

# AMTEC IN 1984

1984 is turning into a busy year for the AMTEC board. Members will be interested in the following birds-eye view of upcoming and ongoing events and activities:

\* **COURSES IN EDUCATIONAL TECHNOLOGY** by Gar Fizzard is again available, and provides an invaluable survey of courses offered across Canada in the field of educational technology.

\* **COURSES IN MICROCOMPUTING IN CANADA** is in production at the University of Saskatchewan. Watch for this document as an insert in an upcoming issue of CJEC!

\* **MICROCOMPUTERS: A GUIDE TO PERIODICALS FOR TEACHERS, LIBRARIANS AND MEDIA SPECIALISTS**, produced for AMTEC by Ken Haycock, appears as an "extra" with this issue of CJEC.

\* The Canadian Education Association is increasing its involvement with AMTEC. The first step was a successful pre-conference workshop titled **EDUCATIONAL APPLICATIONS AND MANAGEMENT USES OF THE COMPUTER**, presented at CEA by Bob Jones, Guy LeGER, Larry Noonan, Clarence Landry,

Laurice Fountain, and Yvonne Husereau. Other co-sponsored efforts are currently under negotiation.

\* Negotiation is also underway which will give AMTEC a major role in the distribution of a new award, entitled the Commonwealth Trust Award. More about this venture can be read in this issue of CJEC.

\* AMTEC conferences continue to receive top priority. London Ontario (June 17-21) promises over 20 papers on a kaleidoscope of media topics, climaxed by a performance at Stratford of William Shakespeare's *Love's Labour's Lost*. AMTEC '85 will be held in Calgary.

\* CJEC is continuing to grow with more pages, more papers, and more information. Our reputation is growing. In particular the guest editor concept has increased an awareness of AMTEC outside our own local community, as well as focused attention upon other fields within which educational technology can play a significant role. Vol 12 #3 focused on Canadian studies. This issue (Vol. 13 #2) explores the relationships of educational technology to the health sciences. And other special issues are in planning stages for the near future. Indeed, if CJEC has a

problem, it is that there is now a significant time lag between receipt of manuscript, review by a busy editorial board, and final publication. To those writers caught in that wait, we apologize! But please keep sending your papers! A journal cannot exist without them! The major result of the current overabundance is that the quality of what you read is going up. At least that is our aim.

In short, your AMTEC executive is actively promoting media and technology in education in Canada on your behalf. You too, can be actively involved in our dynamic organization. Contact your local board representative if you wish to be part of our several committees. Write to CJEC to let us know your thoughts. And check your membership! Don't let it slide! In fact, look around. Should any of your colleagues be a member of AMTEC? Does your school/college/university library subscribe to CJEC? Help us reach an even larger audience of educational technology professionals. We want AMTEC to be the voice of educational media and technology in Canada, not just in name, but in deed. Let's make 1984 a year we can look back to!

- D.H.

# GUEST EDITORIAL: Communication Technologies and Health Promotion

By Dexter Harvey, Ph.D.

Health promotion has become the new vanguard concept in health programming with the goal of preventing illness through the development of personal habits that are conducive to the attainment and maintenance of health. Health education, health marketing, community organization and legislation are approaches frequently employed to attain the goal of health promotion.

The upsurge in health promotion is directly related to the growing concern to control escalating health care costs, particularly when those costs are the result of health conditions that can be prevented by adopting personal risk reduction habits.

Health promotion programs employ a variety of approaches, methods and media to reach diverse target audiences while still maintaining a person-oriented program. There is a need to develop effective approaches that will result in the

public adopting behaviors conducive to health. One area with promise is that involving communication technology, around which a variety of approaches and activities can be coordinated.

This issue of CJEC will focus on the use of communication technologies employed in health promotion programs.

In the first article David Nostbakken deals with the effectiveness of television in influencing the behaviors of children with special reference to nonsmoking. The discussion of the influences of television on the behaviors of children and youth is most apropos to health promotion and education in general. He then describes the strengths and weaknesses of the television medium and its content for supporting and crystallizing nonsmoking attitudes and beliefs. The article concludes with recommendations for the use of television for nonsmoking followed by examples of programs. Michel Bourque and Robert Perreault discuss the use of computer-assisted interactive teaching as

a medium for health education. They refer to their health information data bank Tele-Health which uses the Canadian Telidon Videotex technology. They describe the pedagogical issues involved in the mediatization process of health-related material for the general public. In the final article Elinor Wilson describes a community based self-help smoking cessation program which utilizes television, radio, newspaper, community mobilization and a printed self-management handbook. She describes a comprehensive community wide health promotion program built around television.

Communication technology advancements offer exciting new dimensions to health promotion programs. As exciting as these new advancements may be, their impact on attaining the goal of health promotion is still the bottom line. The use of a new technology should be based on the effectiveness of that technology to attain health and/or educational goals. This edition of CJEC addresses that issue.

# MEDIA NEWS

Send news items for this column to:

Joe Connor  
News Editor, CJEC  
c/o D. Hlynka  
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## International Council for Educational Media (ICEM) meeting in Canada

Banff, Canada was chosen as the site of the next annual General Assembly and Conference of the International Council for Educational Media. (ICEM)

ICEM provides a channel for international exchange of information and experience in the field of educational technology. The organization encourages international liaison amongst individuals and organizations with a professional responsibility for the design, production, promotion, distribution and use of educational media in member countries. Manufacturers of hardware and producers of software are advised on the need of education in member countries.

ICEM promotes an understanding of educational technology both to educators and to those, involved in teacher training and acts as an information service on developments in educational technology and provides consultancy to member countries.

More than 30 member countries contribute to the pool of educational media available through international co-operation, co-production and exchange.

Three subcommittees of ICEM are Production, Innovation and Development, and Equipment.

The General Assembly will take place the week of October 1, 1984 at the Banff Centre. The General Assembly will be followed by a two day Conference on October 8 and 9 and whose main theme is educational technologies to enhance learning at a distance. International experts in the field of distance education will make presentations, which include such topics as computer assisted correspondence learning, teleconferencing, open learning, micro computer, networking.

For further information, contact conference organizers:

Hans G. Kratz  
Chairman ICEM Conference  
Alberta Education  
11160 Jasper Avenue, Room 324  
EDMONTON, Alberta  
T5K 0L2  
Tel: 403 427 4920

## AMTEC Board Member completes distance education study.

Danielle Fortosky, as partial fulfillment of the requirements for the degree of Master of Education at the University of Saskatchewan has produced an important document which summarizes the state of the art of distance education in Canada today, then explores specific options for the University of Saskatchewan.

The background to the study presents a review of literature on terminology and trends in distance education as well as a communications model which distinguishes between the implications of programming and delivery technologies for distance learning.

The review of off-campus studies at the University of Saskatchewan includes both credit and non-credit courses delivered during the academic year 1980-1. These programs were examined in terms of their purpose and the need for them, their development, enrollments, total numbers of courses, and methods of delivery, course locations, costs, merits and deficiencies.

The investigation of three selected centres involved in distance education includes Athabasca University, Télé-université and the Knowledge Network. Athabasca and Télé-université were investigated according to their use of distance education methodology and communications technology to provide university credit courses and the associated costs. The Knowledge Network was examined in terms of its recent development as a provincial communications authority and how it functions as a telecommunications network for carrying distance education.

The study investigated the potential of communications technology by distinguishing that programming technologies contribute to the creation of a message whereas delivery technologies carry the message over distances. When programming technologies are used in distance education, they operate as part of a system which is conceived to serve the needs of the learner and the objectives of the course within the constraints of cost and accessibility. The potential of delivery technology is related to its information capacity, speed, accessibility, control features and costs. The study postulates that the costs of delivery technology are such that the best way for educational institutions to access these channels would be as a co-operative or consortium.

Because there is no single formula for

the success of a distance education program, the study concludes by providing a number of options for future directions. These options reflect national and international trends in distance education, developments in communications technology and associated costs, but most importantly, they incorporate the needs and special circumstances surrounding off-campus learning at the University of Saskatchewan.

## Logo For Atari

Atari Logo features collision detection, animation and four dynamic graphics "turtles". The unique features of Atari Logo include 128 colors available simultaneously on one screen and multi-voice sound capabilities. Joysticks and paddle controllers can be used with Atari Logo.

Logo users can create programs that converse in recognizable words. Such programs allow beginners to manipulate shapes on the screen the first time they use Logo.

The Atari Logo program cartridge works on all Atari Home Computers and requires as little as 16K RAM. The complete package, including a reference guide and two 200-page manuals, **Introduction to Programming Through Turtle Graphics** and **ATARI Logo Reference Manual**, has a suggested retail price of \$99.95 U.S. Institutional customers may purchase manuals and program cartridges separately.

## CJEC EDITOR

The current position of editor of the Canadian Journal of Education expires Fall 1985. So that continuity between editors is maintained, the new editor will act as associate editor for the year preceding.

The position allows the individual an opportunity to become actively involved in the mainstream activity of educational technology in Canada.

A search committee has been established, and will meet with potential applicants during the London conference in June, 1984.

Submit references to Bill Hanson, AMTEC president-elect, or to D. Hlynka, CJEC editor, Faculty of Education, University of Manitoba, R3T 2N2.