

# Multimedia History: 1940 - 1990

## SCAVENGER HUNT:

\* Required

Click on the following link to access an interactive timeline. You will use this timeline to complete the scavenger hunt on this form. You will have 40 minutes to complete.

**Good Luck!**

If you get stuck just ask a question :)

<https://www.tiki-toki.com/timeline/entry/1092347/Multimedia-History-1940-1990/>

1. Name \*

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Instructional

Instruction - Selected classroom practices and tools starting from 1933.

\*\*In the instructional section, all answers are found in the pop-up windows of the timeline\*\* (The "find more" button will take you to the full article.)

Sentences presented in this section of the timeline are preserved in the author's original words for optimal impact.

2. Which two analogies did Devereux (1933) use to describe the impact of talking films in education? \*

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3. How long have we been talking about Cognitive Load Theory??? The theory was developed in the late 1980s by John Sweller. That said, find a reference to the idea in a quote from Brickman's (1940) article. Type the sentence. \*

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4. Technology in the classroom has always been a hotly debated topic that goes beyond financing. As schools look to solve the "problem" of phones in the classroom, this author (1965) absolutely could not stand the idea of tape recorders in the classroom. Do you agree or disagree with Taylor's position? Respond with 2-3 sentences explaining your position. \*

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5. A reoccurring theme throughout is that technology, presented in any form, will not (or must not) replace the necessary human component needed in education. Find ANY sentence in any reference to this. Include the topic, year, and sentence that validates your finding. \*

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6. Between 1965-1975, schools were beginning to enhance students' learning experiences by bringing the "outside world" into their classrooms. One way this was accomplished was through the use of: \*

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7. Very briefly describe the virtual classroom of the late 80s. In what ways is this similar to our distributed program? \*

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8. According to Burleigh in 1967, what are the four new technological developments that merit particular attention? \*

*Check all that apply.*

- Personal Audio Recording
- Computer Technology
- Overhead Projectors
- Developments in Instructional Television
- Telelearning
- The Learning Center
- Automatic Loading Projectors and 8mm Films
- Individualized Instruction

Other:  \_\_\_\_\_

9. The "new" television depicts television's acceptance as a tool of the classroom. What are the four unique capacities the author lists viewed through the perspective of 1974.

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10. Early multimedia was first used in music and foreign language educational settings with higher frequency than other subject areas. (Inference question) \*

Mark only one oval.

True

False

11. According to forecasters in 1984, optical-disc technology lent itself to a future in \_\_\_\_\_ and \_\_\_\_\_. \*

\_\_\_\_\_

12. Examining the two scenarios presented in the "classrooms of the future" (1989), how close do you feel that the author accurately describes a present day classroom in scenario two? \*

Mark only one oval.

1      2      3      4      5      6      7

Not at all        Exactly

People

Important people who impacted multimedia between 1940-1950

13. Allan Paivio became a member of the Royal Society of Canada in 1978. Who was he affiliated with when he received this honor. (search his name) \*

\_\_\_\_\_

14. In Allan Paivio's book, Imagery and Verbal Processes (1978) he has one orienting theme of the book. Paivio states his question in the introduction of his book. What question does he focus on in his book (stated in section 1 of the introduction? (the book is open to read...book mark to save for later) \*

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15. A funny fact...Allan Paivio was on the cover of a magazine and awarded the title of what? \*

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16. Richard Mayer was born in 1947 and was a product of what? \*

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17. In 1970, Dolf Zillmann began to professionalize research on what? \*

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18. In 1940, Clark L. Hull was published for the first time in Mathematio-Deductive Theory. When he died in 1952 he left a legacy in the study of what? \*

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19. Alan Turing is believed to be the father of computer science and what? \*

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20. What's the specific name of the test that was developed in 1950 to test whether the partner that communicates with you in text is a machine or human? \*

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21. Which word is coined by JJ Gibson that pertains to the interactivity between environment and individuals and has been extremely influential in the field of design and ergonomics. \*

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22. Who is this Canadian professor, philosopher, as well as public intellectual that coined the expressions, "the medium is the message"? \*

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23. What organization honored both JJ Gibson and his wife the Award for Distinguished Scientific Contributions to Psychology in 1960s? \*

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Theory

Important developments in studies in emotion and cognitive learning theories from 1940-1950

24. 1962- According to Schachter and Singer's Two Factor Theory of Emotion, an \_\_\_\_\_ of our physiological response to a stimulus determines our emotion. \*

*Mark only one oval.*

execution

evaluation

25. 1966- Eleanor Gibson's \_\_\_\_\_ established that infants can perceive depth by the time they learn to crawl. \*

*Mark only one oval.*

Affordance Theory

Visual Cliff Experiments

26. 1966- See Video- For J. J. Gibson, there is no distinction between \_\_\_\_\_ and \_\_\_\_\_.\*

*Mark only one oval.*

- sensation and perception
- recall and memory

27. 1971- What is Dolf Zillmann's famous theory on emotion? \*

*Mark only one oval.*

- Excitation Transfer Theory
- Emotional Theory of Transference

28. 1986- What distinguishes Dual Coding Theory from other cognitive coding theories? \*

*Mark only one oval.*

- it only involves visual representations from film
- its modality-specific nature

29. 1988- Cognitive load is the total amount of mental effort being used in \_\_\_\_\_ (see video). \*

*Mark only one oval.*

- retrieval functioning
- working memory

30. 1990- Mayer and Gallini (1990) found that using \_\_\_\_\_ based instruction promoted students' understanding of \_\_\_\_\_ material. \*

Mark only one oval.

- cognitively, mathematic
- visually, scientific

BONUS!!!!!!

You are an ed tech multimedia master if you can answer this question!

31. Dolf Zillmann gave a lecture in 2006 at the Annenberg Colloquium. He discussed the nature of audience interaction and the emotional investment from the audience in various theatrical and film characters. Please view minutes 5:45-7:15. In 2006, what instructional technology equipment was Dolf Zillmann utilizing? \*

Dolf Zillmann Lecture



<http://youtube.com/watch?v=Q9wyhGrCgco>

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