

Wake Up!

(And Reclaim Instructional Design)

The Internet doesn't instruct.
Learning styles are irrelevant.
The 'Nintendo Generation' learns
the same way as the rest of us—and
other heresies from instructional
technology pioneer M. David Merrill

M David Merrill is an increasingly vocal critic of the current trend that passes today for computer-based training: multimedia learning. It is an unlikely critic. Merrill is a Utah State University professor of instructional technology.

Indeed, Merrill was a pioneer in computer-based training (CBT). He earned his Ph.D. in educational psychology from the University of Illinois in 1962, writing his thesis on an instructional system called Socrates—a contemporary of the legendary PLATO instructional system. In the early 1980s, Merrill led the development of an authoring system for the TICCIT CAI system, which he called it "the most advanced interactive video authoring system." Merrill's component display theory and elaboration model were featured in the 1984 *Annual Review of Psychology* as major contributions to instructional psychology.

Beyond his work as theoretician, Merrill is a pioneering practitioner. He has authored or co-authored and founded and managed three instructional technology companies: Microteacher Inc., and In 1989 he was selected Person

AAD's interpretation: Today's young (and all of us) continue to learn in the same ways . . . simply from different learning materials! Scientists add: "For much of our 10,000 year recorded history." Clay tablets, chalk/chem boards, books, and even electronic marvels all do essentially the same work: convey information! Merrill is not an excuse to push maxi-media! "The message is the message!" Think!