

Who is my teacher? The visual development of online instructor identity and presence

The learner-instructor relationship requires mutual trust and respect in order to be a successful one. Whether a class is small and involves substantial direct interactions between learners and instructors or large with limited interpersonal communication, learners want to develop a sense of who is at the helm of their course. In a classroom, learners glean details of their instructor's identity through their face-to-face interactions. Online instructors communicate their identity to learners via their social presence within the course – the words and images they share in the course space. In either context, learners might also search online for additional information about their instructors communicated via their professional and social media profiles. In this webinar, I discuss how various instructor identity is communicated (or not) via their social presence in a course as well as online more generally, and the role that a wide variety of visual elements play in communicating identity