

# Closed Circuit Television in A Library Orientation Program

THE Pennsylvania State University Library made use of closed circuit television for the first time in its orientation program in the fall of 1957. It had been deemed virtually impossible to present a satisfactory program of lecture tours to three or four thousand students in the two days available. For some years, indeed, the library had not been able to secure any time during the crowded orientation week because of the heavy schedule of other events, particularly health examinations required of new students. When some of these examinations were moved to the summer months, however, time became available and the library staff, working with the orientation committee, developed a TV program on an experimental basis.

Eight sessions were scheduled over a two-day period with about 400 students in each session. These students were assigned to one large room and several small classrooms to hear an introductory talk by the librarian. Each room contained at least four TV receivers. The talk was designed to give information on the location of libraries and reading rooms on campus, use of the card catalog and special services, along with a cordial invitation to use the library, and some talk about the importance of book skills. At the end of this twenty-minute session, groups were taken by trained student guides on a tour of the library. Attendance was voluntary, but freshmen seemed to take their schedules seriously and it was estimated that about 2,800 took part.

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PERCENTAGE OF STUDENTS VOTING TO RETAIN (R), CHANGE (C), OR ELIMINATE (E) THIS ACTIVITY

	MEN			WOMEN		
	R %	C %	E %	R %	C %	E %
TV Talk	34	45	20	34	42	23
Library Visit	34	38	28	25	52	23
	61	29	10	55	35	10

In an effort to evaluate the results, student counselors distributed two questionnaires, one immediately after orientation week, the other two months later. The results showed that approximately 87 per cent of the students reported attendance at both the TV presentation and the library visit. In the first questionnaire 60 per cent of the men and 54 per cent of the women considered the program helpful; in the second questionnaire 52 per cent of the men and 56 per cent of the women approved the program. Why the approval went down among the men and went up among the women is not explained, although it could conceivably represent a superficial evaluation. In a further analysis questioning whether the program should be retained, changed, or eliminated, the following results were obtained.

The obvious conclusions are that the library visit was voted more useful than the talk; 20-28 per cent favored elimination of the TV program while only 5-10 per cent would eliminate the library visit; 38-52 per cent favored a change in the TV presentation; 53-72 per cent favored retaining the library visit but 23-37 per cent thought it should be changed.

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Oral comments by student guides and counselors, although not tabulated, were more favorable than the questionnaire results and certainly encouraging. It

should also be noted that to a considerable extent the success of the library tour may have been made possible by the introduction provided by TV.