

**A GUIDE TO THE PAPERS OF
WARREN F. SEIBERT**

National Public Broadcasting Archives
University of Maryland Libraries

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6.0 lin. ft.

BIOGRAPHY

Warren Frederick Seibert, the son of Harry Harrison and Henrietta Caroline (Struckmeyer) Seibert, was born in Carbondale, Illinois on March 19, 1927. He served in the U.S. Navy as a Radarman 3/C from 1945 to 1946. He received a Bachelor of Science degree in education in 1950 and a Masters of Science degree in education in 1951 from Southern Illinois University. He also received a Ph.D. in psychology from Purdue University in 1956. Seibert married Nedra Alice Midjaas on March 13, 1949. They have three children, Diane Janice, Eric Larsen and Robin Suzanne.

His career in educational broadcasting research and development began as a graduate research assistant at Southern Illinois University from 1950 to 1951. He then served as Director of Student Employment at the University from 1951 to 1952. From 1952 to 1955, while pursuing his doctoral studies, he worked as a graduate research assistant and administrative assistant for the Division of Educational Reference at Purdue University. He then served as an assistant professor of psychology at the Purdue Calumet Campus from 1955 to 1956.

Seibert continued to serve in various positions at Purdue University such as TV Program Research Consultant and Associate Professor, 1956-1963 and head of the Instructional Media Research. On leave from Purdue University, he served as Senior Research Coordinator and in 1968 he served as a distinguished visiting Professor of Educational Psychology at Pennsylvania State University.

From 1969 to 1972, Seibert held several positions at the University of Michigan including professor of dentistry and psychology and senior research scientist at the Center for Research on Learning and teaching. He was also the founding chairman of the Department of Educational Resources at the School of Dentistry at the University of Michigan. He returned to Purdue University in 1972 to serve as Professor of Education and Engineering Education; as associate director of Measurement and Research center and as director of the Office of Instructional Services until 1980. That year, Seibert relocated to Washington, DC to become chief of the Educational Research and Evaluation Branch of the National Medical Audiovisual Center of the National Library of Medicine.

Throughout his career, Seibert has lectured nationally and internationally on educational broadcasting. In 1961, he served as director of the International Seminar on Instructional Television at Purdue University. From 1962 to 1972, he also served on evaluation panels at the U.S. Office of Education. He participated as an observer for the International Conference of Radio and Television Organizations in School Broadcasting in Rome, Italy in 1961, as an animateur for the Third International Conference of the European Broadcasting Union on Educational Radio and Television in Paris, France in 1967 and as a lecturer on educational media and research at the National University of Ecuador in Quito in 1968. He also served as a participant and session rapporteur for the International Conference on Evaluation and Research in Educational Broadcasting, Open University, Milton Keynes, England in 1976.

Dr. Seibert has also presented papers, lectured or served as a panel participant at

organizations such as the American Psychological Association, the American Statistical Association, and the Society of Motion Picture and Television Engineers. He has also been a consultant to several organizations, school systems and companies including the Educational Communications System (ECS) Project, National Area School Television (1967), National Public Radio (1974), Addison-Wesley Publishers (1968) and the Joint Council on Economic Education (1979).

Dr. Seibert is the author of numerous articles and publications on educational broadcasting research and measurement in publications such as the Journal of Educational Psychology, the Educational Broadcasting Review, the Public Telecommunications Review, and the NAEB Journal. He currently lives in Bethesda, Maryland.

SCOPE AND CONTENT

The Papers of Warren F. Seibert cover the years 1943 to 1985 with the bulk of the material from 1960 to 1980. The collection documents Seibert's work as a researcher and educator in the field of instructional television at Purdue University, Pennsylvania State University and the University of Michigan. The biographical material, correspondence and publications in this collection discuss the development and study of instructional television and educational broadcasting, the development of the Open University and Seibert's participation in several international and national conferences on instructional television and educational broadcasting.

The collection consists of seven series:

- Series 1: Broadcasting and Instructional Television Studies
- Series 2: Open University
- Series 3: Printed Published Materials
- Series 4: European Broadcasting Union
- Series 5: National Association of Educational Broadcasters
- Series 6: Miscellaneous Files
- Series 7: Audio Tapes

PROVENANCE

The Papers of Warren F. Seibert were donated to the University of Maryland Libraries by Warren F. Seibert in April of 1991.

SERIES DESCRIPTIONS

Series 1: Broadcasting and Instructional Television Studies, 1943-1979 (1.10 lin. ft.)

This series contains studies of broadcasting and instructional television conducted by Warren F. Seibert and other scholars sponsored by various universities including Boston University, Columbia University, and Purdue University. Other materials include instructional

television studies sponsored by the U.S. Army and the Corporation for Public Broadcasting. Finally, the series contains compressed speech studies. The university studies are arranged alphabetically by university, while the other materials are chronologically arranged.

Series 2: Open University, 1971-1983 (0.25 lin. ft.)

This series documents the development of the Open University system of offering university courses via television to students in the United States and the British Open University system. Types of documents include correspondence, press clippings, articles and reports.

Series 3: Printed, Published Materials, 1961-1976 (0.30 lin. ft.)

This series contains television and radio broadcasting journals and instructional television publications. Titles include European Broadcasting Union Review and Radio Free Europe.

Series 4: European Broadcasting Union, 1961-1967 (0.25 lin. ft.)

This series documents Seibert's participation in two European Broadcasting Union conferences in Rome, Italy (1961) and in Paris, France (1967). Types of documents include correspondence, reports, and a book.

Series 5: National Association of Educational Broadcasters, 1962-1975 (0.20 lin. ft.)

This series contains articles, correspondence and reports concerning the issue of professionalism in educational broadcasting. Also included is material concerning two Wingspread Conferences in 1970 and 1975.

Series 6: Miscellaneous Files, 1968-1985 (0.10 lin. ft.)

This series contains articles and correspondence concerning educational broadcasting and public television. Significant topics include the Children's Television Workshop and the early years of "Sesame Street".

Series 7: Audio Tapes, 1961 (3.5 lin. ft.)

This series contains forty-four audio tapes of the Purdue International ITV Seminar.

BOX INVENTORY

SERIES 1: BROADCASTING AND INSTRUCTIONAL TELEVISION STUDIES

Box Folder

University Instructional Television Studies

- 1 1 Boston University. School of Public Relation and Communications,
Division of Communications Arts. International Educational
Television Seminar: 1957 (1/58)
- 2 Columbia University. Jaffe, Abram and Stanley Henshaw. Studies in the
Utilization of Television in the Schools 8/65
- 3 State University of Iowa
Stuit, Dewey, et al. An Experiment in Teaching 9/56; Becker,
Samuel, et al. Teaching by the Discussion Method 1958
- 4 Miami University. Experimental Study in Instructional Procedures 1956,
1957, 1960
- 5 Michigan State University. Kumata, H., et al. "Teaching Advertising by
Television" 1958 Parts 1 and 2
- 6 New York University. Klapper, Hope Lunin, et al. Closed-Circuit
Television as a Medium of Instruction 1955, 1958
- 7 Ohio State University
Guba, Egon and Willavene Wolf. A Perception and Television:
Physiological Factors of Television Viewing 1962, 1964
- 8 "Perception and Television: A Study of Eye-Movements in
Television"; Wolf, Willavene, et al. Part II Eye-Movement
Study of Children Viewing Television
- 9 Pennsylvania State University
Seibert, Warren. "Preliminary Examination of the Educational
Potential and the Future Assessment of Edufax" 6/68
- 10 Carpenter, C.R. and L.P. Greenhill. Investigation of Closed
Circuit Television for Teaching University Courses (1955,
1958)
- 11 Greenhill, L.P., et al. The Educational Effectiveness,
Acceptability, and Feasibility of the Eidophor Large-
Screen Television Projector 1/62
- 12 Carpenter, C.R. and L.P. Greenhill. Comparative Research on
Methods and Media for Presenting Programmed Courses in
Mathematics and English 3/63
- 13 Purdue University
Seibert, Warren. "Purdue Instructional Television Attitude Scale"
12/57
- 14 Seibert, Warren and James S. Miles. International Seminar on
Instructional Television October 8-18, 1961
- 15 "The Legibility of Televised Visuals: A Study of Signal
Bandwidth and Other Factors" sponsored by the
Instructional Media Research Unit 12/64
- 16 Army Studies
Rosenstein, Alvin J. and Joseph H. Kanner. Television and Army
Training: Color vs. Black and White. Reprinted from Audio
Visual Communications Review vol. 9, no. 1, Jan.-Feb. 1961

- Corporation for Public Broadcasting
- 17 Dirr, Peter J. and Ronald J. Pedone. Uses of Television for Instruction
1976-1977
- 18 Study of Public Television Educational Services 1978-1979
sponsored by the Office of Educational Activities
- Compressed Speech Studies
- 2 1 Wood, David. Comprehension of Compressed Speech by Elementary
School Children 8/65
- 2 Friedman, Herbert, et al. "Further Research on Speeded Speech as an
Educational Medium" (1/66, 7/66, 2/67)
- 3 Pennington, James R. "The Cost of Educational Television" (Jan. 1960)
- 4 Fourth Revolution: Instructional Technology in Higher Education
- 5 Educational Broadcasting Studies and Articles 1943-1980
- 6 Campeau, Peggie L. Selective Review of the Use of Audio Visual Media To Teach
Adults 3/72
- Grants for Broadcasting Research
- 7 AMPEX Study 1959-1964
- 8 Title VII (PL 85-864) Research Program 1958-1968
- 3 1-3 TVPR (Purdue) Study Reports, 1957-1968 (3f)

SERIES 2: OPEN UNIVERSITY

- 4 Open Line Newsletter/BBC Overseas Newsletter 11/76-9/83
- 5 Printed Materials
- 6 National Association of Educational Broadcasters. Open Learning Systems 1974
- 7 Reports 1972-1976
- 8 Correspondence 1973-1978
- 9 Articles and Press Clippings 1973-1981
- 4 1 International Conference on Evaluation and Research in Educational Television, in
Milton Keynes England 1976

SERIES 3: PRINTED, PUBLISHED MATERIALS

- 2 ERIC Papers 1971-1973, 1976
- 3 Educational Broadcasting Review 1969-1972
- 4 European Broadcasting Union Review 1961
- 5 Radio Free Europe 1965

SERIES 4: EUROPEAN BROADCASTING UNION

- 6 International Conference December 3-9, 1961 Rome, Italy

- 7-8 International Conference Meeting Materials (December 1961) (2f)
- 9 International Conference March 1967 Paris, France
- 5 [1] Third European Broadcasting Union International Conference on Radio Television Paris, March 8-22, 1967 [book]

SERIES 5: NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

- 2 General Materials 1965-1969
- 3 Professionalism 1970-1975
- 4 Professionalism in Broadcasting 1970-1974
- 5 Professionalism - Articles and Reports 1962-1975
- 6 Educational Broadcasting Review Editorial Board 1967-1971
- 7 Wingspread Conference 1970, 1975

SERIES 6: MISCELLANEOUS FILES

- 6 1 Children's Television Workshop: "Sesame Street" 1968-1972
- 2 Articles, Correspondence 1970-1975
- 3 Correspondence: 1957-1985

SERIES 7: AUDIO TAPES

Audio Recordings of October 1961 Purdue International ITV Seminar

- #1-4
- 7 #5-8, 10-11
- 8 #12-18
- 9 #19-25
- 10 #26-32
- 11 #33-39
- 12 #40-44