

MEDIA NEWS

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Guest Editor: Robert Barnard,
Concordia.

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AECT Links with NICEM

The National Information Center for Educational Media (NICEM), the world's largest database for instructional technology will move its government relations and sales offices to Washington, DC. NICEM's offices will be located at the headquarters of the Association for Educational Communications and Technology (AECT).

According to Dr. Lyn Gubser, AECT executive director, NICEM has been acquired in a joint venture by AECT and Access Innovations, Inc., a database management company located in Albuquerque, New Mexico. AECT will serve as the primary contact for NICEM's continuing program of government relations with various federal agencies, while at the same time coordinating sales of such highly respected NICEM publications as the recently released **Eighth Index of 16mm Educational Films**. "This index is the most comprehensive (2,908 pages) directory of the world's educational films ever published," said Gubser.

The NICEM database itself will move from its original home at the University of Southern California to the offices of Access Innovations, Inc., in Albuquerque, which Gubser described as "one of the nation's leading new database management companies. The database will undergo growth and radical change," he added, "with new indexes of instructional computer software, videodiscs, and commercially distributed training materials presently being developed."

AECT Seminar on Instructional Technology

The Association for Educational Communications & Technology held a Summer Conference on Educational Media, July 9-13, 1984 at Utah State University, Logan. Keeping up-to-date with knowledge and skills relating to instructional technology has become extremely difficult for the modern professional. AECT, in offering an advanced seminar on instructional technology is attempting to provide assistance to those who need to stay current in the field.

An impressive array of speakers included Mike DeBlois, Learning Link, Inc., "Videodisc Design;" Marjorie Hlava, "National Information Center for Educational Media & AECT;" Allen Hofmeister, Systems Impact, Inc., "CBS Videodisc

Project;" Richard Hough, Bonneville Satellite International, "Satellite Technology Today;" Joseph Lipson, Wicat, Inc., "Training Systems;" Harvey Long, IBM, "Role and Interest of Major Corporations in the Market;" Randy Moon, Utah Governor's Advisor, "Information Technology;" Roger Olsen, Skaggs Telecommunications, "State of the Art in Video;" Terri Panik, Evans & Southland, Inc., "Computer Graphics;" R. Rallison, Dichromate, Inc., "Holography;" James Russell, Videodisc Systems, "Digital Recording Technology;" Steve Soulier, "Latest Developments in Microcomputers;" Brad Warnick, EQIVAR Project, "Featuring ARTRONICS 200 Graphics Computer;" Robert Woodley, Alpin Company, "Interactive Videodiscs at EPCOT Center."

New Literature

Among technology-oriented papers to emerge from the American Educational Research Association's annual meeting of April 1984 in New Orleans, is **An examination of instructional strategies used with two-way television**. In this study by Jon Denton (and others), seven professors at the College of Medicine at Texas A & M University were studied while providing lectures in two different modes. The professors presented some classes in person and some at a distance over television. Analysis of instructional events showed that the professors used the same instructional strategies in both modes. Furthermore, their students registered similar achievement scores regardless of the mode in which they received instruction.

This paper is ED 238 407 in the ERIC document collection. A copy may be ordered for US \$12.65 (plus \$2.36 for shipping) from the ERIC Document Reproduction Service, P.O. Box 190, Arlington VA 22210, U.S.A.

Choosing educational software: A buyer's guide, by Carol Truett and Lori Gillespie is a 1984 publication which will provide for many educators some perspectives and directions in the vast jungle of the software market. The book

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first reviews some basic aspects of educational computing and the terminology involved. Next, methods for evaluating software are discussed, and sample evaluation forms used by various institutions are reproduced. Rather than simply listing available software, this book provides reviews of the major software directories and catalogues, as well as sources of free software. Tips provided on ordering and previewing are also helpful. Lists of software review sources, software consortia and user groups, and recommended readings round off this book. The lists are all annotated. **Choosing educational software** costs \$23.57 (Canadian), and is published by Libraries Unlimited, P.O. Box 263, Littleton CO 80160, U.S.A.

In the many studies current on the quality of education, technology seems to be a major area of concern. **The role of new technologies in schools: Collected papers** is a recent example. These papers were assembled by UCLA's Center for the Study of Evaluation for a 1983 meeting called **Paths to Excellence: Testing and Technology Conference**. In these studies, the state of the art of educational technology is reviewed. Future directions and barriers to development in these directions are considered and implications for educational research, practice and policy-making are identified. This is another ERIC document, ED 238 941. A copy from the ERIC Document Reproduction Service will cost US 12.65 (plus \$2.36 for shipping).

Still on the topic of quality of education, a Science Council of Canada publication entitled **Science for every student: educating Canadians for tomorrow's world**, promises to be one of the most influential of Canadian educational documents of 1984. This report calls for eight major improvements in education focused upon science, but obviously carrying great implications for the whole curriculum. Recommendations include increased exposure to science education for elementary school students, promotion of science to females of all ages, advanced science programs for better students, more emphasis on the practice of science as well as on social and historical aspects, introduction of Technology into the secondary curriculum, and improvement of student evaluation.

The report (or a summary report) may be purchased for \$5.25 from the Canadian Government Publishing Centre, Supply and Services Canada, Hull, Quebec K1A 0J9. Complimentary copies have already

been sent to many institutions, so check your local library or resource centre.

On the heels of **Science for every student**, the Science Council of Canada has also prepared a background report which surveys the state of science education in Canada. The study proclaims that "Excellence in science and technology is essential for Canada's successful participation in the information age." In three volumes, this study, called **Science education in Canadian schools**, covers 1) an introduction and analysis of the curriculum, 2) a statistical database for Canadian science education and 3) case studies of science teaching. Also available from the Canadian Government Publishing Centre, the volumes cost \$8.00, \$5.50 and \$10.95, respectively.

Federal Assistance for Co-operative Education

A new federal program called Co-operative Education will be launched in September, 1984.

Aimed at helping school boards, colleges and universities cover the additional administrative costs of creating new projects or expansion of existing work/study projects, Employment & Immigration Canada will contribute 85% of such costs in the first year and 75%, 55% and 35% over the subsequent three years for approved projects.

How successfully young people make the transition from school to work depends on their cognitive skills, knowledge, abilities to seek out and pursue job opportunities, and on the demand for such competencies in the labour market.

Employment experience, it is reasoned, may lead to a practical understanding of principles learned in a classroom. This experience may provide a wider knowledge of career alternatives, an opportunity to test occupational inclinations, personal maturation and perhaps an income which many young people need in order to remain in school.

Co-operative education has proven to be an effective process in preparing secondary and post-secondary students for the eventual entry into the labour force. It formally integrates academic learning and on-the-job related work experience thereby increasing the graduate's chances of obtaining satisfying employment. Employers are strong supporters of work/study programs. Canada needs to increase the number of these

programs so that more students may participate.

Interested school boards, colleges and universities may obtain additional information by calling the Co-op Application Control Centre (819) 994-4699 or by writing to Employment and Immigration Canada, Co-operative Education Program, 140 Promenade du Portage, Phase IV, Room H-502, Ottawa-Hull, K1A 0J9.

Application forms will be available by mid-September, 1984. The closing date for the submission of applications is December 30, 1984.

TVO Study Now Available

A series of 17 research papers on "New Technologies in Canadian Education" is now available from TVOntario in Toronto. The series provides a complete view of the extent and nature of technological implementation by educational institutions in all Canadian provinces and territories. Prepared in conjunction with the Canadian Commission to UNESCO, "New Technologies in Canadian Education" is a comprehensive report of the current uses of communications and information technologies at all levels of education.

Some of the papers in the series focus on the technologies themselves, defining what they are, how they work, and how they are used by educational institutions across Canada. Others examine technological innovation at every level of education in Canada, i.e. elementary and secondary schools, colleges, universities, health, distance education, and native education. Three of the papers discuss the producers and distributors of educational hardware and software, focussing on their structure, priorities, and services. The final paper in the series is an in-depth discussion of the issues and concerns surrounding the implementation of new technologies in the teaching/learning process.

The papers may be purchased individually or as a set, and are available from TVOntario, Customer Services, Box 200, Station "Q", Toronto, Ontario M4T 2T1. (416) 284-2600, extension 2612)

Grierson Documentary Seminar

November 11-16, 1984
Brockville, Ontario

The Ontario Film Association is now selecting films and video-tapes for the
(Continued on page 27)

Lane, Nancy	<i>Mediography: Media on Meetings & Presentations</i>	13(4)21
	<i>Mediography: Media on Distance Education</i>	13(1)17
	<i>Mediography: Media on Educational Innovation</i>	13(3)13,16
	<i>Mediography Media on Instructional Design</i>	13(2)21
Lewis, Patricia Dolan	<i>Book review</i>	13(1)18,20
Lewis, Richard F.	<i>Segment TV = Teacher Interest + Student Learning</i>	13(1)4-7
McNutt, Robert	<i>Towards a Woolly Objective</i>	13(4)8-9
Metallinos, Nikos	<i>Children's Perception, Retention and Preference of Asymmetrical Composition in Pictures</i>	13(1)10-15
Michayluk, J.O.	<i>Impact of LOGO Program on Native Adults</i>	13(3)4-6,15
Michener, James	<i>Alligator</i>	13(1)21-24
Nelson, Barbara	<i>Book review</i>	13(4)14
Nostbakken, David	<i>The Role of Mass Media in Smoking Problems of Children</i>	13(2)4-13
Osted, Peter	<i>Book review</i>	13(4)14
Perreault, Robert	<i>Videotex as a Tool for Health Promotion</i>	13(2)14-15
Proctor, Leonard F.	<i>Courses in Microcomputers in Education in Canadian Universities</i>	13(3)supplement
	<i>Microware (Reviews)</i>	13(1)19-20;(2)19;(4)19
Rich, Tom	<i>Education and the Impact of Computer Technology</i>	13(4)2-5
Schieman, Erv	<i>Classroom Simulation Update: Can Technology Revive this Seldom Used Instructional Technique</i>	13(1)7-9,26
Schwier, Richard	<i>Courses in Microcomputers in Education in Canadian Universities</i>	13(3) Supplement
Shears, Arthur	<i>Educational Communications Personnel: the New Internationalists</i>	13(4)6-7,27
Soudack, Avi	<i>Formative Research on Telidon and Education</i>	13(3)10-11,14-15
Wilson, Elinor	<i>Time to Quit</i>	13(2)26-27,30
Wright, Patrick	<i>From the Media Periodicals</i>	13(1)16-17;(2)20
Wyman, Raymond	<i>The Long Slow Road to Technical Standards</i>	13(4)8-9,27
Yackulic, R.A.	<i>Impact of a LOGO Program on Native Adults</i>	13(3)4-6,15

New Internationalists

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newspapers: The Association of Universities and Colleges of Canada (AUCC) puts out a monthly newspaper which contains advertisements from foreign universities. Departmental bulletin boards in universities and colleges also sometime contain letters from overseas' faculties seeking new staff or staff exchanges.

Another good source is foreign newspapers, particularly British ones. Recommended are the Observer, the Guardian and especially the Times Higher Educational Supplement. Most Canadian Universities and larger Colleges house these newspapers and others in their periodical section.

The above are only a few suggestions. One final idea is to seek out somebody who has been overseas in order to "tap his brain". Such individuals often have useful information or even personal contacts abroad.

SUMMARY

Professionals in the field of educational communications and technology have the chance to contribute to development in many overseas and third world countries. The opportunities are many and range from academic posts to grass-roots research and development of local curriculum and materials. For the right people, these are tremendous possibilities for personal and professional growth.

¹All quotations are taken from advertisements in the weekly *Times Higher Educational Supplement*; from the years 1979 and 1981. □

Media News

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10th Annual Grierson Documentary Seminar. Recent documentaries on any subject as well as docudramas will be considered.

The Seminar is named after John Grierson, the founder of the British documentary and the National Film Board of Canada. His interest in the medium's potential for social change has shaped the direction of much Canadian and world documentary production.

The Seminar provides film — and video-makers with a forum to debate Grierson's influence as directors are invited to present their work for screening and to engage in critical discussions about contemporary and historical documentary practice with their peers, media educators, writers and programmers. (Since the effect of these discussions is cumulative, all guests are required to attend the Seminar for the entire week.)

For further information contact:

Bart Tesa,
Innis College,
University of Toronto,
2 Sussex Avenue,
Toronto, Ont. M5S 1J5
(416) 978-8574/7023 □

Media Workshop

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gram in Action—A Longterm Study. Unpublished Manuscript, 1983.

²Baron, L. **Research and Development of a Cable Distribution System to Involve Children in the Learning of Concepts of Communication and Accompanying Skills.** Montreal: Concordia University, Education Department, June, 1982. □

LETTER TO THE EDITOR

Dear Denis:

Canadian Data has just applied for a corporate membership of A.M.T.E.C. following our most successful representation in London, Ontario. We were very impressed with the response to our product "M.R.C.S. — Media Reservation and Catalogue System", that we would like to insert a regular monthly advertisement in "CJEC".

Sincerely yours,
Trevor Barnett
Marketing Manager

Technical Standards

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2. Standards must be made by consensus between manufacturers and consumers.

3. Standards must be international.

4. Consumers must somehow be supported for standards work. Participation is expensive.

5. Developing countries are in particular need of standards, and they do not yet participate.

6. The separate international standards organizations known as IEC and ISO must be combined.

7. CSA and UL should combine and/or coordinate their work to avoid duplication and differences.

8. Consumers will not get any more standards than they demand and are willing to work for.

9. Standards must not hinder the development of new and better products.

This paper was presented at the 1983 AMTEC conference in Montreal. □

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