MEDIA NEWS

By Joe Connor

Educational Technology Course Directory Being Revised

Dr. Gar Fizzard from Memorial University has undertaken a revision and updating of the directory of educational technology courses in Canadian Universities. This document was last printed in 1978. It is expected that copies will be available at the annual conference in Montreal.

New Category In AMTEC Media Festival

A new category has been added to the type of entries accepted for the AMTEC Media Festival — computer software. This recognizes the significant interest and work going on in this area. Computer programs will be accepted as entries to the festival held in conjunction with the Montreal Conference in June. Format will be limited to Apple, Commodore, IBM Personal Computer and TRS compartible materials. More details will be provided on the Media Festival entry forms.

Addresses Of Sig Chairpersons

Here is a list of the names and addresses of the chairs of the various Special Interest Groups. **Microcomputers in Education** is now officially recognized as a Special Interest Group.

Media Managers	Media Teachers
Don Bates	Ed Crisp
697 5 Ave., A. West	Box 65
Owen Sound, Ont.	Dorchester, Ont.
N4K 5E1	N0L 1G0

Media Utilization
Ed Leslie
1234 Mountain Road
Box 2111, Station A,
Moncton, New Brunswick
E1C 8H9

Instructional Developers
Barry Brown
Educational Communications
University of Saskatchewan
Saskatoon, Saskatchewan
S7N 0W0

Microcomputers in Education
Ron Eyre
Wellington County Board of Ed.,
500 Victoria Road N.
Guelph, Ont.
N1E 6K2

The NFB'S New 1983 Catalogue Available In Early January

The 1983 NFB catalogue features combined Precis Index and Film descriptions. The Precis Index allows the user to search for specific subjects under familiar terms and through a standarized reference structure to find related subject areas.
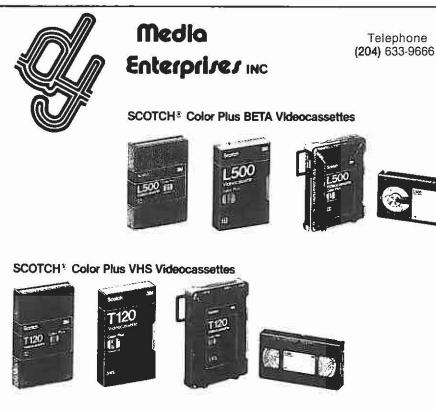
Also to be introduced in the Spring of 1983 will be catalogues, relating to specific curriculum areas, such as Language Arts, Science or Social Studies. Please contact your local National Film Board Office to obtain copies.

Canadian Literature Consortium Initiated By The CMEC

The Coordinating Committee for Media of the Council of Ministers of Education in Canada, has set a major priority for joint provincial production of a series of videotape programs on Canadian literature. The series will consist of an overview program introducing the series and one program on each of twenty-four Canadian authors, representing each region of Canada as selected by content specialists. Eight provinces and one territory have made a commitment to participate in the funding of the project. TV Ontario is coordinating the production with several other provincial education production houses producing specific programs.

Life On Earth Series Purchased

A second project for joint provincial action under the Coordinating Committee for Media of the CMEC is the consortium purchase of the LIFE ON EARTH series. Five provinces and two territories have purchased the 27 part series at a reduced consortium price.

Choices In Maritimes

CHOICES, a computerized career guidance information system, is now available in most high schools in New Brunswick, Nova Scotia and Prince Edward Island. While some schools in Nova Scotia are using the on-line computer version, most schools have the microcomputer version. This represents the culmination of a number of years of work by the departments of education in the three provinces and The Council of Maritime Premiers to provide CHOICES to schools on a regional basis. Microcomputers to run the program were provided by the education departments.

Media Mosaic 11

The Ontario Film Association and the National Film Board will be co-hosting a three day workshop "Media Mosaic 11". It will be held at the National Film Board headquarters in Montreal on March 3, 4 and 5, 1983.

It is expected that approximately sixty-five participants will attend. They will be librarians, teachers, media personnel, and

COMPUTER NEWS

By Rick Kenny

This column is intended to be mainly a vehicle for informing members of current happenings on the Canadian and international educational computing (and computer education) scene. As in the inaugural edition in the autumn CJEC, the items in this column have been gleaned from conversation with people in the field in Alberta and from a variety of magazines and newsletters. If you have news items which you would like to submit, please forward them to:

Mr. Rick Kenny
Media Services Group
Calgary Board of Education
3610 - 9th Street S.E.
Calgary, Alberta
T2G 3C5

Alberta's Computer Technology Project

Alberta Education has finally established the Clearinghouse of Educational Courseware which was indicated in the original announcement by Mr. Dave King, Minister of Education, in October, 1981 (see CJEC, Vol. 11, No. 3). The Clearinghouse began operation this summer and has started by evaluating Mathematics programs with the intention of publishing the information by the end of 1982. The format of the publication has yet to be announced. The evaluations are being conducted in three stages. First, the courseware (or lessonware) undergoes an initial screening by the Clearinghouse staff. Second, it is evaluated by two teachers with experience in the relevant field and/or educational computing and synthesized by a third such teacher. And third, it is checked for its relevance to the Alberta curriculum. Should it pass all three stages, the Clearinghouse would then attempt to either license the rights to the materials or make a bulk purchase for distribution to Alberta schools by the School Book Branch. Said courseware is being evaluated using a form designed by the Clearinghouse staff (with input from Alberta educators) — a document which attempts to strike a happy medium between the EPIE and Microsift forms.

Also announced by Mr. King in October, 1981 was the purchase of 1000 Bell and Howell Edumod Apple computer packages for sale to schools at a "reduced" price. These packages turned out to be fairly expensive and have sold slowly. In a further effort to sell them, Alberta Education has announced an extended payment plan for provincial educational institutions. Said institutions will be able to spread their payments over a period of two years with no interest charges. Eligible purchasers will still have to buy the 48K Bell and Howell microcomputer, single disk drive, controller card and 11" Panasonic color monitor for a total price of $2517.43. However, under the plan, payment can be split into installments of $503.00 at 6 month intervals; i.e. $503.00 down and payments every 6 months afterwards until paid for.

Telidon Experperments In Canadian Education

Alberta: More than 60 Alberta high school students in six rural schools participated in a mechanics correspondence course, using Telidon, from September, 1981, to June, 1982. Preliminary findings indicate that students using Telidon learn as well as, or better than, those studying by traditional correspondence methods and that they preferred the self-pacing aspect associated with the computerized system.

The University of Calgary has experimented with Telidon by combining it with teleconferencing to offer a course in grammar to four off-campus centres — Canmore, Drumheller, Olds and Medicine Hat — as well as two centres in Calgary. Instruction consisted of both lecture and question-and-answer procedures, with lecture material being supplemented and enhanced by the videotex capabilities of Telidon. Students assembled at the local centre. The coordinator, or local program administrator, then telephoned the Telidon-Teleconferencing studio at the University when the session was to begin and was connected by the studio technician. The course was delivered from the studio by the instructor on a two-way basis with students able to ask questions and conduct discussions. When needed, the technician switched the transmission manually to Telidon and a graphic was sent over the same telephone line. Reaction was favourable to the addition of the Telidon video element but the manual switching was found to be slow and cumbersome.

Ontario: It was recently announced by Dr. Bette Stephenson, Ontario Minister of Education, that TV Ontario will be starting a new Telidon project to offer a career counselling and guidance service to Ontario schools, The pilot project, to be funded by the Ontario government's BILD program, TVO and the Federal government, calls for the installation of 100 Telidon terminals in Ontario — 70 in schools (mostly in Northern Ontario), 20 in youth employment centres, and 10 in other locations accessible to the public. The program will make use of a newly-designed terminal capable of receiving Telidon information by both telephone line (videotex) and by broadcast (teletext). The information will come from the Ontario Ministry's computerized Student Guidance Information Service, the Federal Job Bank, and other employment information services.
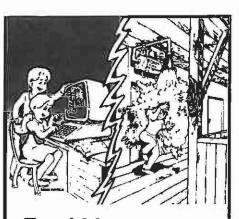
Information About Computer Resources In Education

A new source of information about microcomputer courseware and other resources available for computer education at the elementary and secondary levels was to become available this September. The system is called RICE (Resources In Computer Education) and was developed over the last 3 years by the Computer Technology Program at the North-west Regional Educational Laboratory in Oregon. RICE is a computerized data base which educators will be able to access and search through the School Practices Information Network (SPIN) operated by BRS, Inc. Two files have been developed thus far: **Courseware**, which contains descriptions of approximately 2000 microcomputer products; and **Producers**, which has information on 150 producers of microcomputer instructional and administrative products. Three other files are to be developed and on-line in 1983: **Computer Literacy** (containing objectives and test items for computer education), **Project Register** (descriptions of school projects in K-12 computer applications), and **Inventory** (numbers of student stations and other data on hardware installations in schools).

For further information, contact BRS, Inc., 1200 Route 7, Latham, N.Y., U.S.A., 12110, or Judith Allen, Director, Computer Technology Program, NWREL, 300 S.W. Sixth Avenue, Portland, Oregon, U.S.A., 97204.

Children's Television Workshop Meets the Computer

The Children's Television Workshop, producer of "Sesame Street", has announced the creation of the Children's Computer Workshop, Inc. The company will produce computer software "that will afford an opportunity for informal learning and fun by children and young adults at home and in school." The formation of the subsidiary is an outgrowth of CTW's experience in developing computer games for its Sesame Street educational parks in Longhorne, Pennsylvania, and Dallas, Texas. Some of these games are now being offered by Apple and CTW has also signed contracts with Tandy (Radio Shack) and Atari to develop soft-

ware. Some of this software will, apparently, provide practice in particular learning concepts in math and language, but the overall goal is to encourage the broad use of the child's intelligence.

Arizona State University Granted 30 Apple Microcomputers

This fall, Arizona State University began a three-year research project to assess the effectiveness of teaching remedial mathematics to college students. The $150,000 grant of 30 Apple III microcomputer system and software was made by the Apple Education Foundation as a part of its efforts to enlarge the impact of its educational funding. The computers are to be used to administer mathematics achievement tests to all students entering the elementary education major at ASU. For the purpose of the study, students who score less than 70 percent are then to be divided into three remedial math study groups: one that is completely computer-guided, a second which uses a combination of computer instruction and individual study, and a third which participates only in individual study. The researchers will also be investigating such questions as how computer interaction can improve students' learning activities, the roles of sound and color in computer-aided instruction, and which types of programs encourage creativity. □

anyone who is interested in the production or utilization of film.

During the conference, there will be an opportunity to tour the N.F.B. studios and to see how professional films are produced as well as to participate in discussions about the National Film Board, its changing structure and roles, its films and filmmakers, its methods of film distribution and evaluation, and its innovative uses of films and videotapes.

Further information is available from:
Harry R. Johnston
Box 1080
R.R. No. 3 MALLORYTOWN, Ontario
K0E 1R0
(613) 925-4291 or (613) 342-3642

Coming Issues

Readers will be interested to note that next issue will mark a departure for CJEC. Volume 12, Number 3 will be introducing the concepts of a theme issue and a guest editor. The first theme issue will be **Information Technology** with guest editor Professor Paul Hurly of the Continuing Education Division at the University of Manitoba. Volume 12, Number 4 will focus on **Canadian Studies, Media, and Technology** edited by Professor Kenneth Osborne of the University of Manitoba. Volume 13 Number 1 will be a general issue. Potential authors for CJEC should be aware of these theme issues and submit contributions accordingly. □

Confluence '83 — AMTEC in Montreal June 20 - 22

By J. Duchesne

There could be no better theme for the 1983 AMTEC conference than *Confluence*
Confluence of course when audiovisuals and computers are meeting and flowing together to provide more sophisticated and modern means to education.

Confluence because Montreal is at the junction of Ottawa and St-Lawrence rivers, and the pre-eminent place in Canada for bringing together diverse cultures.

Confluence also since people from all over the country will meet at McGill University to communicate. Among those persons will be three keynote speakers:

Mr. W.L. Scottgardner, a researcher with the Gamma Group, Mr. Fred Elie, director of training at Hydro-Quebec, and Dr. Woody Miller, president of A.E.C.T.

There will be workshops and presentations about audiovisuals and computers and also an exhibition with the participation of major corporations and institutions. Our MEDIA FESTIVAL will present the best educational programs made in Canada.

Be in town, in June, to live outside with the Montrealers and join visitors from all over the world in this very special place: its downtown restaurants and underground city, the old town (Le vieux Montreal) with its artist and entertainers working in the streets, and *Le Quartier Latin* on St-Denis, where you'll believe you are on Saint-Germain-des-Prés in Paris.

Confluence '83 will end just in time to let you and your family tour the province during the joyful period of *La Fête Nationale des Québécois.*

The *Confluence '83* organising committee and its chairman, Dr. Gary M. Boyd, are waiting for you. Be here June 20-22.

For more information write to
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Centre audiovisuel
Université de Montréal
Pavillon Marie-Victorin
C.P. 6128, Succ. "A"
Montreal, P.Q.
H3C 3J7

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cognitive aspects of communication of children (approx. 4-10 year olds) are examined in relation to:
a) children's interaction with TV,
b) the role that TV plays in the cognitive development of children, and
c) the cognitive abilities children bring to bear on decoding TV information.

Webster, James G., and Coscarelli, William C. "The Relative Appeal to Children of Adult vs. Children's TV Programming." *Journal of Broadcasting*, 1979, 23(4), 437-451.

This article examines children's TV preferences and the implications of these preferences for regulatory guidelines. It was found that, given a choice, children prefer adult programs. The current policy debate on the integration of children's programs into prime-time centers on two central issues:
a) whether children prefer adult/family prime-time programs because children's programs are not available, and
b) if substituted for adult programs, whether children will prefer the substituted over the replaced program.

All results showed that children prefer adult programs, even when children's programs are available. Are regulatory guidelines for scheduling justified given these findings?

Williams, Tannis M. "How and What do Children Learn from TV?" *Human Communication Research*, 1981, 7(2), 180-192.

"This paper provides a review and critical synthesis of research and theory dealing with the processes involved in children's learning from TV. It asks how and what children learn from TV, and at what ages TV is a more or less powerful teacher. The focus is on assessing evidence that TV can play a positive teaching role. It is suggested that a threshold model may be more appropriate than a linear model for evaluating TV's impact on viewers. It is concluded that TV can play a positive role in children's learning, but given typical North American media diets and current TV content, the opposite has been true for most children." The author reviews pertinent and recent research on TV and children. An extensive list of references is provided.

White, Peter S. "Sesame Street: The Packaging of a Curriculum." *Journal of Educational Thought*, 1980, 14(3), 209-219.

This article analyzes *Sesame Street* planning documents. "The assumption about TV, curriculum and pedagogy are discussed in relation to the program which has developed." *Sesame Street* (SS) was initially developed to benefit a target audience of preschool, urban, disadvantaged children. Letter and number recognition was taught using commercial production techniques. The repetitive, rote aspect of this technique proved effective in ensuring a maximum attention level of children. This format presupposed that viewing is a solitary activity precluding such non-attentive behavior such as talking, touching, moving about, etc. In this sense, the author suggests that SS can be conceived of as a techno-behaviorist technique which does not adequately address the needs of those who do watch this program consistently — most of whom are not urban, preschool and disadvantaged. The author cautions of transferring educational content to a new medium. Often technological constraints and/or social expectations influence the content and form of the medium to the point where the process and (educational) outcome may be totally misdirected or, at least, ineffective.

Zuckerman, Diana M., Singer, Dorothy D., and Singer, Jerome L. "TV Viewing, Children's Reading, and Related Classroom Behaviors." *Journal of Communication*, 1980, 30(1), 166-174.

In this study of elementary school children, it was found that the type of TV programs watched predicted children's reading habits, imagination, and enthusiasm in school. The authors state that the rapid pacing of TV programs does not provide enough time to adequately assimilate the information or process the message; imagination is thus seen to be inhibited. Reading habits were positively correlated to types of programs watched. Reading ability did not positively correlate. The reason for this is assumed to be the relatively moderate viewing time (2 hrs.) of the samples tested. Overall televiewing time did not have a negative impact on any of the behaviors tested and, incidentally, related positively to enthusiasm at school. Attentiveness in class was found unrelated to any particular kind of TV content. The "overwhelming majority of children (and parents) tested indicated that they did not watch any public TV programs." □