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Videotex is a new technology in search of a market. Formative evaluation of a prototype system can help developers to refine a product and define a market. A survey of adopters and nonadopters of a prototype videotex system, when coupled with machine-collected data about system usage, provided rich information for that purpose.

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Teletext is another technology searching for a market. A series of laboratory and field studies provided useful information in this regard, and the researchers' experience is a primer on how to conduct field research in natural settings.

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When a technological innovation is driven by market-push forces and the innovation is itself rapidly evolving, the video case study is an efficient vehicle for the collection and dissemination of evaluation data. It provides snapshots of usage that allow others to see for themselves what happens among early adopters and to make value judgments of their own.

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New media, such as electronic mail and word processing, are playing increasingly important roles in communication activities, especially in organizational settings. The complex communication tasks that they are designed to facilitate demand theory-driven conceptualization and innovative approaches to research about them. Several recent studies provide guidance.

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When applied to the new technologies, many concepts and research strategies of program evaluation require some adaptation. The newness and instability of

the technologies, the complex ways in which they fit into existing patterns of human behavior, and their novelty to most users suggest new strategies for both formative and summative evaluation activities.