

# **The ADDIE Model of Instructional Design: Phases, Relevance and Implementation in Indian Educational Context**

**Unit - 4**

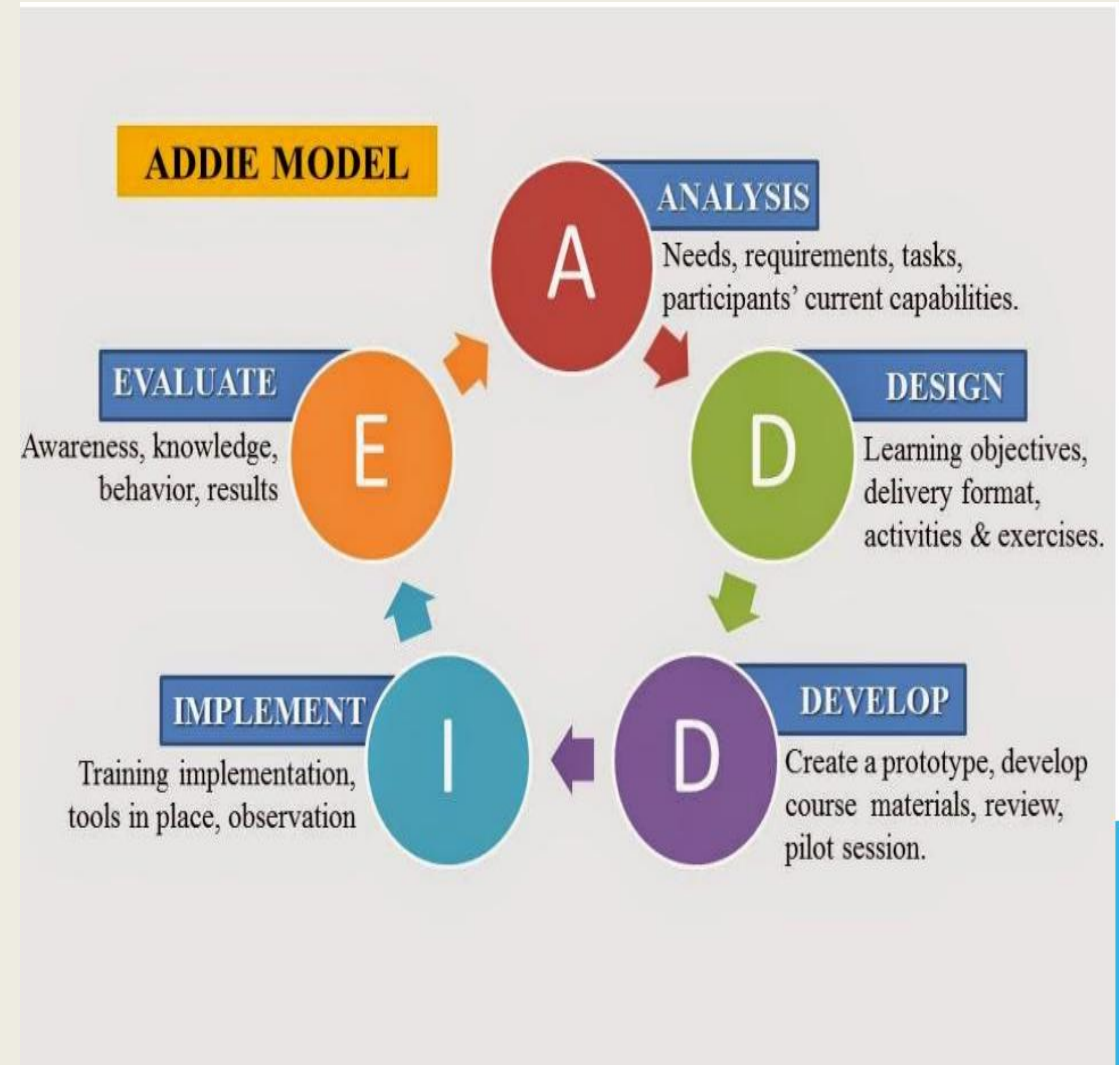
**Paper:** Pedagogy and Instructional Design (CC13)

**Sr. Prof. E. Ramganesh**

Department of Educational Technology, Bharathidasan University

# Introduction

- ADDIE is a systematic instructional design **framework**.
- The ADDIE model was first developed at Florida State University in the 1970s.
- Used to create effective learning experiences.
- Ensures **structured instructional material** development.
- Provides a clear instructional **roadmap**.
- Enhances education quality.



# Phases of the ADDIE Model

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**1 Analysis:** Understanding learners, goals, and needs.

Example: Assessing student needs, goals, level and prior learning experience before designing a curriculum.

**2 Design:** Creating objectives, content structure and assessments.

Example: Outlining/designing an online course with interactive elements.

**3 Development:** Producing instructional materials.

Example: Developing digital content for rural Indian schools

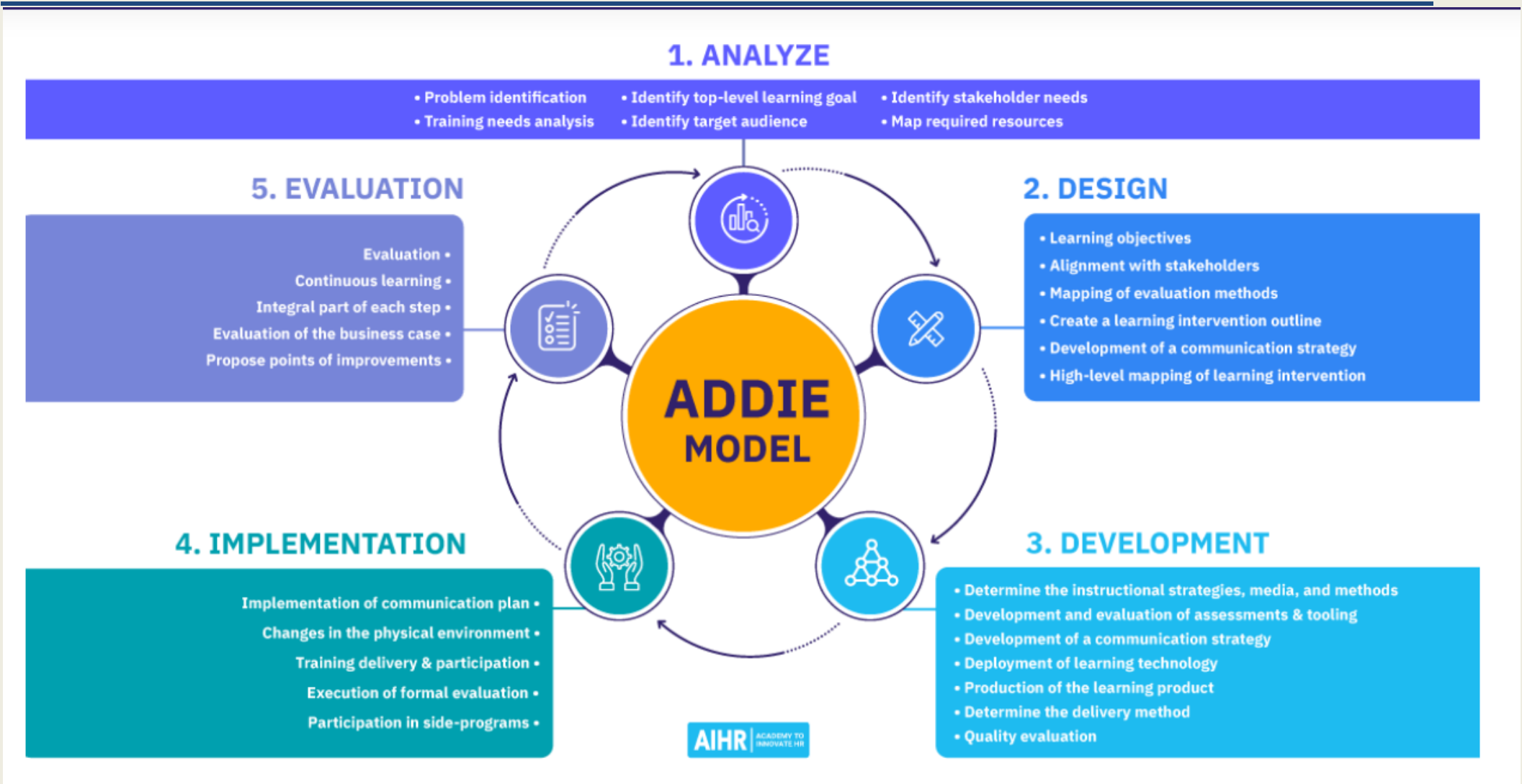
**4 Implementation:** Delivering the training content.

Example: Teacher training using online platforms.

**5 Evaluation:** Measuring effectiveness and making improvements.

Example: Conducting surveys after a training program.

# Phases Contd...



# How to Use ADDIE Model: Best Practices

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- ❖ Thoroughly **analyze** before designing
- ❖ Set clear, measurable objectives
- ❖ Utilize an **ADDIE Model Template** for task and progress tracking
- ❖ Incorporate flexible and creative instructional design solutions
- ❖ Utilize the **iterative nature** of the ADDIE model
- ❖ Leverage technology appropriately
- ❖ Develop a **robust implementation plan**
- ❖ Conduct comprehensive evaluations

# ADDIE Model Template

ADDIE stage	A	D	D	I	E
	ANALYSIS	DESIGN	DEVELOPMENT	IMPLEMENTATION	EVALUATION
<b>Objective</b>	Identify the learners' needs, define the learning goals, and understand the context in which the training will occur.	Plan the instructional strategy, structure the content, and design the learning experience to meet the identified needs.	Create or assemble the instructional materials, develop the assessments based on the design specifications.	Deliver or distribute the training to the intended audience and support their learning process.	Assess the effectiveness of the training in achieving its learning objectives and identify areas for improvement.
<b>Tasks</b>	<ul style="list-style-type: none"> <li>Identify learning objectives</li> <li>Assess learner characteristics</li> <li>Analyze content requirements</li> <li>Define learning environment</li> <li>Establish constraints</li> </ul>	<ul style="list-style-type: none"> <li>Outline the course structure</li> <li>Select instructional strategies</li> <li>Design assessments</li> <li>Storyboarding</li> <li>Plan learning activities</li> </ul>	<ul style="list-style-type: none"> <li>Create content</li> <li>Build assessments</li> <li>Test interactivity</li> <li>Review and revise</li> </ul>	<ul style="list-style-type: none"> <li>Prepare the learning environment</li> <li>Train facilitators</li> <li>Communicate with learners</li> <li>Launch the course</li> </ul>	<ul style="list-style-type: none"> <li>Gather feedback</li> <li>Assess learning outcomes</li> <li>Analyze course data</li> <li>Make improvements</li> </ul>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>Training needs analysis report</li> <li>Learner analysis report</li> <li>Environmental and resource analysis</li> </ul>	<ul style="list-style-type: none"> <li>Instructional design plan</li> <li>Storyboard documents</li> <li>Assessment strategy</li> </ul>	<ul style="list-style-type: none"> <li>Course materials</li> <li>Assessment tools</li> <li>Technical specifications</li> </ul>	<ul style="list-style-type: none"> <li>Implementation plan</li> <li>Facilitator guides</li> <li>Learner instructions</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation report</li> <li>Lessons learned document</li> <li>Recommendations for future iterations</li> </ul>
<b>Progress</b>	50%	0%	0%	0%	0%

Data Source: <https://www.aihr.com/blog/addie-model/>

# Purpose of ADDIE Model

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- ❑ Creating a structured process for instructional design
- ❑ Aligning the instructional activities with learning objectives
- ❑ Facilitating data-driven decision-making
- ❑ Facilitating effective communication among stakeholders
- ❑ Promoting continuous improvement
- ❑ Enhancing instructional design expertise

# Advantages & Disadvantages

- ✓ Structured and systematic approach.
- ✓ Ensures consistency, quality and effective learning process.
- ✓ Adaptable to various learning contexts.
- ✓ Ensure continuous feedback & improvement.

- ⚠ Being resource-intensive and time-consuming.
- ⚠ May lack flexibility in fast-paced environments.
- ⚠ Requires proper orientation to administer.
- ⚠ May not be user-friendly for people with limited technical know-how.



# Relevance in Indian Context

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- Policy perspectives and Government initiatives to supporting digital education in India.
- Customization for **diverse learning needs** (rural & urban, differentially abled, SEDG students, adult learners and so on).
- Catering special demands of **Digital Natives**.
- Addressing issues of **ACCESS, QUALITY, EQUITY, INCLUSIVITY**
- Incorporate regional languages.
- Use **microlearning** for better retention.

# Implementation in India

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- School Curriculum Development.
- **Rapid-growth** of online education/ e-learning.
- More concentration on **RLOs** (Reusable Learning Objects).
- Leverage **EdTech tools** (Moodle, Google Classroom, Zoom etc.).
- Growth of **online education platforms** such as- Byju's, Unacademy, SWAYAM, DIKSHA, Coursera, Khan Academy with Public Private Partnership (PPP) Model.
- Focus on mobile learning.

**Let's Sum-up:**

**ADDIE enhances instructional design efficiency.**

**Suitable for traditional and digital learning.**

**Plays a key role in India's evolving education sector.**

**Some Doubts?**