

PERFORMANCE & INSTRUCTION JOURNAL

Volume 22 Number 4

May 1983

Editor

Richard A. Swanson

Editorial Assistant

Deane Gradous

Managing Editor

Kay Schaeffer

Associate Editors

James J. L'Allier, Fred W. Nickols, Allison Rossett,
Gary R. Sisson, Dean R. Spitzer, Odin Westgaard

Department Editors

Research and Theory (Refereed) Susan Markle
New Technology Frank Clement & Harold Rahmlow
Reviews Tom Schwen and Dawn M. Snyder

Regular Contributing Editors

Instructional Hints Art Horrox, **Performance Cues** Brian Murphy, **Membership and Chapter News** Kay Schaeffer, **National News** Barry A. Boothe, **CAI** Harold Rahmlow, **Doer's Profile** Rachel Lankton, **Placement Service** Shirley Gambrell, **Armed Forces NewsNet** Marianne J. Kicinski, **Humor** Michael A. Rutkaus, **Feedback** from P&I readers.

The *Performance & Instruction Journal* is the official publication of the National Society for Performance and Instruction, an International Organization. One year subscription—\$50.00 for non-members which includes \$44.00 for the *P&I Journal*; \$40.00 for members as part of annual dues of \$65.00; \$30.00 for student members as part of annual dues of \$40.00. Surface postage outside United States is \$8.00; airmail is \$38.00. Single copy is \$3.75 plus postage and handling. Multiple copy rates are available. Call NSPI at 202-861-0777.

©1983 National Society for Performance and Instruction, all rights reserved. Articles may be reproduced for classroom use and quotations made for purposes of review or comment, provided credit is given. No article may be printed for sale in any form without prior permission.

Send editorial items to the editor, Richard A. Swanson, University of Minnesota, 1954 Buford Avenue, St. Paul, MN 55108. Telephone 612-376-5065. A broad range of contributions are accepted for the *Journal*, brief news items, opinion articles, letters to the editor, data-based articles, papers of a theoretical nature, tips for technologists, poems, humor, and other original items. Manuscripts submitted for the Research and Theory Department will be refereed. The *Journal* generally cannot handle manuscripts over 2000 words (eight double-spaced, typewritten pages). The APA style of documentation is prescribed. Author guidelines are available from the editor.

IDENTIFICATION STATEMENT

The *Performance & Instruction Journal* (ISSN-0273-5326-AE) is published monthly except for January and August for \$50 per year for subscribers and \$65 per year for members, by the National Society for Performance and Instruction.

POSTMASTER: Send address changes to *Performance & Instruction*, 1126 Sixteenth Street, N.W., Suite 315, Washington, DC, 20036.



NSPI Officers: 1983-84

President

Harold Stolovitch

President-Elect

Bob Powers

Vice-President

Diane Dormant

Vice-President-Elect

Dean Spitzer

Treasurer

Pat Killoran

Secretary

Barry Boothe

A Time Between Eras

You and I are living in a time between eras, a time of "parenthesis" according to Naisbitt (1982). I felt like this one other time in my life. It was during the late 1950's at the time of the early space program. I feel now the same excitement and optimism about change that I felt then. To be in the human performance technology profession during the next ten years is going to be just plain fun. The *Performance & Instruction Journal* should find itself right in the thick of it.

As we look to the next decade, it is useful to reiterate the purpose of the *Journal* and to establish a framework for guiding editorial decisions. The purposes of the *Journal* are twofold: (1) to communicate information, ideas, concepts, and research activities related to human performance technology—theory and practice; and (2) to communicate NSPI organization business and membership information.

Out of these purposes a framework in the form of a graphic model of the editorial boundaries of the *Journal* was developed. This model is pictured on the *Journal* cover. The four cells and the larger contextual arena should serve as an editorial conscience. The two major constructs of our professional organization, performance and instruction, are set on one axis. Our professional integrity and the *Journal* mission is enhanced by the presence of the other axis of theory and practice. The articulation and sometimes tension between sound theory and the realities of practice has traditionally been a hallmark of the *Journal*.

Surrounding this four cell matrix is the larger context that drives our profession—the performance requirements of society and its organizations. The four cells are surrounded in this manner to remind us of the strategic opportunities that Stephanie Jackson alluded to in her President's Message (1983) and that others are suggesting will be our enhanced position in the coming decade (Tichy, Forbrum, Devanna, 1982). Additionally, it appears that the larger definition of performance—beyond (a) instructional outcomes and (b) the obvious discrepancies between employee performance and established standards—is still being digested by many *Journal* readers. In this vein, Harold Stolovitch's 1982 article on performance technology should be read by each of us again.

Individual NSPI members, *Journal* theme issues, and single *Journal* manuscripts contribute unevenly to the four cells in the matrix. In fact, NSPI heritage places us firmly on the instruction side. In a review of past issues of the *Journal* through the perspective of the matrix model, for example, the presence of Art Horrox's instruction hints made me realize that a performance hints counterpart was missing. Thus, in this issue a new, regular contribution by Brian P. Murphy titled *Performance Cues* is being introduced. The matrix model will be used as an aid in a variety of editorial decisions, such as selecting editorial board members and theme issues, and for proposing *Journal* policies and procedures.

The theory component of the matrix is being bolstered by refereeing the Research and Theory Department of the *Journal*. Susan Markle will be managing blind reviews for this section of the *Journal*. On the practice end, Tom Schwen and Dawn Snyder will be seeking reviews of training packages and media, as well as books.

In this issue of the *Journal* is a potpourri of individual manuscripts that once again illustrate the diversity of our profession. Enjoy!

Richard A. Swanson Editor

References

- Jackson, S. President's message. *Performance & Instruction Journal*. 1983, 22(1), 2.
- Naisbitt, J. *Megatrends*. New York: Warner Books, 1982.
- Stolovitch, H. D. Performance technology: an introduction. *Performance & Instruction Journal*. 1982, 21(3), 16-19.
- Tichy, N. M., Fombrun, C. J., Devanna, M. A. Strategic human resource management. *Sloan Management Review*. 1982, Winter, 47-61.