



RESEARCH ABSTRACTS

TELEVISION

FORDHAM UNIVERSITY. "Training by Television: the Comparative Effectiveness of Instruction by Television, Television Recordings, and Conventional Classroom Procedures." SDC Report 476-02-2. 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) the comparative effectiveness of television, television recordings (kinescopes) projected as motion pictures, and conventional classroom instruction; (2) the factors that result in good television programs; and (3) the acceptability of television instruction to Naval Air Reservists.

Procedure: Comparable groups of reservists were taught a series of training lessons by one of the three methods listed above. Evaluation of the effectiveness of the programs was made by information tests and comments by the trainees.

Results: (1) Instruction by live TV and TV recording were superior to local instructors. Live TV and TV recordings were about equal in their effectiveness. (2) Direct TV narration, in which the instructor talked directly to the trainees, appeared to be the most effective method of presentation; animated sound film seemed also to be effective, but the combination of dramatic action and narration was not as effective. These observations are claimed to be suggestive rather than conclusive. (3) Comments made by the naval trainees showed that, "on the whole," they liked TV instruction very well, over half the comments being favorable. (4) The TV evaluation staff observed that the reservists liked the TV programs and remained attentive and interested, that more visual materials and better production techniques should have been used, and that trainee participation by means of talk-back circuits was not satisfactory. (5) Several problems were mentioned as needing solution: good TV instructors, writers, and directors; "psycho-educational experts" to plan TV lessons; a method of rapidly measuring program effectiveness; technical equipment and engineers; and adequate distribution facilities.—W. Allen.