Thursday, October 1, 1987

Education Key Note
ET-K
LIBRARIES IN THE INFORMATION AGE
Time: 10:00–11:00
Dr. Ching-Chih Chen, Professor and Associate Dean, Simmons College

The impact that the information technologies have had on the manner in which information can and will be used is the topic of this address. Since libraries are one of the many information providers in this information age, their role and service strategies must change. Ms. Chen will emphasize how libraries should learn to keep pace with the whirlwind pace of new technological developments and sharpen their ability to conceptualize and develop appropriate information programs for promoting better information access.

Dr. Chen is Professor and Associate Dean of the Graduate School of Library and Information Science, Simmons College. She is author and editor of over fifteen books on the new information technology and management. She has been the principal investigator and project director of numerous federally supported projects. Her most recent effort is the internationally known "PROJECT EMPEROR-1: China's Treasure Revealed via Videodisc Technology." Dr. Chen was the chief organizer of the First Pacific Conference on New Information Technology held in Hong Kong in June 1987.

ET1-1
ELEMENTS OF DESIGNING AND PRODUCING AN INTERACTIVE VIDEO COURSE
Time: 1:00–2:00
Robert Lippincott, Director of Interactive Technologies, WGBH-TV

The steps and stages typical in the design, development and production of an interactive videodisc-based program will be outlined. The video excerpts will include rough footage from shooting and editing, finished disc sequences and examples of finished programs in use. The presentation will also include a discussion of proposed design and examples of research findings.

Mr. Lippincott is Director of Interactive Technologies in the Special Telecommunications Services Department at WGBH Educational Foundation. He is responsible for the development, management and coordination of projects in the areas of interactive videodisc, videotex and microcomputer software. Since 1981, he has served as Producer/Project Director for seven interactive videodiscs for use in industry, academic and museum settings. He has co-authored a series of environmental education textbooks and is currently active as an independent school trustee. Mr. Lippincott is a frequent speaker on interactive videodisc for a variety of groups.

ET1-2
USING INTERACTIVE VIDEODISC AS AN EDUCATION, RESEARCH AND ARCHIVAL TOOL
Time: 3:00–4:00
Dr. Ching-Chih Chen, Professor and Associate Dean, Simmons College

Videodisc technology, when used in combination with computer systems, creates exciting possibilities for education, research, training and archiving. Experience with "PROJECT EMPOROR-1" using this tool to develop interactive courseware and an image database will be discussed, as well as the use of these courses and the database together with videodisc.

Ms. Chen is Professor and Associate Dean of the Graduate School of Library and Information Science, Simmons College. She is author and editor of over fifteen books in the new information technology and management. She has been the Principal Investigator and Project Director of numerous federally supported projects. Her most recent is the internationally known "PROJECT EMPEROR-1: China's Treasure Revealed via Videodisc Technology." Ms. Chen was the Chief Organizer of the First Pacific Conference on New Information Technology held in Hong Kong in June 1987.

ET2-1
APPLICATIONS AND DISTRIBUTION OF INTERACTIVE VIDEODISC AND OPTICAL STORAGE TECHNOLOGIES IN AN EDUCATIONAL COMPUTING ENVIRONMENT
Time: 1:00–2:00
Rus Gant, Research and Teaching Fellow, MIT

This session will discuss the applications and distribution of interactive videodisc and optical storage technologies in the educational computing environment. Begun in 1983 at MIT, Project Athena is an institute-wide experiment in the large scale integration of new computer technology within the teaching curriculum. In support of this hardware environment, Project Athena is also developing a sophisticated educational application software environment. Concurrently, work is under way to make this software environment highly visual using high resolution graphics, video and advanced tech systems. One important ingredient in this support is the integration of various optical disc media, including videodisc, CD-ROM and Digital WORM Systems. The development of this courseware environment is the focus of this presentation.

Mr. Gant has been involved in both hardware and software aspects of optical image processing, including still photographic processes and hardware, motion picture cinematography and equipment design, analog video production and engineering, and digital image generation and processing. In recent years this experience has been directed to the development and evolution of optical disc technology. His most recent work has involved Read Only Memory (ROM) videodisc systems design, ROM videodisc design and production, optical memory architecture, Direct Read After Write (DRAW) and Erasable Direct Read After Write (EDRAW) optical systems design, optical image processing, and visual language programming.

ET2-2
INSTRUCTIONAL TECHNOLOGY RESEARCH: WHAT DOES IT TELL US?
Time: 3:00–4:00
Lyn Gubser, Senior Partner, Finance Technology Company

This session will relate what researchers say about the use of interactive video in education and training. This session addresses such issues as when to use color—and what colors to use; when not to use motion; and the effects of varying the frames-per-second rate. The relative effectiveness of videodiscs is compared with that of other instructional technologies as well as with traditional instruction. Finally, market research and what says about the pending use of videodisc in education and training will be discussed.

Ms. Gubser is a senior partner with the Chicago firm of Finance Technology, a company that specializes in raising capital for new and expanding ventures in the high tech and health care industries. Prior to joining Finance Technology in 1986, Ms. Gubser was Executive Director of the Association for Educational Communications and Technology. While at AECT, she was the official representative of the United States to the International Council on Educational Media, founded TechTrends Magazine, and was co-producer of COMITEX International Exposition, America's largest instructional media trade show. From 1978 to 1983, Ms. Gubser was Executive Director of the National Council for Accreditation of Teacher Education.