INTRODUCTION

For a number of years this writer was perplexed as to why more individuals and educational institutions were not making greater use of audiovisual materials when their value was so self-evident to him. The problem became especially irritating upon examining a field such as agriculture (with which the writer had a great deal of first-hand contact in his earlier years) wherein progress has been so rapid. Somewhat the same things have been true in the medical sciences, where great advances in pharmaceutical products and new forms of treatment have been disseminated rapidly. Fortunately, there have been many activities recently in the field of education relating to the whole area of innovation and diffusion. It seemed to be a particularly appropriate time, therefore, to give attention to innovation in education; and, as a consequence, support was requested and granted by the U.S. Office of

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Education to hold a symposium on the topic at the University of Nebraska.

The design of the symposium was to look at the problem of innovation broadly by including content and speculations from several different disciplines. The initial presentation, "Models and Ideas about Changing"—Robert Chin, dealt with several models from the behavioral sciences. This paper was followed by three presentations focusing on innovation as understood by a sociologist (Paul Meadows—"Novelty and Acceptors: A Sociological Consideration of the Acceptance of Change"), an anthropologist (Art Gallaher, Jr.—"The Role of the Advocate and Directed Change"), and a psychologist (Wayman J. Crow—"Characteristics of Leaders Who Are Able To Promote Change").

It was felt that after this general background was presented, it would then be possible to show the ways in which the various models and principles from the behavioral sciences were identifiable in studies carried out in the field of agriculture ("The Diffusion Research Tradition in Rural Sociology and Its Relation to Implemented Change in Public School Systems"—Herbert F. Lionberger). Papers were then presented dealing more specifically with the field of education ("Innovations in the Air Force"—Colonel Gabriel D. Ofiesh; "Educational Change and the Role of Media"—Truman Pierce; "Educational Innovation: Some Generalizations"—Matthew B. Miles; "State Organization for Educational Means"—Henry Brickell). The final paper dealt with the "Role of Newer Media in Planned Change"—Jack V. Edling.

The symposium provided opportunity for discussion of the individual papers as they were presented as well as extensive opportunities for small group interaction on either individual ideas or a combination of some of the major topics presented.

The specialists who had prepared the various position papers were asked to make references to media applications, and all did so to some degree. It was felt that it would be useful to have reactions of a number of media specialists to the position papers individually or collectively. A small group of media specialists,8

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8 George Gerbner—"The Role of Media in Communicating Results of Re-