ANALYZE-STATE-SELECT-UTILIZE-REQUIRE-EVALUATE

ASSURE MODEL

The **ASSURE** model was initially created in 1981 by Heinich, Molenda, and Russell, and it is a linear six-step systematic approach to planning and implementing more effective instruction by incorporating technology with intention. It provides a framework for teachers to create engaging and interactive learning experiences.

Advantages of the ASSURE Instructional Design Model

Learner-centered
Ensures learning aligns with learners' needs.

Uses Technology
Promotes aligning technology with objectives to support learning and increase engagement.

ABCD Model
Provides guidance for writing clear and measurable learning objectives using the ABCD model.

How the ASSURE Model works:

Step 1: Analyze Learners
Identify the general characteristics of your learners.

- ✓ Grade level, job, or position
- ✓ Cultural or economic factors
- ✓ Knowledge, skills, attitudes, and misconceptions
- ✓ Learning styles (anxiety, visual and auditory preference, etc.)

Step 2: State objectives
Create clear and measurable objectives by following the **ABCD model**, considering the audience, behavior, conditions, and degrees of matter.

Why it matters?
Learners should clearly understand what they will get from the program and be able to do it once it's completed.

Step 3: Select media and materials.
Decide which instruction methods you'll use to deliver the content.

- Presentations
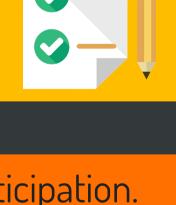- Lectures
- Group Activities
- Discussions
- Demonstrations

Once you select your teaching strategy, figure out which technology, media, and materials best support the objectives and the method of teaching that you're using.

Step 4: Utilize media and materials.
Make a plan for utilizing the technology, media, and materials you have selected, and prepare and organize all materials for effective use during instruction.
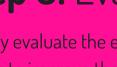
Step 5: Require learner participation.
Determine how you will actively engage your learners in the teaching process. The ASSURE model emphasizes the importance of keeping learners actively involved.

- Group discussions
- Knowledge checks
- Hands-on exercises

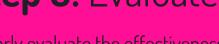## Step 6: Evaluate and revise.
Regularly evaluate the effectiveness of the instruction and make necessary revisions to improve the learning outcomes.

- Were the teaching strategies effective?
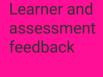- Was the technology used effective?
- Did the learners meet the objectives?
- Learner and assessment feedback

Applying ASSURE
Use the ASSURE model in education and business settings when creating remote learning programs using augmented or virtual reality technologies or when you need to develop precise learning objectives.

References

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