

# JAMES E. GALL

## Work Address

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## EDUCATION:

Florida State University, Tallahassee, FL 32306

### **Ph.D. in Instructional Systems**

Fall, 1989 – Summer, 1995    GPA: 3.95

Pennsylvania State University, University Park, PA 16802

### **M.S. Degree in Instructional Systems**

Fall, 1987 – Spring 1990    GPA: 3.73

Edinboro University of Pennsylvania, Edinboro, PA 16444

### **B.S. Degree in Computer Science, Minor in Mathematics (Summa Cum Laude with Honors)**

Fall, 1983 – Spring 1987    GPA: 3.91

GRE Scores: Verbal 660, Quantitative 780, Analytical 760

SAT Scores: Verbal 630, Mathematics 750

## AWARDS:

Apple Computer Distinguished Educator, 2003

Ruby Diamond Fellowship, 1992

F.S.U. University Fellowships, 1989 – 92 (3 Consecutive Awards)

Florida State University Dean's Fellow, 1989

Who's Who Among Students in American Univ. and Colleges, 1987

Honors and Alumni Undergraduate Scholarships

National Merit Scholarship Finalist, 1983

Alpha Chi Honors Society, Edinboro Chapter President, 1983

Pi Mu Epsilon Mathematics Honors Society

Phi Eta Sigma Freshman Honors Society

## WORK:

*Department of Educational Technology*

University of Northern Colorado, Greeley, CO 80639

### **Assistant Professor**

Taught courses in the field of educational technology, specializing in those involving the design and development of software solutions. Supervised the management of the College of Education's 63 station, multi-platform computer laboratory. Served on the college's curriculum and the university's technology committees, and was a member of the graduate and teacher education faculties.

Fall 1998 – Present

**WORK (cont.):**

*Multimedia Learning Simulations*

Andersen Consulting, St. Charles, IL 60174

**Instructional Design Manager**

Designed and developed computer-based courseware for use in the training of Andersen Consulting professionals. Specific examples include the development of negotiation skills, the application of generate demand principles in the creation of a business strategy, and creating effective communications. Also, participated in an internal special interest group examining issues regarding the application of object-oriented principles to analysis and design.

Fall 1996 – Summer 1998

*Educational Technology Group*

Arthur Andersen, St. Charles, IL 60174

**Lead Instructional Designer**

Designed and developed computer-based courseware for use in the training of Arthur Andersen professionals. Specifically, served as one of the primary designers of a multimedia adaptation of Peter Senge's *The Fifth Discipline*. In that role, was involved in all aspects of design and development including: conducting content discussions and reviews with Dr. Senge and his colleagues, designing instructional materials and feedback, developing scripts, participating in video shoots, facilitating user tests, and documenting project work.

Winter 1995 – Fall 1996

*Center for Educational Excellence*

United States Air Force Academy, Colorado Springs, CO 80840

**Assistant Director of Educational Technology**

Designed and developed computer-based courseware for use in higher education. Specific examples include a simulation of the jet-propulsion cycle and courseware for the basic design of satellite systems. Supported faculty efforts through consulting and the presentation of faculty development workshops. Managed and maintained a faculty computer resource area. Conducted numerous briefings at the general officer level on the use of educational technology at the Academy. Taught courses in statistics and research design through the Academy's Department of Behavioral Sciences.

Spring 1992 – Winter 1995

*Department of Aeronautics*

United States Air Force Academy, Colorado Springs, CO 80840

**Courseware Development Consultant**

Conducted the analysis and design of courseware in support of a core course in engineering and thermodynamics. The early success of this project led to my full-time employment at the Academy.

Spring 1992

*Center for Educational Technology*

Florida State University, Tallahassee, FL 32306

**Research Assistant**

Maintained and supported software for a job skills curriculum operating on a TICCIT computer system. Duties required working knowledge of the content area, the TICCIT system, and the programming/authoring language used to create the courseware.

Fall 1991

**WORK (cont.):**

*Continuing Technical Development*

Electronic Data Systems (EDS), Southfield, MI 48086

**Multimedia Specialist (as an Instructional Systems Intern)**

Developed and documented procedures for the instructional design of computer-based training within the framework of EDS' established design methodology. Also, presented on the use of computers as a training medium to various groups within EDS.

Summer 1991

*Center for Educational Technology*

Florida State University, Tallahassee, FL 32306

**Research Assistant**

Designed and developed computer-based courseware and learning environments in support of various center projects. Also, responsible for the advisement and support of other project members in using computer resources.

Fall, 1989 – Spring 1991

*Department of Educational Research*

Florida State University, Tallahassee, FL 32306

**Teaching Assistant**

Assisted students in the use of computer resources for course projects. Also, delivered class lectures on courseware topics at the request of the instructor.

Spring 1990

*Department of Planning Studies*

Pennsylvania State University, University Park, PA 16802

**Graduate Assistant**

Organized and maintained computer resources in support of staff activities. Also, designed and developed specialized applications as dictated by the needs of the professional staff.

Fall, 1987 – Summer, 1989

*Business Information Systems*

General Electric (GE), Erie, PA 16531

**Computer Programming Analyst**

Designed and developed mainframe computer programs to serve the needs of the various departments within the organization. Also, responsible for troubleshooting and adapting existing software.

Spring, 1985 – Summer, 1987

*Department of Computer Science*

Edinboro University of Pennsylvania, Edinboro, PA 16444

**Computer Science Tutor**

Offered assistance with hardware and software for all students using the resources of the computer mainframe laboratory. Also, aided students in the study of computer science topics.

Fall, 1985 – Spring, 1987

**SERVICE:**

*Technology Preparation Task Force (Special Administrative Committee)*,  
University of Northern Colorado, Spring 2001  
*Information Technology Committee (ITEC)*, University of Northern Colorado,  
Fall 1998 – Spring 2002  
*ITEC Sub-Committee: Planning*, University of Northern Colorado, Fall 1999 –  
Spring 2002  
*ITEC Sub-Committee: Allocations*, University of Northern Colorado, Spring  
2000  
*ITEC Sub-Committee: Messaging System RFP*, University of Northern  
Colorado, Fall 1998  
*ITEC Sub-Committee: Messaging System Evaluation*, University of Northern  
Colorado, Spring 1998  
*College of Education Curriculum Committee*, University of Northern Colorado,  
Fall 1998 – Spring 1999

Technical Advisor, *Online Delivery of Bilingual Education and English as a  
Second Language Programs*, U.S. Department of Education Grant, 1999  
– 2003.

Principal Investigator, *Pilot Study of Ebook Technology in the Classroom*,  
UNC Center for Collaborative Research in Education Grant, 2001.

Research Partner, *A Comparison of Hand Held Water Quality Monitoring  
Technologies in the Eby Creek Watershed Geographic Survey*, Palm  
Education Pioneers Grant, 2001.

Principal Instructor, *Colorado Institute of Technology Inaugural Technology  
Institute for Teachers*, 2000.

ICET Lab Coordinator, Fall 1998 – Present.

COE Web Server Administrator, Fall 1998 – Present.

COE Technical Staff Supervisor, Fall 1999 – Present.

EDTECH Comprehensive Exams Coordinator (Masters and Ph.D.), Spring  
2001 – Fall 2003.

EDTECH Faculty Search Committee, Fall 2002 – Spring 2003.

EDTECH Faculty Search Committee (co-chair), Fall 1999 – Spring 2000.

EDTECH Department Evaluation Committee, Spring 2000 – Present.

UNC Reception Coordinator, Association for Educational Communications &  
Technology (AECT) Conference, Longbeach, CA, February 16 – 20,  
2000.

*Educational Technology Research & Development* Research Section

Reviewer, Fall 2000 – Present

*Journal of Computer-Based Instruction* Editorial Screening Committee, 1993

Association for the Advancement of Computing in Education (AACE)

Association for Educational Communications & Technology (AECT), Design &  
Development Division, Research & Theory Division

American Educational Research Association (AERA), Learning & Instruction  
Division

**COURSES TAUGHT:**

*United States Air Force Academy*

BS331 Basic Research Methods and Statistical Tools

BS332 Advanced Research Methods and Statistical Tools

*University of Northern Colorado*

ET247 Technology in Education for Elementary Teaching

ET500 Introduction to Educational Technology

ET501 Introduction to Applications of Educational Technology

ET503 Computers in Education

ET504 Instructional Materials Design

ET524 Design of Computer Assisted Instruction

ET601 Strategies for Teaching Technology Skills

ET617 Development of Online Applications

ET627 Computer Assisted Instruction Authoring Systems

ET628 Design of Multimedia Learning Environments

ET784 Doctoral Seminar in Educational Technology

SRM602 Statistical Methods I

EPSY685 Advanced Seminar in Learning and Cognition (Participant)

SRM680 Introduction to Qualitative Research (Participant)

**PROJECTS:**

*Effective Communications Training (1998)*

**Design Manager**

This courseware was developed jointly by Andersen Consulting and communication consultants Speakeasy. Based upon Sandy Linver's *Speak and Get Results*, this course instructs the learners in a methodology for more effective communication. As the learners work through various exercises, they receive feedback from a coaching character and simulated fellow students.

*Generate Demand: Introduction to Customer Strategy (1998)*

**Instructional Design Lead**

This courseware was developed for Andersen Consulting's process competency staff. In the simulation, the learners develop a segmented customer strategy to generate demand for a fictional telecommunications company's product line. Through the development of this strategy, learners are exposed to the key principles of generate demand.

*Yes! Negotiations Training (1997)*

**Instructional Design and Technical Support**

This courseware was developed jointly by Andersen Consulting and Northwestern University's Institute for Learning Sciences. Based upon Roger Fisher's *Getting to Yes*, this simulation focuses on developing negotiation skills. The first part of the courseware illustrates the preparation necessary for successful negotiation. Through the use of parser techniques, the second part of the courseware allows learners to negotiate with a simulated character.

*Introduction to the Fifth Discipline: Multimedia (1996)*

**Instructional Design Module Lead**

This courseware was developed jointly by Arthur Andersen and Peter Senge's The Learning Circle. Set in the context of a hospital's emergency room, learners are asked to solve problems regarding that department's operations. Within this environment, learners are introduced to the concepts of mental models and systems thinking. An extensive reference system provides conceptual information and a collection of relevant business examples.

**PROJECTS (cont.):**

*Garden of the Gods Information Kiosk (1995)*

**Instructional Design and Technical Lead**

This kiosk was developed for use in the Garden of the Gods Visitor's Center located in Colorado Springs. The kiosk contains over 600 megabytes of information on the ecology, geology, history, and current use of the park. The database contains text, graphics, digital video, and audio narration. All the information in the database is available in both English and Spanish.

*Interplanetary Transfer Simulation & Presentation Tool (1995)*

**Technical Lead**

This courseware was developed for use in the USAFA Department of Astronautics course, Introduction to Astronautics. The first component allows learners to calculate an interplanetary transfer between two planets in the solar system, a change in orbit above a planet, or a transfer between two hypothetical planets. The courseware presents a graphic representation of the transfer to the learner and displays intermediate steps in calculating transfer values. The second component allows educators to display a slide show or relevant transfer graphics or digital video representations of a completed transfer.

*Space Shuttle Particle Beam Experiment (1994)*

**Project Manager, Instructional Design and Technical Lead**

This courseware was developed for use in the USAFA Department of Physics course, General Physics. Within the context of a space shuttle mission, learners are asked to predict the effect of the Earth's magnetic field on a charged particle beam being tested in the shuttles bay. This scenario allows learners to practice applying the right-hand rule in determining the deflection of a charged particle. A gaming element encourages further practice as learners attempt to improve their scores.

*Space Mission Analysis & Design (1993)*

**Instructional Design and Technical Lead**

This courseware was developed for use in the USAFA Department of Astronautics course, Space Mission Design. The courseware provides worksheets corresponding to ten critical subsystems within a space mission. Learners are able to generate values for the variables within each worksheet or examine previous real-world examples. The worksheets also allow learners to examine the relationships between the different variables. Hypertext links provide additional information on each variable and subsystem for the learners.

*Aeronautics Propulsion Laboratory (1992)*

**Project Manager, Instructional Design and Technical Lead**

This courseware was developed for use in the USAFA Department of Aeronautics course, Energy Systems. The courseware allows learners to generate basic designs for jet-propulsion and Brayton cycle engines. Learners can also use the functions of the courseware to analyze relationships between critical variables within the engines. On-line, open-ended problems were developed in conjunction with the simulation. These problems, such as designing a gas turbine engine for a race car or analyzing the performance of an enemy aircraft engine, provide real-world contexts in which students use the courseware for problem-solving.

**PRESENT – NON-JURIED:** *Introduction to Endnotes*, Educational Technology Association Brown Bag Lunch, October 24, 2002.  
*EBOLA Project Update*, Educational Technology Association Brown Bag Lunch, October 16, 2001.  
*A Quick Guide to Digital Video*, PT3 Grant Faculty Development, May 2, 2001.  
*A Quick Guide to Digital Audio*, PT3 Grant Faculty Development, April 18, 2001.  
*Let's Get Small: The Next Big Thing in Educational Technology*, Educational Technology Association Brown Bag Lunch, October 12, 2000.  
*Taking the Fifth: A Case Study in Instructional Design*, Educational Technology Association Brown Bag Lunch Series, October 26, 1999.  
*Using Netscape's E-Mail Capabilities*, UNC Department of Special Education Faculty Workshop, October 27, 1998.  
*No Terminal Objective: An Instructional Designer's Journey*, Educational Technology Association Brown Bag Lunch Series, September 22, 1998.  
*Object-Oriented Analysis & Design*, Andersen Consulting Education Community of Practice Day, June 4, 1997.  
*Assessment Issues*, USAFA Faculty Development Workshop, March 20, 1995.  
*Instructional Uses of the Internet*, USAFA Faculty Development Workshop, March 16, 1995.  
*Technology & Instructional Design*, USAFA Faculty Development Workshop, March 8, 1995.  
*Criterion-Referenced Testing*, USAFA Department of Engineering Mechanics Faculty Offsite, April 29, 1994.  
*Assessment Issues*, USAFA Faculty Development Workshop, April 27, 1994.  
*Using Educational Technology*, USAFA Faculty Development Workshop, April 20 & 21, 1994.  
*Learning Environments & Technology Integration Issues*, USAFA Faculty Development Workshop, April 19, 1994.  
*Learning Strategies & Contemporary Cognitive Theory*, USAFA Faculty Development Workshop, April 13, 1994.  
*Introduction to Instructional Design*, USAFA Faculty Development Workshop, March 29, 1994.  
*Improving Education, It's Up to You*, USAFA Department of Mathematics Faculty Offsite, September 11 & 18, 1992.

**PRESENT - JURIED:** Gall, J.E. *The map is not the territory: A constructivist application of general semantics to the design of educational texts*. Association for Educational Communications & Technology (AECT) 2003 Conference, Anaheim, CA, October 22-26, 2003.

Roberts, S., Gall, J., and Lohr, L. *Redundancy and contiguity: A pilot study on the promises of cognitive load and dual coding for instructional materials design*. International Visual Literacy Association (IVLA) 2003 Conference, Newport, RI, October 1-5, 2003.

Lohr, L., Roberts, S., and Gall, J. *The promise of memory research for instructional visual design*. International Visual Literacy Association (IVLA) 2003 Conference, Newport, RI, October 1-5, 2003.

**PRESENT – JURIED (cont.):** Liu, P., Gall, J.E., & Ku, H. *The effects of peer feedback in technology classes*. Association for Educational Communications & Technology (AECT) 2002 Conference, Dallas, TX, November 12-16, 2002.

Gall, J.E. & Duffy, A.M. *eBooks in a college course: A case study*. Association for Educational Communications & Technology (AECT) Conference, Atlanta, GA, November 8-10, 2001.

Gall, J.E. *A non-technical introduction to open source for educators*. Association for Educational Communications & Technology (AECT) Conference, Atlanta, GA, November 8-10, 2001.

Lohr, L., Javeri, M., Mahoney, C., Strongin, D., & Gall, J. *Development of a self-paced pre-service teacher technology course*. Association for Educational Communications & Technology (AECT) Conference, Denver, CO, October 25 – 28, 2000.

Gall, J.E. *Feedback strategies for open-ended learning environments*. Association for Educational Communications & Technology (AECT) Conference, Longbeach, CA, February 16 – 20, 2000.

Gall, J.E., Goldwasser, K., Gall, T.E., & Jones, C. *Designing feedback strategies for interactive multimedia*. Andersen Consulting Education Community of Practice Summit, June 4, 1998.

Gall, J.E. *Interactive training for negotiations*. Andersen Consulting Global Consulting Seminar, Orlando, FL, June 9 – 11, 1997.

Gronseth, P.W. & Gall, J.E. *Right-hand rule fun in magnetic fields*. American Association of Physics Teachers (AAPT) Conference, Spokane, WA, August 7 – 12, 1995.

Gall, J.E. *Surfing the Internet*. Second Annual Digital Electronic Imaging Symposium, Colorado Springs, CO, July 24 – 27, 1995.

Stiles, R.J., Gall, J.E., Goodwin, S.P., & Whitford, R. *Reflections on teaching in the classroom of the future*. American Society for Engineering Education (ASEE) Conference, Edmonton, Alberta, Canada, June 26 – 29, 1994.

Gall, J.E. & Hannafin, M.J. *A framework for studying hypertext*. American Educational Research Association (AERA) Conference, New Orleans, LA, April 4 – 8, 1994.

Gall, J.E. & Green, R.S. *Development of a problem-centered microworld to promote divergent thinking*. Association for the Development of Computer-Based Instructional Systems (ADCIS) Conference, Nashville, TN, February 16 – 20, 1994.

Gall, J.E. *A Computer-based model for exploratory learning in an elementary science lesson*. Florida Educational Technology Conference, Tampa, FL, February 5 – 8, 1991.

**PRESENT - JURIED (cont.):** Hannafin, K.M. & Gall, J.E. *The role of a pedagogue in a computer-aided lesson*. Association for the Development of Computer-based Instructional Systems (ADCIS) Conference, San Diego, CA, October 28 – November 1, 1990.

Hannafin, M.J. & Gall, J.E. *Emerging technologies and learning environments from instruction to learner-centered models*. Association for the Development of Computer-based Instructional Systems (ADCIS) Conference, San Diego, CA, October 28 – November 1, 1990.

Gall, J.E. *Artificial intelligence and educational software*. The Pennsylvania State University Microcomputer Information Exchange Conference and Computer Fair, University Park, PA, March 10 – 11, 1989.

Gall, J.E. *Programming dBase III to serve a specialized need*. The Pennsylvania State University Microcomputer Information Exchange Conference and Computer Fair, University Park, PA, March 10 – 11, 1989.

**PUBLICATIONS - JURIED:** Gall, J.E. *The map is not the territory: A constructivist application of general semantics to the design of educational texts*. Association for Educational Communications & Technology (AECT) 2003 Conference Proceedings, Anaheim, CA, October 22-26, 2003.

Roberts, S., Gall, J., and Lohr, L. *Redundancy and contiguity: A pilot study on the promises of cognitive load and dual coding for instructional materials design*. International Visual Literacy Association (IVLA) 2003 Conference Proceedings, Newport, RI, October 1-5, 2003.

Lohr, L., Roberts, S., and Gall, J. *The promise of memory research for instructional visual design*. International Visual Literacy Association (IVLA) 2003 Conference Proceedings, Newport, RI, October 1-5, 2003.

Lohr, L., Javeri, M., Mahoney, C., Gall, J., Li, K., and Strongin, D. (2003). *Using rapid application development to improve the usability of a preservice teacher technology course*. *Educational Technology Research and Development*, 51(2), 41-55.

Liu, P., Gall, J.E., & Ku, H. *The effects of peer feedback in technology classes*. Association for Educational Communications & Technology (AECT) 2002 Conference Proceedings, Dallas, TX, November 12-16, 2002.

Gall, J.E. (2002). Rethinking the "computer" in education. *Journal of Educational Technology Systems*, 30, 379-388.

Gall, J.E. *Orienting tasks to enable hypertext*. Association for Advancement of Computers in Education (AACE) ED-MEDIA 2000 Conference Proceedings, Montreal, Quebec, June 26 – July 1, 2000.

Gall, J.E. & Hannafin, M.J. (1994). A framework for the study of hypertext. *Instructional Science*, 22, 207-232.

**OTHER:**

Gall, J.E. (1995). *The effect of external orienting task on learning outcomes and attitudes in the use of an educational hypertext system*. Unpublished doctoral dissertation. The Florida State University, Tallahassee.

Gall, J.E. (1990). *Software innovation and educational effectiveness: A survey of five educational software systems that utilize artificial intelligence techniques*. Unpublished masters' thesis. The Pennsylvania State University, State College.

**UNDER DEVELOPMENT:**

Gall, J.E. *Dispelling common myths about the ebook*. Submitted to Information Technology and Libraries.

Gall, J.E., Ku, H.Y., Tseng, H.W., Yeh, H.T., and Gurney, K. *Citation patterns in Educational Technology Research & Development, 1990-1999*. To be submitted to Educational Technology Research & Development.

Gall, J.E. *Hypertext usage patterns*. To be submitted to Journal of Educational Multimedia and Hypermedia.