

M. David Merrill is an instructional effectiveness consultant and professor emeritus at Utah State University. He currently teaches online courses at Brigham Young University Hawaii and University of Hawaii.

Since receiving his PhD from the University of Illinois in 1964 he has served on the faculty of George Peabody College, Brigham Young University-Provo, Stanford University, the University of Southern California and Utah State University. He is internationally recognized as a major contributor to the field of instructional technology, has published many books and articles in the field and has lectured internationally. Among his principle contributions: TICCIT Authoring System 1970's, Component Display Theory and Elaboration Theory 1980's, Instructional Transaction Theory, automated instructional design and ID based on Knowledge Objects 1990's, and recently First Principles of Instruction. He was honored to receive the AECT Life Time Achievement Award. He is the owner of the Ascape Tension & Sulphur Gulch Railroad. He and his wife Kate have a combined family of 9 children and 37 + 6 (by marriage) grandchildren which he claims as his most important accomplishment.

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