The 108 item annotated bibliography provides both the practicing librarian and the student with a comprehensive source of literature in the field of media librarianship and instructional technology. The bibliography is divided into four parts. Part I deals with media and the library and is divided into the following four sections: (1) Sources of Materials, (2) Evaluation of Materials, (3) Cataloging of Media and (4) Audiovisual Equipment. Part II deals with instructional technology and is divided into the following twelve sections: (1) General Readings, (2) Psychology, (3) Research, (4) Systems, (5) Instruction, (6) Communication, (7) Media and Production, (8) Evaluation, (9) Administration, (10) Facilities, (11) Change and (12) Innovations. Part III provides a description of several periodicals related to instructional technology and the library, and Part IV provides a name index. (MF)
MEDIA
AND
INSTRUCTIONAL TECHNOLOGY
IN THE LIBRARY

A Bibliography of Readings
MEDIA
AND
INSTRUCTIONAL TECHNOLOGY
IN THE LIBRARY

A Bibliography of Readings

Prepared by
Bruce E. Dewey
Assistant Director
Special Media Institute

and

Richard Howard
Lecturer and Research Associate
School of Library Science

Copies of this bibliography may be ordered from the Oxhandler Memorial Library, Syracuse University, 123 College Place, Syracuse, New York, 13210. ($1.00 each. Check or money order only.)
The purpose of this bibliography of readings is to provide librarians with a comprehensive source of literature in the field of Media Librarianship and Instructional Technology.

This bibliography will provide readings for both the student and the practicing librarian. The readings will give a general understanding of the process of cataloging instructional media and with an understanding of educational technology, its approaches to instructional problems, and its implications for the future of education and libraries in general.

Part I of the bibliography deals with media and the library. This is divided into four sections:

A. Sources of Materials -- This provides a listing of sources of media including general indexes and guides to free and inexpensive materials.

B. Evaluation of Materials -- Included are the major general sources of evaluations of media.

C. Cataloging of Media -- Readings of the developing of multi-media libraries and how to handle the cataloging and scheduling of media.

D. Audiovisual Equipment -- This includes a guide to the various types of equipment available.
Part II of the bibliography deals with Instructional Technology and is divided into twelve sections:

A. General -- Readings defining the scope of the instructional technology field, its origins, relationships with other fields in education, and the preparation of its professionals.

B. Psychology -- Readings relating to educational psychology and its applications to the systematic development of instruction.

C. Research -- General reviews of the literature on instructional technology research relevant to the design and development of instruction.

D. Systems -- Readings describing the relationship of the systems approach to education and existing educational applications.

E. Instruction -- Readings describing factors in developing instructional procedures and materials within a system.

F. Communication -- Readings related to communication theory and its utilization in the design of instructional messages.

G. Media & Production -- Readings describing the attributes of various media, their relevance and application to education, criteria for their selection, and the methods and techniques for constructing various types of instructional materials.
H. Evaluation -- Readings describing methods of testing instructional products and acquiring data for their improvement.

I. Administration -- Readings concerning procedures for administering instructional systems and their related media and materials.

J. Facilities -- Readings concerning criteria and procedures for designing flexible educational environments that accommodate technology and change.

K. Change -- Readings describing the change process, procedures for cultivating change, and insuring the success and acceptance of innovation in education.

L. Innovations -- Readings describing innovations resulting from the application of technology to education and their implications for the future.

Part III provides a description of several periodicals related to Instructional Technology and the Library.

Part IV provides a name index.

We wish to acknowledge the participation of two people who provided information for this bibliography. Both are presently students at Syracuse University; Mrs. Louise Johnson from the School of Library Science and Mr. Craig Locatis from the Department of Instructional Technology. Mrs. Johnson aided in the development of Part I, and Mr. Locatis aided in the development of Part II. The development of Part II was supported through a grant from the U. S. Office of Education under the Educational Professions Development Act.
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I. MEDIA AND THE LIBRARY

A. Sources of Materials


   This is a well-organized guide to more than 600 carefully selected sources for thousands of items available free to teachers. All known sources for free materials have been reviewed and all items have been screened on the basis of (1) educational importance, (2) effectiveness of presentation, (3) classroom usefulness, (4) freedom from advertising of bias, and (5) assurance of current availability.


   Over 5,000 sponsored films are listed in this volume. They are all available free of cost.


   Over 350 sponsored filmstrips are listed in this volume. Included are areas such as Aerospace Education, Communications, Driver Education and Religion.


   This is a source index for over 3,700 pieces of educational materials arranged under 120 different categories; many are free, few cost more than one dollar.


   A comprehensive descriptive index.


   Index to 8mm Educational Film Loops. New York: R. R. Bowker Co. 1969.

Index to 35mm Educational Filmstrips. 2nd Edition

The basic arrangement of each index is by title, with
titles listed under series entries and also cited
separately. Subject access is provided in the extensive
subject matter sections, which list series and titles
under broad curricular categories and indicate producers.

7. Suttles, Patricia H. (ed) Educators Guide to Free Social
Studies Materials. 10th Edition. Randolph, Wisconsin:

This publication is devoted exclusively to free social
studies materials, and uses the cross-media approach.

B. Evaluation of Materials

8. **Film Evaluation Guide.** New York: Educational Film Library

The purpose of an EFLA Evaluation is to provide basic
information about a film--its subject area, running time,
prove, distributor, age level, and possible audience--
and to give the opinion of an experienced group of
film users as to its value.

Published 10 times a year since 1955.

Formerly the Bertha Landers Film Reviews, it is "the
information guide to 16mm films." Published monthly
except July and August, it gives title, distributor,
date of publication, running time, cost to buy and/or
rent, producer, subject, intended audience, purpose,
black and white or color plus a fairly detailed
critical review.

10. **Selection and Evaluation of Media.** Total issue of AUDIOVISUAL
INSTRUCTION Volume 12, Number 1. Published by the
Department of Audiovisual Instruction of the National

This volume consists of articles directly related to the
selection and evaluation of media. Titles include:
(1) "Guides to the Selection and Evaluation of Newer
Educational Media" by Margaret I. Rufsvold; (2) "Media
Reference Service: Neglected Step-Child of the New Era"
by J. K. Bertrand; (3) "Media Stimulus and Types of
Learning" by William H. Allen, and (4) "Guidelines
for the Selection of Instructional Materials" by H. C.
Hartsell and R. A. Margoles.
C. Cataloging of Media


Considers the problems of processing non-book materials and comments on the adequacy of the new Anglo-American Cataloging Rules from the viewpoint of larger public and university library collections.


A survey of available services, their range of materials cataloging policies, and marketing patterns.


Several practical and detailed discussions of the classification and cataloging of various forms of A-V Media.


A major step toward nationally-accepted guidelines of standards for catalog and computer input information on a wide range of nonbook educational media.


These are the first jointly produced standards and they are aimed at two objectives: (1) to bring standards in line with the needs and requirements of today's educational goals and (2) to coordinate standards for school library and audiovisual programs.
D. Audiovisual Equipment


This is a directory of various types of A-V equipment. It is not evaluation, but does give a completely objective description of equipment produced by various manufacturers.

II. INSTRUCTIONAL TECHNOLOGY

A. General


Describes technological change in the school and society, systems design and materials programming, media characteristics, information storage and retrieval, school plant design, economics of comparative instructional systems and learning theory as related to technology.


Chapter one provides a basic orientation to the educational technology field and its relationship to the behavioral and natural sciences. These are developed more extensively in later chapters.


Several chapters describe applications of behavioral science and engineering to education.


Describes the new media and educational objectives, their effects on the learner and his environment, technological change, systems and organizations, and how technological change might work at all educational levels.


The central theme of this conference report is that the use of technology in education is inevitable and highly desirable provided that the teacher and curriculum specialist play a central role in its design and use a humanizing factor.
D. Psychology


A conference report examining a large range of learning problems from a cognitive view.


An introductory text on educational psychology emphasizing its applications to instructional design and development.


An issue of the Kaiser Aluminum News describing several theories of motivation, their essential elements, and the factors influencing its development in organisms. (Single copies are available at no cost by writing Kaiser Aluminum News, Kaiser Center, Oakland, California 94604.)


Describes eight types of learning, the conditions necessary for the implementation of each, and their implications for the design of instruction.


Summarizes the principles emphasized in two basic types of learning theories (S-R and Cognitive), describes their similarities and differences, and lists additional readings.


A concise explanation of reinforcement theory and several behavioral terms.


A NSSE Yearbook. A compilation of papers on several learning theories, learning factors like motivation, creativity, etc. and their applications to education.
32. Miller, N. Graphic Communication and the Crisis in Education. (Special Issue AudioVisual Communication Review, Vol. 5: No. 3. 1957. 120 pp.)

Results of a conference looking at the problems of graphic communication in education. Discusses problems and describes psychological principles of learning.

C. Research


This issue of R.E.R. summarizes research on design and selection factors, utilization and management of learning resources, learner variables and educational media, and the relationships of educational media to objectives.


A summary of research in all areas of education.


A basic research text describing the language and approach of science, research design, types of research, measurement and data collection principles, probability, statistical inference and data analysis and interpretation.


This issue of R.E.R. contains a summary of the research on curriculum materials, in addition to descriptions of the issues in curriculum evaluation and research, forces influencing curriculum, and the history and current state of the curriculum field.


Summarizes research on various media, their characteristics functions, and implications for education.
D. Systems


Defines the term system and describes how to employ systematic procedures to the design of instruction.


Describes procedures for systematically developing instruction using examples from vocational education to illustrate the process.


Describes existing applications of the systems approach to several areas of education.


A curriculum text describing curriculum development, materials, methods, learning theories, and objectives. Blends traditional and systems approaches to curriculum design.

E. Instruction


Describes writing, criticizing and measuring behavioral objectives and attempts to relate behavioral objectives to affective, psychomotor, and cognitive domains. Self-tests are included.


A classification and description of cognitive educational goals with illustrative test items.


Describes education in general, the importance of structure in instructional design, readiness, intuitive and analytic thinking, motives for learning, and aids to teaching.
Describes factors that influence learning and discusses their implications upon instructional design.

A programmed text that teaches procedures for developing programmed instruction.

Describes reinforcement theory and its application to instruction and learning with a focus on programmed instruction.

A classification and description of affective educational goals with illustrative test items.

Describes systematic procedures for motivating students to learn.

A programmed text that teaches identification of behavioral objectives, their components, and appropriate test items.

Describes general procedures for developing instruction. Contains condensed versions of Handbook I and II of the Taxonomy of Educational Objectives (Bloom and Krathwohl.)
F. Communication


Describes theories of communication and perception, research related to each, and their implications on the design, selection, and use of media.


Describes a model of the communications process and a model of the relationship of this process to meaning.


An issue of the Kaiser Aluminum News which describes communications theory and the factors influencing clear communication. (Single copies available at no cost by writing Kaiser Aluminum News, Kaiser Center, Oakland, California 94604).


A social-psychological view of different peoples perceptions of forms of non-verbal communication.


Describes the relationships of psychology and learning to communication and research and problems related to recording and translating into verbal codes.

G. Media And Production

General


A general text on constructing, selecting, and using audiovisual materials and equipment.


Describes the term medium, the effects they create, their social impact, and other things.

Describes factors that brought print and non-print media into existence and their impact on society.


A compilation of readings related to the following aspects of the media field: (1) recent and projected technological developments, (2) impact of new media on school systems and other aspects of American Education, and (3) general implications of media for American society.

**Specific Media and Production**


Describes procedures for planning, producing and evaluating televised lessons and administering and financing instructional television in schools.


Describes applications of television to education, television administration, and future perspectives in the use of TV.


Describes procedures for planning and producing single concept films using simple movie equipment. (Available free from Motion Picture & Education Markets Division, Kodak Company, Kodak Park, Rochester, New York.)


Describes the elements, operations, and programming of computers on an introductory level. (Available free from Educational Publications Dept., General Electric Company, Schenectady, New York 12305.)


Describes the history of computer development, elements of computers, computer logic, languages, and applications at an introductory level. (Available free from IBM, Armonk, New York 10504.)

Describes procedures for planning and producing instructional materials from simple graphics to motion pictures and television.


A general book describing procedures, principles, and techniques for making motion pictures.


Describes techniques for mounting various types of visuals, lettering, drawing, adding color and texture, and making photographic and non-photographic transparencies.


A critical review of the applications of television to instruction and learning.


Suggests uses of tapes for subject areas, and describes recording techniques, cataloging and storing tapes, editing and recording from other sources and terminology. (Available free from Revere-Mincom, 2501 Hudson Road, St. Paul, Minnesota 55119.)


Basic teachers guide to using overhead projectors and making overhead transparencies. (Available free from Tecnifax Education Division, Holyoke, Massachusetts 01040).

H. Evaluation


A kit containing the following booklets on test construction and evaluation.

- *Testing Programs, Special Services and Instruction Activities at ETS.* 1969. 54 pp.

(The kit is available at no cost from Educational Testing Service, Princeton, New Jersey 08540.)


Describes methods and procedures for improving the classroom test.


Describes the nature of measurement and its relationship to objectives. Describes planning, constructing, and evaluating measuring instruments and reporting test results. Standardized tests, their use and misuse, and the assignment of marks are also discussed.


Describes the purposes of evaluation, procedures for assessment of achievement and personal-social development, when and who should evaluate, and reporting pupil progress.


A yearbook of the Association for Supervision and Curriculum Development describing the role of evaluation in improving education.

I. Administration


Describes standards for media programs for schools that were established by a joint committee of the American Library Association and the Department of Audiovisual Instruction of the NEA.

A general text on administration of media programs at several levels.


A programmed text teaching the construction of PERT networks and analysis sheets, and types of managerial decisions that can be made by analyzing the networks and sheets.


Describes the applications of program budgeting to education and its effectiveness in realizing educational goals.


Describes the philosophy of the IMC, functions of these centers in elementary, secondary, and higher education, their operations and personnel, and evaluations of their effectiveness.

J. Facilities


A series of three booklets dealing with programming, planning and guidance and projection systems.


Describes procedures for planning facilities for media utilization and describes specifications for facility design. (Available free from Educational Facilities Laboratories.)

Briefly describes the impact of media on facilities design, the role of Educational Facilities Laboratories and the Stanford School Planning Laboratory in research and dissemination of literature on educational facilities, and lists additional references.

(Free literature on educational facilities is available from EFL, 477 Madison Avenue, New York, N. Y. 10022)

K. Change


A series of papers on the evolution, elements, and dynamics of planned change and values and goals as related to the change process. Describes procedures for implementing change as well as theory.


Describes the dynamics of instructional change, sociological factors effecting change, and their effects on implementing innovations in New York State. (Findings are relevant to implementing change elsewhere.)


A collection of issues of the Kaiser Aluminum News, some of which are currently unavailable, that describe the change process, projected changes, and their implications for the present.


In this volume, change processes are given close study by educators, sociologists, psychologists, and writers who have worked in the midst of educational change. They deal with a wide range of questions: What causes resistance to change? Why is a particular strategy of innovation so effective? What principles can be used to plan and guide educational change efforts? Discusses how innovations are adopted and how people react to them.
A humorous description of weaknesses to the present educational system.

L. Innovation

Discusses the potentialities and limitations of computer technology in education. Written by leading educators and outstanding practitioners in the field of educational data processing, the book presents a dialogue between technically and not technically oriented persons interested in the growing problem of education.

A popular writer's synthesis of the roles of games in education covering major breakthroughs in the field.

A policy statement by the Committee on the future of education in the U. S., the role of technology, costs and needed research and innovations.

Describes the influences of social change and technology on education and their implications for future curricula.

Describes the general operations and applications of computers. One section describes computer applications to education.

Describes applications of man-machine systems to instruction, administration, and pupil personnel services. Background and implementation of man-machine systems are also discussed.

A series of papers by scholars in different fields looking at innovation in education. Notes from a public conference held in 1964.


Describes experiments in the use of tapes, carrels, and supplementary materials and methods to individualize instruction, with the bulk of instruction via audio tape (audio-tutorial approach).


Describes history of games and their uses in society as well as philosophical and methodological considerations in their development. Provides a general overview of the simulation and gaming field.


This book is the report of the Higher Education Media Study. The purposes of the project were:

1. to inventory some of the current (1967) instructional uses of new media of communication in college and university teaching throughout the U.S., and
2. to provide critical descriptions of the varieties of such utilization, their accomplishments, and their problems.

III SELECTED PERIODICALS

The following journals were selected from several available on media and technology. Audiovisual Instruction and Educational Technology are the most general. Subscriptions to journals published by professional organizations can be included with membership dues.

100. American Librarian -- Formerly ALA Bulletin. This new periodical covers the various disciplines and media as they relate to library science. Published monthly by the American Library Association, 50 East Huron St., Chicago, Ill. 60611.
101. Audiovisual Communication Review -- A quarterly publication concerned with research in the technology of instruction. Published by the Department of Audiovisual Instruction, National Education Association, 1201 16th Street, N.W., Washington, D.C. 20036.

102. Audiovisual Instruction -- A monthly publication concerned with topics of general interest in media and technology. Published by the Department of Audiovisual Instruction, National Education Association, 1201 16th Street, N.W., Washington, D.C. 20036.

103. Booklist -- Reviews filmstrips, recordings, and other media. Published by American Library Association, 50 East Huron Street, Chicago, Illinois 60611.

104. Educational Product Report -- A publication that reviews and evaluates instructional materials and equipment. Published monthly from October to June (9 times a year) by EPIE Institute, a non-profit cooperative conducting impartial studies of educational products, 386 Park Avenue South, New York, New York 10016.


106. Library Journal -- A monthly periodical which now includes a section which reviews all forms of media. Published by R.R. Bowker Company, 1180 Ave of Ame., New York New York 10036.

107. NSPI Journal -- A monthly publication concerned with topics of general interest in programmed instruction. Published monthly by the National Society for Programmed Instruction, Trinity University, 715 Stadium Drive, San Antonio, Texas, 78212.

108. Review of Educational Research -- A publication concerned with research in selected topics in education. Some issues are devoted to instruction, curriculum, media, and technology. Published five times yearly by the American Educational Research Association, 1126 16th Street, N.W., Washington, D.C. 20036.
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