

Computers and Education: The Genie is Out of the Bottle

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"Most children now have grown up learning their alphabet (and a great deal more) from television. The basic lesson they have learned is one of format: an electronic box (not a live instructor) educates." (after McLuhan)

"Gone is the classroom format of verbalized descriptions of phenomena, assisted by still photos and graphs in a text. On the CRT screen appear actual 'live' photos and accurate computergraphic illustrations of concepts, complete with dramatic background music and professional voice-over. The dramatic context of these images is arranged to make the instructional concepts highly memorable. Because the human eye transmits 16 times the information to the brain as does the ear, there can be little serious speculation about what format (done properly) is the more efficient one."

(here he was speaking of videotaped telecourse productions)