This selected annotated bibliography of research-related papers and reports covers major research activities in connection with the development of "Sesame Street" and "The Electric Company", the two experimental educational series produced by the Children's Television Workshop. These writings date back to the origins of CTW in 1968 and have been contributed by members of the CTW research and production staffs as well as by outside experts and institutions. References include formative and summative research studies for both series, research on the international versions of "Sesame Street", and other theoretical and scholarly discussions of research topics within the scope of media and children.

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CTW
Research Bibliography

Research papers relating to the Children's Television Workshop and its experimental educational series: "Sesame Street" and "The Electric Company" -- 1968-76

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Most of the unpublished documents listed here are now available from the ERIC Document Reproduction Service, found in microfiche in many university libraries and state departments of education. Please do not direct inquiries for documents bearing ERIC numbers to the Workshop. Microfiche or paper copies can be ordered from the ERIC Document Reproduction Service, P.O. Box 190, Arlington, Virginia 22210. Prices can be found by consulting, for each ED number, Resources in Education, the ERIC announcement journal widely available in public and university libraries.

Published papers can be obtained from the appropriate journal, magazine or book publisher. All other unpublished manuscripts are in the process of being placed in the ERIC system. In the meantime, some are available on a limited basis from the CTW Library, One Lincoln Plaza, New York, New York 10023. The Workshop is making these available for a nominal charge of $1 per document to defray postage, printing and handling costs. Checks or money order payable to the Children's Television Workshop must accompany each request.

The CTW Bibliography is intended to serve the research and information needs of all those with an interest in the field of children and television: psychologists and other social scientists, educators, teachers, television professionals and students. Multiple copies of the Bibliography are available for $1 per copy from the CTW Library at the address given above.
RESEARCH ON SESAME STREET: FORMATIVE AND SUMMATIVE

This section includes studies, reports and documents pertaining to Sesame Street. The many formative research papers are intended as internal studies for the development and improvement of the series. Written strictly as internal documents, they are being made available for their potential value to others. Summative research studies (e.g. by Ball and Bogatz) assess the educational effectiveness of the series.

Report of formative research on experimental Sesame Street segments for mentally retarded children.

Analyzes the visual attention of young children, ranging in age from 12 to 48 months, to a Sesame Street test program, and identifies different program attributes related to high and low attention.

The full technical report for the ETS assessment of the impact of Sesame Street's first season on the target audience.

Summarizes the major findings from the full report.

Discusses the implications of Sesame Street research for child development and education.

Report on a pilot study of program attributes of experimental Sesame Street segments, dealing with affective behavior and their relationship to high and low attention.


Documents steps taken to develop the Sesame Street curriculum area for mentally retarded children.


The full technical report for the ETS assessment of the impact of Sesame Street's second season on the target audience.


Summarizes the major findings from the full report.


Evaluates the effects of Sesame Street on viewers after their first school experiences. This report is adapted from the authors' The second year of Sesame Street: a continuing evaluation.


Gives the Educational Testing Service's evaluations of Sesame Street and their findings.


Analyzes the vocal pitch of viewers as an index of their affective responses to Sesame Street programs.


Presents the results of formative tests on five experimental Sesame Street programs.


An interim report of periodic formative achievement testing of Sesame Street viewers during the first experimental season.


A review of scripts and programs of the fourth Sesame Street season by a member of the Chicano Study Center, as summarized by the Sesame Street research team.


Report of formative research on the appeal and comprehensibility of experimental Sesame Street bilingual segments.


Report of formative research on responses of three- to five-year-old children to experimental segments for Sesame Street in the area of affective development.


A comprehensive guide for implementing the instructional goals of Sesame Street.


Report of formative research on responses of preschool children to a one-week sequence of experimental multicultural Sesame Street program materials.

Report of a study examining a variety of program formats and treatments presented during the seventh season of Sesame Street.


CTW's vice presidents for production and research discuss researcher-producer cooperation in the production of Sesame Street. This work is also available as "Sesame Street: a lot of off-beat education?" in National Elementary Principal, April 1971, pp. 14-25.


Uses the original ETS and other data to address some of their own questions and hypotheses on the impact of the series.


The original proposal for Sesame Street, which develops the rationale for using television to offer preschool education for children in their own homes, with special emphasis on the needs of children from low-income backgrounds.


Sesame Street's first year as recounted by CTW's president.


Analyzes preschooler's comprehension of experimental Sesame Street segments in the areas of classification and sorting.


A project to increase the effectiveness of Sesame Street in low-income, inner-city areas by training volunteer mothers to conduct viewing sessions at home.


Formative research report on the analysis of a variety of experimental Sesame Street segments, using eye-movement methodology.

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An analysis of the instructional techniques used on Sesame Street and their ability to elicit cognitive activity from preschool viewers.


Report examining the relationship between the re-norming of the Stanford-Binet Intelligence Scale and the Sesame Street series.


Reviews the evolution and implementation of the language and pre-reading curriculum on Sesame Street.


Studies the relationship between format and viewer comprehension for Sesame Street rhyming segments.


Analyzes critical features of segments designed for mentally retarded children.


A detailed examination of the organizational structure of the Children's Television Workshop. A summary is available from ERIC as ED 066 029.


Describes the research-production cooperation behind Sesame Street.

A discussion of the process of translating educational goals into the actual television production of Sesame Street. A summary is available from ERIC as ED 070 248.


This book, written by the chairman of CTW's Board of Advisors, discusses the early development, research, production and educational impact of Sesame Street.


Examines the relationship between attributes of Sesame Street and preschoolers' visual attention, using a multivariate analysis technique.


Analyzes visual attention data for Sesame Street, identifying program attributes correlated with high visual attention.


A review of Sesame Street Revisited, by Dr. Thomas Cook and others.


A technical report on the effects of three months' viewing of Sesame Street on preschool viewers, using a controlled pretest-posttest design.


Analysis of the impact of Sesame Street on performance on the Metropolitan Reading Readiness Test.


Studies the effect of Sesame Street on very young viewers.


A description of Sesame Street's early phases by CTW's vice president for research, including a discussion of formative research techniques.

Discusses the stages of formative research leading to Sesame Street's first season.


A description of the role of formative research in providing feedback for program improvement.


A response to Herbert A. Sprigle's criticism of Sesame Street appearing in Childhood Education, December 1972.


A field experiment assessing the impact of Sesame Street segments modeling cooperative behavior on the classroom interactions of preschoolers.


Discusses the preparation given by Sesame Street to preschoolers.


A complete technical report of the formative research in the development of Sesame Street.


A summary of 14 days of observation of six small viewing groups.

Rust, L. Attributes of Sesame Street that influence preschoolers' attention to the TV screen. Unpublished manuscript, Children's Television Workshop, 1971.

Analyzes patterns of children's visual attention to Sesame Street, yielding a set of program attributes that differentiate segments receiving high and low attention.


A summary of the survey research conducted for the first year of Sesame Street on the characteristics of the target audience.

Description of the rationale and procedures used to measure children's visual attention to the TV screen, using the slide distractor methodology.


Assesses children's comprehension of Sesame Street programming designed to encourage socially valued behavior, and the ability of viewers to relate this programming to their own living experiences.


Questions the suitability of Sesame Street for disadvantaged preschoolers. This updates the author's "Can poverty children live on Sesame Street?," appearing in Young Children in March 1971.


Report of the observable responses of preschool children to Sesame Street.


A three-phase project in the adaptation of Sesame Street segments for deaf children, including the development of special materials for teachers.

Tropf, A. E. An evaluation of the effects of Sesame Street upon the reading achievement of deprived children who are having difficulty reading at the first, second and third school levels. Unpublished manuscript, Children's Television Workshop, 1972.

Studies the effects of Sesame Street on the reading achievement of disadvantaged children.


An interim report on selected members of the first-year Sesame Street sample to determine the long-term effects of the program on regular viewers.

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A preliminary study of the possible impact of evaluative comments by co-viewing day-nursery teachers upon the modeling and recognition of the cooperative strategies displayed in selected Children’s Television Workshop social goal videotapes.


Report on the first surveys conducted to determine the extent to which Sesame Street was being viewed by an inner-city audience.


Review of the initial surveys conducted to determine whether Sesame Street was succeeding in reaching inner-city children.


A follow-up technical report on an audience survey conducted to determine whether Sesame Street continued to be viewed by a significant inner-city audience.
This section includes formative and summative research and other papers pertaining to The Electric Company.

A complete technical report of the summative evaluation of the first season of The Electric Company.

A follow-up report to Ball and Bogatz's Reading with television: an evaluation of The Electric Company.

A summary of the major findings in the full report, prepared by James J. Morisseau.

A report on the development of a classroom observation instrument for The Electric Company.

Analyzes attributes of The Electric Company for their ability to elicit verbal reaction from viewers.


A comprehensive guide for implementing the instructional goals of The Electric Company.


An editorial backgrounder on the history and development of The Electric Company. An older edition, Five years of The Electric Company: television and reading, 1971-76, is available from ERIC as ED 122 805


Full technical report of a study relating children's free descriptions of The Electric Company segments to the structure, curriculum and dramatic content of those segments.


Discusses factors leading to an effective combination of instruction and humor on The Electric Company.


The first volume of a report for a national sample of elementary schools on teachers' use of The Electric Company as a classroom teaching tool. See also the report's second volume: The Electric Company in-school utilization study: the 1972-73 school and teacher surveys, by Dr. Roland Liebert.


Questions most often asked by teachers are answered by The Electric Company's former director of research, Dr. Vivian Horner.

Pilot study on teacher interaction during viewing of The Electric Company.


A second-year follow-up on the use of The Electric Company in schools, focusing on patterns of adaptation between the second and third years of broadcast. See also the first year's evaluation by Herriott and Liebert: The Electric Company in-school utilization study: the 1971-72 school and teacher surveys.


A journalist's view of The Electric Company midway through its second season.


Eye-movement technology is used to identify attributes encouraging attention to print portrayed on The Electric Company.


Reports on continuing research employing eye-movement technology to maximize effectiveness in the treatment of print on the screen.


Analyzes patterns of visual attention to The Electric Company, yielding a set of program attributes that influence visual attention.


Analyzes patterns of visual attention to The Electric Company, yielding a set of program attributes influencing visual attention.


Studies the degree to which visual attention to one segment is influenced by the amount of attention given to previous segments.

Summary of analyses of patterns of visual attention to The Electric Company, identifying program attributes associated with high and low attention of viewers.


An evaluation assessing the effects of The Electric Company on a younger audience of preschoolers.
CTW RESEARCH: SESAME STREET AND THE ELECTRIC COMPANY

This section includes studies and research proposals that relate to both Sesame Street and The Electric Company, as well as discussions of the role of formative research at CTW.


An analysis of the impact of Sesame Street and The Electric Company on teaching methods in kindergarten through the second grade.


Describes the knowledge gained from Sesame Street and The Electric Company in developing production strategies to teach reading.


Describes a formative research technique involving dividing the television screen in order to record visual attention patterns of subjects.


A brief set of proposals for measuring visual attention and appeal.


A brief set of proposals for techniques to be used in assessing children's comprehension of Sesame Street and The Electric Company.


A detailed discussion of formative research techniques used at CTW and their role in evaluating the appeal, comprehensibility and educational effectiveness of programs.

An overview of formative research techniques developed by CTW and their role in evaluating the appeal, comprehensibility and compatibility of entertainment and instruction. This work is also available from ERIC as ED 071 434.


A brief article discussing the applications of psychology to television programming at CTW.


A study of the role and penetration of Sesame Street and The Electric Company in ghetto communities.


An analysis of the purposes and procedures of formative research based on a study of the operation of the Children's Television Workshop.
These papers involve research and discussion on the various forms, adaptations and versions of *Sesame Street* that have been broadcast internationally.


Proposes goals, experimental design and procedures for a summative evaluation of *Plaza Sesamo* in Mexico.


A study in Spanish of the formative research conducted in the development of *Plaza Sesamo*.


A summary of the summative evaluation of the first season of *Plaza Sesamo*.


A field study from Jamaica of responses to *Sesame Street* by children having their first television viewing experiences.


An experiment assessing the effectiveness of *Sesame Street* for Australian kindergarten children.


A Hebrew University study of the impact of *Sesame Street* on Israeli children, evaluating not only gains in educational areas, but attention span, persistence and other psychological factors.
A collection of articles on international versions of Sesame Street was commissioned by the Journal of Communication for the spring, 1976 symposium, "Sesame Street Around the World:"

Reviews seven summative studies and reevaluations of Sesame Street, in both the United States and Mexico.

Presents findings from two studies of Plaza Sesamo viewers in Mexico.

Questions whether the spoken Spanish, music and scenes of Plaza Sesamo adequately reflect regional differences throughout Latin America.

An authoritative account of the history, economics, cultural politics and research directions of international versions of Sesame Street.

Evaluates Sesame Street's effects in Israel and advances a cross-cultural theory of cognitive skill learning.

Relates the cultural and linguistic background leading to Japan's use of Sesame Street as an English language series for high school students and adults.
OTHER REPORTS ON MEDIA AND CHILDREN

Other papers not specifically focused on CTW programs, written on such topics as eye-movement technology, visual literacy or communications theory, are listed here.


A developmental approach to information-processing, relating cognitive capacity to eye movements in viewing television and static media.


A study of the relationship between children's understanding of riddles, reading ability and their perception of language.


The directors of Electric Company research discuss television's role in early childhood development.


An exposition of some of the processes of getting information from audio-visual media, and their role in children's learning.


A research strategy to assess the impact of television.


Report of a conference on eye movement research and technology held in Columbia, Maryland, June 10-21, 1974.
A literature survey and experimental study on variables related to portrayals of prosocial behavior.

Reviews studies of the effects of media and television on children, including The first year of Sesame Street: an evaluation by Ball and Bogatz.

Mielke, K. W. Renewing the link between communications and educational technology. AV Communication Review, 1972, 20(4), 357-400.
A proposal suggesting the development and evaluation of pro-social material for children's programming.

Focuses on the USOE policy in funding purposive television programming for children.

A summary of studies conducted during 1973-74 on a number of comic book presentation styles shown to children classified as good, poor and functionally illiterate readers.

A report on cues and attention to the visual display in children's television.

A report on the application of eye-movement technology to television viewing.

A pre-Sesame Street study of preschool educational programming.

Describes eleven functions of formative research in improving the design of educational materials.