

Example of bringing
addie to life:
instructional design at
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Analysis, Development, Implementation and Evaluation (ADDIE)

In deed, Analysis, Development, Implementation and Evaluation (ADDIE) is a very important approach in the designing of an educational program. An effective adoption of this strategy can be so instrumental in the design, development and use of an educational program. This can be evidenced in the research conducted by Waynesburg College in which it was fully applied in the Master's of Education (Technology) course. After its full implementation, it came out that it is better than any other strategy.

As an educationist, I would like to agree that ADDIE can be so instrumental if used well. I would like to suggest that the designers should commit themselves to the production of a relevant and well researched program which can help in the accomplishment of the objectives as planned. This means that there should be a creation of enough time to carry out baseline studies, design, develop and assess the whole exercise.

ADDIE can be so instrumental if the designer follows all the recommended procedures. This will mean beginning from the analysis stage in which thorough analysis is done on the target audience. Meaning, the designer carries out a research on the background of the learners. As a result, he will ascertain a lot of information regarding their background, experience, competence, interests, strengths and weaknesses. Understanding much about the learners will be so important in coming up with the appropriate program that will be relevant to them.

During the designing stage, the expert carries out studies to learn much about the strategy so as to come with realistic and achievable objectives.

However, these should be specific in nature and clearly outline how they should be fulfilled. Moreover, the designer should indicate the extent to which this should be done. Otherwise, it will be challenged during the development process in which it should be repackaged to ensure that it is up to standard. Hence, the program will be appropriate to the learners.

At the implementation stage, the program should be revised, redesigned and modified. Therefore, it will become modified besides being in the required quality to accomplish its goals. If this is properly executed, it will be refined thus creating room for the conduction of both the formative and summative evaluation processes. Hence, it will be easier to determine the success of the program and creatively come up with remedial measures to make the necessary adjustments.

Precisely, ADDIE is an ideal strategy if properly used. This is because; adherence to all the recommended stages can lead to the production of a high quality program which can help in the imparting of knowledge to the learners. Actually, it will be a shift from the traditional teacher centered approach in which the teacher was sole custodian of knowledge. Instead, it can advocate for the introduction of a learner-centered approach which will of course, make the teaching and learning process quite revolutionary.

Focusing on the learner can make the exercise be meaningful and beneficial to all. This is why I commend the strategy to be adopted in the development of all the educational curricular at all the levels right from the elementary to the university. Understanding the learners' back ground prior to the designing of a program will automatically help in the production of an appropriate syllabus relevant to the target learners. It will increase their

chances of participating in the teaching and learning process as active people.