

# Jay Pfaffman

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## Education

2003: Vanderbilt University, Nashville, TN  
Peabody College, Education and Human Development, Ph.D  
Specialization: Technology  
Minor area: Cognitive Studies

1987: Vanderbilt University, Nashville, TN  
B.S. Computer Science

## Academic Experience

January 2015–August 2016: Assistant Professor  
University of South Alabama, Mobile, AL  
Professional Studies Department.

2013–2014: Research Associate  
Stanford University, Stanford, CA  
AAAab, Graduate School of Education

2012–2013: Research Associate  
Utah State University, Logan, UT  
Active Learning Lab, Instructional Technology and Learning Sciences Department.

2003–2011: Assistant Professor of Instructional Technology  
University of Tennessee, Knoxville, TN  
Department of Instructional Technology, Health and Education Studies, College of Education, Health and Human Sciences.

## Employment

August 2016–present: Computer Consultant  
Reno, NV  
*Install, maintain and support the Discourse civilized discussion platform. Write and modify import scripts. Maintain the Discourse `./discourse-setup` script. Support and train new Discourse administrators.*

1995–2001: Educational Computer Consultant  
Nashville, TN  
*Trained teachers, wrote technology assessments, and administered Internet servers.*

1993–1995: Educational Computer Consultant  
Bristol, VT  
*Helped teachers integrate computers and the Internet into their curricula. Helped computer coordinators establish Internet connections.*

1990–1993: Computer Coordinator and Computer Science Teacher  
Dwight-Englewood School, Englewood, NJ,  
*Helped teachers to use computers to support learning in their classrooms. Taught Advanced Placement computer science and middle and upper school computer literacy courses.*

1987–1990: Computer Science Teacher  
 Perkiomen School, Pennsburg, Pennsylvania,  
*Established computer department. Designed and taught computer literacy and computer science courses.*

## Refereed Journal Articles

Baytiyeh, H. & Pfaffman, J. A. (2010). Open Source Software: A Community of Altruists. *Computers in Human Behavior*, 26, 6, 1345-1354. DOI: 10.1016/j.chb.2010.04.008

Baytiyeh, H. & Pfaffman, J. A. (2010). Volunteers in Wikipedia: When the Community Matters. *Educational Technology and Society*, 13(2), 128–140. <http://www.jstor.org/stable/jeductechsoci.13.2.128>

Pfaffman, J. A. (2008) Transforming High School Classrooms with Free/Open Source Software: It's Time for an Open Source Software Revolution. *The High School Journal*, (91)3 25–31. <http://www.jstor.org/stable/40660746>

Hautau, B. L., Skinner, C. H., Pfaffman, J., Foster, S. & Clark, J. C. (2008). Extending the external validity of the Color Wheel: Increasing on-task behavior in an urban, kindergarten classroom. *Journal of Evidence-Based Practices for Schools*, 9(1), 3-17.

Skinner, A. L., Pfaffman, J. A., Jaspers, K. E., & Skinner, C. H. (2008). Supplementing Color Wheel procedures with interdependent group-oriented rewards: Implementation guidelines. *Journal of Evidence-Based Practices for Schools*, 9(1), 47-56.

Pfaffman, J. A. (2007). It's Time to Consider Open Source Software. *TechTrends*, 51(3), 38-43. DOI: 10.1007/s11528-007-0040-x

Perkins, M., & Pfaffman, J. A. (2006). Using a course management system to improve classroom communication. *The Science Teacher*, 73(7), 33-37. <http://www.jstor.org/stable/24140286>

Schwartz, D., Martin, T., & Pfaffman, J. A. (2005). How mathematics propels the development of physical knowledge. *Journal of Cognition and Development*, 6(1), 65-88. DOI: 10.1207/s15327647jcd0601.5

## Refereed Conference Publications

Blair, K. P., Pfaffman, J. A., Cutumisu, M., Halinen, N., & Schwartz, D. L., (2015). Testing the Effectiveness of iPad Math Game: Lessons Learned from Running a Multi-Classroom Study. In *CHI'15 Extended Abstracts*, April 18 - 23, 2015, Seoul, Republic of Korea. DOI: 10.1145/2702613.2702974

Martin, T., Aghababayan, A., Pfaffman, J., Baker, S., Smith, C. P., Phillips, R., & Janisiewicz P. (2013). Nanogenetic Learning Analytics: Illuminating Student Learning Pathways in an Online Fraction Game. *Proceedings of the Learning Analytics and Knowledge Conference*. Leuven, Belgium. DOI: 10.1145/2460296.2460328

Sutton, S., McCoy, S. & Pfaffman, J. (2010). Effective uses for Blackboard: Do students and faculty have a shared vision for how Blackboard should be used to support instruction? In D. Gibson & B. Dodge (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2010* (pp. 3361-3366). Chesapeake, VA: AACE. <http://www.editlib.org/p/33894>.

Baytiyeh, H. & Pfaffman, J. A. (2009). Why be a Wikipedian. In *Proceedings of the Computer Supported Collaborative Learning conference* (p. 434–443). International Society for the Learning Sciences. Nominated for Best Student Paper Award. <http://portal.acm.org/citation.cfm?id=1600117>

Pfaffman, J. A. (2007). Transforming instruction without training: A case study of the k12 Linux Terminal Server Project. *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications, 2007* (p. 363-366), Chesapeake, VA: AACE. <https://www.editlib.org/p/25403/>

- Pfaffman, J. A., & Elhanany, I. (2004). Adaptation of a computer networks curriculum for non-technical audience. In *Proceedings of the 34th ASEE/IEEE frontiers in education conference* (p. F4C22–F4C23). Piscataway, NJ: IEEE. DOI: 10.1109/FIE.2004.1408652 <http://fie-conference.org/fie2004/papers/1170.pdf>.
- Pfaffman, J. A. (2004). Integrating Moodle into a Course for Pre- and In-Service Teachers. In R. Ferdig & C. Crawford (Eds.), *Society of Information Technology & teacher Education (SITE) International Conference Annual* (p. 1354-1358). Norfolk, VA: Association for the Advancement of Computing in Education. <http://www.editlib.org/p/13664/>
- Petrosino, A. J., & Pfaffman, J. A. (1997, December). The Mission to Mars Webliographer: A principled approach to the design of a CSCL tool. In R. Hall, N. Miyake, & N. Enyedy (Eds.), *Proceedings of the computer support for collaborative learning 1997 conference* (p. 198–206). Toronto, Ontario, Canada: University of Toronto. <https://www.isls.org/cscl/1997/papers/petrosino.pdf>
- Pfaffman, J. A. (1994, June). Inexpensive E-mail systems for LANs and dial-up. In *Recreating the Revolution. Proceedings of the annual National Educational Computing Conference* (15th ed., p. 317-321). Eugene, OR: International Society for Technology in Education. <http://eric.ed.gov/?id=ED396694>.

## Book Chapters

- Pfaffman, J. A. (2007). Computer-mediated communications technologies. In J. M. Spector, M. D. Merrill, J. J. G. van Merriënboer, & M. P. Driscoll (Eds.) *Handbook of Research on Educational Communications and Technology* (3rd ed., p. 226-230). Mahwah, NJ: Lawrence Erlbaum Associates. [http://www.aect.org/edtech/edition3/ER5849x\\_C018.fm.pdf](http://www.aect.org/edtech/edition3/ER5849x_C018.fm.pdf)

## Articles in Popular Press

- Pfaffman, J. A. (2006). Ultimate boot CD. *Learning & Leading with Technology*, 33(7), 40–41.
- Chastain, S. & Pfaffman, J. A. (2006). GIMP: GNU Image Manipulation Program *Learning & Leading with Technology*, 33(5), 54-55.
- Pfaffman, J. A. (2005). NVU: Web Authoring. *Learning & Leading with Technology*, 33(4), 40–41.
- Pfaffman, J. A. (2005). Open source solutions: The OpenCD. *Learning & Leading with Technology*, 33(3), 39–40.
- Pfaffman, J. A. (2005). Open source solutions: Moodle. *Learning & Leading with Technology*, 33(2), 42–45.

## Grants Awarded

- January, 2009. Redefining Ubiquitous Computing. *University of Tennessee*, Professional Development Award. \$5000. Role: Principal Investigator. Completed, May 2010.
- December, 2008. The Instructional Use of Blackboard Among Undergraduate Students and Their Instructors. *University of Tennessee*, Project RITE. \$3,000. Role: Principal Investigator. Completed May, 2009.
- November, 2006. Investigating the Web Pen Pals Project: What students and teachers have to say about designing, facilitating and engaging in online spaces for “critical talk” about young adult literature. *National Council of Teachers of English*, Creating Communities of Inquiry. \$20,000. Role: Co-PI. Completed.

## Academic Presentations

- Warren, A. N. & Pfaffman, J. A. (April, 2016). *Documenting the undocumented trail: The hidden process of changing CMC into data*. Poster presented at the American Education Research Association, Washington, DC. DOI: 10.5281/zenodo.49223
- Lee, D., Canfield, D. & Pfaffman J. A. *An assessment of foundational research approaches in journals of computer-assisted language learning*. Paper presented at the Mid-South Educational Research Association (MSERA) Annual Meeting, November 5, 2008.
- Christine Greenhow, Pfaffman, J. A., Andrea Prejean, & Neal Strudler (2008, June). *Next generation NETS\*T: How to implement new standards for teachers*. Panel discussion at the National Educational Computing Conference, San Antonio, CA.
- Pfaffman, J. A. (2008, September). *Guerrilla computing: Using thin clients in spite of technology staffs*. Presentation at The K–12 Open Minds Conference, Indianapolis, IN.
- Pfaffman, J. A. (2007, October). *Update on the Third Edition of the Handbook of Research on Educational Communications and Technology*. Presentation at the Association of Educational Communications and Technology's Annual International Convention, Anaheim, CA.
- Pfaffman, J. A. (2005, April). *Tracking student engagement by logging access to online resources*. Poster presented at the American Educational Research Annual Meeting, Montreal, Quebec.
- Pfaffman, J. A., & Schwartz, D. L. (2003, April). *What makes hobbies motivating and their relationship to education*. Poster presented at the American Educational Research Association Annual Meeting, Chicago, IL.
- Pfaffman, J. A. (2003, March). *Building robust online assessment systems*. Invited presentation to the Stanford Center for Innovations in Learning Special Interest Group on Assessment Stanford, CA.
- Petrosino, A. J., & Pfaffman, J. A. (2001, April). *Mission to Mars: A flexible design for an evolving curriculum*. In T. Keating (Chair), *Building sustainable science curriculum: Acknowledging and accommodating local adaptation*. Symposium at the meeting of the American Educational Research Association, Seattle, WA.
- Pfaffman, J. A., Schwartz, D., & Martin, T. (2001, April). *Web-based self-assessments for learning*. Paper presented at the American Educational Research Annual Meeting, Seattle, WA.
- Pfaffman, J. A., & Vye, N. (2000, April). *Developing adaptive expertise through formative assessment*. In N. Vye (Chair), *Adaptive expertise as a goal for learning environments*. Symposium presented at the meeting of the American Educational Research Association, New Orleans, LA.
- Brophy S., Elder, S., Pfaffman J. A., Martin, T., Mayfield, C., Vye, N., & Linda Zech (2000, April). *Expanding new methods of technology-embedded assessment and instruction*. Poster presented at the meeting of the American Educational Research Association, New Orleans, LA.
- Thomas, L. J., & Larson, A. E. (1999, May). *Technology standards in teacher education: What is missing?* Jay Pfaffman, discussant. Roundtable discussion conducted at the meeting of the American Educational Research Association, San Diego, CA.
- Petrosino, A. J., & Pfaffman, J. A. (1998, December). *The Mission to Mars Webliographer: A URL database search engine for the classroom*. Poster presented at the International Conference of the Learning Sciences, Atlanta, GA.

Pfaffman, J., & Barnes, G. F. (1998, April). *The virtual watershed Webliographer: An electronic tool to support teacher professional development*. Paper presented at the National Association for Research in Science Teaching Conference, San Diego, CA.

Pfaffman, J. A. (1997, November). *Webliographer: Managing web resources for a virtual community*. Presentation at the Sixth Annual International Conference on Telecommunications and Multimedia in Education, Austin, Texas.

Pfaffman, J., & Cameron, T. (1999, June). *Multiple uses of a URL database*. Workshop presented at the National Educational Computing Conference, Atlantic City, NJ.

## Professional Presentations

Pfaffman, J. A. (2016, June). *Using Discourse, a Next-Generation Conferencing System as a Learning Management System*. Presentation at the Alabama Educational Technology Conference 2016, Birmingham, AL.

Pfaffman, J. A. (2016, June). *A Personal Cyberinfrastructure for Teachers, Students, and the Common Good*. Presentation at the Alabama Educational Technology Conference 2016, Birmingham, AL.

Pfaffman, J. A. (2015, June) *The Double-flipped Classroom in a Masters of Educational Technology Program*. Presentation at the Alabama Educational Technology Conference 2015, Birmingham, AL.

Pfaffman, J. A. (2010, July) *Experiences Encouraging Adoption of Thin Clients in K12 Schools*. Presentation at the O'Reilly Open Source Convention (OSCON), Portland, OR.

Pfaffman, J. A. (2010, July) *Installing, Upgrading, and Managing Moodle*. Presentation at the Tennessee Educational Technology Association Summer Institute, Jackson, TN.

Pfaffman, J. A. (2010, June) *LTSP as a New Model of Ubiquitous Computing for Schools: Fact or Foolishness?*. Presentation at the South East Linux Fest, Spartanburg, SC.

Pfaffman, J. A. (2009, December) *Affordable Ubiquitous Computing*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2009, December) *Moodle: A Free Replacement for Blackboard* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2009, December) *Open Source Software: Why Aren't You Using It?* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2009, December) *Ubuntu for You* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Lee, D., & Pfaffman, J. A. (2008, December) *Moodle: like Blackboard (but better) and free*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2008, December). *Open Source Software: Why Aren't You Using It?* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2008, December) *Affordable Ubiquitous Computing: Free Software can mean Free Hardware*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2008, December) *Saying Goodbye to Software Licensing: Installing and Using Ubuntu*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.

Pfaffman, J. A. (2008, September). *Free/Open Source Software (F/OSS): What are the possibilities?* Presentation at the The 7th Annual Tennessee Educational LEADership Conference, Nashville, TN.

- Pfaffman, J. A. (2008, September). *Moodle: Teacher Web Pages with Free Software and Minimal Training*. Presentation at the The 7th Annual Tennessee Educational LEADership Conference, Nashville, TN.
- Wagh, M., Pfaffman, J., and Counts, E. (2008, April). *WebIT: Needs-Assessment Results for an Online Masters in IT at Tennessee (UTK)*. Poster presented at the 13th Annual Instructional Technology Conference, Murfreesboro, TN.
- Pfaffman, J. A. (2007, November). *Free/Open Source Software: Why Aren't You Using it?* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2007, November). *Moodle: Like Blackboard (but Better) and Free* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2007, November). *Affordable Ubiquitous Computing* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2006, December). *Creating web sites without training*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2006, December) *Open Source Software: Why Aren't You Using It?* Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2006, December) *Moodle: Like Blackboard (but Better) and Free*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2006, July). *Open Source Software: Why Aren't You Using It?* Presentation at the Tennessee Educational Technology Association Summer Institute, Franklin, TN.
- Pfaffman, J. A. (2006, July). *Teacher web pages without training*. Presentation at the Tennessee Educational Technology Association Summer Institute, Franklin, TN.
- Pfaffman, J. A. (2006, July). *Moodle: An Open Source course management system (think Blackboard)*. Presentation at the Tennessee Educational Technology Association Summer Institute, Franklin, TN.
- Pfaffman, J. A. (2006, July). *K-12 and higher education technology partnership round table*. Presentation at the Tennessee Educational Technology Association Summer Institute, Franklin, TN.
- Pfaffman, J. A. (2005, December). *Moodle: Web Presence and Parent Commuiation the Easy Way*. Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2005, December). *Web Pages without Training or Software*. Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2005, December). *Create your own Linux Terminal Server*. Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2005, December). *What School Administrators Should Know about Open Source Software*. Presentation at the Tennessee Educational Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2005, December). *What Geeks Should Know about Open Source Software*. Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2005, July). *How to upgrade an entire computer lab for \$3000*. Presentation at the Tennessee Educational Technology Association Summer Institute, Greeneville, TN.
- Pfaffman, J. A. (2005, July). *Moodle: A free replacement for Blackboard*. Presentation at the Tennessee Educational Technology Association Summer Institute, Greeneville, TN.

- Pfaffman, J. A. (2005, July). *Open Source Software: Why aren't you using it?* Presentation at the Tennessee Educational Technology Association Summer Institute, Greeneville, TN.
- Pfaffman, J. A. (2005, July). *Personal computers won't change schools until schools have personal computers.* Presentation at the Tennessee Educational Technology Association Summer Institute, Greeneville, TN.
- Pfaffman, J. A. (2004, December). *K12LTSP: Making One Workstation into Six for Under \$200.* Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2004, December). *What Geeks Should Know about Open Source Software.* Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2004, December). *What School Administrators Should Know about Open Source Software.* Presentation at the Tennessee Educational Technology Technology Conference, Nashville, TN.
- Pfaffman, J. A. (2004, June). *Create your own mini-Yahoo for your school.* Breakout Session presented at the Tennessee Educational Technology Association Summer Institute, Paris, TN.
- Pfaffman, J. A. (2004, June). *Free software for Microsoft Windows users.* Breakout Session presented at the Tennessee Educational Technology Association Summer Institute, Paris, TN.
- Pfaffman, J. A. (2004, June). *Moodle a free alternative to Blackboard or WebCT.* Breakout Session presented at the Tennessee Educational Technology Association Summer Institute, Paris, TN.
- Pfaffman, J. A. (2003). *Building your own search engine with Webliographer.* Workshop presented at the Tennessee Educational Technology Conference, Nashville, TN.
- Merrick, S., & Pfaffman, J. A. (2000, April 14). *Using webliographer in your lower school classroom.* In-service workshop, University School of Nashville.
- Pfaffman, J. A. (2000, July). *First steps in Linux.* Workshop presented at the Tennessee Education Technology Association Institute, Nashville, TN.
- Pfaffman, J. A. (2000, July). *Issues and answers in Linux.* Workshop presented at the Tennessee Education Technology Association Institute, Nashville, TN.

## Software Tools Developed

Pfaffman, J. A. and Cognition and Technology Group at Vanderbilt (CTGV) (1999–2001). SysTER formative assessment system.

SysTER was a system for building online assessments for learning. Using SysTER students accessed online resources, had multiple opportunities to reflect on their answers, and received feedback that encourages reflection on their thinking. SysTER was the platform used to collect data for Schwartz, D., Martin, T., & Pfaffman, J. A. (2005).

CTGV & Pfaffman, J. (1997-1998). SMARTlab Catalog System

SMARTlab provided a catalog of tools for helping to determine water quality. The system provided immediate feedback that motivated learners to do more research to improve their answers.

Pfaffman, J. A. (1995–2013). Webliographer  
<http://webliographer.com/webliographer/>

Webliographer, one of the earliest social bookmarking sites, allows teachers, librarians, and instructional designers to build annotated lists of URLs that can be searched or browsed in a variety of ways. It was originally based on the assumption that no general-purpose search engine could adequately suit the needs of individual schools or classrooms. Webliographer is free software, and for several years the site was adopted by several schools and dozens of teachers and university professors.



## Courses Taught

Computer Applications for Education

Managing Instructional Media

Instructional Media Research

Seminar in Instructional Technology

Learning and the Internet

Freshman Seminar: Why It's Wrong to Pay for Software

## Student Advising (while at University of Tennessee)

Chair: Hoda Baytiyeh, 2009. *Open Source Software: Contributors Motivations in a Community of Practice*.  
Current position: Assistant Professor, American University of Beirut.

Chair: Kevin Thomas, 2007. *Weblogs used as Online Discussion Boards in the Secondary Classrooms*.  
Current position: Associate Professor, Bellarmine University.

I also served on five other doctoral committees. I served on over forty Masters and Ed.S. committees, chairing over fifteen.

## University Service

2015–2016: Academic Computing Committee.

## Professional Service and Affiliations

2013–2014: Board member for the Intercultural Institute of California and Korean Center, Inc.

## Editorial Work

2007–2011: Editorial Review Board, *Journal of Research on Teacher Education*

2009–2011: Manuscript Review Board, *Journal of Educational Communications and Technology*.

2009–2011: Editorial Review Board, *Journal of Educational Computing Research*.

2009–2011: Reviewer, *Journal of the Learning Sciences*,

## Ad Hoc Reviewer

*Journal of the Learning Sciences*.

*Research and Practice in Technology Enhanced Learning*.

## Conference Reviewer

American Educational Research Association annual meeting

Computer Supported Collaborative Learning conference

Memberships:

- American Educational Research Association (AERA)
- International Society of the Learning Sciences (ISLS)
- Association for Educational Communications and Technology (AECT)

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