ABSTRACT
        This courseware evaluation rates the Who Am I?
program developed by Instructional Enterprises. (This program--not
contained in this document--is an interactive guidance course
including four inventories students use to learn more about
themselves.) Part A describes the program in terms of subject area
(personal development) and hardware requirements (Apple II series),
indicates its suitability for use in self-evaluation for students in
grades 7-12, and gives a time estimate (30-40 minutes). Availability
information includes cost ($39.95), backup and preview policies, and
contact address. Part B contains the evaluation criteria in eight
categories; reviewer ratings appear as yes, somewhat, no, and not
applicable, with explanatory comments. Part C summarizes the
evaluation. This courseware was rated yes for subject matter and
technical presentation; somewhat for student and program interaction,
student evaluation, and documentation; work behaviors and application
programs were not applicable. The program's strengths are important
subject matter and good student involvement. Weaknesses include
limited explanation of interpretation of results and few follow-up
suggestions. The program is recommended for use with
teacher/counselor discussion and input. (SK)
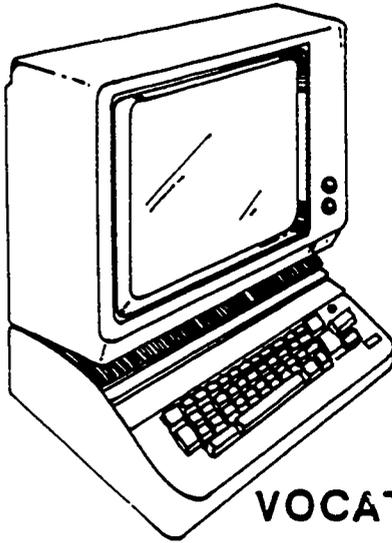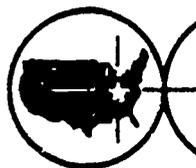
WHO AM I?
SELF - EXPLORATION SERIES NO. 1.

COURSEWARE EVALUATION

FOR

VOCATIONAL AND TECHNICAL EDUCATION

The evaluation of this courseware program was conducted by a team participating in the Courseware Evaluation Network. The Network, established in 1985, is coordinated by the National Center for Research in Vocational Education under the sponsorship of the U.S. Department of Education, Office of Vocational and Adult Education. The purpose of the Network is to identify and evaluate microcomputer courseware, and to disseminate courseware reviews for vocational and technical education.

Each Network team includes three members, at least one of which is, or recently has been, a vocational or technical teacher in the subject matter area of the courseware being evaluated. The evaluation represents a synthesis of the opinions of the team members. It is suggested that the evaluation be used as a first screening device for courseware and that the teacher also evaluate the courseware program on the basis of specific student needs.

The Courseware Evaluation: Form and Guide used for all of the Network evaluations was developed by the National Center and is available through its cost-recovery system.

**THE NATIONAL CENTER
FOR RESEARCH IN VOCATIONAL EDUCATION**
THE OHIO STATE UNIVERSITY
1960 KENNY ROAD · COLUMBUS. OHIO 43210

COURSEWARE EVALUATION FORM

NOTE: If you are using this form for the first time. read the instructions in the accompanying Microcomputer Courseware Evaluation Guide

Evaluator Sandra Miller; Jamie Williams; Charlotte Tulloch.
Position Teacher Educators
Date 6/16/87

Part A: Courseware Description

In the following sections. record descriptive information about the courseware that you are evaluating

I IDENTIFICATION

Program Title Who am I?   Date 9/83

Series Title Self - Exploration Series 1

Vocational Area(s) Home Economics; Career Counseling

   Subject Area(s) Management; Personal Development

   Topic(s) Money Values; Parent Relations; Self concept; Stress Management.

Developing Agency Instructional Enterprises

   Street or P.O. Box Box 21311

   City Minneapolis,   State MN.   Zip 55421   Phone(   )

   Author(s) James L. Lee and Charles Pulvino

   Programmer(s)

II. HARDWARE REQUIREMENTS

Microcomputer* Apple II+/IIe/IIc
(brand/model)

K Memory Required 48K
(number)

Medium of Transfer (include number of each):

— Tape cassette
— ROM cartridge

X 5¼" Flexible disk
— 8" Flexible disk

— Other
(specify)

Programming Language   DOS Specifications 3.3

Other Specifications

Peripherals Needed (check all that apply)

— Color monitor
X One disk drive
— Two disk drives
— Plotter
— Game paddle(s)
— Joystick(s)

— Modem
— Mouse
X Printer (opt.)
— Graphics tablet
— Light pen
— Voice/sound instrument

— Clock
— Video disk
— Touch screen
— Ten-key number pad
— Other
(specify)

*NOTE: Provide the above information for any additional hardware on which this program can be used. TRS - 80 III/4   48K

III PROGRAM FEATURES (check all that apply):

___ Network version provided   _X_ Program protected
___ Multiple copies required   __ Data disk needed
___ Program can be modified   __ Field-test data available

IV INSTRUCTIONAL SETTING

Program mode (check all that apply):

___ Application   _X_ Educational   ___ Tutorial
___ Drill and practice   gaming   _X_ Other Self-Evaluation/
              ___ Simulation   (specify) Inventory/
                                               Checklist

Student Target Population (check all that apply):

_X_ Regular   ___ Handicapped   ___ Bilingual
___ Disadvantaged   ___ Limited English   _X_ Gifted

Grade Level (check all that apply):

___ K-6   _X_ 9-10   ___ 13-14   ___ Higher
_X_ 7-8   _X_ 11-12   ___ Adult   Education

Instructional Grouping (check all that apply)

_X_ Individual
___ Small group (up to 4)
___ Large group (4 or more)   ___ competitive interaction
                                     ___ cooperative interaction

Prerequisite Student Skills (specify) Reading at 7th grade level.

Accompanying Materials (specify types):
     Documentation ___ Print

     Student support materials None

     Teacher support materials Limited - - a booklet

Correlated materials ___

Estimated Time for Use 30-40 minutes

V AVAILABILITY

___ Free ___   _X_ Sale $ 39.95
       (copies)
                               ___ Rent $ ___ ___
___ Loan ___   (time)
       (time)
___ Duplication (requestor supplies disk)

Copyright Restrictions (explain) Copyrighted by Instructional Enterprises.

Back-up Policy (explain) Back-up disk provided. Additional back-up, $10.00 each + $2.00 shipping

Preview Policy (explain) 30-days

Update Policy (explain) Reserves the right to make update anytime

Contact Educational Media Corporation

     Street or P.O. Box Box 21311

     City Minneopolis,   State MN.   Zip 55421   Phone (612) 636-5098

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Part B: Courseware Evaluation Criteria

Indicate the applicability of each section to the courseware being evaluated by checking either "___ A" (applicable) or "___ N/A" (not applicable) If a section is not applicable. proceed to the next section If a section is applicable. check the column that indicates how well the courseware meets each criterion Include any comments

	YES	SOME-WHAT	NO	N/A	COMMENTS
I SUBJECT MATTER _X_ A ___ N/A					
1. Subject matter has educational value.	X				
2 Student objectives are stated.		X			
3. Subject matter is accurate	X				
4. Subject matter is logically presented	X				
5. Subject matter is free of race. ethnic. sex. and other stereotypes.	X				
6 Subject matter is on the level of the students	X				
7 Information and skills presented are comparable to those used in the home. business. or industry	X				
8. Subject matter motivates students to learn		X			
9 Subject matter is reviewed and summarized.		X			
10 Program utilizes the unique capabilities of the microcomputer to present the subject matter.	X				
II. TECHNICAL PRESENTATION _X_ A ___ N/A					
1 Program is free of technical problems.	X				
2 Presentation rate is adequate to maintain interest	X				
3. Information on the screen is easy to read	X				
4 Program is free of spelling and grammatical errors		X			
5 Program instructions are easy to follow	X				
6 Color increases the instructional value of the program					
7. Audio increases the instructional value of the program			X		Clicks for each letter annoying
8 Graphics increase the instructional value of the program.			X		

3

	YES	SOME-WHAT	NO	N/A	COMMENTS
III STUDENT INTERACTION _X_ A ___ N/A					
1 Students can use the program with min-imal assistance.	X				
2 Students are actively involved in the program.	X				
3. Students control the pace of the program.	X				
4. Students can access the program "menu(s)" to change activities.		X			
5. Students are permitted to change answers.			X		
6. Methods of responding correspond to the level of the program.	X				
7. Students' errors of entry are processed so that the program continues to run.		X			
8. Students can access available "help" and "hint" options at any time.			X		
9. Students can enter or exit the program as desired.			X		
10 Students control the sequence of the program.	X				
IV. PROGRAM INTERACTION _X_ A ___ N/A					
1. Feedback is immediate.	X				
2. Cues and prompts are provided to assist students in answering correctly.	X				
3. Feedback reinforces the correct responses.				X	
4. Feedback is nonthreatening.		X			
5. Program helps students understand wrong answers.				X	
6. Program gives the correct answer after a reasonable number of tries.				X	
7. Positive reinforcement is varied.				X	
8. Program has the ability to branch/loop depending upon students' performance.				X	
9. Feedback is on the level of the student.				X	
V. STUDENT EVALUATION _x_ A ___ N/A					
1. Evaluation provides a means for measur-ing attainment of objectives.				X	
2. Program reports which items were missed and which were correct.				X	

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	YES	SOME-WHAT	NO	N/A	COMMENTS
V STUDENT EVALUATION—Continued					
3 Individual student performance results are available to the teacher	X				Some eval. type
4 Class performance results are available to the teacher	X				Functions are included, but the
5 Program provides for printed copies of evaluations	X				purpose is not ready evaluation.
6 Test item formats are suited to the material being tested				X	
7 Test items are clearly stated				X	
8 Test item bank is provided				X	
VI DOCUMENTATION X A __ N/A					
1 Documentation is easy to understand	X				
2 Documentation is accurate.	X				
3 Student objectives are stated.	X				
4. Underlying concepts are outlined.	X				
5 Skills to be developed are specified.	X				
6 Procedures for integrating the program into the curriculum are provided			X		
7. Follow-up activities are suggested			X		
8 Documentation explains the intended use of support materials				X	
9 Sufficient information is provided to operate the program.	X				
VII. WORK BEHAVIORS __ A X N/A					
1. Program helps students identify their vocational skills					
2. Program promotes pride in work.					
3 Program promotes productivity.					
4 Program encourages good work habits.					
5 Problem solving is encouraged					
6. Program promotes good human relations skills.					
7 Program provides an opportunity for work satisfaction and self-fulfillment.					
8. Program encourages creativity.					

5

	YES	SOME-WHAT	NO	N/A	COMMENTS
VIII. APPLICATION PROGRAMS ___ A _X_ N/A (to be completed for application programs **only**)					
1. Program is adaptable to the needs of the student.					
2 Commands are easily remembered.					
3. Information is easily manipulated.					
4. Corrections are easy to make.					
5. Program includes all necessary variables.					
6. Program performs reliably.					
7 Program efficiently achieves its intended purpose.					
8. Trial data are supplied for learning to run the program.					
9. Program provides for use of printer when hard copy of information is advantageous.					
10. Program moves from operation to operation efficiently.					
11. Program is compatible with other application programs.					
12. Program has a supplementary tutorial program available.					

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Part C: Courseware Evaluation Summary

1 SUMMARY COMMENTS

Identify strengths of the courseware
   Important subject matter. Good student involvement; moves along rapidly.

Identify weaknesses of the courseware
   Limited explanation of how to interpret what one learns about self as a
   result of using the program. Few follow-up suggestions for teachers and/or
   students.

Describe uses of the courseware in an instructional setting
   As individualized instruction.

2 SUMMARY OF SECTION

Rate the quality of the courseware for each applicable section of this form by checking the
appropriate column. if not applicable. check N/A

	YES	SOME-WHAT	NO	N/A
I. SUBJECT MATTER Content has educational value.	X			
II TECHNICAL PRESENTATION: Program is free of malfunctions	X			
III. STUDENT INTERACTION: Students are actively involved with the program.		X		
IV PROGRAM INTERACTION. Feedback is effectively employed.		X		
V. STUDENT EVALUATION· Evaluation adequately measures student progress		X		
VI DOCUMENTATION: Documentation is sufficient to run the program.		X		
VII WORK BEHAVIORS: Program assists students in developing positive work attitudes and skills				X
VIII. APPLICATION PROGRAMS· Program performs the task for which it is intended.				X

3. FINAL RECOMMENDATION

Check your recommendation for the courseware and explain your reasons below

___ Highly recommend   _X_ Recommend with reservations
___ Recommend   ___ Do not recommend

Many of the statements are confusing and depend on individual interpretation.

Without adequate and approiate teacher/counslor discussion and input, the statements

could be misleading to students.

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ED 288 090   CE 049 067

AUTHOR   Fleming, Lian; And Others
TITLE   Marketing: Managing the Marketing Mix. Courseware
                Evaluation for Vocational and Technical Education.
INSTITUTION   Ohio State Univ., Columbus. National Center for
                Research in Vocational Education.
SPONS AGENCY   Office of Vocational and Adult Education (ED),
                Washington, DC.
PUB DATE   Mar 87
NOTE   9p.; For the basic evaluation form, see ED 244
                058.
PUB TYPE   Book/Product Reviews (072)

EDRS PRICE   MF01/PC01 Plus Postage.
DESCRIPTORS   Adult Education; Business Administration; *Computer
                Software Reviews; *Courseware; Decision Making;
                Instructional Material Evaluation; *Management
                Development; *Marketing; Postsecondary Education
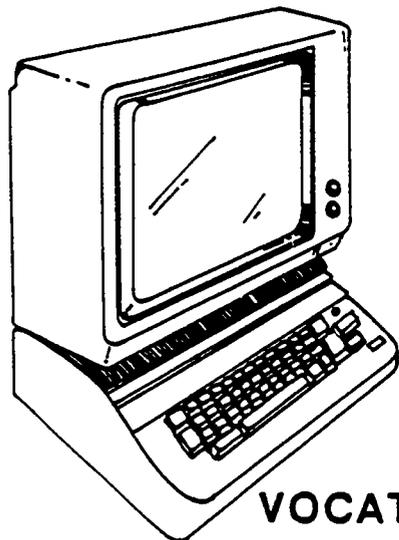
ABSTRACT
                This courseware evaluation rates the Marketing:
Managing the Marketing Mix program developed by Control Data Limited.
(This program--not contained in this document--is designed to
introduce decisions made by marketing managers during the
implementation phase of marketing.) Part A describes the program in
terms of subject area (marketing, decision making, promotion) and
hardware requirements (IBM PC), indicates its suitability for use as
a tutorial in adult and higher education, lists supporting materials
(learning guide), and gives a time estimate (7 hours). Availability
information includes backup policy and contact address. Part B
contains the evaluation criteria in eight categories; reviewer
ratings appear as yes, somewhat, no, and not applicable, with
explanatory comments. Part C summarizes the evaluation. This program
received ratings of yes for subject matter, technical presentation,
student interaction, documentation, and work behaviors and somewhat
for program interaction and student evaluation. Program strengths
include good menu structure, ease of use, and variety in testing.
Reviewers suggested more use of graphics, linking summary, and more
hints for incorrect answers. The program is recommended for
supplementary use for owner-managers and marketing managers. (SK)

COURSEWARE EVALUATION

FOR

VOCATIONAL AND TECHNICAL EDUCATION

The evaluation of this courseware program was conducted by a
team participating in the Courseware Evaluation Network. The
Network, established in 1985, is coordinated by the National Center
for Research in Vocational Education under the sponsorship of the
U.S. Department of Education, Office of Vocational and Adult
Education. The purpose of the Network is to identify and
evaluate microcomputer courseware, and to disseminate courseware
reviews for vocational and technical education.

Each Network team includes three members, at least one of
which is, or recently has been, a vocational or technical teacher
in the subject matter area of the courseware being evaluated. The
evaluation represents a synthesis of the opinions of the team
members. It is suggested that the evaluation be used as a first
screening device for courseware and that the teacher also evaluate
the courseware program on the basis of specific student needs.

The Courseware Evaluation: Form and Guide used for all of the
Network evaluations was developed by the National Center and is
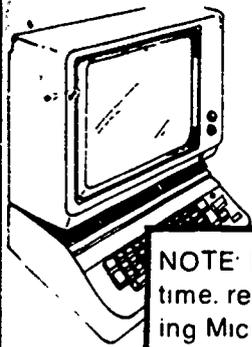available through its cost-recovery system.

COURSEWARE EVALUATION FORM

NOTE: If you are using this form for the first time. read the instructions in the accompanying Microcomputer Courseware Evaluation Guide

Evaluator Lian Fleming, David Mill, Mary Beggain, Austin Coso, Fergus Lowe

Position Instructors

Date 3/87

Part A: Courseware Description

In the following sections. record descriptive information about the courseware that you are evaluating

I IDENTIFICATION

Program Title Marketing: Managing the Marketing Mix. Date 1985

Series Title Plato Marketing

Vocational Area(s) Marketing and Distributive Education

Subject Area(s) The Marketing Mix

Topic(s) Marketing Mix, Product Policy Decisions, Pricing Decisions, Product Distribution, Promotion, Intrograting the Mix Element.

Developing Agency Control Data Limited

Street or P.O Box 179-199 Shaftsberry Avenue

City London WC2H8AR State England, Zip_____ Phone( ) _____

Author(s) Parkinson, Stephen: Parkinson, Lynn

Programmer(s) _____

II. HARDWARE REQUIREMENTS

Microcomputer* IBM PC

(brand/model)

K Memory Required_____

(number)

Medium of Transfer (include number of each).

- __ Tape cassette
- __ ROM cartridge

- _X_ 5¼" Flexible disk
- __ 8" Flexible disk

- __ Other_____

(specify)

Programming Language _____ DOS Specifications _____

Other Specifications _____

Peripherals Needed (check all that apply):

- _X_ Color monitor
- _X_ One disk drive
- __ Two disk drives
- __ Plotter
- __ Game paddle(s)
- __ Joystick(s)

- __ Modem
- __ Mouse
- __ Printer
- __ Graphics tablet
- __ Light pen
- __ Voice/sound instrument

- __ Clock
- __ Video disk
- __ Touch screen
- __ Ten-key number pad
- __ Other_____ (specify)

*NOTE. Provide the above information for any additional hardware on which this program can be used._____

1

III. PROGRAM FEATURES (check all that apply)·

__ Network version provided

__ Multiple copies required

__ Program can be modified

X Program protected

__ Data disk needed

X Field-test data available

IV. INSTRUCTIONAL SETTING

Program mode (check all that apply):

__ Application

__ Drill and practice

__ Educational gaming

__ Simulation

X Tutorial

__ Other _____ (specify)

Student Target Population (check all that apply)·

X Regular

__ Disadvantaged

__ Handicapped

__ Limited English

__ Bilingual

__ Gifted

Grade Level (check all that apply):

__ K-6

__ 7-8

__ 9-10

__ 11-12

X 13-14

X Adult

X Higher Education

Instructional Grouping (check all that apply):

X Individual

__ Small group (up to 4)

__ Large group (4 or more)

__ competitive interaction

__ cooperative interaction

Prerequisite Student Skills (specify) _____

Accompanying Materials (specify types):

Documentation _____

Student support materials __Managing The Marketing Mix Learning Guide.__

Teacher support materials _____

Correlated materials _____

Estimated Time for Use ____7 hours____

V. AVAILABILITY

__ Free_____ (copies)

__ Loan_____ (time)

__ Duplication (requestor supplies disk)

X Sale $ _____

__ Rent $_____ _____ (time)

Copyright Restrictions (explain) __Restricted for use on a single disk computer.__

Back-up Policy (explain) __two Back-up copies, must include Copyright.__

Preview Policy (explain) _____

Update Policy (explain) _____

Contact ____Plato Marketing, Control Data Limited____

Street or P.O. Box __179-199 Shaftesbury Avenue__

City __London WC2H 8AR,__ State __England__ Zip _____ Phone (031) __240-3400__

Part B: Courseware Evaluation Criteria

Indicate the applicability of each section to the courseware being evaluated by checking either "___ A" (applicable) or "___ N/A" (not applicable) If a section is not appl cable. proceed to the next section If a section is applicable. check the column that indicates how well the courseware meets each criterion Include any comments

	YES	SOME-WHAT	NO	N/A	COMMENTS
I SUBJECT MATTER _X_ A ___ N/A					
1 Subject matter has educational value.	X				
2 Student objectives are stated.	X				
3. Subject ma**· ·** 's accurate	X				
4 Subject matter is logically presented	X				
5. Subject matter is free of race ethnic. sex. and other stereotypes.	X				
6. Subject matter is on the level of the students.	X				as per Target Population
7 Information and skills presented are comparable to those used in the home. business. or industry	X				
8 Subject matter motivates students to learn.		X			to some extent
9. Subject matter is reviewed and summarized.		X			Not sufficiently could have been more
10 Program utilizes the unique capabilities of the microcomputer to present the subject matter.		X			
II TECHNICAL PRESENTATION _X_ A ___ N/A					
1. Program is free of technical problems.	X				
2 Presentation rate is adequate to maintain interest	X				
3. Information on the screen is easy to read	X				
4 Program is free of spelling and grammatical errors	X				
5. Program instructions are easy to follow.		X			Additional one useful in places
6 Color increases the instructional value of the program	X				
7. Audio increases the instructional value of the program				X	
8. Graphics increase the instructional value of the program.		X			Could be more and greater variety

3

I see "Part B: Courseware Evaluation Criteria" as a side tab in the right margin.

	YES	SOME-WHAT	NO	N/A	COMMENTS
III STUDENT INTERACTION _X_ A ___ N/A					
1 Students can use the program with min-imal assistance.	X				
2 Students are actively involved in the program.		X			Too much text reading in parts
3. Students control the pace of the program.	X				
4. Students can access the program "menu(s)" to change activities.	X				
5. Students are permitted to change answers.	X				
6. Methods of responding correspond to the level of the program.		X			Demand specific answers
7. Students' errors of entry are processed so that the program continues to run.	X				
8. Students can access available "help" and "hint" options at any time.			X		Help on running program
9. Students can enter or exit the program as desired.	X				
10. Students control the sequence of the program.	X				
IV. PROGRAM INTERACTION _X_ A ___ N/A					
1. Feedback is immediate.	X				
2. Cues and prompts are provided to assist students in answering correctly.		X			
3 Feedback reinforces the correct responses.	X				
4. Feedback is nonthreatening.	X				
5. Program helps students understand wrong answers.		X			On parts
6. Program gives the correct answer after a reasonable number of tries.	X				
7. Positive reinforcement is varied.	X				
8. Program has the ability to branch/loop depending upon students' performance.			X		
9. Feedback is on the level of the student.	X				
V. STUDENT EVALUATION _x_ A ___ N/A					
1. Evaluation provides a means for measur-ing attainment of objectives.	X				
2. Program reports which items were missed and which were correct.	X				

	YES	SOME-WHAT	NO	N/A	COMMENTS
V STUDENT EVALUATION—*Continued*					
3 Individual student performance results are available to the teacher			X		
4 Class performance results are available to the teacher			X		
5 Program provides for printed copies of evaluations.			X		
6 Test item formats are suited to the material being tested	X				
7 Test items are clearly stated	X				
8 Test item bank is provided.			X		
VI DOCUMENTATION __X A __ N/A					
1 Documentation is easy to understand	X				
2. Documentation is accurate.	X				
3. Student objectives are stated.	X				
4 Underlying concepts are outlined.	X				
5. Skills to be developed are specified.	X				
6. Procedures for integrating the program into the curriculum are provided.	X				
7 Follow-up activities are suggested.		X			Other Software mentioned
8 Documentation explains the intended use of support materials	X				
9 Sufficient information is provided to operate the program.	X				
VII. WORK BEHAVIORS __X A __ N/A					
1 Program helps students identify their vocational skills	X				
2. Program promotes pride in work.		X			Where relevant
3 Program promotes productivity.	X				
4 Program encourages good work habits.	X				
5. Problem solving is encouraged.	X				
6. Program promotes good human relations skills.				X	
7. Program provides an opportunity for work satisfaction and self-fulfillment				X	
8 Program encourages creativity				X	

5

7

	YES	SOME-WHAT	NO	N/A	COMMENTS
VIII. APPLICATION PROGRAMS __ A _X_ N/A (to be completed for application programs **only**)					
1. Program is adaptable to the needs of the student.					
2. Commands are easily remembered.					
3. Information is easily manipulated.					
4. Corrections are easy to make.					
5. Program includes all necessary variables.					
6. Program performs reliably.					
7. Program efficiently achieves its intended purpose.					
8. Trial data are supplied for learning to run the program.					
9. Program provides for use of printer when hard copy of information is advantageous.					
10. Program moves from operation to operation efficiently.					
11. Program is compatible with other application programs.					
12. Program has a supplementary tutorial program available.					

8

1 SUMMARY COMMENTS

Identify strengths of the courseware.
Good menue structure. Easy to use simulator models,varity in testing.

Identify weaknesses of the courseware
More use of graphics needed. Needs an overall summary to link units togher.
More hints needed for incorrect answers.

Describe uses of the courseware in an instructional setting·
Suitable for owner- manager and ma-agers as introduction to Marketing Mix.
Suitable as support, not main courseware.

2. SUMMARY OF SECTION

Rate the quality of the courseware for each applicable section of this form by checking the appropriate column: if not applicable. check N/A

	YES	SOME-WHAT	NO	N/A
I. SUBJECT MATTER: Content has educational value	X			
II. TECHNICAL PRESENTATION: Program is free of malfunctions.	X			
III. STUDENT INTERACTION: Students are actively involved with the program.	X			
IV. PROGRAM INTERACTION. Feedback is effectively employed.		X		
V STUDENT EVALUATION· Evaluation adequately measures student progress		X		
VI. DOCUMENTATION· Documentation is sufficient to run the program.	X			
VII WORK BEHAVIORS· Program assists students in developing positive work attitudes and skills	X			
VIII. APPLICATION PROGRAMS· Program performs the task for which it is intended.				X

3. FINAL RECOMMENDATION

Check your recommendation for the courseware and explain your reasons below.

___ Highly recommend   ___ Recommend with reservations
_x_ Recommend   ___ Do not recommend
    For supplementary use.