

1976

A Study of Local Production at Media Preparation Services of Higher Education Institutions in the State of Illinois

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Eastern Illinois University

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A Study of Local Production at Media Preparation Services

of Higher Education Institutions in the State of Illinois

(TITLE)

BY

Larry D. Johnson

THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF

Specialist in Education

IN THE GRADUATE SCHOOL, EASTERN ILLINOIS UNIVERSITY
CHARLESTON, ILLINOIS

1976

YEAR

I HEREBY RECOMMEND THIS THESIS BE ACCEPTED AS FULFILLING
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CHAPTER I

INTRODUCTION

This study was first prompted by the author's interest in the local production of media. Moreover, in the review of related literature, a lack of information concerning levels and quantities of media produced at media preparation services in education was observed. Therefore, the primary interest of the study was to gain information about media preparation services in higher education institutions in the state of Illinois, particularly the extent to which the colleges and universities had established media preparation services and the quantities and levels of media locally produced at those services.

Statement of Purpose

The purpose of this study was to identify the number of higher education institutions in the state of Illinois that had a media preparation service and to identify the number of students served, the quantity and format of locally produced media and the amount of local production in three predetermined levels.

Questions

In order to identify and investigate media preparation services

at higher education institutions in the state of Illinois, this survey attempted to find answers to the following questions.

1. How many higher education institutions in the state of Illinois had a media preparation service, and what were the number of students served?
2. What quantities and formats of media were produced locally at media preparation services of higher education institutions in the state of Illinois?
3. What were the amounts of local production in three predetermined levels at media preparation services of higher education institutions in the state of Illinois?
4. What were the results of a comparison of the number of students served to the quantities and formats of media locally produced at media preparation services of higher education institutions?
5. What were the results of a comparison of the number of students served to the quantities and formats of media produced at three predetermined levels of local production; job order production level, self-service production level and instructional design production level, at media preparation services of higher education institutions?
6. What were the results of a comparison of the quantities and formats of media produced at the three predetermined levels of local production to the total quantities and formats of media locally produced at media preparation services of higher education?

Delimitations

1. The study involved only media preparation services of colleges and universities in the state of Illinois which offered a four-year post-secondary program culminating with a Bachelor Degree.
2. The list of higher education institutions involved in the survey was obtained from The College Bluebook: Degrees Offered by College and Subject.¹
3. The list of higher education institutions involved included private and public colleges and universities, and treatment of data from all institutions was identical regardless of the institution's affiliations.
4. The three predetermined levels of local production in media preparation services were based upon Hughes' levels of media preparation.²

Limitations

1. The accuracy of the data collected in the survey was limited by the accuracy of each institution's records of local production in media preparation services and the respondent's knowledge and perceptions.

Method

1. An introductory letter, survey questionnaire and a follow-up letter

¹The College Bluebook: Degrees Offered by College and Subject (15th ed.; New York: Macmillan Information [1975]), pp. 80-92.

²Roland G. Hughes, Jr., "The Media Service Cone," Audio-visual Instruction, XV (December, 1970), pp. 33-34.

were developed.

2. The survey instruments; introductory letter, questionnaire and follow-up letter, were field tested. As a trial of the instruments, one member of the Instructional Resources staff, Instructional Media Division, at the University of Illinois and the Audiovisual Director of Lakeland Junior College were asked to complete the survey. These two participants were not respondents to the actual study. Revisions of the survey instruments were completed where necessary.
3. The introductory letter, questionnaire and a self-addressed stamped return envelope were mailed to media services directors of the higher education institutions in Illinois (Listing of Higher Education Institutions in Illinois: Appendix A). A numerical identification was placed on the lower left hand corner of the back page of the questionnaire to enable a follow-up letter to be sent to the non-responding institutions.
4. After a period of ten days had elapsed from the first mailing date, the follow-up letter along with a second copy of the questionnaire, introductory letter and a self-addressed stamped return envelope were sent to non-responding institutions.
5. After the data was received, a table and summary were prepared identifying the number of responding institutions that had a media preparation service and the number of student enrollment served. The table also indicated the number of institutions without a media

preparation service and their total enrollment. An auxiliary table was completed showing the enrollments served by media preparation services of individual higher education institutions and dividing them into four groups. An auxiliary table was completed showing the enrollment of institutions without a media preparation service.

6. A table and summary were prepared identifying the quantities and formats of media locally produced at media preparation services of higher education institutions in Illinois.
7. A table and summary were prepared identifying the amount of local production at the three predetermined levels at media preparation services of higher education institutions in Illinois.
8. A table and summary were prepared of a comparison of the number of students served to the quantities and formats of media produced at media preparation services of higher education institutions in Illinois.
9. A table and summary were prepared of a comparison of the number of students served to the quantities and formats of media produced at three predetermined levels of local production at media preparation services of higher education institutions in Illinois.
10. A table and summary were prepared of a comparison of the quantities and formats of media produced at the three predetermined levels of local production to the total quantities and formats of media locally produced at media preparation services of higher education institutions in Illinois.

Definition of Terms

1. Higher education institution - private and public colleges and universities which offered a four-year post-secondary program culminating with a Bachelor Degree.
2. Media - non-print media.
3. Format - referred to forms of non-print media; transparencies, slides, photographic prints, filmstrips, tape recordings, 8 mm or super 8 mm films, video tapes, 16 mm films and combined media.
4. Local production - media produced at the media preparation service of the higher education institution.
5. Media preparation service - that segment of media services which was concerned with local production of media. The area was under various titles at different higher education institutions; i. e., audio-visual services, instructional resources.
6. Three levels of media production - levels of local production based upon Hughes' levels of media preparation.³
 - a. Self-service production level - local production of media by the individual client using equipment and materials provided and with guidance available from media preparation services.
 - b. Job order production level - local production of media initiated by request and completed by the media preparation service as a job order not involving instructional design.

³Hughes, pp. 33-34.

- c. Instructional design level - local production of media involving both client and media preparation personnel in a systematic approach to matching content, methods and format to produce a media product.

The three levels of media preparation were referred to as the self-service level, job order level and instructional design level.

CHAPTER II

REVIEW OF RELATED LITERATURE

Visual education departments in universities, the forerunners of media services departments today, evolved from university extension divisions.⁴ These agriculturally oriented university divisions extended their limited instructional services to the institution's faculty, the students and to community groups such as lyceums, agricultural societies and churches. These early services provided small collections of slides, motion pictures and any other available visual materials as well as necessary equipment.

In 1918 the University of Minnesota offered what is believed to be the first course in visual instruction.⁵ Other institutions of higher education followed with offerings of visual instruction and creation of visual education departments. Since 1918, continuous growth of mediated instruction has accordingly been accompanied by continued development of media services in institutions of higher education.

⁴Diana L. Lembo, A History of the Growth and Development of Audio-Visual Instruction of the National Education Association From 1923 to 1968 (Ann Arbor: University Microfilms, 1970), p. 135.

⁵James R. Bell, "A Historical Overview of Educational Media in Higher Education," Audiovisual Instruction, XX (January, 1975), p. 12.

Media Services

Assessments of media services yielding a listing of types of services, duties and functions have been previously recorded. These included the National Education Survey (1953-54); NSSE Yearbook, Part I (1949); Oregon Audio-Visual Association (1952); Okoboji Leadership Conference List (1961); Wilbur C. Jones' Superior Media Program List (1963) and the Utah State Board of Education Survey List (1965).⁶

These assessments generated several lists of typical responsibilities held by media services and its personnel. Risking oversimplification, but attempting to provide broad principles of service, Erickson stated six generalizations for organizing media service programs:

Centralized leadership, working coordinately with other curriculum personnel and under system-wide financial support for auxiliary staff, equipment and facilities.

Media materials and equipment should be easily accessible to teachers at the time they are needed in an appropriate environment.

Instructional media equipment should be made available to teachers with a minimum of inconvenience and distraction.

The instructional media-service program should include a variety of materials for teachers.

The instructional media-service program should provide for continuous, effective in-service growth of teachers in accordance with their needs.

Provisions for (city-wide) instructional media services need to be based on continuous long term planning.⁷

⁶Carlton W. H. Erickson, Administering Instructional Media Programs (New York: The Macmillan Company, 1968), pp. 18-22.

⁷Erickson, pp. 22-24.

Similarly Hughes identified six levels of media services: storage and distribution, equipment operation and repair, selection and evaluation of instructional resources, local production, alteration of commercial materials and instructional development.⁸

In summary, the majority of functions assigned to media services could be placed or closely related to the following divisions: (1) selection, acquisition, distribution, storage and maintenance of instructional media; (2) selection, acquisition, distribution, storage and maintenance of equipment; (3) local production of instructional media and (4) in-service education.

R. J. McBeath's survey of sixteen directors of audiovisual service centers of California State Colleges indicated that the basic tasks of procuring, producing, inventorying, storing, maintaining and servicing media, and improving media usage received priority emphasis. However, the survey also indicated future emphasis changes to developing media and facilities for individualized instruction, working with faculty on curriculum and course objectives, extending the range of media resources for students' use, and on applying the systems approach for instructional improvement.⁹ In addition, Hughes cited two organizational structures of instruction which were assuming a larger role in

⁸Hughes, p. 32.

⁹Ron J. McBeath, "Program Planning and Management in Audiovisual Services for Higher Education," Audiovisual Instruction, XVI (October, 1971), p. 63.

education; large group and individualized instruction.¹⁰ Likewise the Twelfth AV Guide Significance Survey of developments in the learning media field identified several trends. Among those cited were the integrated learning center concept (IMC), individualization of learning, new formats for basic learning media, and development of video technology.¹¹ Another concept which Ruark noted in his survey was a movement toward what he termed "media indispensability," a selection and production of the best media and combining of the units as part of a systematic learning development.¹² Yet the strongest development cited in the survey was "the application of the systematic approach to instructional planning--requiring development of objectives, careful application of these strategies through learning activities almost always involving technological media, and rigorous evaluation to determine the degree of accomplishment."¹³ Narrowing the viewpoint from media services to the area of media preparation services focused these recent trends toward local production.

Media Preparation Services

Zalatimo maintained that the primary function of a media

¹⁰Hughes, p. 34.

¹¹Henry C. Ruark, "AVG Significance Survey #12," AV Guide, LII (January, 1973), p. 5.

¹²Ruark, p. 6.

¹³Ruark, p. 7.

preparation service was to fulfill faculty and student needs in the production of media which were not commercially available.¹⁴ Definitely media preparation services have been required for various clientele including students, faculty, educational media personnel and administrators.¹⁵ Brown, Norberg, and Srygley listed the following reasons which require a comprehensive educational media program to include media preparation services:

A need for materials that are more direct, up-to-date, more appealing or more useful than available commercially produced materials.

A need for locally produced substitutes for more expensive commercially produced media.

The increased individualization and independent study approaches to teaching and learning require specially designed materials of several types which are often not available commercially.

A need for students to learn communication skills through media preparation activities.¹⁶

To effectively support the various programs and activities of a higher education institution, the media preparation service has to be flexible in terms of budget, staff and facilities and be capable of providing for diverse needs.

¹⁴Suleiman D. Zalatimo, "Media Preparation Services in Higher Education," Audiovisual Instruction, XVII (December, 1972), p. 26.

¹⁵James W. Brown, Kenneth Norberg and Sara K. Srygley, Administering Educational Media: Instructional Technology and Library Services (2nd ed.; St. Louis: McGraw Hill Company, 1972), p. 252.

¹⁶Brown, Norberg, and Srygley, p. 251.

Jerold Kemp defined three levels of media preparation: mechanical level, creative level and design level. Kemp classified media preparation at the mechanical level when concern was strictly with techniques of preparation. Media preparation was on the creative level when production required decisions and planning became the forerunner of production. At the design level, the preparation of media was carefully integrated with learning activities to serve specific instructional objectives.¹⁷ Hughes also identified three levels of media preparation. At the first level, production specialists in media preparation services received the initial request and completed it as a job order. Second level, the instructor came to the media preparation center and using the equipment and materials provided, completed his own instructional product. Hughes third level was instructional development; the planning of instructional units which systematically blended media and methods into an integral whole to maximize impact to the learner.¹⁸ In comparison, both Kemp's and Hughes' level of media preparation were closely related.

A major goal of media preparation services has been to improve the quality of education. The end result of the media preparation services' effort has been a tangible instructional product which was developed

¹⁷Jerold E. Kemp, Planning and Producing Audiovisual Materials (2nd. ed.; Scranton: Chandler Publishing Company, 1968), p. 9.

¹⁸Hughes, p. 33.

primarily for the sponsoring institution. This study focused on local production of media at media preparation services of higher education institutions in the state of Illinois.

CHAPTER III

METHODS AND PROCEDURES

The initial step for completion of the study was to develop an introductory letter and questionnaire which were to be used as the instruments for completion of the survey of media preparation services of higher education institutions in the state of Illinois. In developing these instruments consideration was given and an attempt was made to simplify the respondents' task of completing the questionnaire and to minimize any negative reaction to the survey instruments. A decision had been made to incorporate a follow-up letter into the survey process, and an appropriate form was drafted. At this point, sample copies of all three survey instruments; introductory letter, questionnaire and follow-up letter, were completed in preparation for the field test (Field Test Instruments: Appendix B).

Field Test of Survey Instruments

On October 15, 1976, the author met with both Mr. Warren Johnson of the Instructional Media Division, Office of Instructional Resources, University of Illinois; and Mr. Joe Gary, Audiovisual Director, Lakeland Junior College. Both Mr. Johnson and Mr. Gary had previously

agreed to assist this study in the field test of the survey instruments. Both were selected for the field test with the knowledge that they would not be respondents to the actual survey.

The field test was conducted by the presentation and response to the survey instruments in as near the same conditions as could be perceived for actual respondents. The three instruments to be field tested were presented to the participants in their proper order. Questions raised during the completion of the survey instruments were noted and were discussed thoroughly after finishing the introductory letter, the questionnaire and examining the follow-up letter.

Both participants in the field test of the survey instruments suggested that the quantity scales on the questionnaire be altered. However, they each suggested contrasting changes; to enlarge the scales and to decrease the scales. These suggestions for the quantity scales on the questionnaire were discussed and specific recommendations were noted. An attempt to improve the questionnaire was made by revising the quantity scales and the addition of further direction under item C of the questionnaire. On the basis of the field test of the survey instruments, one change was made to the introductory letter, six changes were made on the questionnaire and one change was made on the follow-up letter (Survey Instruments: Appendix C).

Survey

On October 19, 1976, copies of the introductory letter, ques-

tionnaire and a self-addressed stamped return envelope were mailed to the media services directors of the eighty-three higher education institutions in Illinois (Higher Education Institutions in Illinois: Appendix A). A numerical identification was placed on the lower left hand corner of the back of the questionnaire. This number had been identified in the introductory letter and was used to enable the sending of a follow-up letter to non-responding institutions.

On October 29, ten days after the initial instruments were mailed, a follow-up letter along with a second copy of the introductory letter, questionnaire and a self-addressed return envelope was sent to non-responding institutions.

Treatment of Data

Data received on the returned questionnaires from media services directors of higher education institutions in the state of Illinois was treated identically regardless of the institution's affiliation. Also data received remained anonymous throughout the study of media preparation services of higher education institutions. Responses to the survey questionnaire yielded the number of higher education institutions with a media preparation service, the number of institutions without a media preparation service, the number of enrollment served by the media preparation service or the total enrollment of the higher education institution without a media preparation service, and the quantities and formats of media produced at each of the three predetermined levels of local production.

Item A of the questionnaire asked the respondent if their higher education institution had a media preparation service. Item B asked the respondent to enter the enrollment of that portion of the institution served by the media preparation service or the enrollment of the institution without a media preparation service. The enrollments of the higher education institutions with a media preparation service were arranged into a listing dividing them into four groups: (1) enrollment of 1000 or below, (2) enrollment of 1001 to 2000, (3) enrollment of 2001 to 10,000 and (4) enrollment above 10,000 students served by the media preparation service. Enrollments of higher education institutions without a media preparation service were also entered into a listing divided into four groups: (1) enrollment below 200, (2) enrollment of 201 to 500, (3) enrollment of 501 to 1000 and (4) enrollment above 1000 students. Mathematical computation of the information from items A and B yielded the number and percentage of responding colleges and universities that had a media preparation service or that were without a media preparation service. Addition of the enrollments served by media preparation services provided the total enrollment served at higher education institutions, and addition of the enrollments of institutions without a media preparation service gave the total enrollment not served by media preparation services at higher education institutions in Illinois. These totals were then used to compute the percentage of enrollment served by media preparation services and the percentage of enrollment without

a media preparation service at higher education institutions in Illinois.

Item C asked the respondents to provide the quantities of media and formats which were produced in the past school year at each of the three defined levels of local production. Quantity scales were included on the questionnaire for each format and for each predetermined level of local production. A direction was included asking the respondent to enter the quantity of media produced at the end of each scale if the ranges provided were inadequate for the institution's response. Data from item C of the returned survey questionnaires was totaled and placed in a table showing the quantities and formats of media produced locally at media preparation services of higher education institutions in Illinois and the number and percentage of institutions that produced the media.

Data from item C was also totaled and placed in a table showing the amount of local production in the three predetermined levels at media preparation services of higher education institutions in the state of Illinois. An auxiliary table was prepared showing the number and percentage of responding institutions with a media preparation service that reported local production of media in the identified formats at the three predetermined levels.

Responses to item C of the survey questionnaire were divided into the four groups according to enrollment served by their media preparation service. Then a table was prepared showing the comparison of the number of students served to the quantities and formats of

media locally produced at media preparation services of higher education institutions in Illinois.

Using the above enrollment groupings, a table was prepared showing the comparison of the number of students served to the quantities and formats of media produced at the three predetermined levels of local production.

Compilation of information from responding institutions with a media preparation service also was used to prepare a table comparing the quantities and formats of media produced at the three predetermined levels of local production to the total quantities and formats of media locally produced at media preparation services of higher education institutions.

Tabulation of data received from item A involved the recording of the number of yes or no responses and division of the sums by the total number of institutions responding to the questionnaire to yield the percentages. Manipulation of returned information from item B included the listing of enrollments, divisions into groups, totaling of enrollment numbers, and division of the sums by the totals to provide percentages. Also treatment of data received on item C of the survey questionnaire involved the addition of quantities of local production, division into groups on the basis of enrollment served by the media preparation services, and division of sums by totals to yield percentages.

CHAPTER IV

FINDINGS, SUMMARY AND RECOMMENDATIONS

Findings

Eighty-three questionnaires were sent to media services directors at higher education institutions in the state of Illinois. The questionnaire sent to the Pestalozzi-Froebel Teachers College was returned with a note informing of a merger of that institution with the National College of Education in 1971. This lowered the number of higher education institutions to which the survey was directed to eighty-two.

Forty-five questionnaires were returned before October 29, and then follow-up letters were sent to the thirty-seven non-responding institutions. One of the questionnaires returned was partially complete making it unusable for data compilation in the study. This lowered the number of returned questionnaires that were usable for the study to forty-four. An additional seventeen completed questionnaires were received after the mailing of the follow-up letters. Table 1 shows the number of survey letters sent to higher education institutions in Illinois, the number of returned questionnaires and the percentages of total

possible returned questionnaires from the survey.

TABLE 1
Record of Survey Questionnaire Returns

	No. of Surveys Mailed	No. of Questionnaires Returned	Percentage of Total Possible
First mailing (Oct. 19)	82	44	53.66
Follow-up mailing (Oct. 29)	37	17	20.73
Total		61	74.39

Thirty-one of the sixty-one respondents to the survey indicated that they wished to receive a summary of the results of the survey.

Media Preparation Services at Higher Education Institutions in Illinois

Data returned by respondents to the survey questionnaire on items A and B was used to determine the number of higher education institutions in Illinois that had a media preparation service, and the number of students served by those media preparation services. Table 2 displayed a grouped listing of the enrollments served by a media preparation service at higher education institutions in Illinois.

Three of the respondents for institutions which had a media preparation service did not provide the enrollment served by their service; therefore, the enrollment of their respective institutions from an additional source was used in the report of data for the survey.

TABLE 2

Grouped Listing of Enrollments Served by a
Media Preparation Service

Enrollments Served			
1000 or below	1001 to 2000	2001 to 10,000	Above 10,000
400	1050	2701*	11,500
500	1165	3000	12,000
550	1200	3101	14,000
600	1375*	4000	14,237*
689	1500	4000	23,000
855	1500	4800	24,000
950	1700	5000	
1000	1800	5000	
		7000	
		7000	
		9000	
Total (8) 5544	(8) 11290	(11) 54601	(7) 117,737

*Information not returned on questionnaire; enrollment number supplied from available source.¹⁹

Data from items A and B of the survey questionnaires that were returned was also used to determine the number of higher education institutions in Illinois that did not have a media preparation service, and the number of students enrolled at those institutions. Table 3 provided a grouped listing of enrollments of higher education institutions

¹⁹The College Bluebook: U.S. Colleges Tabular Data (15th ed.; New York: Macmillan Information [1975]), pp. 140-173.

in Illinois not served by a media preparation service.

TABLE 3
Grouped Listings of Enrollments Not Having a
Media Preparation Service

Enrollment:				
	Below 200	201 to 500	501 to 1000	Above 1000
	50	215	575	1047
	79	317	775*	1100
	129	350	800	1650
	135	400	850	2000
	144	417	900	2000
	150	487*		1957*
	182	500		2100
		500*		
Total	(7) 869	(8) 3186	(5) 3900	(7) 11854

*Information not returned on questionnaire; enrollment number supplied from available source.²⁰

Four respondents for institutions not having a media preparation service did not include the enrollment of their institution on the returned questionnaire; therefore, again the enrollment of their respective institutions from an additional source was used in the report of data for the survey.

²⁰The College Bluebook: U.S. Colleges Tabular Data, pp. 140-173.

Data listed in Tables 2 and 3 which were returned on items A and B of the survey questionnaire was combined in Table 4 to identify the number of higher education institutions in Illinois that had or did not have a media preparation service, the percentage of institutions with or without a media preparation service, the enrollment served by or the enrollment without a media preparation service, and the percentage of the total enrollment surveyed that were served by or were without a media preparation service.

TABLE 4

Media Preparation Services at Higher Education
Institutions in Illinois

	Number of Institutions	Percentage of Institutions	Enrollments: from Tables 2 & 3	Percentage of Total Enrollment
Institutions with a Media Preparation Service	34	55.74	189,172	90.52
Institutions without a Media Prepa- ration Service	27	44.26	19,809	9.48
Total	61	100.00	208,981	100.00

Of the sixty-one higher education institutions surveyed, only thirty-four or 55.74 percent had a recognized media preparation service. This left twenty-seven or 44.26 percent of the higher education institutions in Illinois without a media preparation service. However,

when the enrollments served by media preparation services were compared to the enrollments not having a media preparation service, it was found that 90.52 percent of the students of the institutions of this study received the benefits of a media preparation service. It was also noted that the largest enrollment of an institution not having a media preparation service was 2,100; whereas, the smallest enrollment served by a media preparation service was 400 students. In addition, one of the responding institutions without a media preparation service indicated that a National Science Foundation Grant had been awarded to establish a media center containing a media preparation service at their college.

Quantities and Formats of Locally Produced Media

Information returned on the survey questionnaire on item C was tabulated to find the quantities and formats of media which were produced locally at media preparation services of higher education institutions in the state of Illinois. Table 5 indicated the number of institutions that locally produced media in a format, the percentage of institutions surveyed that produced media in a format and the quantities and formats of media locally produced.

Slides, tape recordings and transparencies were locally produced at thirty-two of the thirty-four higher education institutions with a media preparation service or at 95.30 percent of the colleges and universities that had a media preparation service. Slides were pro-

TABLE 5

Quantities and Formats of Media Produced Locally
at Media Preparation Services

Format	Number of Institutions	Percentage of Institutions (34)	Quantity of Media Produced
Slides	32	95.30	96,169 to 119,975
Tape Recordings	32	95.30	35,867 to 59,470
Transparencies	32	95.30	22,511 to 57,575
Video Tapes	30	88.24	3,050 to 6,160
Combined Media	29	85.29	556 to 1,071
Photographic Prints	22	64.71	35,276 to 52,925
8 mm or Super 8			
mm Film	13	38.24	115 to 352
16 mm Film	8	23.53	45 to 78
Filmstrips	7	20.59	8 to 64

duced in far greater quantities than any other format with the quantities of tape recordings, photographic prints and transparencies produced following in that order. Video tapes and combined media formats were produced at thirty and twenty-nine of the institutions surveyed, and the quantities produced locally ranked below the other four leading formats respectively. Photographic prints, while only produced at twenty-two or 64.71 percent of the institutions, ranked third in quantity produced. 8 mm or super 8 mm film was locally produced at thirteen of the thirty-four or 38.24 percent of the media preparation services, and the quantity produced ranked below those listed above. The last two formats, 16 mm film and filmstrips were produced locally at below 25 percent of the institutions and the quantities produced were proportionately lower.

Amounts of Local Production in
Three Predetermined Levels

The quantities of media produced at each of the three predetermined levels of local production were tabulated from responses to item C of the survey questionnaires. Table 6 displayed the range of quantities produced in each format in each of the three predetermined levels of local production.

TABLE 6

Quantities of Media Locally Produced in
Three Predetermined Levels

	Self-Service Level	Job Order Level	Instructional Design Level
Transparencies	7,521 to 22,000	14,326 to 34,400	664 to 1,275
Tape Recordings	4,019 to 13,600	31,395 to 44,970	453 to 900
Slides	2,514 to 11,500	90,518 to 105,000	3,137 to 3,475
Photographic Prints	2,005 to 6,000	31,517 to 45,000	1,754 to 1,925
Video Tapes	964 to 1,950	1,674 to 3,450	412 to 760
Combined Media	122 to 229	271 to 503	163 to 339
8 mm or Super			
8 mm Film	58 to 148	26 to 114	31 to 90
16 mm Film	13 to 26	28 to 42	4 to 10
Filmstrips	3 to 24	3 to 24	2 to 16

The quantities of media produced at the self-service level were arranged in descending order in Table 6. At the self-service level, transparencies were produced locally in the greatest quantity. However, at the job order and instructional design levels, slides were clearly produced in the greatest amounts.

To determine the number and percentage of higher education

institutions with a media preparation service that produced media at each of the three predetermined levels of local production, the responses to item C of the survey questionnaire were again employed. Table 7 displayed the number and percentage of higher education institutions with a media preparation service which reported local production of a media format in any of the predetermined levels.

TABLE 7

Higher Education Institutions with Local Production
of Media at Predetermined Levels

	Self-Service Level		Job Order Level		Instructional Design Level	
	No. /	Percentage	No. /	Percentage	No. /	Percentage
Transparencies	22	64.71	27	79.41	16	47.06
Tape Recordings	22	64.71	29	85.29	20	58.82
Slides	15	44.12	28	82.35	20	58.82
Photographic Prints	5	14.71	22	64.71	7	20.59
Video Tapes	16	47.06	27	79.41	14	41.18
Combined Media	16	47.06	25	73.53	15	44.12
8 mm or Super 8 mm Film	8	23.53	10	29.41	6	17.65
16 mm Film	3	8.82	6	17.65	1	2.94
Filmstrips	3	8.82	3	8.82	2	5.88

From Table 7 it was noted that at the self-service level, only transparencies and tape recordings were produced by above fifty percent of the thirty-four higher education institutions in Illinois with a media preparation service. However, at the job order level; tape recordings, slides, transparencies, video tapes, combined media and photographic prints were produced by above fifty percent of the insti-

tutions. At the instructional design level, tape recordings and slides were locally produced by more than half of the thirty-four institutions surveyed.

Number of Students Served Compared to Quantities
and Formats of Media Locally Produced

Previously, Table 2 had grouped the enrollments served by a media preparation service at higher education institutions in Illinois. Table 8 was prepared, showing the total enrollments and the percentages of the total enrollment surveyed in the four groups of higher education institutions with a media preparation service.

TABLE 8

Enrollments Served by Grouped Institutions
with a Media Preparation Service

	Number of Students Served	Percentage of Total Numbers of Students
1000 or Below (8)	5,544	2.93
1001 to 2000 (8)	11,290	5.97
2001 to 10,000 (11)	54,601	28.86
Above 10,000 (7)	<u>117,737</u>	<u>62.24</u>
Total	<u>189,172</u>	<u>100.00</u>

From the above Table 8, it was seen that above sixty percent of the students served by a media preparation service were included in the group of institutions with enrollments of above 10,000. This group included only seven of the thirty-four higher education institutions surveyed. With these enrollments and percentages at hand, Table 9 was

TABLE 9

Comparison of Number of Students Served to Quantities and
Formats of Media Locally Produced

	Quantities of Media Produced Per 100 Students				
	Enrollment 1000 or Below	Enrollment 1001 to 2000	Enrollment 2001 to 10,000	Enrollment Above 10,000	Total Enrollment
Slides	249.08 to 358.04	9.03 to 72.41	28.59 to 41.48	55.83 to 58.86	50.84 to 63.42
Tape Recordings	73.25 to 175.87	4.64 to 61.82	52.12 to 64.22	2.40 to 6.52	18.96 to 31.44
Photographic					
Prints	256.71 to 348.12	.04 to 13.51	29.37 to 41.39	4.25 to 8.07	18.65 to 27.98
Transparencies	30.45 to 149.26	18.06 to 85.03	12.64 to 34.29	10.07 to 17.82	11.88 to 30.44
Video Tapes	3.39 to 11.72	2.55 to 11.43	2.92 to 5.00	.83 to 1.27	1.61 to 3.25
Combined Media	.47 to 2.06	.66 to 2.18	.55 to .88	.13 to .20	.29 to .57
8 mm or Super					
8 mm film	.23 to 1.03	.30 to 1.01	.07 to .21	.02 to .06	.06 to .19
16 mm film	.02 to .05	.10 to .18	.02 to .05	.02 to .02	.02 to .04
Filmstrips	.02 to .14	.02 to .14	.01 to .07	None	0.00 to .03

constructed showing a comparison of the number of students served to the quantities and formats of media locally produced.

The quantities of media locally produced in each format were divided by the number of enrollment served and then multiplied by one hundred to give the quantities per one hundred students served. Findings indicated that generally more media were locally produced per student in the formats of slides, tape recordings, and photographic prints at higher education institutions with enrollments below 1000 than at larger institutions. Other than those three instances the results of the comparison indicated varying quantities of local production per students served.

Number of Students Served Compared to Quantities
and Formats of Media Locally Produced in
Three Predetermined Levels

The number of students served by the media preparation services of higher education institutions in Illinois were compared to the quantities and formats of media locally produced in the three predetermined levels. As in the preceding table, quantities of media in each format were expressed in numbers per hundred students at each predetermined level. Table 10 listed the results of the comparison.

The comparison illustrated by Table 10 contained a wide range of quantities, formats and levels of local production. In places a trend toward a decreasing range of quantities was noted, as a quantity and format were compared to groups with increasingly larger enrollments.

TABLE 10

Comparison of Number of Students Served to
Quantities and Formats of Media Locally
Produced in Three Predetermined Levels

Enrollments	Self-Service Level	Job Order Level	Instructional Design Level
Slides per 100 Students			
Below 1000	9.07 to 45.09	198.48 to 270.56	41.52 to 42.39
1001 to 2000	.04 to 17.71	8.93 to 53.14	.06 to 1.55
2001 to 10,000	2.75 to 8.24	24.73 to 32.05	1.10 to 1.19
Above 10,000	.43 to 2.12	55.21 to 56.48	1.93 to 2.56
Total	1.33 to 6.08	47.85 to 55.51	1.66 to 1.84
Tape Recordings per 100 Students			
Below 1000	21.75 to 79.37	50.60 to 93.80	.90 to 2.71
1001 to 2000	.06 to 24.80	3.61 to 35.43	.97 to 1.59
2001 to 10,000	5.14 to 9.52	46.48 to 53.79	.51 to .91
Above 10,000	0.00 to 1.02	2.38 to 5.44	.02 to .06
Total	2.12 to 7.19	16.60 to 23.77	.24 to .48
Transparencies per 100 Students			
Below 1000	18.15 to 90.18	9.08 to 54.11	3.21 to 4.96
1001 to 2000	13.34 to 99.21	4.48 to 35.43	.24 to .89
2001 to 10,000	7.34 to 14.65	4.60 to 18.31	9.17 to 14.69
Above 10,000	.85 to 2.97	9.17 to 14.69	.07 to .15
Total	3.98 to 11.63	7.57 to 18.13	.35 to .67
Photographic Prints per 100 Students			
Below 1000	9.04 to 27.06	225.54 to 297.62	22.13 to 23.45
1001 to 2000	None	.03 to 13.29	.04 to 13.51
2001 to 10,000	2.75 to 7.33	25.65 to 32.97	.96 to 1.10
Above 10,000	0.00 to .42	4.25 to 7.64	None
Total	1.06 to 3.17	16.66 to 23.79	.93 to 1.02
Video Tapes per 100 Students			
Below 1000	.94 to 3.61	.96 to 4.51	1.50 to 3.61
1001 to 2000	.49 to 3.10	1.84 to 7.09	.22 to 1.24
2001 to 10,000	.83 to 1.47	1.76 to 3.02	.34 to .51
Above 10,000	.34 to .51	.39 to .64	.10 to .12
Total	.51 to 1.03	.88 to 1.82	.22 to .40

TABLE 10--Continued

Enrollment	Self-Service Level	Job Order Level	Instructional Design Level
Combined Media per 100 Students			
Below 1000	.05 to .43	.20 to .74	.22 to .88
1001 to 2000	.12 to .58	.20 to .80	.33 to .81
2001 to 10,000	.19 to .23	.20 to .39	.16 to .26
Above 10,000	.001 to .01	.11 to .13	.02 to .05
Total	.06 to .12	.14 to .27	.09 to .18
8 mm or Super 8 mm Films per 100 Students			
Below 1000	.04 to .29	.18 to .60	.02 to .14
1001 to 2000	.03 to .21	.04 to .28	.24 to .51
2001 to 10,000	.05 to .11	.02 to .08	.004 to .03
Above 10,000	.02 to .04	.001 to .01	.001 to .01
Total	.03 to .08	.01 to .06	.02 to .05
16 mm Films per 100 Students			
Below 1000	.02 to .05	None	None
1001 to 2000	.10 to .18	None	None
2001 to 10,000	None	.01 to .03	.01 to .02
Above 10,000	.001 to .003	.019 to .022	None
Total	.006 to .01	.01 to .02	.002 to .005
Filmstrips per 100 Students			
Below 1000	.02 to .14	None	None
1001 to 2000	.01 to .07	.01 to .07	None
2001 to 10,000	.002 to .01	.004 to .03	.004 to .03
Above 10,000	None	None	None
Total	.002 to .01	.002 to .01	.001 to .01

However, several exceptions to this trend were noted, at least one in each format except for 16 mm films and filmstrips. Moreover, in both of those formats there were instances where no production at all was reported in several of the predetermined levels by any of the grouped higher education institutions.

Quantities and Formats of Media Locally Produced at
Three Predetermined Levels Compared to the
Total Quantity and Formats Produced

In order to make the comparison of the quantities and formats of media locally produced at the three predetermined levels to the total quantities and formats of media produced, a comparison of the data contained in Tables 5 and 6 was made. Table 11 was completed showing the percentage of the local production of a media format that was reported at each predetermined level. The percentages shown on Table 11 were necessarily a range between two definite numbers because the quantities of media produced in each format at the three predetermined levels were in a range on the survey questionnaire.

TABLE 11

Percentage of Total Quantities of Media Locally
Produced in Formats at Each of the
Three Predetermined Levels

Formats	Self-Service Level	Job Order Level	Instructional Design Level
Slides	2.61- 9.59%	87.52-94.12%	2.90- 3.26%
Tape Recordings	11.21-22.87	75.62-87.53	1.26- 1.51
Transparencies	33.41-38.21	59.57-63.64	2.21- 2.95
Photographic			
Prints	5.68-11.34	85.03-89.34	3.64- 4.97
Video Tapes	31.61-31.66	54.89-56.01	12.34-13.51
Combined Media	21.38-21.94	46.74-48.97	29.32-31.65
8 mm or Super			
8 mm Films	42.05-50.43	22.61-32.39	25.57-26.96
16mm Films	28.89-33.33	53.85-62.22	8.89-12.82
Filmstrips	37.5	37.5	25.0
Total-All Formats	8.90-18.64	78.41-87.70	2.95- 3.41

It was found that 78.41 to 87.70 percent of the local production of formats at media preparation services of higher education institutions in Illinois took place at the job order level, while 8.90 to 18.64 percent was at the self-service level, and 2.95 to 3.41 percent was at the instructional design level. This comparison was made with consideration of only the quantities of media locally produced in a format. At the self-service level, the highest percentage in any format was 8 mm or Super 8 mm films at 42.05 to 50.43 percent. At the instructional design level, the highest percentage in a format was combined media at 29.32 to 31.65 percent. At the job order level above 50 percent of the local production in all formats was reported except for combined media, 8 mm or Super 8 mm films, and filmstrips.

Summary

Survey materials were mailed to eighty-two higher education institutions in Illinois. Sixty-one completed questionnaires or 74.39 percent of the total possible were returned.

Findings of the study data showed that of the sixty-one higher education institutions surveyed, thirty-four or 55.74 percent had a media preparation service. However, when enrollments supported by those media preparation services were compared to the enrollments without a media preparation service, it was found that the number of students supported by media preparation services was in excess of nine times greater. It was also found that no higher education institutions

with an enrollment above 2100 students were without a recognized media preparation service, while sixteen institutions with enrollments below 2100 were found to have a media preparation service.

When the quantities and formats of media locally produced were examined, it was found that slides, tape recordings, transparencies, video tapes, combined media and photographic prints were produced at above 60 percent of the media preparation services. Slides, tape recordings, photographic prints and transparencies were locally produced in the greatest quantities. Video tapes and combined media formats, while not produced in as great of quantities, were locally produced at above 85 percent of the media preparation services. 8 mm or Super 8 mm films were produced at 38.24 percent of the institutions in limited quantities. 16 mm films were locally produced at below 25 percent of the institutions surveyed and quantities produced were proportionately lower.

When quantities of media locally produced in the three predetermined levels; self-service, job order and instructional design, were examined it was found that transparencies were produced in the greatest quantities at the self-service level, while slides were produced in the largest quantities at the job order and instructional design level. The number and percentage of higher education institutions that locally produced a media format in the three predetermined levels were tabulated, and it was evident that transparencies and tape recordings were produced

at the self-service level at more than fifty percent of the institutions surveyed. At the job order level, above fifty percent of the thirty-four institutions produced tape recordings, slides, transparencies, video tapes, combined media and photographic prints. And at the instructional design level, tape recordings and slides were locally produced by more than fifty percent of the institutions.

A comparison of the number of students served by the media preparation services of higher education institutions to the quantities and formats of media locally produced was made. The results showed varied quantities of media per students and random increases and decreases between comparison groups.

The comparison of the number of students served to the quantities and formats of media locally produced in the three predetermined levels also yielded a diverse listing of quantities produced per 100 students. The findings did not clearly support any definite pattern or trend; therefore, they were accepted as a listing of quantities locally produced per 100 students at the three predetermined levels.

The quantities and formats of media locally produced in each of the three predetermined levels were compared to the total quantities and formats of media locally produced. It was found that 78.41 to 87.70 percent of all the local production at the media preparation services surveyed, was at the job order level. In only two formats, 8 mm or Super 8 mm films and filmstrips, the percentage of local production

at the job order level dropped below fifty percent. The overall percentage totals for the other two levels of local production were 8.90 to 18.64 percent at self-service and 2.95 to 3.41 at the instructional design level.

Recommendations

This study was undertaken to gain information about media preparation services in higher education institutions in the state of Illinois. It was directed to finding the extent to which media preparation services had been established at Illinois colleges and universities, to identify the quantities and formats of locally produced media, and to identify the amounts of local production in the three predetermined levels.

1. It is recommended that all graduates from Illinois colleges and universities with a degree in education be required to complete at least one course in the preparation and utilization of instructional media. Although twenty-seven of the higher education institutions surveyed did not have a recognized media preparation service, the remaining thirty-four colleges and universities that had a media preparation service supported nine times the enrollment of those who did not have a media preparation service.
2. It is recommended that preparation of persons entering the instructional media field continue to include experiences in preparation and utilization of several different formats of media. When the total

quantities and formats of media locally produced were examined, it was found that of the nine formats identified; six were produced at more than 60 percent of the higher education institutions. 16 mm film and filmstrips were the only two formats locally produced at below 25 percent of the institutions surveyed. The local production of filmstrips has been almost completely replaced by slides, leaving the former format to commercial sources. Moreover, findings indicated that 8 mm or Super 8 mm film should receive the most emphasis as a motion picture format for local production.

3. It is recommended that media preparation services be flexible and responsive to the diverse needs of the institutions and students they serve and support. The recommendation is based on the similar results of the comparison of the number of students served to the quantity and formats of media locally produced and the comparison of the number of students served to the quantities and formats of media locally produced in each of the three predetermined levels. Both comparisons found that quantities of media produced per students in various formats and at the three predetermined levels were diverse and random.
4. It is recommended that preparation of instructional media personnel continue to emphasize techniques for completing job order production and not exclude the needed capabilities to expand media production at the instructional design level. Findings of the comparison of the

quantities and formats of media locally produced in each of the pre-determined levels to the total quantities and formats locally produced indicated that 78.41 to 87.70 percent of all local production was at the job order level.

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Appendix A

Higher Education Institutions in Illinois

Appendix A

Higher Education Institutions in Illinois

1. Aero-Space Institute
2. American Conservatory of Music
3. Art Institute of Chicago
4. Augustana College
5. Aurora College
6. Barat College
7. Blackburn College
8. Bradley University
9. Chicago Academy of Fine Arts
10. Chicago Conservatory College
11. Chicago State University
12. Chicago Technical College
13. Chicago Theological College
14. College of Saint Francis
15. Columbia College
16. Concordia Teachers College
17. DeLourdes University
18. DePaul University
19. DeVry Institute of Technology
20. Eastern Illinois University
21. Elmhurst College
22. Eureka College
23. Evangelical Bible College
24. George Williams University
25. Governors State University
26. Greenville College
27. Hebrew Theological College
28. Illinois Benedictine College
29. Illinois College
30. Illinois College of Optometry
31. Illinois Institute of Technology
32. Illinois State University
33. Illinois Wesleyan University
34. John Marshall Law School
35. Judson College
36. Knox College
37. Lake Forest College
38. Lewis University
39. Lincoln Christian College
40. Loyola University
41. Lutheran School of Theology
42. MacMurray College

- | | |
|---|---|
| 43. McCormick Theological Seminary | 64. Rockford College |
| 44. McKendree College | 65. Roosevelt University |
| 45. Midwest College of Engineering | 66. Rosary College |
| 46. Millikin University | 67. Saint Xavier College |
| 47. Monmouth College | 68. Sangamon State University |
| 48. Moody Bible Institute | 69. Seabury-Western Theological Seminary |
| 49. Mundelein College | 70. Sherwood Music School |
| 50. National College of Chiropractic | 71. Shimer College |
| 51. National College of Education--
Main Campus | 72. Southern Illinois University--
Carbondale Campus |
| 52. National College of Education--
Urban Campus | 73. Southern Illinois University--
Edwardsville Campus |
| 53. North Central College | 74. Spertus College of Judaica |
| 54. Northeastern Illinois University | 75. Trinity Christian College |
| 55. Northern Illinois University | 76. Trinity College |
| 56. North Park College | 77. University of Chicago |
| 57. Northwestern University | 78. University of Illinois--
Champaign-Urbana Campus |
| 58. Olivet Nazerine College | 79. University of Illinois--
Chicago Circle Campus |
| 59. Oregon Bible College | 80. University of Illinois--
Medical Center |
| 60. Parks College of St. Louis
University | 81. Vandercook College of Music |
| 61. Pestalozzi-Froebel Teachers
College* | 82. Western Illinois University |
| 62. Principia College | 83. Wheaton College |
| 63. Quincy College | |

*Merged with National College of Education in 1971.

Appendix B

Field Test Instruments

October 18, 1976

Dear media services director:

Your media preparation services or lack of services is of interest to us. As a student of instructional media, I am conducting this survey to partially fulfill the requirements for a Specialist in Instructional Media at Eastern Illinois University.

Included is a brief questionnaire seeking information about media preparation services at your institution. Media preparation services refers to that segment of audiovisual or instructional resources at your institution which concerns itself with the local production of non-print media.

The questionnaire can be completed in a short time and a self-addressed stamped envelope is included so that you can return it without cost. Please return it at your earliest convenience.

If you wish to receive a summary of the data collected, please complete the information at the end of the questionnaire. Thanks for your assistance in this effort and your response is appreciated.

Sincerely,

Larry Johnson

P.S. In reporting the data gathered from the questionnaire, no institution will be identified. However, a number code has been placed on the lower left hand corner of the questionnaire in order to identify those received. This procedure is used so that a follow-up letter can be sent in case the questionnaire has been accidentally misplaced or does not reach the media services directors desk.

QUESTIONNAIRE

A. Does your institution have a media preparation service?

Yes No

(If response is no, please return questionnaire with only parts A & B completed.)

B. How many students are served by products of the media preparation service?

_____ Number of Students

C. What quantity of media was produced in the past school year in different formats at each of the three defined levels of local production?

Format	Self-Service Level*	Job Order Level*	Instructional Design Level*
Transparencies	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450
Photographic Prints	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450	<input type="checkbox"/> none <input type="checkbox"/> 1 to 75 <input type="checkbox"/> 76 to 225 <input type="checkbox"/> 226 to 450 <input type="checkbox"/> above 450
Slides	<input type="checkbox"/> none <input type="checkbox"/> 1 to 125 <input type="checkbox"/> 126 to 375 <input type="checkbox"/> 376 to 750 <input type="checkbox"/> above 750	<input type="checkbox"/> none <input type="checkbox"/> 1 to 125 <input type="checkbox"/> 126 to 375 <input type="checkbox"/> 376 to 750 <input type="checkbox"/> above 750	<input type="checkbox"/> none <input type="checkbox"/> 1 to 125 <input type="checkbox"/> 126 to 375 <input type="checkbox"/> 376 to 750 <input type="checkbox"/> above 750
Filmstrips	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50
Tape Recordings (cassette or 1/4 inch)	<input type="checkbox"/> none <input type="checkbox"/> 1 to 50 <input type="checkbox"/> 51 to 150 <input type="checkbox"/> 151 to 300 <input type="checkbox"/> above 300	<input type="checkbox"/> none <input type="checkbox"/> 1 to 50 <input type="checkbox"/> 51 to 150 <input type="checkbox"/> 151 to 300 <input type="checkbox"/> above 300	<input type="checkbox"/> none <input type="checkbox"/> 1 to 50 <input type="checkbox"/> 51 to 150 <input type="checkbox"/> 151 to 300 <input type="checkbox"/> above 300
8 mm or Super 8 mm Films	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50

Format	Self-Service Level*	Job Order Level*	Instructional Design Level*
Video Tapes	___ none	___ none	___ none
	___ 1 to 50	___ 1 to 50	___ 1 to 50
	___ 51 to 150	___ 51 to 150	___ 51 to 150
	___ 151 to 300	___ 151 to 300	___ 151 to 300
	___ above 300	___ above 300	___ above 300
16 mm Films	___ none	___ none	___ none
	___ 1 to 3	___ 1 to 3	___ 1 to 3
	___ 4 to 10	___ 4 to 10	___ 4 to 10
	___ 11 to 20	___ 11 to 20	___ 11 to 20
	___ above 20	___ above 20	___ above 20
Combined Audio-visual Materials (Combined media, i. e., slide/tape, filmstrip/tape, etc.)	___ none	___ none	___ none
	___ 1 to 5	___ 1 to 5	___ 1 to 5
	___ 6 to 15	___ 6 to 15	___ 6 to 15
	___ 16 to 30	___ 16 to 30	___ 16 to 30
	___ above 30	___ above 30	___ above 30

*For this study, local production of media at media preparation services has been defined as occurring at the following predetermined levels.

Definition of Levels of Local Production

SELF-SERVICE LEVEL - local production of media by the individual client using materials and equipment supplied with guidance available from media preparation personnel.

JOB ORDER LEVEL - local production of media initiated by request and completed as a job order not involving instructional design.

INSTRUCTIONAL DESIGN LEVEL - local production of media involving both client and media preparation personnel in a systematic approach to matching content, methods and format to produce a media product.

If you wish to receive a summary of the results from this study, please complete the following information.

Name _____

Address _____

_____ Zip _____

October 29 has arrived and your completed questionnaire is among the missing. I realize that you may have been very busy these last few days or perhaps it failed to reach your desk. Just in case the letter and questionnaire were accidentally misplaced, I am enclosing a copy of each.

As a director of a media preparation service, your input into this study is desired. Please take a few moments today, fill out the questionnaire and return it to me.

Thank you for your assistance in this research effort.

Appendix C

Survey Instruments

October 19, 1976

Dear Media Services Director:

Your media preparation services and local production capabilities are of interest to me. As a student of instructional media, I am conducting this survey to partially fulfill the requirements for a Specialist in Instructional Media at Eastern Illinois University.

Included is a brief questionnaire seeking information about media preparation services at your institution. Media preparation services refers to that segment of audiovisual or instructional resources at your institution which concerns itself with the local production of non-print media.

The questionnaire can be completed in a short time and a self-addressed stamped envelope is included so that you can return it without cost. Please return it at your earliest convenience.

If you wish to receive a summary of the data collected, please complete the information at the end of the questionnaire. Thanks for your assistance in this effort and your response is appreciated.

Sincerely,

Larry Johnson

P.S. In reporting the data gathered from the questionnaire, no institution will be identified. However, a number code has been placed on the lower left hand corner of the questionnaire in order to identify those received. This procedure is being used so that a follow-up letter can be sent in case the questionnaire has been accidentally misplaced or does not reach your desk.

QUESTIONNAIRE

A. Does your institution have a media preparation service?

Yes No If response is no, please enter the total enrollment of your institution in at item B and return the questionnaire.

B. What is the enrollment of that portion of the institution served by your media preparation service?

_____ Number of Students

C. What quantities of media, total number of items rather than the number of requests, were produced in the past school year in different formats at each of the three defined levels of local production (*Definitions at end of questionnaire)?

If scale is inadequate for your response, please enter amount at the end of each section.

Format	Self-Service Level	Job Order Level	Instructional Design Level
Transparencies	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 25 <input type="checkbox"/> 26 to 75 <input type="checkbox"/> 76 to 150 <input type="checkbox"/> above 150 _____
Slides	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 25 <input type="checkbox"/> 26 to 75 <input type="checkbox"/> 76 to 150 <input type="checkbox"/> above 150 _____
Photographic Prints	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 500 <input type="checkbox"/> 501 to 1500 <input type="checkbox"/> 1501 to 3000 <input type="checkbox"/> above 3000 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 25 <input type="checkbox"/> 26 to 75 <input type="checkbox"/> 76 to 150 <input type="checkbox"/> above 150 _____
Filmstrips	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 8 <input type="checkbox"/> 9 to 25 <input type="checkbox"/> 26 to 50 <input type="checkbox"/> above 50 _____
Tape Recordings (cassette or 1/4 inch)	<input type="checkbox"/> none <input type="checkbox"/> 1 to 400 <input type="checkbox"/> 401 to 1200 <input type="checkbox"/> 1201 to 2400 <input type="checkbox"/> above 2400 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 400 <input type="checkbox"/> 401 to 1200 <input type="checkbox"/> 1201 to 2400 <input type="checkbox"/> above 2400 _____	<input type="checkbox"/> none <input type="checkbox"/> 1 to 15 <input type="checkbox"/> 16 to 45 <input type="checkbox"/> 46 to 90 <input type="checkbox"/> above 90 _____

Format	Self-Service Level	Job Order Level	Instructional Design Level
8 mm or Super 8 mm Films	___ none	___ none	___ none
	___ 1 to 8	___ 1 to 8	___ 1 to 8
	___ 9 to 25	___ 9 to 25	___ 9 to 25
	___ 26 to 50	___ 26 to 50	___ 26 to 50
	___ above 50	___ above 50	___ above 50
Video Tapes	___ none	___ none	___ none
	___ 1 to 50	___ 1 to 50	___ 1 to 20
	___ 51 to 150	___ 51 to 150	___ 21 to 60
	___ 151 to 300	___ 151 to 300	___ 61 to 120
	___ above 300	___ above 300	___ above 120
16 mm Films	___ none	___ none	___ none
	___ 1 to 3	___ 1 to 3	___ 1 to 3
	___ 4 to 10	___ 4 to 10	___ 4 to 10
	___ 11 to 20	___ 11 to 20	___ 11 to 20
	___ above 20	___ above 20	___ above 20
Combined Audio- visual materials (multi-format presentations, i. e., slide/tape etc.)	___ none	___ none	___ none
	___ 1 to 8	___ 1 to 8	___ 1 to 8
	___ 9 to 25	___ 9 to 25	___ 9 to 25
	___ 26 to 50	___ 26 to 50	___ 26 to 50
	___ above 50	___ above 50	___ above 50

*For this study, local production of media at media preparation services has been defined as occurring at the following predetermined levels.

Definition of Levels of Local Production

SELF-SERVICE LEVEL - Local production of media by the individual client using materials and equipment supplied and with guidance available from media preparation personnel

JOB ORDER LEVEL - Local production of media initiated by request and completed as a job order not involving instructional design.

INSTRUCTIONAL DESIGN LEVEL - Local production of media involving both client and media preparation personnel in a systematic approach to matching content, methods and format to produce a media product.

If you wish to receive a summary of the results from this study, please complete the following information.

Name _____

Address _____

Zip _____

October 29 has arrived and your completed questionnaire is among the missing. I realize that it may have failed to reach your desk or was accidentally misplaced. Just in case, I am enclosing a copy of both the introductory letter and the questionnaire.

As a director of a media preparation service, your input into this study is desired. Please fill out the questionnaire and return it to me.

Thank you for your assistance in this research effort.