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

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

deeper than this.

lesson and if it's

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

hand is the state stand at the like the Mac 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?

has ever been
long as you are
surprisingly
Read with
Detective"

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).

abundance of titles!

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

90-95% of
the company
they have to
graphics files then
Wintel version. The
the version
and money.

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

local software
run on a
Knowledge
growing.

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

market better

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

Public

me similar

Relations managers at big software producers and they all gave answers.

Mac customer
distributing
more Macs
therefore,
higher. Since
schools (at least
Companies want
computer. This

The personal Mac customer base is small but the Educational base is quite large. Macintosh has a great program for computers to educational institutions. In essence, there are devoted to education then there are devoted to personal use. It makes sense that the number of educational programs is much the Mac has always been so easy to use and maintain, many in the NY metropolitan area) have a Macintosh lab or two. the business so they create programs that can be used on the fact drives the Mac edutainment market.

that we will
the Mac. The
going to give
release programs

Now that Apple seems to be on the verge of a comeback, I think see an increase in the types and number of titles available for introduction of the G3 chip and the DVD players for the Mac is the software companies more of an incentive to write and for the Mac.

to say. With
operating System
to say how
may not be bad
section, an article
advantage of OS X in as

What does the future hold for the edutainment market? It's hard the news that Rhapsody is out, and the next generation of for the Mac will be OS X (pronounced Oh Ess Ten), it is difficult companies will react. However, if OS X lives up to the hype, it news. In the May 12 issue of the New York Times Business stated that Adobe Photoshop could be modified to take little as ten days. The modifications for System 8 took months.

OS X will also create protected memory (so a program crash down the entire system), as well as a host of other

does not take
enhancements. As the time
that we

down the entire system), as well as a host of other of the unveiling of OS X grows closer (Summer 1999), I am sure will be hearing more about the system.

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