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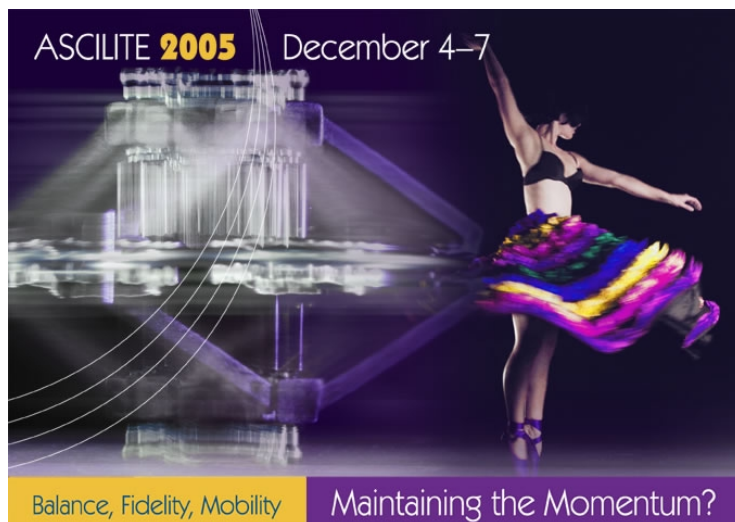
Editorial

Outstanding Paper Awards at ASCILITE 2004

Three Outstanding Papers Awards were made by the ASCILITE 2004 Conference Committee. We congratulate the authors for having their papers selected from the 119 full and concise papers [1] published in *Beyond the Comfort Zone: Proceedings of the 21st ASCILITE Conference* [2]. As we have done with previous Awards, we republish the three Outstanding Papers in this issue of AJET, to give further recognition of their merit.

Peter Goodyear from the University of Sydney wrote *Educational design and networked learning: Patterns, pattern languages and design practice*. His paper offers a structured direction towards high level goals in "connecting educational values and vision to the details of the tasks, tools and resources we offer our students".

The paper by Mary Peat, Sue Franklin, Marcia Devlin and Margaret Charles, *Revisiting the impact of formative assessment opportunities on student learning*, draws in part upon work funded by a NextEd ASCILITE Research Grant [3]. In addition to being a model example of a research investigation into a first year biology teaching innovation, their paper is



Brisbane, Queensland

<https://olt.qut.edu.au/udf/ascilite2005/>

also a fine example of best teaching practice in the use of self assessment resources to improve student learning outcomes.

Deakin University academics Stephen Segrave, Dale Holt and James Farmer wrote *The power of the 6th model for enhancing academic teachers' capacities for effective online teaching and learning*. Their model for academic professional development, with its emphasis upon encouraging "excellence in pedagogy online", helps us to extend our visions beyond the immediate urgencies of learning how to use new technologies in our teaching.

Idle Moment No. 10

Figure 1 presents our annual update on the comparison of AJET subscription rates with two kindred journals, this time illustrating institutional rates. Personal subscription rates, last reported in Editorial 20(1) [4], show a similar, all too familiar trend.

We can only speculate on the reasons or justifications for the large annual increases in rates for HERD and DE compared with AJET. The Taylor and Francis Group website [5] does not offer details, although annual reports are available, the current most recent being 2003 [6] (it contains much interesting information - "Directors' Emoluments", a graph showing the Company's performance compared with the performance of all FTSE 250 Share Index companies, etc; for illustrative comparisons, see Reed Elsevier's annual report for 2003[7]). T&F pay royalties and editorial support funds to societies such as HERDSA and ODLAA, but in general the amounts paid and other details, including numbers of subscriptions, are regarded as "commercial in confidence", and are not revealed to society members or are "for members eyes only" [8].

Why do we publish an updated Figure 1? Consider the view put forward by SPARC (Scholarly Publishing and Academic Resources Coalition) in *Declaring independence* (SPARC 2001):

Does your journal meet its primary goal--to serve its community?

As an editor or editorial board member of a scientific, technical or medical (STM) journal, you may be relatively unaware of subscription patterns and pricing histories in the journal publishing industry. After all, your primary job is to focus on journal content -- to make sure that the latest and best research is published. And when societies published most research, it was assumed that they were managing and pricing the journals with an eye toward reaching their intended audiences around the world.

But the reality today has changed. Some publishers charge readers too much money for the journals they publish. That has led to broad scale subscription cancellations and narrower dissemination. More and more editorial boards have found that they must become seriously involved in the business aspects of their commercially-published journals if they are to be sure these essential publications remain accessible to their intended communities. (SPARC 2001)

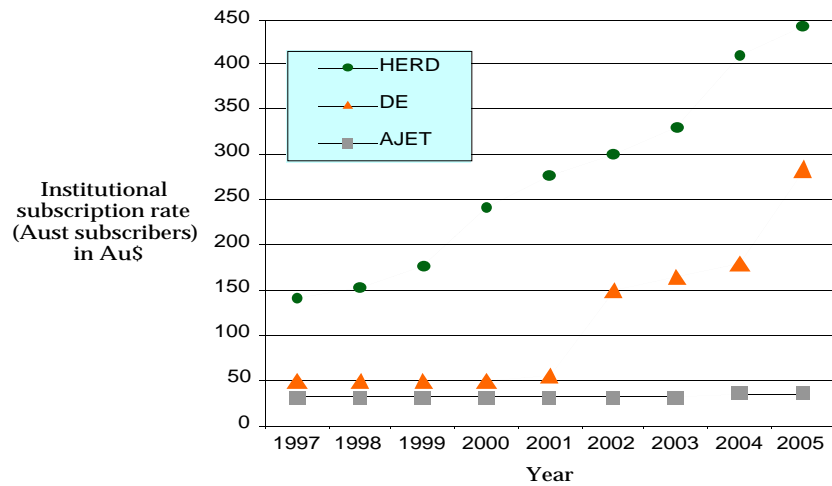


Figure 1: Institutional subscription rates 1997-2005 for HERD, DE and AJET

Data sources: Rates quoted in printed copies of the journals and the publisher's website. Prices include Internet access from an institutional local area network in the cases of HERD and DE (AJET is 'open access', being unrestricted, free to the Internet, three months after publication). An earlier version of Figure 1 was published by Atkinson (2004).

HERD *Higher Education Research and Development.*
<http://www.tandf.co.uk/journals/titles/07294360.asp>
 DE *Distance Education.*
<http://www.tandf.co.uk/journals/titles/01587919.asp>
 AJET *Australasian Journal of Educational Technology.*
<http://www.ascilite.org.au/ajet/>

Figure 1 helps remind us all, whether as editors, board members, readers or authors, that we cannot focus on journal content alone. Journal business matters do matter, because they impact upon the primary goal of serving our communities.



AusWeb 2005
 2-6 July
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Printing upgrade

Commencing with this issue, AJET's printed version is being produced by Pilpel Print, Perth, from PDF files instead of camera ready copy. This improves print resolution and helps to contain costs.

Roger Atkinson and Catherine McLoughlin
AJET Production Editor and AJET Editor

Endnotes

1. A detailed summary of outcomes from the ASCILITE 2004 review and editorial processes is available in the *Proceedings* Editorial. URL <http://www.ascilite.org.au/conferences/perth04/procs/editorial.html>
2. R. Atkinson, C. McBeath, D. Jonas-Dwyer & R. Phillips (Eds) (2004). *Beyond the Comfort Zone: Proceedings of the 21st ASCILITE Conference*. Perth, Western Australia, 5-8 December: ASCILITE. <http://www.ascilite.org.au/conferences/perth04/procs/contents.html>
3. NextEd Awards. <http://www.ascilite.org.au/awards.html#nextedaward>
4. Atkinson, R. and McLoughlin, C. (2004). Editorial. *Australasian Journal of Educational Technology*, 20(1), iii-viii. <http://www.ascilite.org.au/ajet/ajet20/editorial20-1.html>
5. <http://www.taylorandfrancisgroup.com/>
6. Taylor & Francis Group. Annual Report for the Year Ended 31 December 2003 http://www.taylorandfrancisgroup.com/pdf/reports/TF_annual_03_FINAL.pdf
7. Reed Elsevier. Annual Reports and Financial Statements 2003. <http://www.reed-elsevier.com/index.cfm?articleid=409>
8. For example, during ODLAA's 2004 Annual General Meeting, conducted electronically during 10-21 December, members received some data on royalty and editorial support payments from T&F, but no details on numbers of subscriptions or T&F's subscription income for *Distance Education*. (Source: AGM participant Roger Atkinson).

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- Atkinson, R. (2004). Technology interactions: Scholarly publishing. *HERDSA News*, 26(3), 19-21. <http://www.users.bigpond.net.au/atkinson-mcbeath/roger/pubs/herdsa-newslet26-3.html>
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