

by Glenn Goldberg

"Bye, Mom!"
"Jimmy, where are you going?"
"Out to play with the guys."
"Did you do your homework?"
"Yes, Mom!"
"Did you study?"
"...Bye Mom!"
"Jimmy! Did you study?!?"
"Awww, mom!!! Studying is BORING!"
"But you know you have to study."
"Yeah, but staring at that book is boring!!!! I feel like I'm gonna

fall asleep!"

country. Kids
fact. Studying is a
is almost
learn

This scene is repeated thousands of times a day all over the
don't want to sit and study. As a teacher, I can attest to this
difficult prospect for older kids. Getting a younger child to study
impossible. Unfortunately studying is the only effective way to
something.

Or is it?

name implies,
program to be an
each. Too much
teaching the given
enjoyable enough to
deeper than this.

Edutainment is a broad category of computer software. As the
it is a cross between education and entertainment. For a
effective piece of edutainment, it must have equal parts of
entertainment and the program may not be effective at
lesson. Too much education and the program may not be
use. Striking this balance is a difficult prospect at best.
Being a teacher, I can tell you that the problem goes even

lesson and if it's

hand is the state

stand at the

like the Mac

has ever been

long as you are

surprisingly

Read with

Detective"

abundance of titles!

90-95% of

the company

they have to

graphics files then

Wintel version. The

the version

and money.

local software

run on a

Knowledge

growing.

market better

You must also look to see if the program is teaching a valid testing methods are accurate.

But that is a discussion saved for another issue. The issue at of the game. Where does the Macintosh edutainment market moment? Is it strong and healthy or is it going into meltdown game market did in 1996-97?

Actually this is quite an easy question to answer. Anyone who in a software store and looked at the shelves can tell you (as looking at the correct shelves). The Mac edutainment market is healthy. There is an abundance of titles ranging from "Learn to Pooh" (Disney Interactive) to "Carmen Sandiego: Math (Broderbund Software).

"But I go to the Mac section all the time! I don't see an Where the heck are they?"

They are in the handy dandy education section. It seems that edutainment titles are hybrid CDs. This makes things easier for since they don't have to print new packaging or manuals nor do burn new CDs. The company just makes generic sound and creates two versions of the program; a Mac version and a company puts both versions on the disk and the user only sees that works on his/her machine. It saves the company both time

Doing a little market research (all right, I walked through the stores), I found that about 80-90% of edutainment software will Mac. Most of the major titles ("Jumpstart: First Grade" by Adventures) are on the shelves and lately the number has been

A question comes to mind at this point: Why is the edutainment than the regular game market? I did an informal poll of some

The iMac is
the SE-30,
233MHz G3
is the Mac
it does.

and strong.
coming in the

Another shot in the arm for Apple is it's introduction of the iMac. the first all-in-one Mac that has hit the consumer market since almost 12 years ago. For about \$1,300 you will be able to get a processor, built in 15" monitor and a host of other goodies. This that is supposed to revitalize the market. Only time will tell how

To sum things up, the edutainment market seems to be healthy. The news on the horizon is good and with the advances that are next year, the Mac seems on its way to a recovery.

Abby
have

Glenn is a NYC math teacher and part time game fanatic. He and his wife are back at the post of Edutainment Editors after a 9 month hiatus. If you any comments, please feel free to E-mail them at IMGEDu@aol.com