

TITLE: Audio-Visual Traffic Safety Materials (House Resolution 81, McAllister)

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AUTHOR(S): California Department of Motor Vehicles

REPORT NUMBER: Unnumbered (NRN005)

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FUNDING SOURCE: Departmental Budget

PROTECT OBTECTIVE:

To conduct a feasibility study concerning use of audio-visual testing.

SUMMARY:

The department surveyed the literature concerning audio-visual presentations and ascertained that: (1) more than half of the states had experimented with audio-visual equipment in driver licensing; (2) the use of audio-visual equipment was invariably accompanied by equipment, test content, and operational problems; (3) no state had adequately evaluated the results of audio-visual testing from the standpoint of accident reduction effects; (4) one state (Washington) had implemented statewide audio-visual license testing; (5) public acceptance of audio-visual testing had been excellent; and (6) one state (West Virginia) had pilot-tested the approach of letting people watch a film while waiting to be tested. This was discontinued as it led to field office congestion.

A survey of educational literature suggested that the best approach to a teaching / testing situation involves programmed learning and immediate feedback-with feedback relevant to the examinee's response. The Department could not locate mass-produced commercial audio-visual equipment capable of supplying all of the features desired; however, such equipment could have been developed.

A project was designed to implement audio-visual testing on a pilot basis in selected field offices. This project was to evaluate different types of audio-visual testing to determine which approach resulted in the greatest learning. If positive results were obtained, a larger study would be undertaken to determine if the approach also reduced traffic accidents.

At the time of the study, equipment costs alone (were California to implement statewide audio-visual testing) were estimated to be in excess of two million dollars. Additionally, certain operational difficulties (e.g., additional personnel, field office construction) were anticipated. Departmental management strongly felt that a pilot implementation to ascertain and solve such problems, and to provide adequate evaluation of the methods, would be a most desirable first step.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

The above-described pilot study was implemented. See Kelsey et al., Report #74.

SUPPLEMENTARY INFORMATION:

None.