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AUTHOR Molenda, Michael  
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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)

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ANNOTATED BIBLIOGRAPHY  
ON VIDEO CASSETTES  
IN EDUCATION

by  
Michael Molenda

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School of Education  
University of North Carolina at Greensboro

March 1972

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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.

Alpert, Hollis. "The Cassette Man Cometh," Saturday Review, January 30, 1971, pp. 42-44.

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..."

Berger, Ivan. "Someday Morning for the Culture Fans," Saturday Review, January 30, 1971, pp. 45-47.

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.

Codling, David. A comparison and Analysis of Data Pertaining to Video Cassette Equipment as of January, 1971. Papers and Reports Concerning Educational Communications, No. 3. Toronto, Canada: The Ontario Educational Communications Authority, n.d.

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.

Fransecky, Roger. "The Cartridges Are Coming! The Cartridges Are Coming!" Media and Methods VIII (December, 1971), 40-42.

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

Gabor, Stanley C. "The Video Cassette as an Educational Reality." A paper delivered at the "New Medium" Conference at New York University, May 13, 1971. New York: New York University, 1971. (Mimeographed.)

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."

Gordon, George N. and Falk, Irving A. "Videocassettes, Formalists and Informalists In Education," Educational Technology XII (January, 1972), 61-65.

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 programmed instruction; whereas informalists will accept only the equipment which would allow self-recording, enabling each user to do his own thing.

Isenberg, Barbara. "Video Cassettes Offer Potential for Future But Problems for Now," Wall Street Journal, December 16, 1970.

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.

Kahn, Herman. Communications/Future. Audio cassette tape of presentation to the New Medium Conference, New York University, May 12-13, 1971. New York: New York University, 1971.

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."

McGee, Harry. "Videorecording: Where and How," NAVA Journal, I, 1971. (Audio tape cassette.)

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.

Moor, Paul. "Color TV from a Video Disc," Saturday Review, September 25, 1971, p. 73.

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

Movshon, George. "The Video Revolution," Saturday Review, August 8, 1970, pp. 50-52.

An early rundown of the first video cassette systems announced.

National Association of Educational Broadcasters (NAEB). Television Cartridge and Disc Systems: What Are They Good For? Washington, D. C.: NAEB, February, 1971.

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.

Parkhurst, Perrin E. "A comparative Analysis of Three New TV Storage Systems," Audiovisual Instruction XV (November, 1970), 43-50.

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

Ringer, Barbara. "Proprietary Rights." Audio cassette tape of a presentation to the New Medium Conference, New York University, May 12-13, 1971. New York: New York University, 1971.

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.

Smith, Welby. "Come 'ere, Teach, and I'll Tell You What the Videocassette Brouhaha is Really All About..." Media and Methods IX (February 1972), 19-22.

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.

Tiegel, Eliot. "CATV's Tardy Start Effects CTV," Billboard, August 7, 1971, p. 21.

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

"Video Cassettes--An EPIE Special Report," EPIE Educational Product Report, Volume 5, number 39, December 1971.

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.

Winslow, Ken. "Type 1 Plus Video Cartridge = 'Instavision,'" Educational Television II (October, 1970), 6-7.

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

\_\_\_\_\_. "Teldec's Video Disc--a 'Groovy' medium," Educational Television III (February, 1971), 8ff.

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

\_\_\_\_\_. "Teldec's Video Disc--a 'Groovy' Medium--Part 2," Educational Television III (March, 1971), 23-29.

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

\_\_\_\_\_. "Teldec's Video Disc--a 'Groovy' Medium--Part 3," Educational Television III (April, 1971), 22.

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