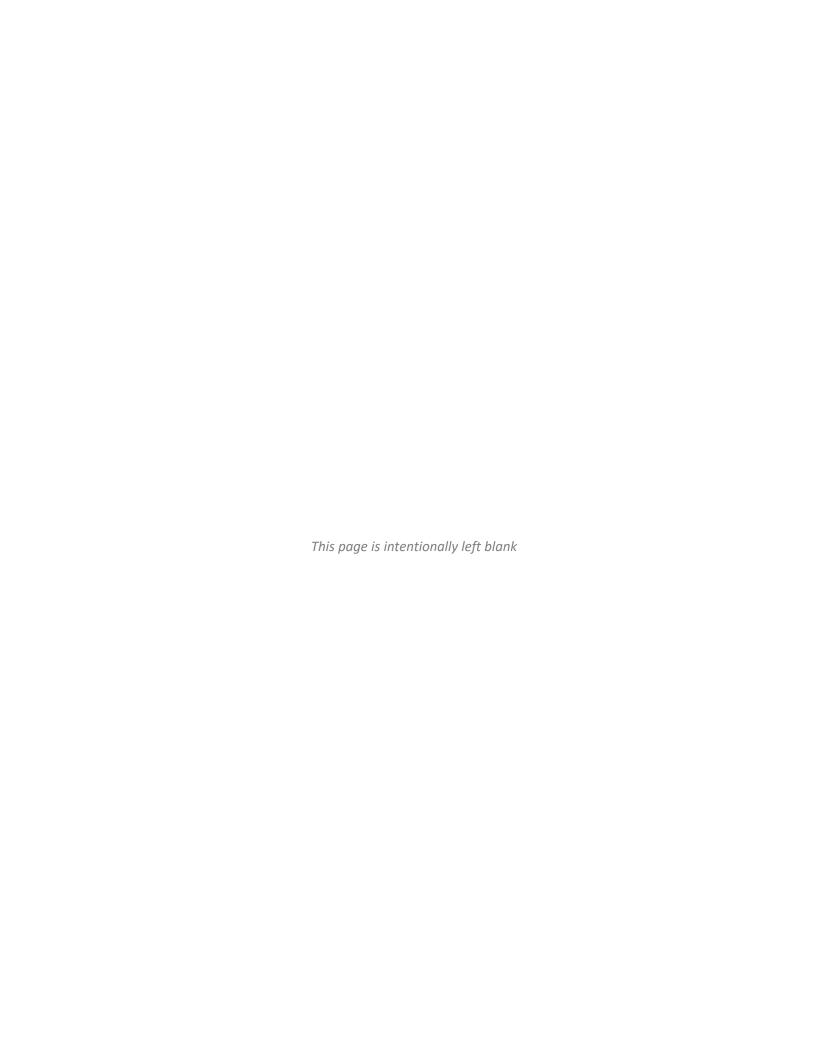
CONTEMPORARY EDUCATIONAL TECHNOLOGY

A Quarterly International Journal





CONTEMPORARY EDUCATIONAL TECHNOLOGY

Contemporary Educational Technology is a scholarly international journal focusing on theory, research, and development in the field of educational technology.

The journal assigns highest priority to rigorous studies of quantitative, qualitative, and mixed paradigms on topics related to theories and applications of educational technology as well as instructional design in various educational settings including both formal and non-formal contexts.

The journal also publishes articles on empirically-based evaluation studies and theoretically-based development papers. When appropriate and possible, development papers should highlight links between theory and practice of educational technology.

Moreover, each issue of the journal publishes comprehensive book reviews, interviews, comments, and research abstracts on current issues in the field of educational technology and instructional design.

Editorial Contact

editor@cedtech.net

ABSTRACTING / INDEXING

Contemporary Educational Technology is listed by the following indexes:

Education Research Complete (EBSCO)

http://www.ebscohost.com

Ulrich's Periodicals Directory

http://www.ulrichsweb.com/ulrichsweb/

EDITORIAL BOARD

Editor-in-Chief

Ali Simsek, Anadolu University, Turkey

asimsek@anadolu.edu.tr

Associate Editor

Murat Ataizi, Anadolu University, Turkey

mataizi@anadolu.edu.tr

Graphic Designer

Duygu Eristi, Anadolu University, Turkey

sdbedir@anadolu.edu.tr

Editorial Team

Yavuz Akbulut, Anadolu University, Turkey

Arif Altun, Hacettepe University, Turkey

Hanafi Atan, University of Sains Malaysia, Malaysia

Tony Bates, Tony Bates Associates Ltd, Canada

Barbara A. Bichelmeyer, Indiana University, USA

Hasan Caliskan, Anadolu University, Turkey

Kong Siu Cheung, The Hong Kong Institute of Education, Hong Kong

Brian Garner, Deakin University, Australia

Dursun Gokdag, Anadolu University, Turkey

Roger Hartley, University of Leeds, United Kingdom

David H. Jonassen, University of Missouri, USA

Gregory A. Kearsley, Independent Consultant, USA

EDITORIAL BOARD

John M. Keller, Florida State University, USA

Stephen Kerr, University of Washington, USA

Paul A. Kirschner, Open University of the Netherlands, The Netherlands

Rob Koper, Open University of the Netherlands, The Netherlands

Ulku Koymen, Cukurova University, Turkey

Gulsun Kurubacak, Anadolu University, Turkey

Wong Su Luan, University Putra Malaysia, Malaysia

M. David Merrill, Brigham Young University at Hawaii, USA

Gary R. Morrison, Old Dominion University, USA

Kiyoshi Nakabayashi, Open University of Japan, Japan

Charles M. Reigeluth, Indiana University, USA

Steven M. Ross, Johns Hopkins University, USA

Alison Rossett, San Diego State University, USA

Gregory C. Sales, Seward Incorporated, USA

Gilly Salmon, University of Leicester, United Kingdom

Richard A. Schwier, University of Saskatchewan, Canada

Norbert M. Seel, University of Freiburg, Germany

Michael Simonson, Nova Southeastern University, USA

J. Michael Spector, Florida State University, USA

Robert D. Tennyson, University of Minnesota, USA

Timothy Teo, Nanyang Technological University, Singapore

Chin-Chung Tsai, National Taiwan University of Science and Technology, Taiwan

Brent G. Wilson, University of Colorado at Denver, USA

Rauf Yildiz, Canakkale Onsekiz Mart University, Turkey

CONTENTS

Volume 1 – Issue 2 – April 2010 The Systemic Change Process in Education: A Conceptual Framework 97-117 Roberto Joseph, Charles M. Reigeluth Constructs and Relationships of Edutainment Applications in Marketing Classes: How 118-133 Edutainment Can be Utilized to Act as a Magnet for Choosing a Course? Metin Argan, Necip Serdar Sever **Unconventional Roles and Activities Identified by Instructional Designers** 134-147 Richard A. Schwier, Jay R. Wilson Perspectives on the Design and Evaluation of Adaptive Web Based Learning 148-159 **Environments** Fethi A. Inan, Raymond Flores, Michael M. Grant Effects of Technology-Based Teacher Training and Teacher-Led Classroom 160-174 **Implementation on Learning Reading Comprehension Strategies** Michael Graves, Gregory C. Sales, Frances Lawrenz, Beth Robelia, Jayson W. Richardson The Pedagogical Agent in Online Learning: Effects of the Degree of Realism on 175-185 **Achievement in Terms of Gender** Saidatul Maizura Sahimi, Farah M. Zain, Nabila A. N. Kamar, Noorizdayantie Samar, Zuraidah A. Rahman, Omar Majid, Hanafi Atan, Fong Soon Fook, Wong Su Luan Interview with M. David Merrill: Half a Century of Experience in the Field of 186-195 **Educational Technology and Instructional Design** Ali Simsek