

A SYFR PARTNER:

Library Video Company: Safari Montage

by Richard Erdmann, CEO and Founder, Syfr Corporation

In a study published in 2006 in the journal Current Biology, U.S. scientists from Boston University and UCLA concluded that the use of multi-sensory training programs helps people improve low-level perceptual task learning. The research technique engages more than one of the senses and results in significantly faster improvement than methods using only one stimulus.

The researchers say their study demonstrates that stimuli involving both vision and hearing can be combined to produce speedier learning of visual information. It also suggests that multi-sensory training programs may be more effective for learning new skills -- such as discriminating differences between highly similar objects, or finding an item in cluttered scene.

The study's lead investigator -- Boston University Assistant Professor of Psychology Aaron Seitz -- says the traditional belief among neuroscientists is that the five senses operate largely as independent systems. But, says Seitz, mounting data suggest interactions between vision, hearing, smell, touch and taste are the rule, rather than the exception, when it comes to how the human brain processes sensory information and thus perceives things. (United Press International, copyright 2006)

I have always believed that visual media not only assists learning but actually acts to accelerate learning. The use of visual media also allows content to be included in the curriculum that could simply not be included without it. That is why Syfr retreats and often our Field Work sessions involve movies. Yet it is amazing how little we take advantage of this resource in school.

Several years ago I was asked to speak on the topic "communicating with data." I chose to speak about Franklin Roosevelt. He was a careful communicator and I selected publications from or about his administration involving the depression. Roosevelt was frustrated with his inability to communicate the severity of the American depression to the voters. He used speeches, numbers, graphs and charts but remained frustrated. He sent Lorena Hickok into the field to write personal stories

about the depression and the book, One Third of a Nation, was the result. It became a classic, but in the end he turned to photography and hired (from within the Farm Security Administration) a small group of photographers to document the depression. It is their photographs that we remember most today, not the statistics.

Having used movies for several years in our retreats, I wanted to use media in the retreat to better illustrate our points. We collaborated with the Library Video Company and their product, Safari Montage, because they have the media library aligned most closely to our retreat topics and our Field Work topics and they had the easiest technology to use – no small issue for us. Their product also came highly recommended by Baltimore County, one of their customers and a district that has been involved in our retreats since the second year.

To learn more about the Library Video Company, please call or write:
Gary Schlimme
Vice President, Strategic Solutions, Library Video Company
gschlimme@libraryvideo.com
215-439-3717