

Multimedia competencies for an educational technologist: A survey of professionals and job announcement analysis.

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Multimedia competencies for an educational technologist: A survey of professionals and job announcement analysis

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Abstract

This paper examines the multimedia competencies of an educational technologist via a job announcements analysis and survey of professionals within the field. A conceptual framework is provided involving the new definition of the field of educational technology and associated knowledge, skill, and ability statements. Two hundred five unique job postings were examined using an emergent themes analysis. Additionally, 231 professionals within the field completed a survey of multimedia competencies. Results indicate key multimedia competencies for professionals practicing within the field, including knowledge of critical software tools such as presentation software and screen recording software; oral and written communication skills; and the ability to create effective instructional products. Additionally, recommendations to employers, educational technology programs, and professionals are provided.

Citation

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