

VANDERMEER, A. W. "Training Film Evaluation: Comparison Between Two Films On Personal Hygiene: TF8-155 and TF8-1665." *Technical Report SDC 269-7-50 Research by the Instructional Film Research Program, Pennsylvania State University for the Special Devices Center, Office of Naval Research, Port Washington, L. I., N. Y. 27 pages. October 14, 1953.*

Purpose: To obtain an objective measure of whether the "singing commercial" approach involving strong personal appeals used in one film was more effective or desirable than the straightforward instructional approach used in the less costly film. The purpose of the two films was to change the personal hygiene habits, knowledge and attitudes of military trainees.

Procedure: 176 Army recruits saw one or the other of the two films. Four types of observations were applied to all groups both before and after the film presentation: (a) water consumption, (b) handwashing before eating, (c) personal inspection, and (d) foot inspection. The following observations of behavior related to personal hygiene were made after film showings: (a) use of PX coupons to buy tooth paste or soap, (b) use of shoe fitting machine, (c) test of learning of film content, (d) questionnaire A concerning the audience's opinions about the film, and (e) questionnaire B concerning their opinions on personal hygiene.

Results: (a) Neither film as normally used changed the observed basic personal hygiene behavior of the men to any significant degree. (b) The two films were about equally effective in teaching factual information that was common to both films. Each film was superior in teaching those facts on which it placed special filmic emphasis. (c) The straightforward approach was somewhat superior in terms of the proportion of men who indicated a favorable attitude toward it as an instructional device. (d) The films were equally effective in their ability to motivate men to perform observed acts that are associated with approved personal hygiene practices.

It was recommended that the "singing commercial" approach should not be used in training films because it is more expensive, requires more production time, and is no more effective than straightforward presentation of the facts to be learned.—*L. Twyford*

GREENHILL, L. P. "A Study of the Feasibility of Minimum Cost Motion Picture Films." *Technical Report SDC 269-7-48. Research by the Instructional Film Research Program, Pennsylvania State University for the Special Devices Center, Office of Naval Research, Port Washington, L. I., N. Y. 1955.*

Purpose: To see whether a kit of film production equipment could be assembled and suitable procedures developed which would enable relatively unskilled personnel to produce useful training films at minimum cost for local use at training bases. The films produced would be essentially film recordings of acceptable training demonstrations.

Procedure: A kit of equipment for recording lip-synchronous sound was selected and assembled. The list price of this equipment was \$1500 and included the Auricon "Cine Voice" single system sound camera. A manual was prepared that described the filming procedures. The kit of equipment and manual of instructions were given to three unskilled seamen at a Naval base.