

Programmed Instruction Applications

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The Reuben H. Donnelley Telephone Directory Co.

In the Washington, D. C. area, various firms are discovering the benefits of programmed instruction. Some companies develop their own programs while others turn to the increasing number of companies that specialize in writing programs. Cost for these custom-made programs can run as high as \$60,000.

The Air Force first introduced programmed instruction in 1954 for training in the field of electronics. At present this technique is used for teaching hundreds of subjects to Air Force personnel. The courses range from correspondence preparation for secretaries to creative thinking for executives and from remedial mathematics to guided missile technology. Although 75-90% of the courses were developed by Air Force personnel, some guides and equipment were purchased from outside sources such as Basic Systems, Inc. and Applied Science Associates, Inc.

At the Interstate Commerce Commission a ten-hour course in legal writing was offered this year in addition to another course in English usage given on an electronic teaching machine known as an Auto-Tutor. The Auto-Tutor is one of a vast array of audio-visual teaching aids that constitute the "hardware" of the knowledge industry. The above courses and an additional course on computer programming were purchased from U. S. Industries, Inc.

At Woodward & Lothrop programmed instruction, developed by staff personnel, was first introduced in 1963 for

authorizer training and is now used for initial system training.

A one-hour "refresher" course for Hot Shoppes waitresses utilizes the programming principle; it is entitled "Selling By Suggestion."

The programs "Adventures in Algebra" and "Introduction to Computers" have been purchased from Doubleday for use at the Federal Aviation Agency.

At The Reuben H. Donnelley Telephone Directory Company sales representatives use a programmed instruction course to learn directory fundamentals and application and order writing. Each programmed instruction course of eight lessons is divided into approximately 400 "frames." Each "frame" is a single concept related to detailed training for Yellow Pages advertising. An "Effective Listening" course, produced by Basic Systems, Inc. and originally scheduled for Donnelley managers, is now being incorporated into sales training classes. Clerical personnel at Donnelley also have received training in secretarial skills and improving written communications through courses developed by the Management Skills Series.

Since programmed learning is still in an experimental phase, numerous firms are initiating, exploring, revising, and testing their programs. However, with the increased emphasis on education and the necessity to master a growing body of technical and scientific information, additional programmed instruction is expected to emerge in the near future.