Contents

Editorial ............................................................................................. iii-vi

Web based learning environments: Observations from a Web based course in a Malaysian context ......................... 223-243
  Kian-Sam Hong, Kwok-Wing Lai and Derek Holton

Plagiarism, learning dishonesty or just plain cheating: The context and countermeasures in Information Systems teaching ..... 244-264
  Judy Le Heron

The Titanic, Volkswagens and collaborative group work: Remaking old favourites with new learning technologies .......... 265-278
  Colin Baskin

Using desktop video to enhance music instruction ...................... 279-294
  Alan J. Anderson and Allan Ellis

Object of the activity systems as a major barrier to the creative use of ICT in schools .............................................. 295-312
  Lim Cher Ping

Longitudinal study of computer usage in flexible engineering education ................................................................. 313-329
  Stuart R. Palmer and Sharyn L. Bray

A constructivist learning experience: Reconstructing a web site using web based multimedia authoring tools ............... 330-350
  Ken T. K. Neo and Mai Neo

© 2001 All rights reserved. No part of this journal may be reprinted or reproduced without permission from the publishers.

The Australian Journal of Educational Technology is a refereed research journal published three times per year jointly by the Australian Society for Educational Technology and the Australasian Society for Computers in Learning in Tertiary Education. For details on submission of manuscripts, subscriptions and access to the AJET online archives, please see:

http://cleo.murdoch.edu.au/ajet/
Editorial

Articles in previous issues of AJET have been overwhelmingly sourced from Australia and New Zealand, with only 4.5% of articles for Vol 13 to Vol 17(2) being sourced from other countries (Atkinson 2001a). However, in 17(3) we attain a new high level of representation from other countries: four of the seven articles in 17(3). The input from academics and researchers in Malaysia and Singapore into 17(3) is very welcome and we hope that increased diversity of source countries will become well established for AJET.

Increased diversity is especially important in an era of continual changes for professional society based publishing. A reminder about the alternatives has arisen recently, with the announcement by the Open and Distance Learning Association of Australia that from 2002 its journal Distance Education will be published by Carfax Publishing (ODLAA 2001; Carfax 2001a). The “carfaxing” of Distance Education follows a number of similar “outsourcings” from society to commercial publisher. These include, for example, HERDSA’s Higher Education Research and Development (HERDSA 2001), and ATEM’s Journal of Higher Education Policy and Management (ATEM 2001). Others include Australian Journal

What are the advantages and disadvantages of “outsourcing” a professional society publication to a commercial publisher such as Carfax? As we may expect, there are quite a number of perspectives on this question (Atkinson and McBeath 2001). Let’s select just one perspective: cost per article. The main reason for investigating “cost per article” is that, in theory, a large scale publishing group such as Taylor and Francis with over 540 journals in 2001 should enjoy economies of scale, compared with small scale publishers such as the ASET-ASCILITE partnership publishing AJET. Table 1 compares “cost per article” for AJET and some similar journals published by Carfax.

Table 1: Cost per article for AJET and some Carfax journals

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance Education</td>
<td>ODLAA</td>
<td>20 (2 issues)</td>
<td>48</td>
<td>2.40</td>
</tr>
<tr>
<td>Higher Education Research and Development</td>
<td>HERDSA</td>
<td>20 (3 issues)</td>
<td>92</td>
<td>4.60</td>
</tr>
<tr>
<td>Journal of Higher Education Policy and</td>
<td>ATEM</td>
<td>16 (2 issues)</td>
<td>74</td>
<td>4.63</td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Journal of Educational Technology</td>
<td>ASET and ASCILITE</td>
<td>20 (3 issues plus some bonuses)</td>
<td>15 (or 20 for rest-of-world air post)</td>
<td>0.75 or 1.00</td>
</tr>
</tbody>
</table>

[2] Based upon Carfax publishing data, 18 Nov 2001, or AJET data (assuming that Aust$1.00 = US$0.50).
Notes: Institutional subscriptions are priced at about three times the rate of individual personal subscriptions, except for AJET which has the same prices for both categories. All include web access and a search facility, although only in AJET’s case is web access free to any reader (after three months).

Table 1 appears to indicate that economies of scale are not obtained. AJET compares very well indeed. Therefore the advantages of publishing with a large scale publisher must lie elsewhere, for example in higher quality printing and binding, or increased circulation, or increased numbers of readers per copy distributed, or enhanced status for the journal, improved search tools, or time savings for the society members who would otherwise be concerned with subscription management, promotion, correcting and formatting documents and the many other tasks arising in non-academic aspects of scholarly publishing.
ASET 2002
ASET’s next national conference will be held in Melbourne, 7-10 July 2002

How can we evaluate the basis or bases for “outsourcing” and its success or otherwise? Unfortunately, the most important kind of primary data, circulation numbers before and after outsourcing, isn’t usually available. Thus we have to look at other kinds of data, such as frequency of citation of a particular journal, but that involves a longer term kind of study.

In my background reading for this issue I noted that the Association for Tertiary Education Management is especially considerate towards its volunteer editors: “Editors receive an annual honorarium of $500 each per issue.” (ATEM 2001). Wow! Such largesse! However, please be re-assured that AJET’s editors are not considering a defection to ATEM....

References
http://www.atem.org.au/index.cfm?action=TheJournal (see also http://www.tandf.co.uk/journals/)


http://www.teachlearn.org/