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Editorial

After securing the unanimous approval of AJET's Editorial Board (functioning as our management committee) and our parent Societies, we are pleased to announce some significant news concerning AJET's academic and business management policies.

Name change to *Australasian Journal of Educational Technology*

Adoption of "Australasian" aligns AJET with ASCILITE, its principal sponsor in terms of numbers of authors and distribution of society member copies, and a long established user of "Australasian" in its name.

The term "Australasian" is regarded by many as being more "inclusive" than "Australian", with particular reference to authors, readers and colleagues in New Zealand, the South Pacific, Southeast Asia and East Asia. This is important for AJET, as we increase our number of authors from the "Australasian" region, especially Singapore, Hong Kong SAR and New Zealand. As evidence of the widespread use of "Australasian" in scholarly publishing and society names, we conducted Google searches [1] for "australasian journal" and "australasian society" (exact phrase):

Searched the web for "australasian journal". Results 1 - 10 of about 73,300. Search took 0.20 seconds.
 Searched the web for "australasian society". Results 1 - 10 of about 19,000. Search took 0.22 seconds.
 (18 Dec 2003)

Amongst the very numerous hits we could cite, we liked especially *Australasian Plant Pathology* [2], a journal published by the CSIRO for the Australasian Plant Pathology Society [3]. The sponsoring society appealed with its rhyming motto and expansive interpretation of "Australasia":

Plant Health.....Is Earth's Wealth

The Australasian Plant Pathology Society is dedicated to the advancement and dissemination of knowledge of plant pathology and its practice in Australasia. Australasia is interpreted in the broadest sense to include not only Australia, New Zealand and Papua New Guinea, but also the Indian, Pacific and Asian regions.

We can reassure authors that AJET's position with the popular search engines will not suffer under the change from "Australian" to "Australasian". The reason is that for many years we have used "AJET"

as the first word in the title bar for all of AJET's html files (the first word in the title bar seems to have special significance for one's search engine "presence"). However, we have obtained new ISSNs from the National Library, Australia's ISSN administrator [4], one for the printed version and one for the online version, in accordance with current practices. We thank the National Library for their super-efficient, easy to use procedures for ISSNs, and their general support for publishers [5].

Citations of AJET articles published prior to Vol 20, 2004, will retain *Australian* in the journal title. *Australasian* is to be used only in citations of articles from Vol 20, 2004 onwards.

Increase in subscription rates for 2004

The costs of servicing AJET's library and institutional subscribers have increased in the last 1-2 years, owing to an increase of about 10% in Australia Post charges, the change from ASET to ASCILITE as the society bank account handling AJET subscriptions, and a small increase in printing costs.

Therefore we have announced [6] an increase in subscription rates for 2004, from \$30 to \$35 for Australia and "Asia/Pacific" zone, and from \$40 to \$45 for "Rest of World" zone, where zones are as defined by Australia Post [7]. Postal costs within Australia have increased from about \$1.00 to about \$1.10 per copy (the cost varies slightly, depending upon Australia Post's application of quantity discounts for C5 prepaid envelopes). Postal costs to Australia Post's Asia/Pacific zone, including New Zealand, have increased from \$3.00 to \$3.30, and to Australia Post's Rest of World zone have increased from \$4.50 to \$4.95 per copy.

The change from ASET to ASCILITE as the society bank account handling AJET subscriptions has made subscription income from Australian subscribers liable for the Goods and Services Tax [8] (ASET's annual turnover was under \$100,000 and thus eligible for GST exemption, but ASCILITE's turnover is too large to enable GST exemption). For each \$30 subscription from an Australian library, ASCILITE has to pay \$2.73 GST. The proposed increase to \$35 (incl GST \$3.18) is slightly larger than the GST component, but the increase has to cover also the increased cost of C5 prepaid envelopes, and increased cost of printing. GST is not applicable to overseas subscriptions, because they are exports, but increases in Asia/Pacific and Rest of World postal rates have to be covered.

In AJET Editorial 18(3) [9] we stated that

The average print cost per copy (Au\$4.30 for Vol 18, compared with Au\$3.63 for Vol 17) [Addendum: The average print cost per copy for Vol 19 was \$4.49] is rising in accord with inflation, the increasing average number of pages per issue, and to a small extent, the decreasing number of copies being printed. Whilst subscription rates [11] have remained unchanged for Volumes 13-18, notwithstanding the 250% increase in number of pages per volume in size, a review of rates will soon become inevitable.

AJET has a very good record on subscription charges, compared with some related or kindred journals. In Editorial 17(3) [10] we compared cost per article for AJET and some Carfax journals, and in Editorial 19(1) [11] we stated that "AJET increased from 2 issues, 164 pages and 10 articles in 1997 to 3 issues, 410 pages and 23 articles in 2002, without an increase in subscription rates", comparing very favourably with some Carfax journals from the Taylor & Francis Group [12]. Figure 1 shows the trends.

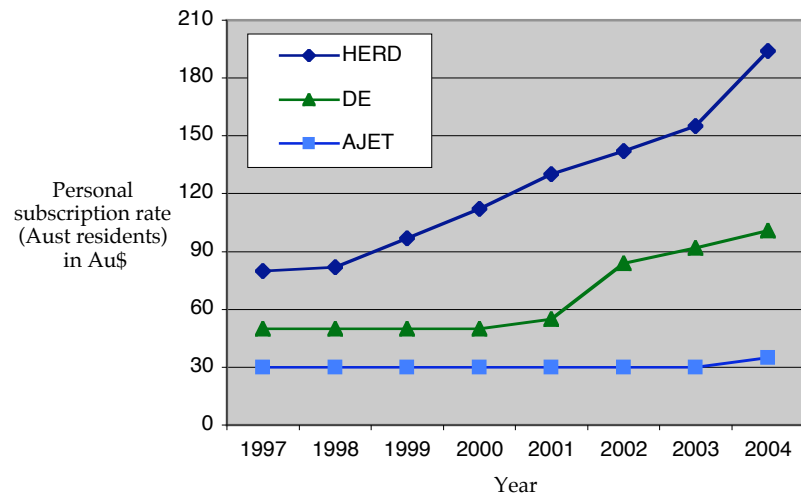


Figure 1: Personal subscription rates (applicable for Australian residents), for the journals *Higher Education Research and Development*, *Distance Education* and *AJET*, years 1997-2004

In implementing a very modest, near "cost recovery only" increase in rates for institutional subscribers, we remain consistent with the principle that AJET aims to be an academically influential and authoritative journal rather than a source of income for the Societies. Nevertheless, the small increase in rates may help us to experiment with or contemplate some potential future enhancements to the printed version, for example a higher grade, coated paper, or an expansion into four issues per year.

Advertising on AJET's website

At the end of September 2003, we received an approach from Google, seeking our interest in their new service "Premium Service for Google AdSense" [13]. This prompted us to think critically about confirming our current policy, namely no advertising, except occasionally for some academic conferences, especially ASCILITE's own annual conference.

AJET's Board and our Societies have confirmed the current policy. The main reason is our preference for maintaining the tradition of an academic publication in which the author's communication is not shared on the same page or screen with any other communication. Each article is like an exclusive space in which its authors may have the reader's full attention, free from any other person's or company's messages in the same space. Other reasons include the views that we have more than sufficient access to advertising via existing channels, that conference sponsorship is a more appropriate way for ASCILITE and ASET members to foster relationships with the business sector, and that AJET is aiming to be an academically influential and authoritative journal rather than a source of income for the Societies.

We are well aware that search engines, especially Google, are an important avenue for disseminating small scale journals such as AJET, in contrast to the journals from large scale publishers. Some output pages from Google searches contain reasonable advertising. However, we don't see these features as reasons to change our policy on advertising.



ASCILITE 2004

The University of Western Australia

5-8 December 2004

<http://www.ascilite.org.au/conferences/perth04/>

In relation to AJET's free advertising for academic conferences conducted by not for profit Societies, we are exploring the potential for links with a larger number of conferences, possibly with extensions of the concept of additional recognition for outstanding papers. This concept is again illustrated in this issue of AJET, which includes three papers that received *Outstanding Paper Awards* at ASCILITE 2003 [14].

Outstanding Paper Awards at ASCILITE 2003

Three *Awards for Outstanding Papers* were made by the ASCILITE 2003 Conference Committee. These are republished in this issue of AJET, as further recognition of their merit. Barney Dalgarno and Barry Harper provide an extended version of their work on *3D environments for spatial learning: The importance of learning task design*. Gregor Kennedy and Terry Judd, in *Making sense of audit trail data* find meaningful usage patterns obtainable from electronic records generated within technology based learning environments. Gail Wilson and Elizabeth Stacey wrote *Online interaction impacts on learning: Teaching the teachers to teach*, investigating the role of staff development in developing teacher presence online. We congratulate these authors for their papers being singled out from the 98 full and concise papers selected for ASCILITE 2003 Conference [14].

Acknowledging AJET's 2003 reviewers

AJET records its appreciation of the work undertaken during 2003 by our reviewers, listed on the new web page AJET Panel of Reviewers 2003 [15].

Idle Moment No. 6

From time to time we compare AJET with some kindred journals produced by large scale commercial publishers, for example in Figure 1 above. How does AJET compare with similar, kindred journals in the Australian not for profit sector? Table 1 was constructed in an idle moment (see [16] for previous *Idle Moments*) to illustrate AJET's consistent sustainability.

Table 1: Numbers of issues and articles in four Australian journals, 1995-2003

Year	e-JIST [17]		IJET [18]		Compute-Ed [19]		AJET [20]	
	first issue 1995	first issue 1995	first issue 1999	first issue 1999	first issue 1995	first issue 1995	first issue 1985	first issue 1985
	issues	artics	issues	artics	issues	artics	issues	artics
1995	4	8	-	-	1	7	2	14
1996	0	0	-	-	1	4	2	12
1997	1	2	-	-	1	7	2	10
1998			-	-	1	5	2	10
1999	4(98-00)	12	2	13	1(99-00)	7	3	15
2000			1	7	1(00-01)	1	3	18
2001	2	15	1	6	0	0	3	20
2002	1	9	1	17	0	0	3	23
2003	1	4	0	0	0	0	3	24
Totals	13 (95-03)	50 (95-03)	5 (99-03)	39 (99-02)	6 (95-01)	31 (95-01)	23 (95-03)	146 (95-03)

Initiated as Australian based, online only journals, e-JIST (*e-Journal of Instructional Science and Technology*), IJET (*International Journal of Educational Technology*) and *Compute-Ed* have published a significant number of peer reviewed research articles, but none of the three has matched AJET's growth and long term consistency in issues per year.

Roger Atkinson

AJET Production Editor

Catherine McLoughlin

AJET Editor

Endnotes

1. Google. <http://www.google.com/>
2. *Australasian Plant Pathology* <http://www.publish.csiro.au/nid/39.htm>
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12. Taylor & Francis Group. <http://www.tandf.co.uk/>
13. Google. Premium Service for Google AdSense.
http://www.google.com/services/premium_adsense_overview.html
14. ASCILITE 2003. <http://www.ascilite.org.au/conferences/adelaide03/>
15. AJET Panel of Reviewers 2003. <http://www.ascilite.org.au/ajet/about/rev-panel2003.html>
16. AJET Editorial 19(3). <http://www.ascilite.org.au/ajet/ajet19/editorial19-3.html>
- 17 <http://www.usq.edu.au/electpub/e-jist/>
18. <http://www.ao.uiuc.edu/ijet/>
19. <http://pandora.nla.gov.au/tep/10253>
20. <http://www.ascilite.org.au/ajet/>



ALT-C 2004: Blue skies and pragmatism -
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<http://www.alt.ac.uk/altc2004/>

11th International Conference of the Association for Learning Technology,
University of Exeter, England, 14-16 September 2004