teachers use ID principles?* Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Powell, G. C., & Branch, R. (1995, February). *Incorporating cultural pluralism into the systematic design of instruction*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R., & Bloom, J. (1994, October). *The role of graphic elements in the accurate portrayal of instructional design*. Paper presented at the meeting of the International Visual Literacy Association. Tempe, Arizona.

Binns, J. C., & Branch, R. (1994, October). *The implicit influence of gender stereotyped computer clip-art on message design*. Paper presented at the meeting of the International Visual Literacy Association. Tempe, Arizona.

Branch, R. (1994, April). *Voices you should hear: Increasing diversity in corporate training functions*. Paper presented at the meeting of the National Society for Performance and Instruction. San Francisco, California.

Branch, R. (1994, February). *Instructional design and the classroom teacher: A symposium*. Paper presented at the meeting of the Association for Educational Communications and Technology. Nashville, Tennessee.

Branch, R., Renk, J. M., & Chang, E. (1993, October). *Visual information strategies in mental model development*. Paper presented at the meeting of the International Visual Literacy Association. Rochester, New York.

Branch, R. (1993, April). *Accessing ERIC on the Internet: A report of the pilot project AskERIC*. Paper presented at the meeting of the American Educational Research Association. Atlanta, Georgia.

Edmonds, G., Mukherjee, P., & Branch, R. (1993, February). *A conceptual framework for comparing instructional design models.* Paper presented at the meeting of the Eastern Educational Research Association. Clearwater, Florida.

Branch, R. (1993, January). *Instructional design for junior high and senior high school teachers*. Paper presented at the meeting of the Association for Educational Communications and Technology. New Orleans, Louisiana.

Foley, A., Keener, P., & Branch, R. (1993, January). *An analysis of scholarly contributions of women instructional technology professionals.* Paper presented at the meeting of the Association for Educational Communications and Technology. New Orleans, Louisiana.

Keener, P., Foley, A., & Branch, R. (1993, January). *Role of library media specialist.* Paper presented at the meeting of the Association for Educational Communications and Technology. New Orleans, Louisiana.

Branch, R., & Buttolph, D. (1993, January). *Effect of diagrams and study questions as mathemagenic activities on learner achievement.* Paper presented at the meeting of the Association for Educational Communications and Technology. New Orleans, Louisiana.

Branch, R. (1992, October). *A visual display of the complexities of instruction*. Paper presented at the meeting of the International Visual Literacy Association. Pittsburgh, Pennsylvania.

Riordan, J., & Branch, R. (1992, October). *Time and the use of diagrams or texts, and study questions on learner comprehension.* Paper presented at the meeting of the International Visual Literacy Association. Pittsburgh, Pennsylvania.

Branch, R. (1992, March). *Role of technology in the classroom*. Syracuse University Spotlight Series. Paper presented at the meeting of the Central New York School Study Council/School Board Institute. Syracuse, New York.

Branch, R., Darwazeh, A. N., & El-Hindi, A. E. (1992, February). *Instructional design practices and teacher planning routines*. Paper presented at the meeting of the Association for Educational Communications and Technology. Washington, D. C.

Branch, R., Brigham, D., Chang, E., & Scheel, N. (1992, February). *Strategies for incorporating cultural pluralism into instruction: Levels of implementation*. Paper presented at the meeting of the Association for Educational Communications and Technology. Washington, D. C.

Branch, R. (1992, January). *Careers in industrial training, education and development*. Paper presented at the meeting of the Motorola University Academic Partnership Conference. Schaumburg, Illinois.

Buttolph, D., & Branch, R. (1991, October). *Learner characteristics, information types, instructional strategies, and diagrams*. Paper presented at the meeting of the International Visual Literacy Association. Washington, D. C.

Branch, R. (1991, February). *Explicit instructive questions with flow diagrams and texts on learning verbal chains*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R., Darwazeh, A., & El-Hindi, A. (1991, February). *The influence of instructional designer competencies on teacher planning routines*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Stout, P., Brigham, D., Chang, E., & Branch, R. (1991, February). *Successful strategies for incorporating cultural diversity into instruction*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R., Palumbo, D., Orey, M., & Perkins, R. (1991, February). *The competitive application for professorial employment*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R., Monar, M., Moore, M., & Couch, R. (1991, February). *Selecting an internship as a component of the graduate experience*. Paper presented at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R. (1990, November). *There is no substitute for hard work*. Paper presented at the meeting of the Central New York Forum on Graduate Education for Minorities. State University of New York-Binghamton, Binghamton, New York.

Branch, R. (1990, October). *Effects of flow diagrams with texts on learning verbal chains*. Paper presented at the meeting of the International Visual Literacy Association. Bloomington, Illinois.

Branch, R. (1990, February). *Effects of using diagrams and texts to teach verbal chains: A comparison of age, GPA, college major and gender*. Paper presented at the meeting of the Eastern Educational Research Association. Clearwater, Florida.

Palumbo, D., Orey, M., Perkins, R., & Branch, R. (1990, February). *The initial professional job search: Survival Techniques*. Paper presented at the meeting of the Eastern Educational Research Association. Clearwater, Florida.

Branch, R., & Moore, D. M. (1990, February). *Effects of using instructive questions with flow diagrams and text presentations*. Paper presented at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (1989, November). *Strategies for success as a minority graduate student*. Paper presented at the meeting of the Central New York Forum on Graduate Education for Minorities. Syracuse University, Syracuse, New York.

Branch, R., & Moore, D. M. (1989, October). *Effects of flow diagrams and texts with instructive questions on learning verbal chains*. Paper presented at the meeting of the International Visual Literacy Association. Scottsdale, Arizona.

Branch, R., Couch, R. & Orey, M. (1989, February). *Educators in the corporate jungle: Three students' perspectives on internships*. Paper presented at the meeting of the meeting of the Eastern Educational Research Association. Savannah, Georgia.

Branch, R., Sherman. T. M., & Woodson-Robinson, A. (1988, March). *A "Lifestyle" approach to learning improvement programming*. Paper presented at the meeting of the National Association for Developmental Education. Orlando, Florida.

Branch, R. (1987, October). *A systematic approach to planning in-service instruction*. Paper presented at the meeting of the Virginia Educational Media Association. Roanoke, Virginia.

Keynotes, Invited Presentations and Workshops

Branch, R. (2021, August 26). *Instructional design models for digital learning spaces* [Webinar]. Asia Pacific University of Technology and Innovation Digital Learning Hub, Let's Talk ID seminar series.

Branch, R. (2020, November 12). *Preparing learners to learn: A readiness paradigm*. Reimaging teaching and learning paradigms for student success in open distance elearning. University of South Africa (UNISA): Teaching and Learning Seminar series.

Branch, R. (2020, September 10). *Project management and the instructional designer* [Webinar]. Association for Educational Communications and Technology: Design and Development Division. https://www.youtube.com/watch?v=xozmWNIxVoU.

Branch, R. (2018, October). *New media for educational change*. Guest Speaker. Instructional Technology Student Association at Virginia Tech. Blacksburg, Virginia.

Branch, R. (2018, August). *An overview of the ADDIE approach to instructional design*. Invited presentation at the Elearning Update annual meeting. Johannesburg, South Africa.

Branch, R. (2018, July). *Instructional Design for global e-learning environments*. Keynote [online] presentation at e/merge 2018: Festival of e-Learning in Africa. e/merge Africa.

Branch, R. (2018, July). *New media for educational change*. Keynote speech presented at the Hong Kong Association for Educational Communications and Technology. Hong Kong, China.

Branch, R., & Dousay, T. (2018, June). *Survey of instructional design models, 5th edition*. Guest speaker for Instructional Design course at the University of Idaho [online].

Branch, R. (2018, March). *Unlocking needs assessment*. Seminar presented at the monthly meeting of the Association for Talent Development: Chattanooga Chapter. Chattanooga, Tennessee.

Branch, R. (2018, February). *Preparing students for the learning environment: A readiness activity*. Invited Presentation at the College of Education Innovation in Teaching and Technology (ITT) Academy. Athens, Georgia.

Branch, R. (2018, January 22). Dr. Robert Maribe Branch on diagramming complex relationships. [Webinar]. *E-Campus Research Unit, Episode #95*. Research in Action: Oregon State University. Retrieved from http://ecampus.oregonstate.edu/research/podcast/e95/

Branch, R., (2017, November). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R. (2017, October). *Breaking through the imposter phenomenon*. Research Mentoring Program for Students of Color. Office of Diversity, Equity, and Inclusion, College of Education, University of Georgia.

Branch, R. (2017, October 19). How to write conference presentation objectives. [Webinar]. In *Institute of Industrial and Systems Engineers (IISE) Webinar Series.* Retrieved from http://www.iise.org/details.aspx?id=45077

Branch, R. (2017, February). *Incorporating technology into teaching and training*. Workshop conducted at the meeting of the Institute for Online Training and Instructional Systems. Athens, Georgia.

Branch, R., & Dousay, D. (2017, January 30). Survey of instructional design models. [Webinar]. *E-Africa,* An Affiliate of the Association for Educational Communications and Technology. Retrieved from https://emergeafrica.net/30-january-3-february-survey-of-instructional-design-id-models-seminar/

Branch, R., (2017, January). *Instructional design*. Guest Speaker. University of North Carolina-Wilmington.

Branch, R., (2016, October). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Las Vegas, Nevada.

Hao, Q, & Branch, R. (2016, October). *Online learning analytics on social networking sites: How to tap the potential of data mining in research of educational technology.* Workshop conducted at the annual meeting of the Association for Educational Communications and Technology. Las Vegas, Nevada.

Walker, B., Barretto, D., & Branch, R. (2016, October). *Put your leadership cards on the table! Q Sort and real-time analysis of leadership styles.* Workshop conducted at the annual meeting of the Association for Educational Communications and Technology. Las Vegas, Nevada.

Branch, R. (2016, August). *Instructional design for training programs.* Plenary Speaker at the Educational Technology World Conference. Bali, Indonesia.

Branch, R. (2016, July). *Post-training conflict perspectives*. Workshop conducted at the annual leadership meeting of the Association for Educational Communications and Technology. Bloomington, Indiana.

Branch, R. (2016, June). *The influence of information and communication technology on K-12 education in the United States*. Keynote Speech at the Japanese Society for Educational Technology. Kyoto, Japan.

Branch, R. (2016, April). *The characteristics of a good instructional designer*. Keynote Speech at the International Conference of Educational Technology. Seoul, South Korea.

Branch, R. (2016, January). *Effective online learning tools*. Workshop conducted at the meeting of the Institute for Online Training and Instructional Systems. Peachtree City, Georgia.

Hao, Q, & Branch, R. (2015, November). *Online learning analytics on social networking sites: How to tap the potential of data mining in research of educational technology.* Workshop conducted at the annual meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Branch, R., (2015, November). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Indianapolis, Indiana.

Branch, R. (2015, August). *Instructional design essentials*. Workshop conducted at the annual IDD@UGA Conference for Instructional Designers and Learning Professionals. Athens, Georgia.

Branch, R. (2015, August). *Instructional Design*. A workshop conducted for the faculty at the North-West University. Potchefstroom, South Africa.

Branch, R. (2015, July). *5 Questions for the conscientious staff member*. Invited presentation at the annual College of Education Staff Retreat. Athens, Georgia.

Branch, R. (2015, June). *An instructional design model for information science*. Invited paper presented at the AECT-LKAOE 2015 Summer International Research Symposium. Shanghai, China.

Lin, Y., & Branch, R. (2015, February). *The effect of peer modeling to promote personalized statistics learning in an open learning environment*. Poster presented at the annual College of Education Graduate Student/Faculty Research Conference at the University of Georgia. Athens, Georgia.

Branch, R., (2014, November). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R. (2014, August). *Instructional design in a nutshell*. Workshop conducted at the annual IDD@UGA Conference for Instructional Designers and Learning Professionals. Lawrenceville, Georgia.

Branch, R. (2014, July). *Instructional Design*. A workshop conducted for the faculty at the North-West University. Potchefstroom, South Africa.

Branch, R. (2014, July). *Personal assets and liabilities*. A talk given during the Saturday Seminars of the Teboho Trust. Soweto, South Africa.

Branch, R. (2014, March). *Instructional Design*. A workshop conducted for the faculty at the University of the Free State. Bleomfontein, South Africa

Branch, R. (2013, October). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2013, August). *Blending the academic mission with performance expectations*. Invited paper presentation at the annual E-learning Update conference. Johannesburg, South Africa.

Branch, R., & Walker, B. B. (2013, July) *Application of principles of instructional design to instructional designer capacity building in design complexities for development*. Workshop conducted at the annual meeting of the Design and Development Research conference. Kumasi, Ghana.

Branch, R. (2012, November). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Louisville, Kentucky.

Branch, R. (2012, September). *Constructing an effective research proposal*. Workshop conducted at the annual meeting of the Design and Development Research conference. Cape Town, South Africa.

Branch, R. (2012, September). *Six constructs required for design*. Paper presented at the annual meeting of the Design and Development Research conference. Cape Town, South Africa.

Branch, R. (2012, June). *The importance of ADDIE in instructional design*. Invited presentation to the global Academy staff, Nokia Siemens Networks. Online via the live, global Nokia Siemens "Learning Cloud."

Branch, R. (2012, January). *Instructional Design: The ADDIE Approach*. Invited presentation to the Design for Adults course at the UGA at Gwinnett campus.

Branch, R., (2011, November). *Breakfast with Champions*. Presidential session at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R. (2011, November). *Is a book project a good idea before tenure?* Panel session at the meeting of the Association for Educational Communications and Technology. Jacksonville, Florida.

Branch, R., Dousay, T., Walker, B., Valentine, K., & Gay, M. (2011, September). *A high fidelity instructional strategy.* Roundtable session presented at the meeting of AoB AcademE of Botswana, Gaborone, Botswana.

Branch, R. (2011, September). *Keynote: Paradigm shift-from training to learning: Designing for effective knowledge transfer*. 1st International Symposium on Becoming a Thinking Country. LearningGuide Solutions, Gaborone, Botswana.

Branch, R. (2011, September). *What is this thing called instructional design?* Invited presentation to the Elearning Update annual conference. Cape Town, South Africa.

Branch, R. (2011, June). *Advanced instructional design and assessment workshop.* Faculty Development Center, Morehouse College. Atlanta, Georgia.

Branch, R. (2011, May). *Keynote: Commencement and graduation speech*. College of Education, University of Wyoming. Laramie, Wyoming.

Branch, R. (2011, February). *Instructional Design: The ADDIE Approach*. Invited presentation to the Design for Adults course at the UGA at Gwinnett campus.

Branch, R., & Orey, M. (2010, October). *The Educational Media and Technology Yearbook*. Presidential session at the meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2010, October). *NSF Research Symposium*. AECT Research and Theory Invited Speaker at the meeting of the Association for Educational Communications and Technology. Anaheim, California

Branch, R. (2010, June). *Advanced instructional design and assessment workshop.* Faculty Development Center, Morehouse College. Atlanta, Georgia

Branch, R. (2010, May). *Keynote: Effective teaching in tertiary education*. 1st Annual International Symposium on Strategies for Effective Teaching in Tertiary Education. University of Cape Coast. Cape Coast, Ghana.

Branch, R. (2010, May). *Managing large classes*. 1st Annual International Symposium on Strategies for Effective Teaching in Tertiary Education. University of Cape Coast. Cape Coast, Ghana.

Branch, R. (2010, January). *Authentic training at a distance*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Atlanta, Georgia.

Branch, R. (2009, January). *The role of the instructor in online training*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Atlanta, Georgia.

Branch, R. (2008, November). *Student-centered learning in the online learning environment: Engaging learners*. Invited presentation to the Saturday Academy. Fayetteville State University, Fayetteville, North Carolina.

Branch, R. (2008, October). *Leadership and ethical decision-making.* Invited presentation to the annual meeting of the Emerging Leaders Program sponsored by the Graduate School at The University of Georgia. Helen, Georgia.

Branch, R. (2008, July). Discussant for *Civic engagement and curriculum change at South African higher education institutions: Cultivating democratic action and social justice*. Presented by Cornelia J. Gerda Bender. Paper presented at Oxford Roundtable: Achieving education quality: An interdisciplinary perspective. Wadham College, Oxford University, Oxford, England.

Branch, R. (2008, July). Discussant for *Is it possible for the national English curricula of China and Bhutan to meet the needs of rural and minority students?* Presented by James Greenlaw. Paper presented at the annual meeting of the Oxford Roundtable: Achieving education quality: An interdisciplinary perspective. Wadham College, Oxford University, Oxford, England.

Branch, R. (2008, May). *Who are we?: Facts, perception and the new AECT definition.* Invited presentation to the annual meeting of the Professors of Instructional Design and Technology. Memphis, Tennessee.

Branch, R. (2008, January). *Project management: An introduction*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Young Harris, Georgia.

Branch, R. (2007, November). *University of Georgia executive briefing*. Invited panelist to the Apple Computer Campus. Cupertino, California.

Branch, R. (2007, October). *Establishing a research agenda*. Invited presentation to the Graduate Student Assembly during the annual meeting of the Association for Educational Communications and Technology. Anaheim, California.

Branch, R. (2007, January). *Face-to-Face, online and flexible delivery*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Young Harris, Georgia.

Branch, R. (2006, July). *Survey of instructional development models*. Invited presentation to the 1st Global Summit on Educational Technology. East China Normal University, Shanghai, China.

Branch, R. (2006, August). *Educational modernization: Dialogue between theory and technology: Reflection as a cognitive tool*. Invited presentation to the Third International Conference of Forum of New Wisdom upon Reform and Development of Basic Education. East China Normal University, Shanghai, China.

Branch, R. (2006, July). *A high fidelity instructional strategy*. Invited presentation at the Advanced Seminar on Educational Technology. East China Normal University, Shanghai, China.

Branch, R. (2006, April). *Instructional design basics for e-learning*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Dilliard, Georgia.

Branch, R. (2006, February). *Leadership and administration in the academy*. Invited presentation to the Black Issues in Higher Education Conference. College of Education at the University of Georgia. Athens, Georgia.

Branch, R. (2005, November). *Tomorrow's classroom: Concept, theory and practice*. Invited presentation to the Center for Innovative Teaching, Learning and Evaluation. Winston-Salem State University, Winston-Salem, North Carolina.

Branch, R. (2005, November). *Instructional design basics for e-learning*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Hiawasee, Georgia.

Branch, R. (2005, October). *The role of media in true learner-centered spaces*. Invited presentation to the Minorities in Media affiliate organization at the meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R. (2005, October). *Establishing a research agenda*. Invited presentation to the Graduate Student Assembly during the annual meeting of the Association for Educational Communications and Technology. Orlando, Florida.

Branch, R. (2005, October). *Instructional design basics for e-learning*. Invited presentation to the meeting of the Institute for Online Training and Instructional Systems at Athens Technical College. Hiawasee, Georgia.

Branch, R., Francis, A., Mayweather, E., Grier, K., Grizzle, H., Murrell, J., & Pitts, E. (2005, March). *Developing a project management course*. Invited presentation to the meeting of the Atlanta Chapter for the Association for Talent Development (ATD). Atlanta, Georgia.

Branch, R., & Lee, S. J. ((2004, October). *Action learning*. Invited presentation to the Southern Education Foundation as part of their semi-annual Instructional Technology Assistance Program. Atlanta, Georgia.

Branch, R. (2004, March). *Digital video*. Invited presentation to the Southern Education Foundation as part of their semi-annual Instructional Technology Assistance Program. Orlando, Florida.

Branch, R. (2004, March). *Digital photography*. Invited presentation to the Southern Education Foundation as part of their semi-annual Instructional Technology Assistance Program. Orlando, Florida.

Branch, R. (2004, February). *Personal assets and liabilities*. Invited presentation to the annual Black History Speakers Day. Clarke Central High School. Athens, Georgia.

Branch, R. (2003, February). *Responding to the complexities of guided learning: How instructional systems design addresses specific aspects of training development.* Invited presentation to the meeting of the Atlanta Chapter for the American Society for Training and Development (ASTD). Atlanta, Georgia.

Branch, R. (2002, April). *Learning space defined*. Seminar presented to the Department of Instructional Technology. University of Georgia. Athens, Georgia.

Branch, R. (2002, April). Discussant for *Meta-Computer Mediated Communication and the Attributes of Effective Learning Experiences* by the Special Interest Group – Instructional Technology. Paper presented at the annual meeting of the American Educational Research Association. New Orleans, Louisiana.

Branch, R. (2001, September). *Facilitating the complexities of guided learning*. Invited presentation to the Web Trends Colloquium. School of Information Studies. Syracuse University. Syracuse, New York.

Branch, R. (2001, January). *Managing the complexities of guided learning: A way to bridge the digital divide*. Invited presentation to the Online Learning Series. EpicLearning. Atlanta, Georgia.

Branch, R. (2000, June). *Visiting Professor*, University of Kwa-Zulu Natal, Westville, South Africa.

Branch, R. (2000, April). Discussant for *Division C, Section 4.* Five papers presented at the annual meeting of the American Educational Research Association. New Orleans, Louisiana.

Branch, R. (2000, March). *Technology and facilitating learning*. Workshop presented for the Human Resources Development Certificate Program. University of Georgia System Center at Gwinnett. Lawrenceville, Georgia.

Branch, R. (1999, October). *Utilizing technology to facilitate human resource development*. Workshop presented for the Human Resources Development Certificate Program. University of Georgia System Center at Gwinnett. Lawrenceville, Georgia.

Branch, R. (1999, February). Discussant for *Collaboration strategies: A conceptual framework for considering collaborative tools* by Richard Goldsworthy. Paper presented at the meeting of the Association for Educational Communications and Technology. Houston, Texas.

Branch, R. (1991, April). *Instructional goals for whole language at Hughes Academic Magnet School*. Paper presented at the meeting of the Syracuse City School Board. Syracuse, New York.

Branch, R. (1982). National Junior Certificate Woodwork Examination. Division of Secondary Education. *Botswana Ministry of Education*. Gaborone, Botswana.

Branch, R. (1982, April). *Teachers as facilitators*. Paper presented at the Lobatse Secondary School In-service Workshop. Lobatse, Botswana.

Student Mentorship

Major Professor

Lee, Hyewon, Ph.D. (expected 2021, December). *The effects of technology-enhanced formative assessment on second language learning.* Learning, Design, and Technology, University of Georgia.

Landers, Racheal, Ph.D. (2021, May). *Using self-regulated eLearning to enhance teachers mathematical content knowledge on fractions, decimals and percentages*. Learning, Design, and Technology, University of Georgia.

Zheng, Hua, Ph.D. (2019, August). *The effects of segmentation and self-explanation on cognitive load and learning achievement within the context of video modeling*. Learning, Design, and Technology, University of Georgia.

Mané, Erika, Ph.D. (2019, May). *The effect of school socioeconomic status and teachers' perception of school culture on teachers' use of information and communications technology tools in the classroom.* Learning, Design, and Technology, University of Georgia.

Hao, Qiang Neo, Ph.D. (2017, May). *Online help seeking and computer science students.* Learning, Design, and Technology, University of Georgia.

Kim, Dongho, Ph.D. (2017, May). *Using learning analytics to investigate self-regulated learning in an asynchronous online course*. Learning, Design, and Technology, University of Georgia.

Hutchinson, Robert Seth, Ed.D. (2016, December). *Motivation of high school students while using a learning contract*. Workforce Education, University of Georgia.

Knox, Robert Charles, Ed.D. (2016, December). *A study of female academic performance in mathematics and science courses in public, single-gender schools*. Workforce Education, University of Georgia.

Nti, Kwame, Ph.D. (2016, August). *Effects of interactive transcripts and key-point annotations on English as a second language students' performance using open educational resources instructional videos.*

Learning, Design, and Technology, University of Georgia.

Lin, Yu-Lu Sharon, Ph.D. (2015, May). *The effect of motivation and learning anxiety on achievement by modeling problem solving skills and using open educational resources*. Learning, Design, and Technology, University of Georgia.

Walker, Brandy Brown, Ph.D. (2013, May). *Thoughts on mediation: An investigation into what it means to "think like a mediator*." Learning, Design, and Technology, University of Georgia.

Dousay, Tonia, Ph.D. (2013, May). *Effect of multimedia design principles on situational interest of adult learners*. Learning, Design, and Technology, University of Georgia.

Irwin, Kristen Mark, Ph.D. (2011, August). *Conditions that facilitate implementation of instructional technology by environmental educators*. Learning, Design, and Technology, University of Georgia.

Harriman, Catia Luzia Silva, Ph.D. (2011, May). *The impact of TPACK and digital storytelling as a learning experience for pre-service teachers in learning-by-designing project*. Learning, Design, and Technology, University of Georgia.

Igoche, Diane Anoyi, Ph.D. (2010, December). *The stages of concern about information and communication technologies as expressed by tertiary education instructors in Nigeria*. Learning, Design, and Technology, University of Georgia.

Leonard, Kristi A., Ph.D. (2010, May). *The effect of Internet-based multimedia reading environments on undergraduate students' reading comprehension*. Learning, Design, and Technology, University of Georgia.

Lee, Sang Joon, Ph.D. (2009, May). *Exploring students' beliefs about teaching and learning in relation to their perceptions of student-centered learning environments*. Instructional Technology, University of Georgia.

Chen, Kuan-Chung, Ph.D. (2009, May). *Contextual support, motivation, and wellbeing in online learning environments: A test of self-determination theory*. Instructional Technology, University of Georgia.

Calhoun, Kevin James, Ph.D. (2008, May). *Sexuality, ethnicity and academic achievement: The challenge facing gifted gay black males*. Gifted and Creative Education, University of Georgia.

Ni, Xiaopeng, Ph.D. (2007, August). *Effects and challenges of using a real-job project approach to teach instructional design and technology*. Instructional Technology, University of Georgia.

Ali, Radwan, Ph.D. (2006, May). *Information literacy-rich business school curriculum*. Instructional Technology, University of Georgia.

Loh, Christian Sebastian, Ph.D. (2004, May). *The effects of pitch discrimination training on achievement in melodic interval discrimination*. Instructional Technology, University of Georgia.

Grant, Michael, Ph.D. (2002, May). *Individual differences in constructionist learning environments: Qualitative inquiry into computer mediated learning artifacts*. Instructional Technology, University of Georgia.

Kim, Dohun, Ph.D. (2002, May). *The relationship between teachers' approaches to teaching and students' approaches to learning in electronic distance learning courses.* Instructional Technology, University of Georgia.

Luke, Nancy C., Ph.D. (2000, December). *An inquiry into the practice and pedagogy of teachers receiving preservice preparation to use computing technologies*. Instructional Technology, University of Georgia.

Glenn, Susan G., Ph.D. (2000, May). *The composers use of computer technology to enhance creativity.* Instructional Technology, University of Georgia.

Sawyer, Salley, Ph.D. (1999, December). *Professors' beliefs about their subject matter knowledge in relation to their learner-centered instruction*. Instructional Technology, University of Georgia.

Thompson, Wendy C., Ph.D. (1999, May). *The use of popular media in multicultural education: Stressing implications for the Black/Non-black biracial North American student*. Instructional Design, Development, and Evaluation, Syracuse University.

Stephens, Linda, Ed.D. (1995, May). *The talking head as a message design technique in feedback for interactive video and its effect on learner achievement*. Instructional Design, Development, and Evaluation, Syracuse University.

Balanchandran, Indra, Ph.D. (1994, May). *Motivation for continuing professional education by cytotechnologists*. Adult Education, Syracuse University.

Meesuwan, Penrudi, Ph.D. (1992, December). *Perceptions of classroom interactions of international teaching assistants*. Instructional Design, Development, and Evaluation, Syracuse University.

Dissertation Committee Member

Murray, Robert Brent, Ed.D. (*pre-candidacy*). *Assessing and describing motivation to persist within baccalaureate degree respiratory therapy students*. Workforce Education, University of Georgia.

Hart, Shannon, Ph.D. (expected 2022, May). *Role of the ADDIE model in how mathematics instructional coaches plan, develop and implement blended professional development*. Middle and Secondary Education, Georgia State University.

Eber, Alison, Ph.D. (2021, December). *Deciding where to like, comment, and share: Elementary teachers' use of social media for informal professional learning.* Educational Administration and Policy, University of Georgia.

Grandy, Zaketra, Ed.D. (2021, August). *College success: A qualitative examination of students' beliefs about the role the first-year seminar played in their retention and success as they persist to graduation*. Workforce Education, University of Georgia.

Das, Swagata, Ph.D. (2020, August). *Conceptualizing the work experiences of women's career development in cybersecurity: A narrative study*. Learning, Design, and Technology, University of Georgia.

De Vasconcelos, Lucas Lima, Ph.D. (2019, May). *Scaffolding science teachers' learning to use coding in scientific modeling lessons*. Learning, Design, and Technology, University of Georgia.

Yoon, Meehyun Mimi, Ph.D. (2018, December). *I quantify you, you qualify yourself: Learning analytics dashboard (lad) to support self-regulated learning in flipped classroom*. Learning, Design, and Technology, University of Georgia.

Tseng, Patrick Sheng Shiang, Ph.D. (2017, December). *Improving and assessing students' critical thinking through concept mapping and concept maps*. Learning, Design, and Technology, University of Georgia.

Squires, David, Ph.D. (2017, May). *The impact of augmented reality tools deployed to facilitate learning for the 21st century technology fluent learners*. Learning, Design, and Technology, University of Georgia.

Ju, Hyunjung, Ph.D. (2016, May). *Enhancing medical students' argumentation during hypothetico-deductive reasoning (HDR) in problem-based learning (PBL)*. Learning, Design, and Technology, University of Georgia.

Yuan, Jiangmei, Ph.D. (2016, May). *A study of student engagement in autonomy-supportive peer assessment*. Learning, Design, and Technology, University of Georgia.

Berens, Michael Ryan, Ed.D. (2015, May). *Change at the top: Headmasters' perspectives on technology integration and independent school leadership*. Educational Leadership, University of Georgia.

Thomas, D. Michelle, Ph.D. (2015, December). *Expert math teachers of African American middle and high school students*. Educational Psychology, University of Georgia.

Hicks, Sarah, Ph.D. (2014, May). *Examining Differences in Middle School Student Achievement on the Math, Science, and Social Studies Criterion-Referenced Competency Test (CRCT).* Workforce Education, University of Georgia.

Lee, Chia-Jung Lily, Ph.D. (2013, August). *The implementation study of a technological pedagogical content knowledge based instructional design model*. Learning, Design, and Technology, University of Georgia.

Park, Seung Won, Ph.D. (2013, May). *Promoting academic reading engagement through a virtual tutee system*. Learning, Design, and Technology, University of Georgia.

Shen, Yan, Ph.D. (2012, May). *Gap between novices' and experts' design performance*. Learning, Design, and Technology, University of Georgia.

Burgamy, Aimee, Ph.D. (2009, May). *Work identities and the mission of art education: A qualitative investigation of one museum education department as interpreted through two decades of its educators.* Art Education, University of Georgia.

Estes, Michelle, Ph.D. (2008, May). *The Adoption and Discontinuance of Service-Learning Pedagogy: A Case Study of the Innovation-Decision Process at a Research-Intensive University.* Instructional Technology, University of Georgia.

Galloway, Chad, Ph.D. (2006, December). *A meta-evaluation of the Office of Instructional and Staff Development Learning Technologies Grant Program.* Instructional Technology, University of Georgia.

Hamilton-Taylor, Ashley, Ph.D. (2006, May). *The study and design of algorithm animations.* Computer Science, University of Georgia.

Fogarty, Terrae, Ph.D. (2006, May). *Action research as an approach to women's' studies.* Social Science Foundations, University of Georgia.

Williams, Gita, Ph.D. (2004, December). *The effectiveness of controlled variables as search filters for online databases of educational materials.* Computer Science, University of Georgia.

Berry, Rik, Ph.D. (2003, May). *The process of continuous improvement: Longitudinal analysis of multiple case studies of the causes of success and failure of innovations in for-profit manufacturers using the integrated systems approach of the theory of constraints philosophy.* Business, University of Georgia.

Johnson, David P., Ph.D. (2002, December). *The cognitive effects of Gestalt and non-Gestalt design principles on academic performance of undergraduate and graduate career and technical education students using web-based instruction as an enhancement to traditional instruction.* Occupational Studies, University of Georgia.

Mitchell, William, Ph.D. (2000, December). *The computer anxiety-computer adoption motivation continuum: Factors affecting teachers' adoption of computer technologies.* Instructional Technology, University of Georgia.

Hughes, Michael, Ph.D. (2000, May). *Usability testing.* Instructional Technology, University of Georgia.

Moore, Joi, L., Ph.D. (1998, August). *The implementation of an electronic performance support system for teachers: An examination of usage, performance, and attitudes.* Instructional Technology, University of Georgia.

Fitzgerald, Mary Ann, Ph.D. (1998, May). *The cognitive process of information evaluation: A collective case study.* Instructional Technology, University of Georgia.

DeJohn, Jr., Donald, Ph. D. (1997, May). *Determining the effects of race and gender on the relationship between intrinsic motivation and academic achievement*. Instructional Design, Development, and Evaluation, Syracuse University.

Buttolph, Diana, Ph. D. (1996, December). *Effectiveness of pattern noting on college students' written responses to essay examinations in introductory philosophy*. Instructional Design, Development, and Evaluation, Syracuse University.

Davis, R. Deborah. (1996, May). *African American students' perceptions of their experiences on a predominantly white campus: A qualitative piece of the persistence puzzle*. Higher Education Administration, Syracuse University.

Biegler, Julia A. Tinklepaugh, Ph.D. (1996, May). *The effect of presenting a common error with an explanation*. Instructional Design, Development, and Evaluation, Syracuse University.

Riordan, JeanAnn, Ph.D. (1994, December). *Effect of persistence time on achievement of sequential tasks*. Mathematics Education, Syracuse University.

Olson, Michael, Ed.D. (1994, December). *A validation of an automated tool for instructional design: An expert system for media selection.* Instructional Design, Development, and Evaluation, Syracuse University.

El-Hindi, Amelia E., Ph.D. (1994, August). *The relationship between metacognition and reading comprehension among adult literacy learners*. Instructional Design, Development, and Evaluation, Syracuse University.

Kapanza, Kenneth, Ph.D. (1993, August). *Effects of using three-dimensional diagrams to teach map reading skills to secondary school geography students*. Teaching and Leadership, Syracuse University.

Bauder, Deborah, Ph.D. (1993, May). *Computers in K-12 schools: Conditions related to adoption and implementation*. Instructional Design, Development, and Evaluation, Syracuse University.

Cox, James, Ph.D. (1992, August). *The effects of mathemagenic aids on learning iconic images*. Instructional Design, Development, and Evaluation, Syracuse University.

Kenny, Richard F., Ph.D. (1992, May). *The effects of advance organizers on computer-based interactive video*. Instructional Design, Development, and Evaluation, Syracuse University.

External Reviewer of Dissertations

Zuma, Sphesihle, Ph.D. (2019, March). *Critically understand lecturers' reflections of using Moodle in teaching Geography module at a South African university.* Curriculum Studies. College of the Humanities, University of KwaZulu Natal. Durban, South Africa.

Mandraj, Shobana, Ph.D. (2018, September). *Exploring the dynamics of chronic conflict in schools*. Curriculum and Education Studies, University of KwaZulu Natal. Durban, South Africa.

Kisaka, Sella Terrie, Ph.D. (2018, July). An exploration of the use of Moodle in teaching MEd students at a university in Kenya. Curriculum and Education Studies, University of KwaZulu Natal. Durban, South Africa.

Seetal, Sharitha, Ph.D. (2018, April). *Early career choice, learner performance and career paths: An exploratory study of medical students.* Teacher Development Studies. College of the Humanities, University of KwaZulu Natal. Durban, South Africa.

Mpungose, Cedric Bheki, Ph.D. (2018, March). *Exploring lecturers' reflections on the use of Moodle to teach Physical Sciences at a South African University*. Curriculum Studies. College of the Humanities, University of KwaZulu Natal. Durban, South Africa.

Vlok, Anna Gloudina, D.Tech. (2018, January). *Experiences of transformative learning in fashion design education.* Faculty of Informatics and Design, Cape Peninsula University of Technology. Cape Town, South Africa.

Xakaza-Kumalo, Sheila, D.Tech. (2018, January). *Pedagogical considerations for integrating educational technology in two South African universities of technology: A comparative study.* Faculty of Informatics and Design, Cape Peninsula University of Technology. Cape Town, South Africa.

Aheto, Simon-Peter Kafui, D.Tech. (2017, April). *Patterns of use of technology by students in Higher Education.* Faculty of Informatics and Design, Cape Peninsula University of Technology. Cape Town, South Africa.

Budden, Ramona, Ph.D. (2017, February). *Exploration of factors that inform curriculum studies students to use e-resources in conducting Masters of Education dissertations at a South African university.* College of the Humanities, University of KwaZulu Natal. Durban, South Africa.

Pather, Roshini, Ph.D. (2016, December). *Library spaces in higher education: Exploring academics' understanding.* College of the Humanities, University of KwaZulu Natal. Durban, South Africa.

Appiah, Edward, PhD. (2014, September). *An exploration of ICT for graphic design education at a public university: issues of ideation and pedagogy*. Faculty of Informatics and Design, Cape Peninsula University of Technology, Cape Town, South Africa.

Postma, Louise, PhD. (2013, January). *Democratizing an online discussion forum at a Higher Education Institution: from rationalistic exclusion to the recognition of multiple presences*. Faculty of Education Sciences (Potchefstroom Campus), North West University, Potchefstroom, South Africa.

Khoza, Simon Bhekimuzi, Ed.D. (2008, February). *Design analysis of educational technologists web-based teaching and learning environment in South African higher education institutions.* School of Education Studies, Faculty of Education, University of KwaZulu Natal. Durban, South Africa.

Schiller, Mary Ellen, Ed.D. (2003, January). *The process of implementing instructional technology in response to a problem in continuing professional education: A case study*. The Graduate School, Northern Illinois University. DeKalb, Illinois.

Govendar, Devanandan, Ed.D. (2002, March). *The impact of enhanced technologies toward improving access and quality of distance learning in South African institutions of tertiary education.* Department of Education, University of Natal at Westville. Durban, South Africa.

Allen, Susan. Ed.D. (1994, December). *The college disciplinary program as a catalyst for learning*. Higher Education, Syracuse University. Syracuse, New York.

Peagler, Richard C., Ed.D. (1993, November). *Racial identity attitudes of African-American college students and the achievement of developmental tasks*. Counselor Education, Syracuse University. Syracuse, New York.

Adekoya, Adeyemi, Ph.D. (1992, December). *Evaluation of factors promoting successful microcomputing implementation in the Nigerian workplace*. School of Information Studies, Syracuse University. Syracuse, New York.

Sandford, Mary D., Ph.D. (1992, September). *The beginning teacher: The first year's experience*. Adult Education, Syracuse University. Syracuse, New York.

Cavallo, Ann M. L., Ed.D. (1991, April). *The relationship between students' meaningful learning orientation and their mental models of meiosis and genetics*. Science Education, Syracuse University. Syracuse, New York.

Peregoy, John J., Ph.D. (1990, December). *Stress and the sheepskin: An exploration of the Indian/native perspective in college*. Counselor Education, Syracuse University. Syracuse, New York.

Wallace, James, Ed.D. (1990, August). *The relationship among preferences for learning alone or with peers, selected instructional strategies, and achievement of 3rd, 4th, and 5th grade social studies students*. Teaching and curriculum, Syracuse University. Syracuse, New York.

Tatum, Verlene H., Ed.D. (1990, April). *Minimum competency testing as a prerequisite for high school graduation for special education students*. Special Education Administration, Syracuse University. Syracuse, New York.

Education Specialist Advisees

Rudy, Harry, Ed.S. (2015, May). Workforce Education.
Logan, Regene, Ed.S. (2015, May). Learning, Design, and Technology.
Malcom, Tommy, Ed.S. (2015, May). Workforce Education.
Buller-McGee, Carol, Ed.S. (2015, May). Learning, Design, and Technology.
Pollard, Marcus, Ed.S. (2015, May). Workforce Education.

Supervisor of Master's Theses

Iqdami, Muhammad Nazil. (2015, May). *Identifying Roles and Competencies of an Educational Technologist in Academic Settings*. Learning, Design, and Technology, University of Georgia.

Dennen, Vanessa. (1994, December). *Developing principles for instructional design using virtual reality*. Instructional Design, Development, and Evaluation, Syracuse University.

External Master's Thesis reviewer

Pieters, J.M. [Supervisor]. (2003). *Cognitive support tools for participatory learning design*. Instructional Technology, University of Twente, Netherlands.

Mallia, Gorg. (1994, February). *Comics as illustrators; The use of comics in instruction*. Communication Studies, University of Malta, Malta.

Master's Students

Supervised 90 students toward the completion of their Master of Education Degree (1990-2020) Served as committee member for 40 students Master's Portfolio Examinations (1996-2019)

Grants

Funded

(2021) **Principal Investigator**, Department of Education, Group Projects Abroad
Language & Cultural Immersion for K-12 for K-12 Information and Communication Technology (ICT) for Tanzania. ($94,350)

(2019) **co-Principal Investigator**, Department of Education, Group Projects Abroad
Language & Cultural Immersion for K-12 Technology and Engineering Curriculum Development. ($93,350)

(2018) **co-Principal Investigator**, Department of Education, Group Projects Abroad
Language & Cultural Immersion for K-12 Technology and Engineering Curriculum Development. ($89,760)

(2012) **Participant**, Center for Teaching and Learning, University of Georgia
eLearning Commons 2 Early Adopters Program. ($500)

(2010) **Consultant**, Office of STEM Education Mini Grant, University of Georgia Development of Learning Tools for Self-discovery. ($400)

(2000-2003) **Strategic Partner**, ERIC Clearinghouse on Information and Technology Produce the Educational Media and Technology Yearbook for four years. ($40,800)

(1999) **co-Coordinator**, ERIC Clearinghouse on Information and Technology at Syracuse University Gateway to Educational Materials (GEM) Evaluation Project at the online resource center. ($5,000)

(1997) **Recipient**, Summer Research Award, College of Education, University of Georgia Studied visual element type on perceptions of the instructional design processes. ($4,750)

(1993) **co-Investigator**, U.S. Department of Education
ERIC Clearinghouse on Information and Technology, 5-year contract 1994-1999. ($1,826,105)

(1992) **co-Investigator**, U.S. Department of Education
AskERIC Human-Mediated Electronic Question-Answering Service ($46,000)

Under Review (Currently None)

Not Funded

(2015) **co-Principal Investigator**, National Science Foundation *(Not Funded)*
3-year Broad Implementation of the Math and Parent Partners (MAPPS) Program. ($3,000,000)
(2009) **Principal Investigator**, Africa-U.S. Higher Education Initiative Planning Grants *(Not Funded)*
Building a Research-based, Long-term Capacity for Primary Teacher Preparation in Ghana ($50,000)
(2008) **Principal Investigator**, Calabar Foundation *(Not Funded)*
African Children Using Multimedia Technology: A Feasibility Project. ($297,000)
(2001) **co-Principal Investigator**, National Science Foundation *(Not Funded)*
ORIEnT: Online resources for instruction in ethics and technology. ($993,668)

Awards and Recognitions

(2018-2020) **Chancellor's Learning Scholar** Office of the Chancellor, University System of Georgia
(2018) **Research:** Editor-in-Chief's Reviewer Excellence Award (ETR&D journal)
(2017-2018) **Senior Teaching Fellow** Center for Teaching and Learning, University of Georgia
(2017) **Special Service Award** for Educational Media and Technology Yearbook (AECT)
(2017) **Teaching Academy** Inducted at the University of Georgia
(2016) **Journal Article Award** (quantitative based) Association for Educational Communications and Technology
(2015) **President's Award** Indonesia AECT in conjunction with Indiana State University
(2012) **Graduate School Outstanding Mentoring Award [Finalist]** University of Georgia
(2008) **Design and Development Showcase** Association for Educational Communications and Technology
(2002) **Excellence in Practice for Career Development** Association for Talent Development
(2001) **Braden-Beachamp Visual Literacy Award** (outstanding research paper) International Visual Literacy Assoc
(1997) **Service Award** Community College Association for Instruction and Technology
(1993) **Meritorious Research Award** (outstanding research paper) Eastern Educational Research Association
(1991) **Special Service Award** International Visual Literacy Association for Association Secretary
(1990) **Young Researcher Award** (best original research paper) Assoc. for Ed Communications & Technology (1987)
Higher Educational Media Association Student Award Virginia Visual Literacy Association
(1978) **Calvin Colson Award** for Highest Academic Achievement in Industrial Arts
(1976) **J. Henry Holloway Medal** Printing Teachers Guild of New York & International Graphic Arts Ed Assoc.

Service

Guest co-Editor

Bytheway, A., Cronje, J., & Branch, R. (2017). Special Issue: Managing information in higher education. *Journal of Enterprise Information Management, 30*(5).

Service to the Profession: Reviewer for Scholarly Journals

British Journal of Educational Technology. (2016 - present) Educational Technology Research and Development. (1990 - present) Canadian Journal of Learning and Technology. (1993 - 2005) Technical Communication. (2005) Adult Education Quarterly. (2005)
Journal of Educational Multimedia and Hypermedia. (1992 - 2004) Educational Evaluation and Policy Analysis. (2001)
Equity and Excellence in Education. (2001)

Service to the Profession: External Reviewer for Promotion or Promotion and Tenure

(2021)	5 Dossiers	(2015) 2 Dossiers	(2006) 4 Dossiers
(2020)	3 Dossiers	(2013) 1 Dossier	(2004) 3 Dossiers
(2019)	3 Dossiers	(2010) 1 Dossier	(2003) 1 Dossier
(2018)	4 Dossiers	(2009) 4 Dossiers	(2002) 2 Dossiers
(2017)	5 Dossiers	(2008) 2 Dossiers	(2000) 1 Dossier
(2016)	3 Dossiers	(2007) 1 Dossier	(1999) 1 Dossier

Service to the Profession: Leadership

Past President. (2016). Association for Educational Communications and Technology (AECT).
President. (2015). AECT.
President-elect. (2014). AECT.
Co-Chair. (2010). International Symposium in Tertiary Education. Cape Coast, Ghana.
Co-Chair (2010). Professors of Instructional Design and Technology (PIDT). Estes Park, Colorado.
Division Chair (2000). Special Interest Group for Instructional Technology. AERA.
Vice-President. (1997 - 1998). International Visual Literacy Association (IVLA).
Leader. (1997). People to People. Delegation to South Africa for U.S. Citizen Ambassador Program
President (1999). Division of Instructional Development. AECT.
Chairperson (1998). Conference Planning Committee. IVLA.
President (1998). Division of Instructional Design and Development. AECT.
Associate Director (1992 – 1996). ERIC Clearinghouse on Information and Technology.
Associate Director (1986 – 1989, July). Virginia Governor's School for the Gifted, Blacksburg, VA.

Service to the Profession: Membership

Advisory Board. (2020 - 2021). International Technology, Education & Development Conference
Advisory Board. (2016 - *present*). Doctor of Instructional Design program, Franklin University.
Selection Committee. (2017; 2018). National Distinguished Principals Program [State of Georgia] International Advisory Board. (2012 – 2014). AcademE of Botswana. Gaborone, Botswana.
Learning Outcomes Advisory Panel. (2012). Wonderlic Education. Las Vegas, Nevada. Nominating Committee. (2008). AECT.
Ethics Committee. (1997 - 2008). AECT. Board of Directors. (2004 - 2008). AECT.
Apple Computer Executive Briefing for University Educators. (2007). Cupertino, California.
Definitions and Terminology Committee. (2002 - 2007). AECT.
Advisory Board (2003 - 2005). Educational Technology Grant at Georgia State University. The Ethics and Morals of Managing the Editorial Process Panel. (2001). PIDT.
LITMUS Research Project Evaluation Team (1997). NSF. The University of Georgia. Curriculum Committee. (1994 - 1999). AECT.
Moderation Panel. (1995). Adams College of Education, Amanzimtoti, South Africa. Board of Directors. (1990 - 1994). International Visual Literacy Association.
Governing Board. (1989 - 1994). Careers in Industrial Training, Education and Development.
Technical Studies Advisory Panel. (1983 - 1985). Ministry of Education, Botswana.

Service to the University

Mentor (2019). Mandela Washington Fellowship for Young African Leaders.
Member (2018 - *present*). UGA President's Writing and Communications Committee.
Member (2017 - 2019). Division of Academic Enhancement Innovation Group.
Member (2018 - 2019). Search Committee for Assoc Director of Center for Teaching & Learning.
Member (2016 - 2019). Professional and Applied Studies University Review Committee.
Member (2014 - 2018). Executive Committee. Center for Social Justice, Human and Civil Rights.
Member (2018). Search Committee for Dean of the College of Education
Member (2012 - 2013). Program Review Committee.
Member (2012). Selection Committee. Instructional Designer. Office of Online Learning.
Marshal (2002; 2010). Undergraduate Graduation. College Student Marshal.
Screener (2009; 2010). Peabody Awards. Grady College of Journalism and Mass Communications.
Member (2003 - 2009). Professional Development Advisory Board. Graduate School.
Supervisor (2008). Young Dawgs Academic Program.
Chairperson (2006). Program Review and Assessment Sub-committee.
Member (2004 - 2006). Program Review and Assessment Committee.
Member (2003 - 2005). Professional and Applied Studies University Review Committee.

Chairperson (2004). Subcommittee. Revised the Guidelines for Program Review.
Member (2004). Special Promotion and Tenure Committee.
Member (2004). Program Review Committee. Office of the Vice President for Instruction.
Member (2002 - 2004). Dean's Forum. College of Education and College of Arts & Sciences.
Member (1999 - 2001). Steering Committee. New Media Institute.
Reviewer (1998 - 1999). Program Evaluation. College of Veterinary Medicine Dean's Office.
Judge (1997). University-wide Assistantship Competition for Minority Students.
Member (1995). Media Research Group. University of Kwa Zulu Natal, Durban, South Africa.
Member (1990 - 1996). Corporate Access Partnership Program Advisory Board. Syracuse University.
Mentor (1989 - 1996). Student Mentor Program. Syracuse University.
Member (1994). Search Committee. Training & Development Specialist. Syracuse University.
Member (1992). Faculty Advisory Panel. Office of the Vice Chancellor. Syracuse University.
Member (1991). Search Committee. Department of Psychology. Syracuse University.
Member (1990 - 1991). Search Committee. Assistant Professor. Syracuse University.

Service to the Mary Frances Early College of Education: University of Georgia

Chairperson (2014-2015). Search Committee. Department Head of Educational Theory and Practice.
Member (2014). Technology Task Force.
Member (2014). Research Advisory Board. Early Career Faculty Grants.
Member (1999 – 2000; 2009-2012). Strategic Planning Committee.
Member (2011). Search Committee. Research Scientist. Torrance Center for Creativity.
Member (2010). Academic Program Review Team.
Member (2009). Outreach and Engagement Advisory Committee.
President-elect (2005). Faculty Senate
Chairperson (2004). Post-tenure Review Committee. Department of Language and Literacy Education.
Chairperson (2003). Post-tenure Review Committee. School of Professional Studies.
Member (2002). Search Committee. Director, Office of Information Technology.
Member (2002). Search Committee. Instructional Psychology, Training & Technology.
Member (2000). Search Committee. Associate Dean for Research Development and Outreach.
Coordinator (1999 - 2002). Instructional Design and Technology Certificate Program.
Member (1998 - 2001). Undergraduate Degree Discussion Group. School of Professional Studies.
Member (1998 – 2001). Academic Community Learning Initiative Task Force.
Member (1999). Faculty Grants Review Committee. School of Professional Studies.
Co-chair (1998 -1999). Millennium Commission [COE Strategic Planning Committee].
Chairperson (1998-1999). Communication Sub-committee. Multicultural Education Task Force.
Member (1999). Diversity Requirements Committee.
Member (1996 - 1999). Task Force for Multicultural Education
Member (1997 - 1998). Search Committee. Assistant Professor, Department of Instructional Technology.

Service to the School of Education: Syracuse University

Member (1991 - 1996). Curriculum Committee.
Member (1993). Search Committee. Field Placement Coordinator.
Member (1993). Search Committee. Visiting Assistant Professor.
Member (1990 - 1993). Educational Resources Center Advisory Committee.
Member (1992 - 1993). Promotion and Tenure Committee.
Coordinator (1991 - 1993). Program Area Curriculum Development.
Member (1992). Search Committee. Clinician, Department of Facilitated Communication.
Member (1992). Search Committee. Assistant Professor, Department of Speech & Hearing Disorders.
Member (1989 - 1990). Multiculturalism and Diversity Committee.
Member (1989 - 1990). Search Committee. Dean.

Service to the Department

Chairperson (2011 – 2012). Awards Committee. Educational Psychology & Instructional Technology.
Member (2003 - 2007). Admissions Committee. Instructional Design and Development Program.
Graduate Coordinator (1999 - 2002). Department of Instructional Technology.
Chairperson (2005 - 2006). Post-tenure Review. Educational Psychology & Instructional Technology.
Coordinator (2003 - 2004). Instructional Technology Program

Service to the Community

Member (2020 - present). Unified Healthcare for the Rural Underserved Board, Athens, Georgia.
Deacon (2002 - present). Chestnut Grove Baptist Church. Athens, Georgia.
Reader (2012 - 2019). Annual Leaders as Readers Day. Winterville Elementary School.
Judge (2010). Foundation for Excellence Classroom Grants. Clarke County School District.
Member (2007 - 2010). Band Boosters. Oconee County High School. Watkinsville, Georgia.
Member (2005 - 2007). Technology Committee. Oconee County Middle School. Georgia.
Member (1995). Affirmative Action Committee. University of Kwa Zulu Natal, Durban, South Africa.

Professional Memberships

American Educational Research Association (AERA)
Association for Educational Communications and Technology (AECT)
International Visual Literacy Association (IVLA)