

## PRESIDENTIAL PRESENTATION

# Culture-Specific Design: The Current Wave of EdTech Innovations



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**Abstract:** The current wave of educational technology innovations reveals products, services and environments that are culture-specific or specialized to the needs of human beings. Culture-specific designs means tailored to the needs of a target audience. These designs manifest in local and international contexts by those who are the haves, have mores and those considered disenfranchised. This presentation explores the localization of educational technology innovations.

**Bio:** Dr. Patricia A. Young is an educational technologist, professor and software developer. As an Associate Professor at the University of Maryland Baltimore County, Dr. Young developed the Culture Based Model as a novel research-based framework for building culture-based information and communication technologies. This model is documented in several articles, and her 2009 book Instructional Design Frameworks & Intercultural Models (Information Science Reference). Her research also investigates the history of educational technologies designed by and for African Americans. She built Proticity an innovative learning analytics software that improves teaching and learning in higher education. Her new book entitled Human Specialization in Design and Technology: The Current Wave for Learning, Culture, Industry and Beyond (Routledge, expected Spring 2021) advocates for innovation as the way to improve industry, education and human performance.



**FRIDAY, NOV. 6**  
**12-12:45 P.M. (ET)**