PREFACE

Once upon a time a Sea Horse gathered up his seven pieces of eight and cantered out to find his fortune. Before he had traveled very far he met an Eel, who said,

"Psst. Hey, bud. Where 'ya goin'?
"I'm going out to find my fortune," replied the Sea Horse, proudly.
"You're in luck," said the Eel. "For four pieces of eight you can have this speedy flipper, and then you'll be able to get there a lot faster."
"Gee, that's swell," said the Sea Horse, and paid the money and put on the flipper and slithered off at twice the speed. Soon he came upon a Sponge, who said,

"Psst. Hey, bud. Where 'ya goin'?
"I'm going out to find my fortune," replied the Sea Horse.
"You're in luck," said the Sponge. "For a small fee I will let you have this jet-propelled scooter so that you will be able to travel a lot faster."
So the Sea Horse bought the scooter with his remaining money and went zooming through the sea five times as fast. Soon he came upon a Shark, who said,

"Psst. Hey, bud. Where 'ya goin'?
"I'm going out to find my fortune," replied the Sea Horse.
"You're in luck. If you'll take this short cut," said the Shark, pointing to his open mouth, "you'll save yourself a lot of time."
"Gee, thanks," said the Sea Horse, and zoomed off into the interior of the Shark, there to be devoured.

The moral of this fable is that if you're not sure where you're going, you're liable to end up someplace else-and not even know it.

Before you prepare instruction, before you choose material, machine, or method, it is important to be able to state clearly what your goals are. This book is about instructional objectives. In it I will try to show how to state objectives that best succeed in communicating your intent to others. The book is NOT about the philosophy of education, nor is it about \textit{who} should select objectives, nor about \textit{which} objectives should be selected.

It is assumed that you are interested in preparing effective instruction, and that you have taught, are teaching, or are learning to teach. It is further assumed that you are interested in communicating certain skills and knowledge to your students, and in communicating them in such a way that your students will be able to \textit{demonstrate} their achievement of \textit{your} instructional objectives. (If you are \textit{not} interested in demonstrating achievement of your objectives, you have just finished this book.)

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