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Editorial

With this issue we achieve an increase in AJET's frequency, from two issues to three per year. Foreshadowed in AJET Editorial 15(1) and attained after fourteen years of publication, this upgrade is expected to contribute significantly to AJET's reputation and its attractiveness to authors. The increase of frequency has a basis in the record established since publication of AJET was taken up by ASCILITE and ASET, because we have produced six issues, 13(1) to 15(2), in less than 24 months.

The circulation of a journal is also an important factor in attractiveness to authors. AJET's print run for 15(3) is 830, the same as for 15(2). Distribution is mainly to the members of AJET's supporting Societies, ASCILITE, ASET, and ISPI Melbourne. The number of subscribers (subscribers are recipients other than members of the Societies) has remained relatively small and constant, at 47 for Volume 15 (1999), compared with 48 for Volume 14 (1998), and 48 also for Volume 13 (1997) (subscription data does not count five Australian libraries which receive complimentary legal deposit copies). The distribution of subscribers is Australia 35, Singapore 1, Hong Kong 3, Europe 5 and North America 3.

Whilst the picture with numbers of subscribers is static, the web page version continues on a strong growth path. AJET's home page logged 23,150 "hits" between 11 Dec 1996 and 2 Dec 1999, and has a current access rate of 300 per week. However, lower level pages for which data is available show a slower trend, as shown in the following table.

Flexible Learning for a Flexible Society

The Australian Society for Educational Technology and the Higher Education Research and Development Society of Australasia are hosting Conference 2000 at the University of Southern Queensland, Toowoomba, Sunday 2 July to Wednesday 5 July, 2000. The call for abstracts deadline is 20 February 2000.



<http://cleo.murdoch.edu.au/aset/conf/aset-herdsa2000/>

The Eleventh International Conference on College Teaching and Learning

Teaching, Learning & Technology: Challenges for Creating Sustainable Change in the New Millennium

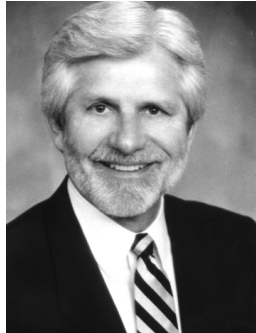
12-15 April 2000, in Jacksonville, Florida

<http://www.fccj.org/Teaching&LearningConference/final.html>

The Conference's keynote presenters are:



Brenda Laurel
Author and
Technology Visionary,
"Dean of Virtual
Reality"



Terry O'Banion
President, League For
Innovation



Carol Geary Schneider
President, Association
of American Colleges
and Universities

Conducted by the Center for the Advancement of Teaching and Learning
at Florida Community College at Jacksonville in cooperation with

[Nine logos for sponsoring companies have been omitted from the bottom one third of page iv, owing to the lack of digital copies]

Date	Home page	Vol 15	Vol 14	Vol 13	Search
1 April 1999	13533	-	3183	4029	-
3 Aug 1999	18146	1921	5173	3981	1058
1 Nov 1999	21802	3615	6094	4615	1809
2 Dec 1999	23150	4252	6408	4874	2099

Counters for individual articles were used for the first time in Volume 15. A preliminary examination indicates that for the October-November 1999 period, hit rates are in the range 5 to 25 per week for articles, and 3-5 per week for editorials.

AJET has received good coverage from major search engines and library catalogues. For example, the table below records some results from searches for AJET's home page [<http://cleo.murdoch.edu.au/ajet/>]. This record is not intended to be comprehensive or rigorously based upon a random sample, as the purpose is simply to give an illustration of the position AJET has attained to date. It is an encouraging position.

Search engine and search string	Rank of AJET site (date of search); Notes
http://altavista.yellowpages.com.au/journal+educational+technology	First in 33700 matches (23 Nov 99)
http://www.anzwers.com.au/journal of educational technology	First in 1234 (world) (23 Nov 99) (select exact phrase option)
http://www.looksmart.com.au/journal of educational technology	Second match (23 Nov 99)
http://www.yahoo.com.au/\"journal of educational technology\"	First in 1206 matches (23 Nov 99) (include double quotes)
http://www.alltheweb.com/journal of educational technology	5th of 3080 docs (24 Nov 99) (select exact phrase option)
http://www.altavista.com/journal of educational technology	First in 1,418,465 matches (23 Nov 99)
http://search.excite.com/journal of educational technology	18th of 4,440,793 matches (23 Nov 99)
http://search.excite.com/\"journal of educational technology\"	9th of 852 matches (23 Nov 99) (include double quotes)
http://infoseek.go.com/\"journal of educational technology\"	First in 1,054 matches (24 Nov 99) (include double quotes)
http://www.lycos.com/journal of educational technology	9th of 18,268 sites (24 Nov 99)
http://www.directhit.com/australian journal educational	First match in unspecified number (3 Dec 99)

AJET is indexed in a number of library reference sites, for example:

- ACER's Australian Education Index Core Journals
http://www.acer.edu.au/library/list_of_core_journals_indexed_in.htm
- National Library of Australia's Australian Journals Online
<http://www.nla.gov.au/oz/ausejour.html>
- World Wide Web Virtual Library: Education
<http://www.csu.edu.au/education/library.html>
- University of Houston Libraries: Scholarly Journals via the WWW
<http://info.lib.uh.edu/wj/webjour.html>
- New Jour: Electronic Journals and Newsletters
<http://gort.ucsd.edu/newjour/>
- Colorado Alliance of Research Libraries: Electronic Journal Access
<http://horus.coalliance.org/ejournal/>

The citation of AJET by major search engines and library catalogues depends in part upon submissions of AJET's URL to them. Whilst this form of free promotion is obtaining good results and will continue, other forms of promotion are also in use. For example, we seek free promotion at conferences, for AJET as an online journal, a print journal or both. We are considering an email list with free subscriptions, to provide an avenue for notifying readers that a new issue of AJET is ready, similar to the list for the electronic journal *E Law* [<http://www.murdoch.edu.au/elaw/>].

In the rapidly evolving world of online publishing of scholarly journals, we need to be alert to new options for partnerships and consortia. As examples of trends, we note that the University of Western Australia and the University of Illinois at Urbana-Champaign recently initiated a new online journal, the *International Journal of Educational Technology*, [<http://www.ecel.uwa.edu.au/ijet/>]. *Compute-Ed*, initiated in 1995 at the University of Sydney and University of Technology, Sydney, has taken an American partner and a site [<http://computed.coe.wayne.edu/index.html>] at the College of Education, Wayne State University, Michigan.

Thanking our review panel

AJET's peer review process is demanding upon reviewers, as it strives to provide formative feedback and the best possible presentation of each article. The Editors and the Board acknowledge with gratitude the work done by AJET's 1997-99 panel of reviewers, who are listed at:

<http://cleo.murdoch.edu.au/ajet/about/rev-panel97-99.html>

Roger Atkinson
