This book details the culture-based model (CBM), a model of culture that assists designers, researchers, and practitioners in building a framework for culture-based ICTs.

- Patricia A. Young, University of Maryland at Baltimore County, USA

The global technological marketplace has brought with it the need to address international and local target audiences. To remain competitive, companies have begun to design ICTs with a focus on generic and specialized users and learners.

Instructional Design Frameworks and Intercultural Models meets the needs of practitioners and researchers by providing frameworks for integrating culture into design. This book offers practical applications for the construction of user interfaces, products, services, and other online environments useful in the development of culture-based designs.

Subject:
Instructional Design; IT Education; Human Aspects of Technology; Multimedia Technology; Global Information Technology; Software/Systems Design

Market:
This essential publication is for all academic and research libraries, as well as all those involved in areas such as anthropology, cultural education, electronic learning, flexible learning, distance education and collaborative learning. Practicing teachers, academic administrators, and education specialists will find this reference invaluable. This handbook will also appeal to anyone interested in the process by which the science of culture develops.

Excellent addition to your library! Recommend to your acquisitions librarian.

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About the Author:

Patricia A. Young, (PhD) is an assistant professor in literacy education at the University of Maryland, Baltimore County. Dr. Young earned her PhD in education (language, literacy and culture) from the University of California Berkeley. She received her Master of Science degree in education with an emphasis in curriculum and reading from California State University Hayward and a Bachelor of Fine Arts degree in communication arts with a specialization in television production from New York Institute of Technology. Her current research involves the implementation of the culture based model as a design construct and mapping the model to a variety of interdisciplinary uses. Her research also examines the history of instructional design and technologies made by and for African Americans.