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MOREHEAD STATE UNIVERSITY

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CAMPUS RESEARCH PROJECTS
FEATURING MR. DON HOLLOWAY

CONTINUING EDUCATION THROUGH BROADCAST UTILIZATION

The first research project to be funded under the leadership of Dr. J. E. Duncan, Dean, School of Humanities, is in the Division of Communications headed by Dr. Frederick Voigt. The project written and directed by Donald F. Holloway is entitled, "A Community Service and Continuing Education Project Through Broadcast Utilization."

The research is part of the broadcast development program of WMKY - FM 91.1 mgh., the University radio station with studios in the Combs Classroom Building. It is funded under Title I of the Higher Education Act of 1965. The Peter Schweitzer Foundation contributed 50 radios to the program.

While the project will present seven radio series produced by The Institute of Lifetime Learning, the research will focus upon the change which the programs will bring about in the lives of those who enroll in the seven courses. The projects, as well as the programs, is designed for elderly retired and handicapped people. Individuals of all educational, socio, and economic levels are encouraged to enroll. The seven series range in subject from music, Shakespeare, psychology, biography, and history, to creative writing.

RESEARCH REVEALS RELEVANT DATA

The project is funded for twelve months with the first phase, recruitment and enrollment, beginning July 1, 1968, and continuing to September 20. Recruitment began by contacting governmental, civic, and church groups to develop a list of potential enrollees. From fourteen group contacts, 172 potential enrollees were inlisted. Another approach was to do a house to house survey. Three special field workers were provided to the project for two weeks by the Northeast Area Development Council. The three girls, Beverly Wright, Patty and Sharon Johnson natives of Clearfield, surveyed 220 homes in fifty-two hours of work. They found an additional 82 prospective students. Out of the 220 homes surveyed, 203 have one or more television sets, 213 have AM radios and 124 have AM - FM radios. Of the 294 televisions, 163 are UHF and are capable of getting the UHF educational television channel #38 WKMR. 118 homes are on the local

community antenna system.

The next step was for the three project fieldworkers, Robert Kida, Wade Venowne, and Phillip Tackett to begin in-depth interviews with the potential enrollees. To date, 170 have been interviewed. 84 have enrolled for one or more courses. The total number of enrollment to date is 433. This already exceeds the original objective of the project and only 73.9% of the potential enrollees have been interviewed.

PROJECT GOALS ARE TWO FOLD

The major emphasis is to determine to what extent the fieldworker's direct contact and the broadcast's indirect contact may motivate an adult to improve his cultural and educational aspirations. The behavioral change can be observed as the data from the in-depth interview before the series is compared with the results of the interview after the series. In both cases, the enrollees will be asked about their cultural contacts; the papers, magazines, and books they read, the television programs they watch, the concerts and lectures they attend, and the radio programs to which they listen. The mere contact of the programs is a change in their lives ... but will this change motivate others? If 3% of the enrollees in Enjoyment of Music will attend a live concert on the university campus, the project will be a success. Other examples of change are obvious.

Halo effects of the project are (1) information about the prevalence of radio and television sets in the two communities, (2) an awareness of instruction via radio, (3) information concerning the needs of elderly people which may be alleviated in part via mass media, (4) an interchange among various Appalachian improvement groups, and (5) staff experience in routining such services to the public.

The success of the project will depend upon the degree to which fieldworker and enrollee can communicate needs. The future will depend upon the ability of the university radio service to design programs which can meet these needs.

CAMPUS RESEARCH PROJECTS
FEATURING DR. CHARLES PAYNE

THIS ATOMIC WORLD

How can nuclear energy be harnessed to furnish electric power for cities? How are radioisotopes used to aid in the diagnosis and treatment of diseases? How can radio-active particles be used to learn more about life processes?

Thousands of Kentucky high school students will be afforded the opportunity to hear these and other peaceful uses of atomic energy discussed during their 1968 - 1969 school year when the traveling exhibit, "This Atomic World," is brought to their school by Morehead State University.

"This Atomic World" is a lecture-demonstration program designed by the U. S. Atomic Energy Commission to present a realistic and vivid story of nuclear energy and its peaceful uses to students and teacher's in the nation's high schools.

"The University will work with the Oak Ridge Associate Universities, Oak Ridge, Tennessee, in presenting the exhibit in Kentucky next year," Dr. William C. Simpson, Dean of the School of Science and Mathematics at Morehead, has announced.

DR. PAYNE HEADS PROGRAM

Associated Universities, an organization made up of 41 southern universities, handles the nation-wide exhibits programs for the AEC. The Morehad program is under the direction of Dr. Charles A. Payne, chairman of the Division of Physical Sciences.

"Charles Mays will be in charge of the exhibit, which will be presented at 40-minute assembly programs in more than 150 Kentucky high schools next school year," Dr. Payne said.

Using a specially-designed van-type truck to transport the exhibit properties, Mays will visit one high school each day, beginning early in September, presenting the nuclear energy peacetime story first at an all-school assembly program and later in classroom sessions.

Mays, who will go to Oak Ridge for eight weeks of intensified training in atomic energy and the presentation of the exhibit, also will be available at each school for special counseling with interested students and guidance counselors.

"The assembly program," Dr. Payne said, "is designed to interest all students. It will cover in student terms such physics highlights as radioactivity, chain reaction, reactors and their uses, transmutation, and the application of radioisotopes in medicine, industry and agriculture."

STUDENTS WILL PARTICIPATE

The students will participate in at least three of the demonstrations.

A more detailed discussion is presented in the classroom presentations later. Aimed primarily at the students studying science, the topic discussed here will include atomic structure, the nucleus, radiation biology, fission and fusion.

Topical questions, including those on nuclear science as a career, will be welcomed.

Specifically-designed electronic equipment, including a radiation counter, a reactor model, a Van de Graaff generator and a number of electrically-activated panels, will be used in the presentations to illustrate May's explanations and comments.

"The Kentucky exhibit of "This Atomic World" will be one of 14 such units visiting the nation's high schools next school year," Dr. Payne said.

Of the 29,000 private, parochial and public high schools in the country, more than 2,000 will be visited by a unit in 1968 - 1969.

"We are in the process now of offering an exhibit visit date to every high school in Eastern Kentucky," Dr. Payne said.

"We think this is a tremendous opportunity for high school principals to bring a vitally-important and meaningful program to their students and teachers. We cannot over-emphasize their early acceptance of the offer."

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THE EFFECT OF BOOKKEEPING ON ACHIEVEMENT
IN THREE TYPES OF FIRST - TERM
ACCOUNTING COURSES

By

Clay Van Sink, Ph. D.
Morehead State University

The purpose of this study was to determine whether a study of bookkeeping in high school is related to achievement in first-term college accounting. The ultimate objective was to determine whether or not high school bookkeeping provides background preparation for the study of college accounting and to further determine for which of the various approaches to the study of accounting a background in bookkeeping is more beneficial. The various approaches to the study of accounting were identified as: (1) corporate programmed, (2) managerial, and (3) traditional. Accounting textbooks were classified as using one of these three teaching approaches. The study was conducted during the 1967 - 1968 academic year.

The accounting students who had studied bookkeeping had studied only one year of bookkeeping and had achieved at a high level as evidenced by a "B" or higher grade. Achievement was based upon the first examination grade and upon the final grade for the accounting course.

Three groups of students were chosen from three universities -- Michigan State University, Morehead State University, The Ohio State University -- that represented the three teaching approaches used in the study. Eighty-two students who had studied bookkeeping and 394 students who had not studied bookkeeping met the selection criteria which were: 18 to 20 years of age, a second-year student, and enrolled in accounting for the first time. The verbal and mathematical college entrance scores of students were used to match the 82 students who had studied bookkeeping with 82 of the 394 students who had not studied bookkeeping.

The findings were based upon a percentage correlation and a difference-in-proportion test between drop-out students who had studied bookkeeping and those who had not, bookkeeping and accounting textbook

comparisons, bookkeeping and accounting examination comparisons, t-tests between students who had studied bookkeeping and those who had not, and an analysis of variance for the students who had studied bookkeeping.

The following conclusions are based upon the findings of the study:

1. Bookkeeping students who later study first-term accounting can expect to make use of some of the bookkeeping topics and some of the bookkeeping terminology that they learned in high school.
2. Students who have not studied bookkeeping are as likely to complete the first-term accounting course as are students who have studied bookkeeping.
3. An appropriate objective of high school bookkeeping may be to provide background preparation for students who plan to take college accounting, particularly when the corporate programmed and traditional teaching approaches are used in college.
4. Students who have completed high school bookkeeping will achieve at approximately the same level in first-term college accounting regardless of whether the corporate programmed, management, or traditional teaching approach is used.

Since there was less of a relationship between accounting students who had studied bookkeeping and those who had not when the management teaching approach was used, a study should be made which concerns the accounting concepts that bookkeeping teachers should strive to develop in students that may be more important than debit-credit theory or the recording process. An example might be an understanding of the relationship and difference between income and cash.

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RESEARCH NEWS

Adult Radio Project has expanded programming to include a locally produced program. Talkback: Adult Radio is aired each Tuesday and Thursday from 4:45 - 5:00. The program is designed to get telephone responses from the adult listeners. On the first three programs, project director Don Hollaway, talked with Reverend Gambred, (Clearfield); Mrs. G.C. Webb, (Sherwood Forest); and Mr. Sam Denny, (Sun Street).

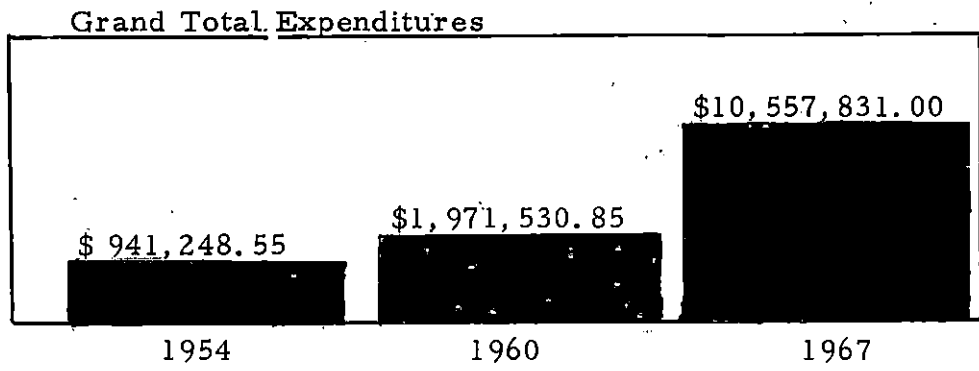
WANT AD

Needed for Adult Radio Project: Fieldworker to assist in home contacts and research. Sociology senior preferred with special talent in interview techniques. Send recommendations to Don Hollaway, Box 911 or call extension 371. Position open second semester.

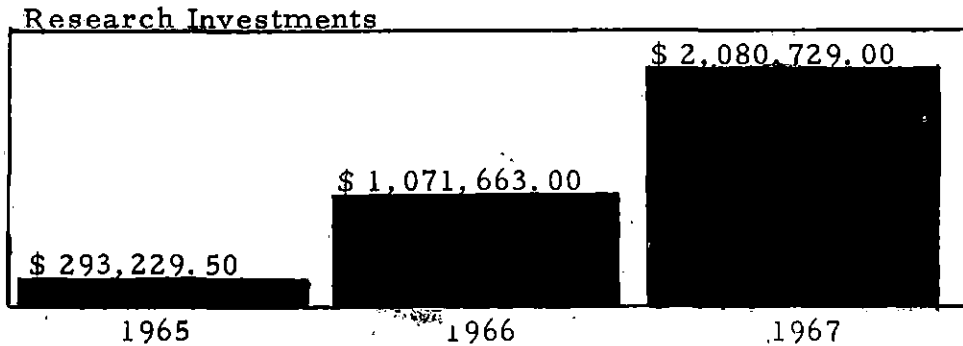
RESEARCH GETS STRONG, BALANCED SUPPORT

Morehead State University has entered the era of research and development with a synamic program. The growth of the University and research activities is evident when contrasted historically.

Morehead State University Budget Summary



Morehead State University Research Investments



Research and development investments in 1967 double the entire budget of the University in 1954.

Research and development investments of 1967 match the entire University budget of 1960.

MOREHEAD STATE UNIVERSITY FACULTY
IS PRODUCTIVE IN RESEARCH

The Morehead State University faculty has turned in a productive year in the area of research. Under the direction of the administration and Deans of the University Schools, the Morehead State University faculty has achieved record performances during past years:

- Research and Development Programs for 1966-67 totaled a sum of \$1,071,663.00.
- Research and Development Programs for 1967-68 resulted in a sum of \$2,080,729.00.
- Net result ---- A GAIN OF \$1,009,066.00.
- Faculty and Deans increased research activities nearly 100% in 1967 over the previous year; an accomplishment that stands on its own merit.

RESEARCH AND DEVELOPMENT PROGRAMS FOR 1968

1. Adult Basic Education
2. Upward Bound Program
3. Two-Year Technical Institute
4. Operation Talent Search
5. Regional Training Office
6. Science Research
7. Stratigraphy Neogene Deposits Study
8. Special Education Stimulation Grant
9. Computer Study
10. Computer Assisted Instruction
11. Vocational Training
12. Twelve County Recreation Program
13. Experimental Psychology Grant
14. Psychology Equipment
15. Head Start Training Program
16. Supplementary Head Start Program
17. Project MUST
18. Breckinridge Library Grant
19. Audio Visual Equipment
20. Home Management Improvement
21. Area Agriculture
22. Educational Broadcasting Grant A
23. Educational Broadcasting Grant B
24. Communicative Arts
25. Instructional Scientific
26. Atomic World Mobil Unit
27. Radiation Significance Grant
28. Evaluation
29. Library Grant
30. Newtown Project

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HERSHEY: GRADUATE STUDENTS MAY POSTPONE
INDUCTION UNTIL TERM'S OVER

General Lewis B. Hershey, Director of the Selective Service System, has issued another one-sentence directive to state draft board directors. This one permits boards to defer the induction of graduate students, on an individual case basis, until they finish the quarter or semester in which they are enrolled.

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HEW OPENS VISITORS CENTER IN WASHINGTON

The Department of Health, Education and Welfare has opened a visitors and information center on the first floor of its headquarters building at 330 Independence Avenue, S. W., in Washington. It will maintain a stock of publications, directories and other documents about HEW programs. A 24-hour telephone information service will be established in the near future, HEW said.

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EDUCATOR WRITES RX FOR MAKING SCHOOL MORE
INTERESTING TO POTENTIAL DROPOUTS

Food breaks, field trips, free time - these are among the measures that one educator suggests would improve the schools' capability to educate deprived children. According to Dr. Merrill Redemer, current - day educational strategies are completely inappropriate to the disadvantaged youngsters' abilities, values, and needs. Redemer, who is Director of Research Services for the New Mexico State Department of Education, recommends six ways in which the schools would do a better job:

1. Provide nursery school for all disadvantaged children.
2. Extend the elementary and nursery school day to include food breaks, rest periods, free and organized play time, field trips.
3. Expand reading readiness programs to become "learning readiness" programs, aimed at helping children grasp abstract concepts.
4. Abolish any expenses that the child or his family now incur - book deposits, lab fees, or the like.
5. Offer work - study programs in the secondary school.
6. Make sure that any teacher assigned to teach culturally deprived children is a straightforward, warm consistent individual who will teach in a simple, dignified manner.

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SCHOOLS & SOCIETY: EDUCATIONAL SERVICES TO RIDE RAILS IN APPALACHIA

Old trains running on abandoned railroad tracks may soon carry education and medical care to the West Virginia back country. The idea is being planned by the Appalachian Educational Laboratory in the State's capital city, Charleston. If the project materializes, a train of renovated baggage and postal cars will carry a team of specialists through the Appalachian region, making five-day stops at various locations.

According to project director Margaret Lotspeich, the train will be divided into units offering programmed learning, group instruction, and vocational information and guidance; in addition to such basic health services as dental examinations and vision and hearing tests.

Funds for the project will come from an unusual source -- a West Virginia labor organization affiliated with the AFL-CIO.

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UPWARD BOUND STUDENTS

... The nation's first Upward Bound students to complete their college education received degrees this past summer from Florida A & M University in Tallahassee. The four students - who received degrees in speech therapy, political science, and mathematics - completed their courses in three years.

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THE GROWTH OF JUNIOR COLLEGES

... For the past several years, two-year colleges have been opening at the rate of around 50 a year. In fact, this year, 61 of them opened according to College Management magazine. And the end is not in sight. Some 24 new junior colleges are slated to open in 1969, 10 more in 1970, plus 115 two-year schools between now and 1972.

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OPINION ACCUMULATES; MUSICAL PARTICIPATION IS GOOD FOR WHAT AILS THE DISADVANTAGED

Underexposed to language, inexperienced at reasoning, lacking in self-confidence - that's the usual profile of the disadvantaged child. Professionals agree that he needs early, compensatory educational experiences, but they haven't always agreed on what the experiences should be. Now, musical activity seems a likely answer. "Music and dance are essential ingredients in programs for disadvantaged pre-schoolers," says one educator. "Title I projects in music have been of enestimable value," say two others. The opinions are from two recent articles:

1. One, in the September New Jersey Education Association Review, talks about music's value in Head Start programs. The author, Dr. Betty J. Rowen, notes that when pre-schoolers respond to the rhythm of music, they gain experience in communication and reasoning that their home environment doesn't provide. "They... find out how to relate to others and how to listen and interpret meanings by walking fast or slow in time to a drum beat."
2. The other, in the October Music Educators Journal, discusses what music can accomplish in Title I programs. According to authors Edward O'Connor and Marian Thorman, the disadvantaged child is usually failure-oriented. "The potential of Title I projects in music lies in offering experiences in which a child can succeed and in which he has not previously experienced failure. Teachers and administrators who have been interviewed agree that these projects give children an essential opportunity for achievement, a chance to develop an interest in all learning through accomplishment in music."

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EDUCATION EXEMPTED FROM SLASH:
OTHER DEVELOPMENTS

The U. S. Office of Education's programs will escape the \$6-billion reduction in government spending approved earlier by Congress.

The Bureau of the Budget has exempted the office's spending from the budget limitation, according to James Kelly, comptroller of the Department of Health, Education, and Welfare. The Budget Bureau approval is in line with a provision in the Vocational Education Amendments, passed in the final days of the 90th Congress, which exempted the Office of Education from the reduction.

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RESEARCH NEWS

The Research News is the official publication of the Research and Development Center of Morehead State University. Content of the Research News is designed to inform the staff of the University concerning stories, events and announcements relevant to higher education and research.

Morris L. Norfleet, Vice President
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