Designing Instructional Strategies -- From Morrison, Ross, and Kemp

1. Review each objective and determine type of content: fact, concept, principle/rule, or procedure
2. Select an initial presentation strategy
3. Select a generative strategy: recall, integration, organization, or elaboration, to elicit performance by the student (in the form of either recall or application)

<table>
<thead>
<tr>
<th>Content</th>
<th>Initial Presentation</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Recall</td>
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<tr>
<td>Fact</td>
<td>Show and explain</td>
<td>Recall</td>
</tr>
<tr>
<td>Concept</td>
<td>Concept name, definition and best example</td>
<td>Integration or Organization</td>
</tr>
<tr>
<td>Principles and rules</td>
<td>EG-Rule or Rule-EG</td>
<td>Integration or Organization or Elaboration</td>
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<tr>
<td>Procedure</td>
<td>Demonstration</td>
<td>Organization or Elaboration, then Practice</td>
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</table>

**Generative strategies:**

**Examples:**

**Recall**
To learn facts and lists
- Repetition, rehearsal, review, mnemonics
  - Ask students to define “url”

**Integration strategies**
To help learner transform information into a more easily remembered form
- Paraphrasing, generating questions or examples
  - Ask students to explain a principle in their own words
  - Ask students to apply a rule they are learning to new examples
  - Ask students to identify new examples

**Organizational strategies**
To help learner identify how new ideas relate to existing ideas
- Analyzing key ideas, outlining, categorizing
  - Taking notes is a way for students to organize or outline what is being presented.
  - Ask students to identify differences between two things or two concepts
  - Ask students to develop a decision tree for when to use a rule

**Elaboration Strategies**
To have learners add their own ideas (elaborations) to the new information
- Generating mental images, physical diagrams, sentence elaborations
  - Give problem examples and asking students to figure out answers
  - Ask students to create a concept map