

IU2: Task Analysis and Instructional Objectives

Goal Statement

Mobile Video Tapes, Inc. employees given administrative access to the station's Facebook fan page will demonstrate their ability to manage it, including 1) posting updates, 2) replying to messages and comments and 3) sharing posts. (Note: Any person given administrative access to any fan page can use these same steps.)

First-Level Task Analysis

The following steps outline the basic process for managing the station's Facebook fan page.

1. Locate the fan page to manage
2. Locate the areas for status updates, messages, and posts by others
3. Create status updates
4. Reply to messages and posts by others
5. Share posts by others

In-Depth Task Analysis

The flowchart on the last page of this document shows the in-depth task analysis.

Domain of Learning

The tasks in this training fall under the category of intellectual. Learners will use discrimination to locate different areas on Facebook. They will develop concepts about sharing and posting on the social media network. They will also apply rules depending on what task is being complete - posting a status update, responding to user comments, or sharing a post. Evaluating posts and comments a learner has shared on Facebook can be used to assess his or her understanding of the lesson.

Summary of a Peer Review

A peer was given the flowchart and first-level task analysis for review. Despite expectations to the contrary, he said it was not too much information. He explained that he could follow it, but he requested clarification at the starting point. He wanted to make sure he understood it correctly. I had already anticipated moving the entry-level behaviors to the top of the chart. The peer reviewed confirmed it was the right move. No

other feedback was provided. Nonetheless, I went ahead and broke up the flowchart into three sections, since there are functions that are not dependant on the other.

