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An Analysis of Non-Print Selection Aids

Richard R. Goff
Eastern Illinois University

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AN ANALYSIS OF NON-PRINT

SELECTION AIDS

(TITLE)

BY

RICHARD R. GOFF

B.S., EASTERN ILLINOIS UNIVERSITY, 1968

M.S., EASTERN ILLINOIS UNIVERSITY, 1970

THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF

Specialist in Education

IN THE GRADUATE SCHOOL, EASTERN ILLINOIS UNIVERSITY
CHARLESTON, ILLINOIS

1973

YEAR

I HEREBY RECOMMEND THIS THESIS BE ACCEPTED AS FULFILLING
THIS PART OF THE GRADUATE DEGREE CITED ABOVE

August 1, 1972
DATE

August 1, 1972
DATE

DEPARTMENT HEAD

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CHAPTER I
INTRODUCTION

"The hardware is impressive all right, but what's going to be put into it and what's going to come out of it?"....But before this happens we must first learn what is currently available, and this can be a time-consuming, frustrating task, for there is no national system of bibliographical control of information about newer media, hence no means of knowing the total output. The selection process must be carried out by consulting a variety of bibliographical resources.... sometimes overlapping in scope....some of which merely identify the source, others of which provide descriptive or critical recommendations which indicate the uses or potential educational effectiveness of the media.¹

Erickson² felt the selector would often be able to make correct judgments leading to acceptance or rejection of a motion picture by looking at a five minute segment of the first part of a twenty-minute film. Of course, there is a danger in such hasty examination and there are better ways of getting the enormous task of evaluating material for purchase completed. There are occasions when not to make a complete examination before purchase and distribution will lead to embarrassment and even disaster. The selector is thus faced with

¹ Rufsvold, M.I., "Guides to the Selection and Evaluation of newer Educational Media," Audiovisual Instruction, p. 11, January, 1967.

² Erickson, C.W., Administering Instructional Media Programs, p. 66.

previewing the material due to the large amount of time that is required, and often he is unable to devote full time to selection.

The film selector is faced with the prospect of using film selection aids to help offset the task of selection. The problem then arises which of the twenty or so guides and selection tools for educational films will he rely on. Esma Dick³ feels that there is by necessity a need for criteria by which we may evaluate educational film selection aids. Public schools alone own over 1,315,000-16mm film titles, selection thus assumes a critical function.⁴ Selection thus becomes a task of major significance. The most important role of the film librarian is the selection process.⁵ This study will focus on evaluation of existing media selection tools.

Purpose of the Study

The purpose of the study was to identify those media selection aids which provide effective critical reviews of 16mm educational films. Selected items of 16mm educational film were used as control items and the existing media selection aids were checked for their treatment of each control item.

³ Dick, E., Executive Director, Educational Film Library Association, Private Interview held during Meeting of the Association for Educational Communication and Technology. Minneapolis, Minnesota, April, 1972.

⁴ Holliday, G.M., Educational Screen and A-V Guide 42:621, November, 1963.

⁵ Frankle, C., Guide to Educational Technology, p. 4.

Questions

1. What reviews of 16mm educational films in fact exist and are they sufficient in number to rely on their availability?
2. What is the credibility of the selection aid?
 - a. Does the selection aid fail to publish a review on non-recommended film titles?
 - b. Does the selection aid apply a value judgment to the material reviewed?
 - c. Is the review of a critical nature?
 - d. Does the failure of the publication to publish a review, on a given title indicate a rejection on the part of the selection aid?
3. Which selection aids serve as tools to the selector and which only serve to hinder the selection process?
4. What amount of time lapses from the release of the film until the review appears?

Delimitations

1. The media considered in this study was the 16mm film collection of the Visual Aids Service, Division of University Extension, University of Illinois, Champaign, Illinois, containing over 17,000 film titles.
2. The reviews studied were those available from the film holdings of the Visual Aids Collection. This has a direct relationship on the depth and success of the study, as set forth in the purpose of the study, question one.

3. No attempt was made to establish a direct cause and effect relationship between the abundance or lack of reviews on specific film titles held by Visual Aids Service.

4. The study was limited to media selection aids that treat 16mm educational films.

Method

1. The film utilization records of the Visual Aids Service, Division of University Extension, University of Illinois were screened in order to obtain the top fifty films in terms of utilization in the past calendar year.

2. From this list, ten of the fifty were selected as control items and picked by the random sample method.

3. The ten control titles were previewed and compared to existing reviews by 16mm selection aids using the criteria outlined under the purpose of the study above.

4. After the data had been analyzed and compiled it was reported in tabular form.

5. Conclusions were drawn and recommendations were made.

Definition of Terms

Call Number-Call number system used by the Visual Aids Service, Division of University Extension. University of Illinois.

Control Item-One of the 16mm educational film titles that was picked by random sample from the fifty most utilized 16mm films of the Visual Aids Service. Synonymous with film title.

Selection Aid-A publication that serves as a source of review media for 16mm educational films.

Selector-An individual in a public library, film library, or learning resource center who is in charge of previewing and evaluating 16mm educational films.

Film Title-One of the ten control items films selected from the Visual Aids catalog of 16mm educational films 1972-75 edition.

Visual Aids-Visual Aids Service, Division of University Extension, University of Illinois, Champaign, Illinois.

Review Media-Any publication that deals with evaluations of 16mm films on a continuing basis.

CHAPTER II

REVIEW OF RELATED LITERATURE

Central and associated to the emergence of the increased function of the role of educational media in instruction, has been a corresponding concern for bibliographic selection aids available to the media field. Audiovisual media lacks the bibliographic tradition shared within the field of print media. Those working in the field for the first time are confused and frustrated when seeking sources of review media that are often non-existent.

One of the necessary requirements for the selection of media is critical, comprehensive, broad based reviews on a regular basis. It is hoped as titles of review media increase and mature, consideration will be allowed for all titles. All new titles released should be reviewed, along with a reexamination of older titles that were eliminated initially. On the other hand, even though all titles should be previewed, many titles should be eliminated from consideration from the outset, due to cost, subject matter, etc.. Thereby, the chance of good material being excluded is remote.

Publishing on a regular schedule is also necessary so that the professional will refer to those specific selection aids that deal with the top of his concern. Most publications currently dealing in evaluation of 16mm educational films fail to state the basis of their evaluative criteria and procedure. This is the area of greatest weakness in review media and deeply suspect when educational software is

involved. Requests for more clearly defined criteria are being received from the field and this may solve the major weakness of review media.

Present trends of review media tend to lack the maturity to be completely straight forward. How often is a title "not recommended" and the author of the review states why? There still seems to be a tendency for the producer to attempt to make a "quick buck" with a substandard title. Feedback from the review media is the quickest and surest way to eliminate this practice. Many smart producers will fail because of this. Most producers would prefer to receive criticism through other than public channels.

"Not recommended" reviews are not printed in most cases, therefore, this serves as a great handicap to the selector. He is swamped by producers descriptions and it is well known among selectors how glowing these can be. The purchaser is charged with financial responsibility to spend the small amount of funds allotted wisely. Evaluation is time-consuming, if not an impossible job. The selector has a right to expect better performance from review media literature than what he has been receiving.

The current status of software review media is spotty. The publications listed in Appendix B were examined for the characteristics discussed above. Publications that listed titles, where the annotations were descriptive, or promotional with no attempt to be evaluative, were not considered. Certain lists and bibliographies were not included as they in fact only served as lists. Failure to include a publication does not imply that it did not serve as a review medium.

The fourteen selection aids listed in Appendix B treat audiovisual materials on a regular basis. An examination of these fourteen aids proved to be critical only on the positive side and lack full bibliographic citation. Reviewers for these publications seem to be given their head and work under few guidelines.

Library publications for instance give only token coverage to non-print media feeling that the job belongs to someone else. Review features are carried by School Library Journal, A-V Guide and Educational Screen, Business Screen, Media and Methods, Film News and Booklist on a regular basis. Hornbook and Library Journal provide reviews on print media only, yet they are held up as two of the major library journals.

EFIA Evaluations and Landers Film Reviews have provided adequate commercial subscription service for a number of years.

Bibliographic citation is the area of greatest inconsistency. (Appendix B) Although uniform entry for books is used, it does not appear for non-print media. The price and date of publication are the most consistent omissions and subject to the most errors. Often the type of film format is not listed. Length of the film and inclusion of a teaching guide are often deleted from the review.

A series of films are often recommended on the basis of a previewing of one title in the series. However, only one title out of a series may be relevant to a potential purchaser. Often separate titles of a series may not be purchased as singles. (Appendix B)

Most selection aids exert little control over the format in which reviews must be submitted. Thus the selector is subjected to a wide

variation from issue to issue of the same publication. Many media publications lack a non-print review service but they all carry book review columns. (Appendix B)

CHAPTER III

METHODS AND PROCEDURES

The identification of film titles and preview facilities for the control items film titles were provided through the cooperation of Visual Aids Service, Division of University Extension, University of Illinois, Champaign, Illinois.

Preparation and Selection

The film computer printout utilization record of the Visual Aids Services was secured to determine which of the over 17,000 titles were requested and booked the most in the past calendar year. Table 1 indicated the fifty most requested call numbers of the past calendar year.

TABLE 1

FIFTY MOST REQUESTED FILMS

OF THE VISUAL AIDS COLLECTION BY CALL NUMBER

53100	Credit and Loans
51037	Literature in America: The Short Story
81388	Occurrence at Owl Creek Bridge
51811	Handling Marital Conflicts
81141	Donald in Mathmagic Land
52009	Symbolism in Literature
92400	The Louvre: A Golden Prison
80417	South America
60223	Caperucita Roja

01734 Consumer Protection

52447 Civil Advocates Vignettes No. 18: The Use of Overlays

52044 Terrible Twos and The Trusting Threes

80160 Building Techniques: Framing - Floor Joists and Walls

50181 From Eight to Five

01225 Understanding Modern Art: Surrealism

52394 French Revolution: Birth of a New France

90034 Romeo and Juliet

51440 Frustrating Fours and Fasinating Fives

86000 Plastics: Industrial Processes and Products

50671 Labor Movement: Beginnings & Growth in America

80310 Eye of the Beholder

81086 Mao Tse-Tung

52418 Design for Living

81020 Roman World

50944 Rise of Organized Labor

81021 Adolph Hitler, Pt. 1: The Rise to Power

50395 Leonardo Da Vinci and His Art

81182 Grand Canyon

01995 Installment Buying

60504 Africa in Change: Continent of Africa

52543 What's in a Play: Dramatic Action

81412 Frederick Douglass (Profiles in Courage)

52560 Hangman

52748 Jungle

02097 Jackson Pollock

97300	Helen Keller in Her Story
52878	Consumer Education: Budgeting
52877	Consumer Education: Installment Buying
02130	Latin America: An Introduction
81574	Germany: Regional Geography
90030	Ku Klux Klan: Invisible Empire
81232	Legend of Sleepy Hollow
02981	Birds of the Dooryard
60294	Aujourd'hui Nous Visitons Paris
50710	Drugs and the Nervous System
60293	Une Journee Au Lycee
60295	Le Quatorze Juillet
80669	Real West
60226	Le Petit Chaperon Rouge
90005	Adventures of Huckleberry Finn

Once these fifty call numbers were obtained, ten were selected as control items, by the random sample method. The Visual Aids call number and producers title of these ten film titles are listed in Table 2.

TABLE 2
TEN CONTROL FILM TITLES

RELEASE DATE	Visual Aids Call #	Producers Title
1946	90005	Adventures of Huckleberry Finn
1961	53100	Credit and Loans

1968	52877	Consumer Education: Installment Buying
1967	50710	Drugs and The Nervous System
1955	80310	Eye of the Beholder
1956	52394	French Revolution: Birth of New France
1964	51811	Handling Martial Conflict
1962	51037	Literature in Amer.: The Short Story
1966	81574	Germany: Regional Geography
1950	52044	Terrible Twos & Trusting Threes

Preview and Film Review

The ten control film titles were previewed by the author, using the Visual Aids preview facilities. The results of the screening were recorded on a standard preview form (Appendix A). The ten control film titles were then compared with reviews in existing selections tools. Table 3 shows those review media which reviewed the film titles.

TABLE 3

TEN CONTROL FILM TITLES

RELEASE DATE	Visual Aids Call #		NICEM	EFLA	LANDERS	ALA LIST	BOOK LIST	WILSON FILM GUIDE	ED. SCREEN & A-V GUIDE
1946	90005	Adventures of Huckleberry Finn	X						X
1961	53100	Credit and Loans	X					X	
1968	52877	Consumer Education: Installment Buying	X						
1967	50710	Drugs and The Nervous System	X	X	X				
1955	80310	Eye of the Beholder	X	X	X				
1966	52394	French Revolution: Birth of New France	X		X				
1964	51811	Handling Martial Conflict	X	X					
1962	51037	Literature in Amer.: The Short Story	X						
1966	81574	Germany: Regional Geography	X						
1950	52044	Terrible Twos and Trusting Threes	X	X			X		

Noteworthy data contained in this table are set forth by the criteria outlined in Chapter I in the section of questions one through four.

Computation of the Data

The data was compiled by checking each control film title against those review media which treat 16mm educational films. A key factor in the analysis was that many of the control film titles were quite dated, the oldest being 1946 and the newest being 1968. This factor relates directly to questions three and four of the delimitations of the study. The advanced age of many of the control film titles is reflected in the fact that some of the reviewing media are no longer in print, or have evolved under different formats and titles reflecting changes in philosophy on the part of the publication. Many of the review media which did treat film reviews have dropped or modified this procedure. All of these factors have a direct influence on the findings in the study.

CHAPTER IV

RESULTS OF THE STUDY

Previous to the start of the study there was a basic assumption made that there should be an established availability of reviews by selection aids for selected non-print media. It appeared that film titles which have received wide circulation and were not of a recent vintage would yeild the greatest number of reviews by selection tools. Inversely, it was assumed that new film titles would yeild a sparsity of reviews by selection aids. The data collected and analyzed seemed to indicate that only portions of these assumptions were correct.

Originally, it was assumed that availability of reviews by selection aids would be based on the factors as related above. Older film titles on films receiving wide circulation were found to have reviews of such a limited number that the average selector could not employ or rely on selection aids to perform a vital role in the selection process. (Table 3) Many selection aids list only film titles which they recommend. Those not listed are in fact rejected, but the selector has no way of knowing if the film title he is considering has been previewed by the selection aid, (Booklist, AIA list of films for libraries). In both of these cases, lack of a review serves as a rejection on the part of the selection aid, even if the selection tool has not reviewed the film title. The only selection aids of note that use a rating system are Landers Film Reviews and the service of the Educational Film Library Association. Both these rate by a short value phrase excellent, highly recommended, or good. These two

selection aids perform the best job of critical review, but it is not possible for these two services to review all titles. Often, several months and up to a two year period may lapse before a release is reviewed.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The fifty most requested film titles were obtained by surveying the Visual Aids Utilization Record. From these fifty, ten film titles were picked by the random sample method. (Table 2) After these ten control film titles were obtained, they were checked against review media. This comparison showed the existence of reviews for the selected controlled titles. These review media and those additional in Appendix B were evaluated as to their handling of 16mm educational films as outlined in the questions in Chapter I.

Conclusions

In the majority of cases the selection aid has failed as the selector has acted long before the review has appeared in the selection aid. None of the selection aids treated in this study met or pass the qualifications as set forth in questions one through four under questions, Chapter I. The readers attention is directed on Table 3. The selection process appears to be improving with newer film titles due to the larger number of selection aids treating the material and the increased importance placed on film as a communicative medium.

If the film title the selector is considering for purchase happens to appear in the review, then the selection aid may serve a useful function for the selector. Under average conditions the selection aid will serve best in the function of a retrospective selection aid and reference source. Often it will be used in attempts to justify purchase after the fact.

The selector is thus faced with previewing the film title if he intends to perform in an effective manner. Again he is faced with previewing an unmanageable number of films, in that he might preview forty hours a week and still not finish selection, let alone have time for the other duties most selectors are given. The sparsity of preview prints also serve to increase the problem. Film distributors are finding that they must limit the number of preview prints that they can release on a given title. Often the whole production of a release would be absorbed by requests for preview prints. On many popular releases as many as 50 to 100 preview prints are released, yet the selector may wait weeks or months for a preview print of a popular title. All of the factors above result in conditions where the selector is unable to perform the task assigned him, that of selection.

Recommendations

The only light at the end of the tunnel for the conditions outlined above is a system of regional clearing house for the evaluation of educational media. This system could be patterned after or serve as an addition to the ERIC clearing house system, which at present deals with publications in education which are stored and retrieved via microfiche. A system of regional clearing houses could be established for each format of educational media; slides, phono disks, microforms, tape recording, 8mm films, 16mm films, etc. Storage and retrieval could be in the form of computerized microfilm.

All reviews of selection aids should include 1) completed bibliographic citation, 2) published evaluation guidelines, 3) list not

recommended titles and state why they were rejected, 4) cumulative indexing of reviews, 5) a more equal method of handling series titles. The suggestions listed above seem to provide the only viable solution to the problem of selection of non-print educational media.

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FILM RATING FORM

Title ADVENTURES OF HUCKLEBERRY FINN Date Produced 1946
 Distributor Metro-Golden-Mayer Reels 1 Time 40 min.
 Sale Price N/A Rental \$7.90 Free Transportation
 Sound X Silent B & W X Color Condition Good
 Intended viewers: P.T.A. Pre-School Elem. X JHS X SHS X
 Coll. Adult General Other
 Subject Area American Literature
 Content Abridged version of the original feature film Presents the major
episodes of the story. Restricted to classroom use.
 Objective Illustrates work of Mark Twain.

Content Qualities:

Unity Yes X no

Continuity Yes X no

Authentic Yes X no

Documentary Educational X Cultural X Entertaining X

Technical Qualities: Poor Satisfactory Good Excellent

Tempo X

Sound X

Clarity X

Photography X

COMMENTS: Excellent film should be redone in color.

Total & Final Effect Overall effect striking for a 1946 production.

Correlates With:

FILM RATING FORM

Title CREDIT AND LOANS Date Produced 1961
 Distributor Progressive Pictures Reels 1 Time 10 min.
 Sale Price N/A Rental \$5.40 Free _____ Transportation _____
 Sound X Silent _____ B & W X Color _____ Condition _____
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS _____ SHS X
 Coll. X Adult X General _____ Other _____
 Subject Area Economics, Family Planning, Home Economics
 Content Discusses aspects of home finance.

Objective Illustrate to the viewer the different methods of home finance.

Content Qualities:

Unity Yes X no _____

Continuity Yes X no _____

Authentic Yes X no _____

Documentary _____ Educational X Cultural _____ Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ _____ X _____

Sound _____ _____ X _____

Clarity _____ _____ X _____

Photography _____ _____ X _____

COMMENTS: Good film for the young viewer.

Total & Final Effect Clearly illustrates different methods of finance.

Correlates With: Civics, social studies.

FIIM ATING FO M

Title CONSUMER EDUCATION: INSTALLMENT BUYING Date Produced 1968
 Distributor Paily Films Reels 1 Time 13 min.
 Sale Price N/A Rental \$6.00 Free _____ Transportation _____
 Sound X Silent _____ B & W _____ Color X Condition Good
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X
 Coll. X Adult _____ General _____ Other _____
 Subject Area Economics, Civics, Consumer Education.
 Content Illustrates three ways of financing a new car.
 Objective Illustrates different methods of credit finance.

Content Qualities:

Unity Yes X no _____
 Continuity Yes _____ no X lacking in one segment of the film
 Authentic Yes X no _____
 Documentary _____ Educational X Cultural _____ Entertaining _____

Technical Qualities:	Poor	Satisfactory	Good	Excellent
Tempo	_____	_____	_____	<u>X</u>
Sound	_____	_____	<u>X</u>	_____
Clarity	_____	_____	_____	<u>X</u>
Photography	_____	_____	_____	<u>X</u>

COMMENTS: Excellent film to explain consumer finance

Total & Final Effect Excellent

Correlates With: Home Economics.

FILM RATING FORM

Title DRUGS AND THE NERVOUS SYSTEM Date Produced 1967Distributor Churchill Films Reels 1 Time 18 min.Sale Price N/A Rental \$7.10 Free _____ Transportation _____Sound X Silent _____ B & W X Color _____ Condition GoodIntended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X

Coll. _____ Adult _____ General _____ Other _____

Subject Area Health EducationContent Illustrates the effect of drugs on the human body.Objective Explains how drugs effect the human body.

Content Qualities:

Unity Yes X no _____Continuity Yes X no _____Authentic Yes X no _____Documentary _____ Educational X Cultural X Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ _____ _____ XSound _____ _____ _____ XClarity _____ _____ _____ XPhotography _____ _____ _____ XCOMMENTS: Excellent film, creates healthy awareness of drugs.Fine addition to a film library.Total & Final Effect Good use of animation to show how drugs effect the body.

Correlates With: _____

FILM RATING FORM

Title EYE OF THE BEHOLDER Date Produced 1955

Distributor Encyclopedica Britannica Educational Corp. Reels 1 Time 25 min.

Sale Price N/A Rental \$7.90 Free _____ Transportation _____

Sound X Silent _____ B & W X Color _____ Condition _____

Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X

Coll. X Adult _____ General _____ Other _____

Subject Area Communications, civics, social science, psychology, law, journalism

Content Illustrates how the same event may be precived by different individuals.

Objective Explains how different individuals react to the same event.

Content Qualities:

Unity Yes X no _____

Continuity Yes X no _____

Authentic Yes X no _____

Documentary _____ Educational X Cultural X Entertaining X

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ _____ _____ X

Sound _____ _____ X _____

Clarity _____ _____ X _____

Photography _____ _____ _____ X

COMMENTS: Unusual film with wide range of applications.

Total & Final Effect Excellent

Correlates With: _____

FIIM RATING FORM

Title FRENCH REVOLUTION: BIRTH OF NEW FRANCE Date Produced 1966
 Distributor Encyclopaedia Britannica Educational Corp. Reels 1 Time 21 min.
 Sale Price \$240 Rental \$8.80 Free _____ Transportation _____
 Sound X Silent _____ B & W _____ Color X Condition Good
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X
 Co. X Adult _____ General _____ Other _____

Subject Area French History

Content Lays the background for the French Revolution.

Objective Illustrate factors that led to the French Revolution.

Content Qualities:

Unity Yes X no _____
 Continuity Yes X no _____
 Authentic Yes X no _____

Documentary _____ Educational X Cultural X Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo	_____	_____	<u>X</u>	_____
Sound	_____	_____	_____	<u>X</u>
Clarity	_____	_____	<u>X</u>	_____
Photography	_____	_____	_____	<u>X</u>

COMMENTS: Excellent for high school and college, too advanced for most jhs.

Total & Final Effect Very Good

Correlates With: _____

FILM RATING FORM

Title HANKLING MARTIAL CONFLICT Date Produced 1964Distributor McGraw Hill Reels 1 Time 15 min.Sale Price _____ Rental \$4.10 Free _____ Transportation _____Sound X Silent _____ B & W X Color _____ Condition _____Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS _____ SHS XColl. X Adult X General _____ Other _____Subject Area Marriage Counseling, PsychologyContent Illustrates ways martial conflicts can be handled.Objective Explain various ways to handle martial conflicts may result in worthwhile communication.

Content Qualities:

Unity Yes X no _____Continuity Yes X no _____Authentic Yes _____ no X .. Somewhat stilted in places.Documentary _____ Educational X Cultural _____ Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ X _____ _____Sound _____ _____ X _____Clarity _____ _____ X _____Photography _____ _____ X _____COMMENTS: Actors selfconsciousTotal & Final Effect Very Good

Correlates With: _____

FILM RATING FORM

Title LITERATURE IN AMERICA: THE SHORT STORY Date Produced 1962
 Distributor Glover Jennings Reels 1 Time 20 min.
 Sale Price _____ Rental \$7.70 Free _____ Transportation _____
 Sound X Silent _____ B & W _____ Color X Condition Good
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X
 Coll. X Adult _____ General _____ Other _____
 Subject Area American Literature
 Content Traces the development of the unique qualities of the American Short Story.
 Objective Show how the short story developed as an American form of literature.

Content Qualities:

Unity Yes X no _____

Continuity Yes X no _____

Authentic Yes X no _____

Documentary _____ Educational X Cultural X Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ _____ _____ X

Sound _____ _____ _____ X

Clarity _____ _____ _____ X

Photography _____ _____ _____ X

COMMENTS: Also traces the development of the American Publishing industry.

Total & Final Effect Very Good

Correlates With: _____

FILM RATING FORM

Title GERMANY: REGIONAL GEOGRAPHY Date Produced 1966
 Distributor International Film Bureau, Inc. Reels 1 Time 27 min.
 Sale Price N/A Rental \$9.60 Free _____ Transportation _____
 Sound X Silent _____ B & W _____ Color X Condition Good
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS X SHS X
 Coll. X Adult _____ General _____ Other _____
 Subject Area Geography (World)
 Content Illustrates the four geographic regions that comprise Germany.
 Objective Explain the contrasting geographic regions of Germany

Content Qualities:

Unity Yes X no _____

Continuity Yes X no _____

Authentic Yes X no _____

Documentary _____ Educational X Cultural X Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ _____ _____ X

Sound _____ _____ _____ X

Clarity _____ _____ _____ X

Photography _____ _____ _____ X

COMMENTS: Very good, clearly illustrates the geographic divisions of Germany.

Total & Final Effect Excellent for the educational film library.

Correlates With: _____

FILM RATING FORM

Title TERRIBLE TWOS AND TRUSTING THREES Date Produced 1950
 Distributor McGraw Hill Reels 1 Time 22 min.
 Sale Price N/A Rental \$3.10 Free _____ Transportation _____
 Sound X Silent _____ B & W X Color _____ Condition _____
 Intended viewers: P.T.A. _____ Pre-School _____ Elem. _____ JHS _____ SHS X
 Coll. X Adult X General _____ Other _____
 Subject Area Early childhood education, Sociology, Home Economics, Psychology
 Content Illustrates changes in development from age two to three.
 Objective Trace physical and behavioral of several children.

Content Qualities:

Unity Yes X no _____

Continuity Yes X no _____

Authentic Yes X no _____

Documentary _____ Educational X Cultural _____ Entertaining _____

Technical Qualities: Poor Satisfactory Good Excellent

Tempo _____ X _____ _____

Sound _____ X _____ _____

Clarity _____ _____ X _____

Photography _____ _____ X _____

COMMENTS: Canadian Film

Total & Final Effect Good

Correlates With: _____

Appendix B

Selected Selection Aids

- Audiovisual Instruction. Association for Educational Communication and Technology. "AVI policies toward reviewing materials--films, filmstrips, slide sets, and the like--have changed. We no longer publish reviews as such but we will try to pinpoint trends in the area of materials." AVI contains a book review section.
- AV Guide and Educational Screen. Completeness of bibliographic citation varies. Film evaluations are excellent includes signed appraisal.
- The Booklist and Subscription Books Bulletin. Monthly reviews 8mm and filmstrips only. Complete bibliographic citations.
- Business Screen. Listing lean toward the descriptive and promotional rather than evaluative.
- Catholic School Journal. Lacks complete bibliographic citation. Negative reviews not published.
- EFLA, Educational Film Library Association. Subscription limited to 16mm titles. Complete bibliographic citation. Lacks statement as to how the service operates.
- Educators Guide to Media and Methods. Bibliographic citation inadequate. Commentary is in run on fashion.
- Film News. Lacks clear policy for bibliographic citations. Reviews listed in table of contents.
- Landers Film Review. Monthly loose-leaf subscription service limited to 16mm films. Complete bibliographic citation, lacks statement of operational policy.
- School Library Journal. Uneven bibliographic citation. Critical comparison between titles.
- The Science Teacher. Physical description of titles inconsistent. Full coverage of titles in area of science.
- SIECUS Newsletter. Sex Information And Educational Council of the United States. Treat only titles in the area of sex education. Critical reviews with full bibliographic citation.
- Social Education. Bibliographic citation inconsistent, occasional annotation.
- The Social Studies. Recommend complete series on the basis of a review on one title of the series. Incomplete bibliographic citation.