

WINTER, 1983  
VOL. 6, NO. 2

Association for Educational Communications and Technology

## Contents

ISSN 0162-2641

**Address Changes.** POSTMASTER and subscribers: Send address changes to AECT, Circulation Dept., 1126 Sixteenth St. NW, Washington, DC 20036.

**Subscriptions.** Annual Subscriptions: \$24 domestic; \$27 foreign surface mail; \$37 foreign airmail; \$15 special rate for AECT members.

Single copies \$6 each. Bulk orders of single issues: discount available on request from publications sales department, AECT.

**Publication data.** The *Journal of Instructional Development* is published quarterly for the Association for Educational Communications and Technology, Inc., by the Learning Systems Institute, Florida State University, Tallahassee, Florida 32306.

Copyright © 1982 by the Association for Educational Communications and Technology.

Editorial production services by Multimedia Laboratories, Florida State University.

**Permission to quote.** Nonprofit organizations and individuals may quote from or reproduce single copies of materials in JID for noncommercial purposes, provided that full credit acknowledgements are given and permission of the author(s) is obtained. For permission to quote from or reproduce copyrighted material from JID for commercial purposes, write to: Permissions, AECT.

All copies, whether reproduced under "fair use" provisions of the copyright law, or with permission as granted here or by letter from AECT, must carry the following notice:

"Copyright © 1982 by the Association for Educational Communications and Technology, 1126 16th Street NW, Washington, DC 20036. Reprinted by permission from the *Journal of Instructional Development*."

WINTER 1983, VOL. 6, NO. 2

## ARTICLES

- Getting Down to Business: *Instructional Development for a Profit*,**  
Joseph J. Durzo 2
- The Training Department in An Open Market Environment,**  
Larry Kroh 7
- Evaluating Four Years of ID Experience,**  
Gearold D. Miles 9
- Distributed Training: *Meeting Challenges of the 80's*,**  
Perry Main and Dennis Sarenpa 15
- The Future of Computers in Industrial Training:  
*Can the Potential Become Reality?***  
Frank Hart 20
- An Economic Model of Training in an Industrial Setting**  
William E. Becker, Jr. and Richard W. Davis 26
- Algorithmic Processes for Increasing Design Efficiency**  
William R. Terrell 33

## About this issue . . .

All articles in this issue were written by leaders in the field of training. The authors represent different sectors, including **manufacturing:** Frank Hart—*Xerox Corporation*, and Dennis Sarenpa—*Control Data Corporation*; **service:** Richard Davis—*The Bell System*, and Gearold Miles—*Arthur Andersen & Co.*; **proprietary and custom development:** Joseph Durzo—*The Forum Corporation*; **beverage:** Larry Kroh—*Coca-Cola USA*; **the military:** William Terrell—*Navy training*; and **academic research:** William Becker—*Indiana University*. Their articles reflect the rapid increase in ID being conducted by business, industry, and government.

Those of us who prepare instructional developers have been aware that, for

several years, the best placement opportunities for our students are increasingly outside education. Not only is the pay better (we have become accustomed to that), but the resources and readiness to accept ID are often greater. Application of sophisticated hardware (simulators, videodiscs, teleconferencing, computers, etc.) is far more advanced in this sector of society than in schools. While some of the applications represent using "heavy" hardware to perform "light" tasks, it is also fair to say much cutting edge ID and instructional research is being conducted in business and the military.

The authors and guest editor welcome your comments.

—Kent L. Gustafson  
Guest Editor