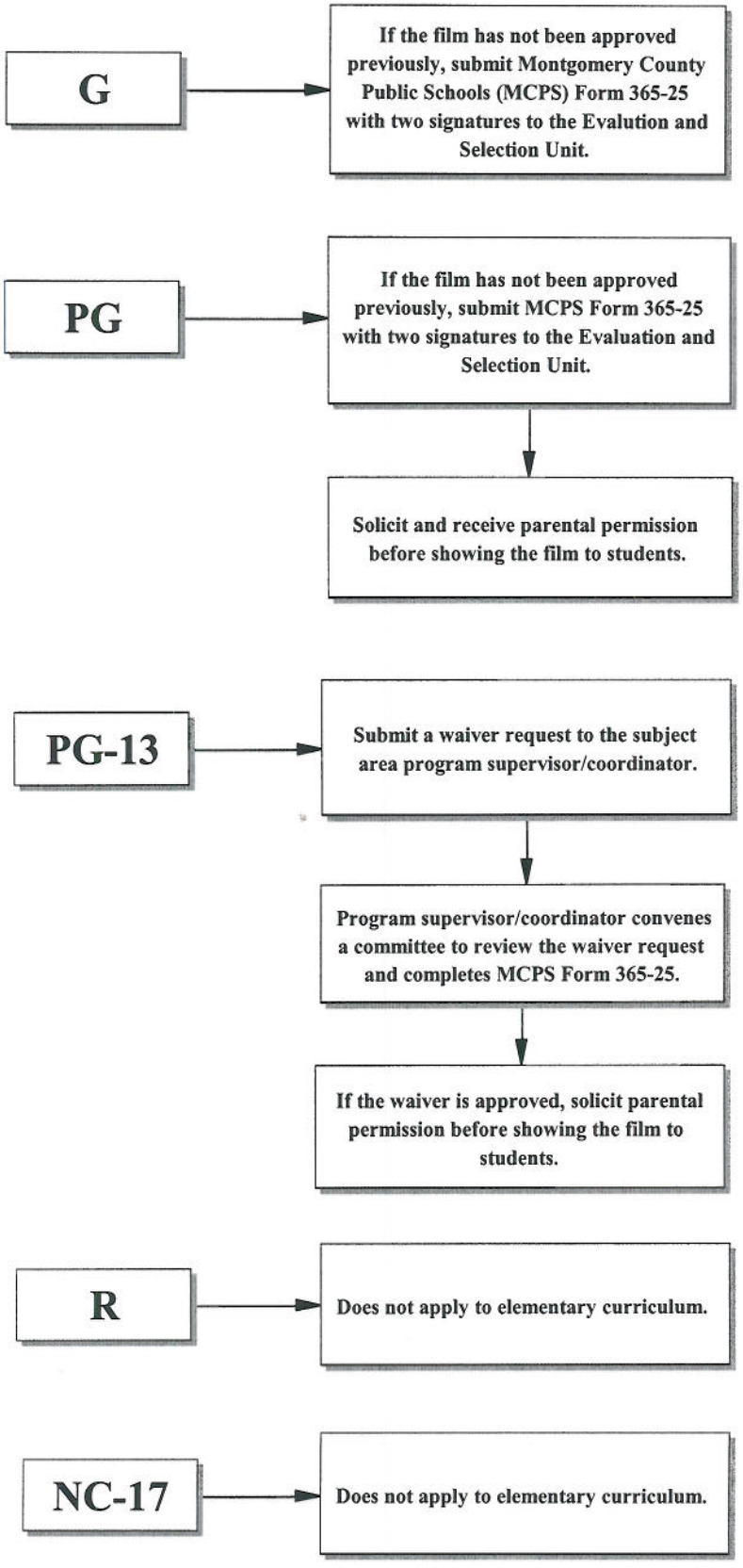Evaluation Process for the Instructional use of Film: Elementary School