

FORDHAM UNIVERSITY. "Training by Television: A Study in Learning and Retention." SDC Report 476-02-3. Special Devices Center, Port Washington, L. I., New York. Available from Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C. 75¢.

*Purposes:* To find out (1) if television can be used effectively to teach Army reservists, (2) the extent to which men remember what they learn by television, (3) the best methods for teaching by television, and (4) the acceptability of television instruction.

*Procedure:* A series of eight telecasts, telling how a typical Army infantry division helped to repel a hypothetical invasion by an "aggressor" nation, was broadcast to Army reservists in ten major cities. Information tests and attitude questionnaires were used to evaluate the programs.

*Results:* (1) All grades of reservists made statistically significant gains on the information tests after viewing the telecasts; (2) reservists remembered what they learned by TV, officers retaining 85% and enlisted men 65% when they were retested four or six weeks later; (3) the best teaching method was narration combined with drama or with film that explained and amplified what the narrator was talking about, drama by itself not being very effective; (4) topics which were treated explicitly resulted in large knowledge gains, whereas topics treated sketchily or indirectly were not learned by most of the reservists; and (5) reservists liked to be taught by TV, more than half preferring it to conventional classroom instruction and saying it was more instructive than the average training film.—W. Allen.

U. S. DEPARTMENT OF AGRICULTURE. "Effectiveness of Television in Teaching Sewing Practices." Extension Service Circular No. 466. Washington, D. C.: Government Printing Office, June, 1951.

*Purpose:* To determine the effectiveness of the "Let's Make a Dress" series of television programs with a selected group of homemakers.

*Procedure:* The study was based upon personal interviews of a sample of Washington, D. C., women who requested a Department of Agriculture sewing bulletin, and who owned TV sets at the time the eleven TV programs were broadcast.

*Results:* (1) A high percentage of the women viewed the programs, 91% viewing at least one and 60% four or more. The average viewers for the entire series was 44% of the total audience. (2) The TV programs had to compete for attention with many family responsibilities. (3) 90% of the women learned new things from the programs, about half using at least one of the practices demonstrated. The proportion of women using the practices increased with the number of programs viewed. (4) The data point emphatically to the importance of a bulletin or similar printed matter as a supplement to TV demonstrations in teaching sewing practices. (5) Most of the women favored longer programs (than 12 minutes) and the continuance of the twice a week schedule, 98% wanting more TV programs on sewing. (6) The authors conclude: "The high interest of this limited audience in more television programs on sewing indicates the potentialities of television as an effective medium for conducting an adult education program. It appears to be peculiarly adapted to reaching young homemakers and mothers of small children who cannot readily participate in group activities outside the home."—W. Allen.