

Are Radio Programs ...

U.S. Navy Project Here Working On New Fields In Communications ... Effective Teachers?

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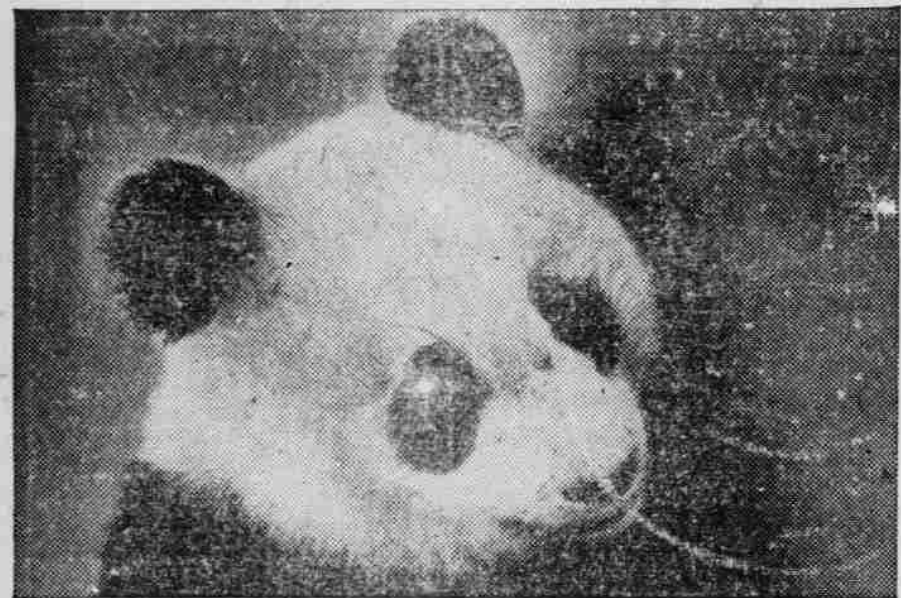
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Project Is First Of Type Tried, Officials Declare

By William Workman Six hundred college freshmen soon will be sitting in on an experiment that may well make history in the fields of social science and communications.

This is a project wherein the United States Navy wants to determine how much men can learn by radio and what type of radio program is the most effective teacher. For the answers the Navy has turned to the University of North Carolina.

Working together in an effort to find the answer are the Communication center and the Institute for Research in Social Science at Chapel Hill and the Department of Social Studies in the School of Engineering at State college in Raleigh.

Financed by the Navy's Office of Naval Research Special Devices Center, the project is scheduled to run for 12 months.

Now in the process of organization and planning, the staff for the project is just about complete. The director is John E. Ivey, Jr., chief of the institute's division of research interpretation, Daniel O.

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Price, research associate in the institute, will supervise the station, will serve as assistant to the director. William R. Workman is the radio-television writer. Leo Kuper and Barbara Chartier are research assistants, and Nadine Fitcher, administrative secretary.

Writing and Producing The primary responsibility for supervision of the project is being assumed by the Institute for Research in Social Science. The Institute's research staff will handle the experimental design of the project, the development and administration of the testing program, adequacy of the content for radio programs and final analyses of the data gathered. The Communication center will be responsible for, and supervise, the writing and producing of the radio programs.

Present plans are that the experiment will be conducted during the fall quarter of this year. The social study classes at State college will be used as the group to be tested. Approximately 600 State freshmen will take part in the three-week experiment. Before the experiment begins the tistical aspects. Harry B. Williams group will be pre-tested on their knowledge and attitudes pertain-

ing to a given body of information. Other information to be secured will concern family background, education and facts pertinent to the students' beliefs.

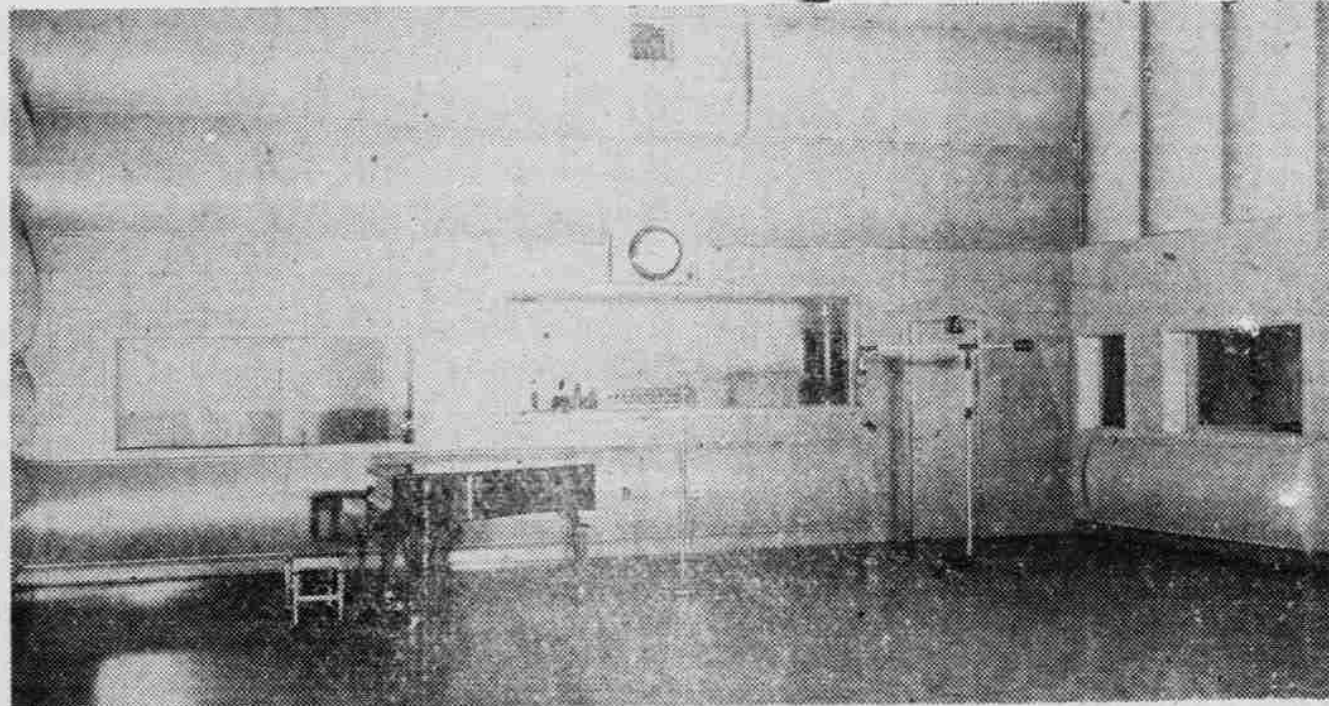
Test Students' Reactions The University research staff for the project, consisting of psychologists and sociologists, is interested in finding how students' attitudes as well as social and economic backgrounds affect their reactions to information presented by radio. Other questions are concerned with radio listening and problems of learning; as well as the objective and critical attitudes of people toward social, economic and political problems and how radio listening might affect these attitudes.

When classes start in the fall 16 groups of students will be assigned to the experiment. All groups will receive the same subject matter. They will each be given the same number of facts, the same appeals, situations and examples. However, these will be in the form of four different types of radio programs. Meeting three times a week, these groups will listen to the radio rather than the standard lecture.

Though the subject matter might cover a lecture on American history, four groups would hear it discussed in an interview form, four in a roundtable, four in a story-dramatic, and four in a story-narrative. At the same time, a control group would be given the identical material in the standard college lecture manner.

Nine Day Experiment The radio programs will run for 35 minutes, followed by a short daily quiz. During the nine days of the experiment, two will be taken up with pre-testing, six with radio instruction and one with an examination covering all the radio instruction material. Plus covering all the instructional material, this final exam will also show any changes which might have occurred in the students' attitudes.

The final statistics and results will provide evidence to confirm or deny the pre-determined hypotheses constructed by the research staff. These hypotheses, or statements assumed for the purpose of argument, will be concerned with such questions as: What type of radio presentation stimulates learning most?



THE MAIN STUDIO of the Communication center's Radio department. Here the dramatic programs for the Navy's radio research project will be produced.



SHOWN IN CONFERENCE are members of the radio research project being conducted by the University for the United States Navy. Seated (left to right) Earl Wynn, director, Communication center; William R. Workman, radio-writer; Harry B. Williams, assistant to the director; Nadine Fitcher, administrative-secretary; and John E. Ivey, Jr., director of the research project.

What types of attitudes and experiences are barriers to learning in social science? What types of attitudes and experiences enable a person to take an objective point of view toward social situations? Does an objective point of view enable a person to learn better?

As far as is known, this is the first research project of its type ever attempted. When all the tests have been completed, processed, and analyzed, the figures may well tell an interesting and amazing story. Educators may be able to program their radio time with shows that are of greater interest and instructional value. The Navy may have evidence pointing to new directions for personnel training by radio. This information might suggest revolutionary changes in the manner of getting information and instruction to reserve training units. For the social scientist it may help answer many questions that have gone unanswered too long.

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Advertisement for the movie 'The Prince of Thieves' starring Jon Hall, featuring a picture of the actor and the movie title.

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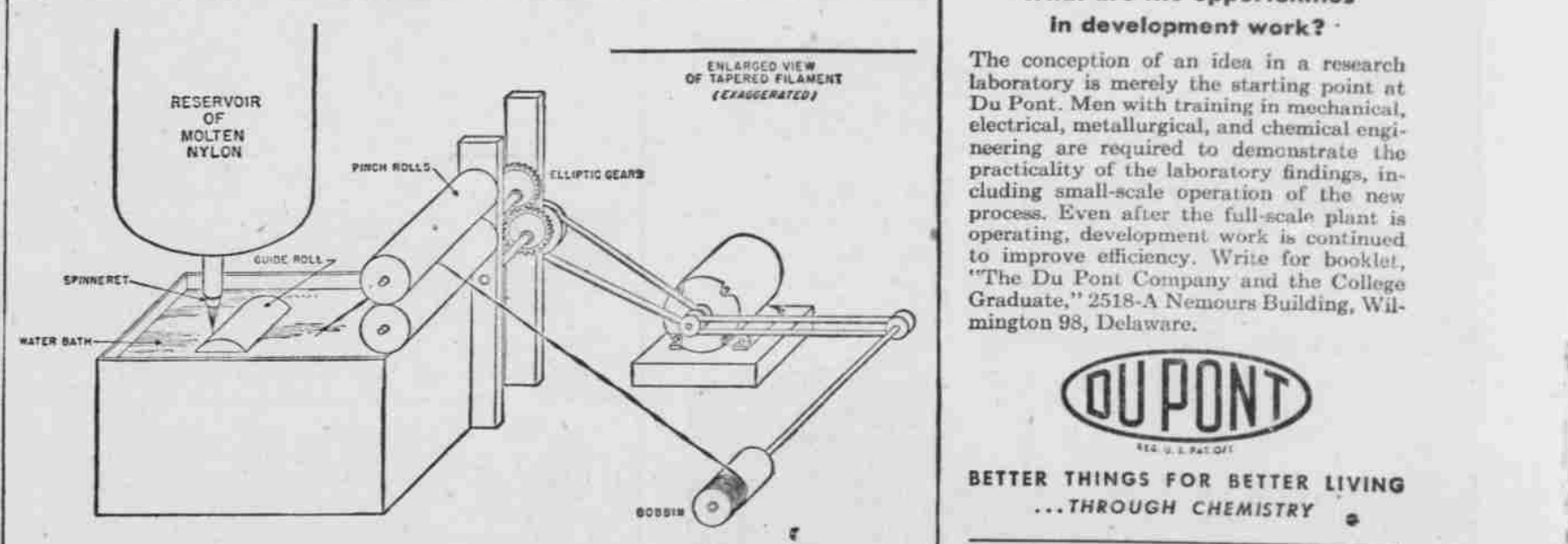
LEGISLATURE ABSENTEES The following legislators have been reported to the Rules committee as having been absent from legislature meeting on May 6: Bob Allen, Kyle Barnes, Norman Black, Dick Boren, Richard Bowen, Ted Leonard, Don Robertson, Hilda Sharkey. Excuses for these absences should be turned in to Thurman Williams, DKE house, before the next regular meeting.

Advertisement for the movie 'The Big Clock' starring Charles Laughton and Ray Milland, with promotional text and a picture of the lead actors.

DU PONT Digest For Students of Science and Engineering

Research Program Produces Technique for Tapering Molten Nylon Bristles

Difficult mechanical problems solved by Du Pont chemists and engineers to make nylon paintbrushes practicable worked out the techniques in the laboratory, in the somewhat crude form represented in the accompanying diagram. It being largely a mechanical problem, chemical and mechanical engineers were called in to cooperate soon after the studies got under way. After further laboratory development, the engineers put the operation on a production basis.



Diagrammatic representation of the first laboratory apparatus used to establish the principle of making nylon from molten plastic. (From an early patent.)

A collection of four comic strips featuring characters like L'il Abner and Groan, with humorous dialogue and illustrations.

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Questions College Men ask about working with Du Pont What are the opportunities in development work? The conception of an idea in a research laboratory is merely the starting point at Du Pont. Men with training in mechanical, electrical, metallurgical, and chemical engineering are required to demonstrate the practicality of the laboratory findings...