<table>
<thead>
<tr>
<th>AUTHOR</th>
<th>Molenda, Michael</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>Annotated Bibliography on Video Cassettes in Education.</td>
</tr>
<tr>
<td>INSTITUTION</td>
<td>North Carolina Univ., Greensboro. School of Education.</td>
</tr>
<tr>
<td>PUB DATE</td>
<td>Mar 62</td>
</tr>
<tr>
<td>NOTE</td>
<td>5p.</td>
</tr>
<tr>
<td>EDRS PRICE</td>
<td>MF-$0.65 HC-$3.29</td>
</tr>
<tr>
<td>DESCRIPTORS</td>
<td>*Annotated Bibliographies; Bibliographies; *Instructional Media; *Video Cassette Systems; Video Equipment</td>
</tr>
</tbody>
</table>

**ABSTRACT**

Brief annotations are provided for 25 articles on the use of video cassettes in education. The articles appeared for the most part in popular magazines during the period 1970-72. (JK)
ANNOTATED BIBLIOGRAPHY
ON VIDEO CASSETTES
IN EDUCATION

by
Michael Molenda

School of Education
University of North Carolina at Greensboro

March 1972
Aaron, Chloe and Kahlenberg, Richard. "The Cartridges are Coming!" Media and Methods VI (September, 1970), 51-54.

An illustrated overview of the various film, tape, and other types of video cartridge systems. Originally prepared for the American Film Institute.


Examines the current state of software development for the new video cassette formats, particularly EVR. Warns that marketing and licensing problems still present major obstacles to development of original programming.

Bell, Richard H. "Another Black Box--Another Revolution?" Educational Broadcasting IV (June, 1971), 15-17.

Lists specific educational functions for which Television Cartridge Systems are well suited, but cautions against expectations of revolutionary change "until there is an acceptance of such fundamental changes in the educational structure...."


A detailed comparison of the hardware characteristics of eleven announced video cassette systems, emphasizing their incompatibility and unstable market conditions.

"CBS Out, Polaroid In Videoplayers." Television Digest XI (December 27, 1971), 6-7.

News report of the announcement by CBS that it was abandoning its membership in the international partnership formed to produce and market the Electronic Video Recording (EVR) system, the first entrant in the video cassette competition.


Compares video cassette machines in terms of portability, economy, and simplicity. Analyses are based on examination of prototypes or manufacturers' specifications. Extent of standardization is also considered in the comparisons.


Reviews status of major types of video cassette hardware systems and discusses the future possibility of more specialized TV programming being commercially produced.

Hails the video cassette as "a new medium that has the potential to combine instruction and technology for a breakthrough that can revolutionize learning...it does away with the limitations of curriculum, time, and space."


Warns marketers that introduction of video cassettes into education faces several obstacles, including a growing schism between "systemists" and "informalists." The systemists will welcome video cassettes as a more perfect means of presenting programed instruction; whereas informalists will accept only the equipment which would allow self-recording, enabling each user to do his own thing.


Berates the "premature puffery" of the video cassette industry, pointing out major marketing barriers such as incompatibility among hardware systems and high development costs of both hardware and software.


A prominent "futurist" discusses educational and cultural trends which may be furthered by the widespread adoption of video cassettes. Emphasizes the benefits of a "shared literature."


Prepared by the staff of the National Audio-Visual Association, this audio article analyzes the proliferation of new product announcements as attempts to confuse the potential purchaser and forestall a rush toward those systems which actually reach the marketplace first. Warns audiovisual dealers of compatibility, cost, and complexity problems; notes that video cassette producers plan to bypass A-V dealers in their sales/service distribution systems.


Describes Teledac color audio-video disc system recently exhibited in Berlin.


An early rundown of the first video cassette systems announced.

A comprehensive analysis of the characteristics and potentials of television cartridge systems (TCS). Recommends that Public/Educational Communications Institutions (PECI), based around existing ETV stations, be established to produce materials and develop "communication strategies...appropriate to the execution of significant instructional and social tasks." 57 pages.


A detailed comparison among CBS's Electronic Video Recorder (EVR), RCA's Selectavision, and Sony's videoplayer.


The Assistant Register of Copyrights traces the development of the Copyright Law of 1909—which is still the basic law in this area, although it is recognized as anachronistic. Warns that many current and projected practices in the use and sale of audiovisual materials are legally questionable. Gives examples of many thorny questions raised by the advent of video cassettes.

"Sears To Be First with Cartrivision," *Television Digest* XII (January 24, 1972), 8-9.

A news report of Sears Roebuck's announcement that it would begin to sell Cartrivision units in Chicago area beginning in June, 1972.


Attempts a realistic assessment of what functions video cassettes will play in the home and school. Main prediction is that video cassette will evolve primarily as a means for distribution and playback of pre-recorded programs; standard video tape will remain the principal method of local production.


Predicts that cartridge TV (CTV) will eventually become a major source of locally originated programming for cable television (CATV) operators.


An evaluative report from the leading independent source of information on educational products, based on observations made at the 1971 NAEB Convention exhibit. Describes the CBS Electronic Video Recording, Ampex Instavideo, Panasonic Video Cassette, and Sony Videocassette systems. Also discusses cassette duplication processes, the need for standards, the FCC's radiation rules, and recommendations to educational users.

Examines the relationship of Ampex's Instavision to the "Type 1" technical standards adopted by the Japanese video industry.


First in a series of three articles; a technical description of Teldec's video disc system.


Second in a series of three articles; describes advantages and potential applications of the Teldec video disc.


Third in a series of three articles; discusses the marketing plans for Teldec's video disc system.