

# *Contents*

1. The Nature of Educational Technology	1
R. MURRAY THOMAS	
<b>PART I: COMPUTER TECHNOLOGY</b>	<b>25</b>
<b>An Example of Decision-Making in Technology Transfer</b>	
2. The Creation and Development of Educational Computer Technology	35
DENNIS O. HARPER	
3. Computer Technology Transfer to Developing Societies: A Chinese-Language Case	65
JIAYING ZHUANG AND R. MURRAY THOMAS	
<b>PART II: RADIO AND TELEVISION</b>	<b>91</b>
<b>An Example of Lessons Learned</b>	
4. Educational Radio and Television — Their Development in Advanced Industrial Societies	105
R. MURRAY THOMAS	
5. Educational Radio and Television — Their Transfer to Developing Societies	125
CLAUDINE MICHEL	
<b>PART III: EDUCATIONAL PRINT MATERIALS</b>	<b>143</b>
<b>An Example of Diverse Perceptions of Technology Transfer</b>	
6. Textbooks in Comparative Context	159
PHILIP G. ALTBACH	
7. Cross-Cultural Transfer of Print Media	177
S. GOPINATHAN	

<b>PART IV: EDUCATIONAL OPERATING SYSTEMS</b>	<b>197</b>
<b>An Example of Socio-political, Historical Analysis</b>	
8. The Creation and Development of an Education Operating System: The Bureaucratic Organization of the French National System of Education	209
NOEL F. MCGINN	
9. The Transfer of an Education Operating System: French Educational Management Organization in the Colonies	233
GAIL P. KELLY	
10. The Meaning of Educational Technology in the Modern World	253
VICTOR N. KOBAYASHI	
<i>Index</i>	271