Contents

FOREWORD

PREFACE 1

What this guide is about **1**Who this guide is for — the intended user **1**Why this guide — a case history **2**

ACKNOWLEDGMENT 4

INTRODUCTION 5

New challenges and trends **5**The content **6**Parts of a self-study program **7**Style — a different approach **7**

PART I - AUTOTUTORIAL OR SELF-LEARNING INSTRUCTION AS A LEARNING METHOD: SOME RELEVANT THEORIES AND CONCEPTS

11 CHAPTER 1 The Communication Process

Objectives 11
Berlo's Model 12
Communication modes 17
Feedback exercise 20
Answers to feedback exercise 21
References 22

25 CHAPTER 2 The Self-study Option: How It Got Started; What It Can Do

Objectives **25**

Tutorial, audiotutorial, autotutorial 27

- How autotutorial learning developed
- A module

Questions about self-learning instruction **32**

- How well does it teach?
- How much does it cost?
- What are its advantages and disadvantages?

The new role of the teacher 37

Autotutorial Instruction (A/I): our working definition **38**

Feedback exercise 39

Answers to feedback exercise 44

References 46

49 CHAPTER 3 A New Philosophy

Objective 49

Andragogy **50**

Interline 53

- Interline example

Feedback exercise 54

Answers to feedback exercise 55

References 55

57 CHAPTER 4 Memory and Whole Brain Learning

Objectives 57

The human brain **58**

- The left brain
- The split brain
- The right brain
- The whole brain
- The brain and A/I programs

Memory 63

- Where it's stored
- Memory gatekeepers
- Types of memory
 - A. Sensory
 - B. Short-term
 - C. Long-term
- Storage sequence

Chunking, subsumers, and concept maps 68

- Chunking
- Subsumers
- Concept maps

Feedback exercise 73

Answers to feedback exercise 75

References 76

79 CHAPTER 5 Learning Styles

Objective 79

How people learn 79

Learner personality types 83

A strategy for Learning Style 2 90

References 91

PART II -A/I OR SELF-LEARNING MATERIALS: CREATION AND USE

97 CHAPTER 6 Performance/Instructional Objectives

The learning domains 97

Exercise 199

Performance objectives: the parts 100

- Preamble
- Verb

- Open vs closed verbs
- A verb list
- Object

Exercise 2 103

- Qualifiers and quantifiers
- Chunk

Prospectus and rationale **109**Exercise 3: Writing objectives **110**Answers to exercise 3 **111**Feedback exercise **113**Answers to feedback exercise **115**

References 115

117 CHAPTER 7 The Script

Objectives **117**The technical storyteller **119**Writing style **120**

- Focus
- Tone

Arriving at a style **121** Frame format **125**

- Editing the number of frames
- Editing time/frame

Organizing information 130

- The storyboard

Feedback frames 133

Transitions 134

Feedback exercise 135

Answers to feedback exercise 137

References 138

141 CHAPTER 8 Visuals

Objectives **141**

How visuals assist learning 145

Visuals and the storyboard 146

- Ready-made visuals
- Create your own visuals

Visual style 149

Types of visuals **150**

- Title or word slide
 - Lettering
 - Lettering sources
 - Spacing letters
 - Progressive disclosure
- Graphics
 - Mediums and methods
 - Layout and composition
 - How to make camera-ready copy
- Photographs
 - Detail
 - Composition
 - Color
- Combination slides

Photographic equipment and slide copying **166** References **168**

171 CHAPTER 9 The Tape

Objectives 171

Components of a quality tape 172

Recording the narration 174

Editing the tape 179

Cues 179

Feedback exercise 181

Answers to feedback exercise 183

References 184

185 CHAPTER 10 How to Use Feedback and Evaluation

Objectives 185

Repetition and A/I 187

Constructing feedback exercises 188

Referencing instruction 189

- Norm-referenced
- Mastery/Criterion-referenced

Feedback exercise 196

Answers to feedback exercise 197

References 198

199 CHAPTER 11 Creating A/I Programs: Problems and Shortcuts

Objectives 199

Problem 1 Hardware 199

Problem 2 Graphics 201

Problem 3 Time 202

Problem 4 Tape duplication 203

Problem 5 Photography 203

Problem 6 Updating programs 204

Problem XYZ 205

References 205

207 CHAPTER 12 Managing A/I Programs

Problem 1 The new responsibility 207

Problem 2 Space 208

Problem 3 Using hardware 209

Problem 4 Check-out system 210

Problem 5 Demand for accessibility 211

Problem 6 Hardware that doesn't work 213

APPENDIX 217

NOTES **221**