Contents

Conference theme and presentation: 'educational technology for continuous education'	J Leedham	5
List of contributors		11
The host university: J C Levy, Pro-Vice Chancellor of the City University		13
Keynote address: perspectives for life-long education	G Hubbard	17
Papers concerned with the main theme		
The importance and feasibility of 'transparent' universities	G M Boyd	25
Scouting for poise: a search for a balanced strategy of curriculum development	R N Brown J Cowan	32
The imaginative uses of closed circuit television in the training of staff and managers	J Leedham	40
Life-long objectives in a college of education	E W Anderson	49
Mature students - OU and non-OU	L R B Elton	64
A proposed system for mass continuing education	N C Farnes R McCormick J A Calder	74
The idea of continuous education	M Braham	96
Consumer-orientated programmed learning in adult education	A Mackie	110

Operational research models applicable to educational technology for life-long learning	P D Mitchell	118
Papers concerned with specific aspects of educational technology, related to the main theme		
Television learning: in search of a workable theory	M J Coombs	132
The mass media with particular reference to television as an instrument of continuous education among Canadian Eskimos	G O Coldevin	144
Interactive instructional designs	D Langdon	157
A teaching laboratory for continuing education	S M Kay S O'Connell S Penton	192
Unconventional aspects of educational technology in an adult education programme	L F Evans	198
New uses of the telephone in adult education	B Turok J S Daniel	202
Scale effect, and its relevance for resource-based learning	J Cowan	210
Papers concerned with other aspects of educational technology		
The formative evaluation of tape/slide guides to library instruction	P J Hills Mrs L Lincoln L P Turner	218
Some aspects of 'modelling' in the microteaching context	S Gilmore	226
The typography of college prospectuses: a critique and a case history	P Burnhill J Hartley S Fraser M Young	233
Audio video compositions: a pilot experiment	S El-Araby J Gould	246

Factors affecting the programming and control of individualized systems of instruction (for the training of technical and science teachers in a developing country)	A J Romiszowski	254
Self-teaching in university courses	P J Hills	267
Construct lesson plan	D G Langdon	276
Organizing experience - structuring objectives in the military career	R H Kerr	285
Educational technology in health education	W D Clarke B C Jolly	296
The 'members marathon' - a summary of contributions		305
Concluding address - 'educational technology with a human face'	L F Evans	307