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Editorial

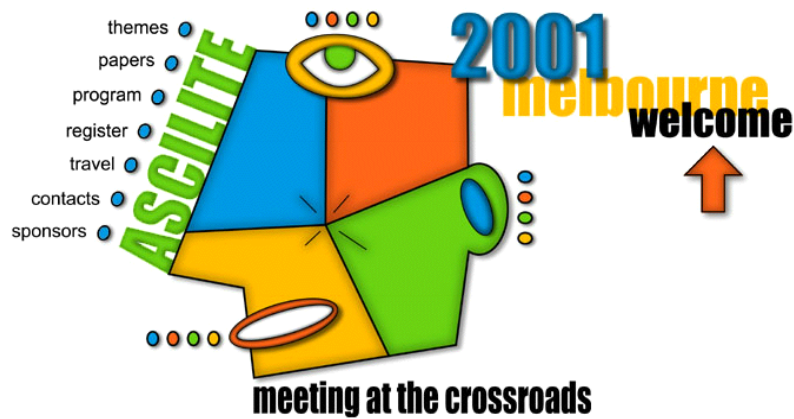
One of AJET's authors emailed to me recently with a question about AJET:

What ranking does it have and how would I find its "impact factor" and "immediacy index" as our library does not have Journal citation reports (hard to believe, but true!)

The straightforward answer is "I don't know" (and in any event I would have to do some homework on the definitions of "impact factor" and "immediacy index", whatever they may be). The indicators we have at present include the following:

1. Data on web page access to AJET ("hit counts") shows strong growth (Atkinson, 2001 - see Table 1 below for a brief update). The mid year period centered upon July is a slower period for hit counts, presumably due to staff and students taking inter-semester breaks at Australian universities and midsummer holidays in the northern hemisphere.

Access counts for individual articles in AJET show encouraging rates (Table 2). A remarkably high rate continues for McLoughlin (1999), as commented upon in earlier discussion of access counts (Atkinson, 2001).



ASCILITE 2001, 9-12 December, hosted by the
University of Melbourne and the Biomedical Multimedia Unit
<http://www.medfac.unimelb.edu.au/ascilite2001/>

Table 1: Selected access counts for AJET 2000-2001
Home, search and contents pages

Date	Home	Search	Vol 14	Vol 15	Vol 16	Vol 17
7 Aug 00	35789	4929	8742	9285	951	-
5 Feb 01	45434	6844	9946	11404	3242	-
5 Apr 01	50059	7807	10401	12237	4313	-
4 Jun 01	54517	8802	10752	12831	5276	866
6 Aug 01	58558	9620	11106	13384	6178	1664

Table 2: Access counts per week for articles in AJET Volumes 15-17
(sampling period 5 weeks, 16 July to 20 August 2001)

Issue	17(1)	16(3)	16(2)	16(1)	15(3)	15(2)	15(1)
Av. accesses per week	70.6	27.6	23.6	22.8	41.1	8.2	14.9
Range	9-100	10-38	9-40	9-37	23-131	5-10	5-22

2. AJET's profile with the Internet's major search engines is very pleasing. Table 3 (below) updates a previous review (Atkinson, 1999).

Table 3: AJET's profile with some Internet search engines

Search engine and search string	Rank of AJET site (date of search); (notes)
http://www.google.com/ journal of educational technology	1st in about 597,000 results (27 Aug 2001)
http://www.goeureka.com.au/ journal of educational technology	1st in 4286 matches (27 Aug 2001)
http://au.altavista.com/ journal of educational technology	1st in 1554485 pages (27 Aug 2001) (select "worldwide")
http://www.anzwers.com.au/ journal of educational technology	3rd in 2040 (27 Aug 2001) (select exact phrase option)
http://www.looksmart.com.au/ journal of educational technology	2nd match (27 Aug 2001)
http://www.yahoo.com.au/ journal of educational technology	1st of 262000 matches (27 Aug 2001) (select exact phrase, web pages)
http://www.alltheweb.com/ journal of educational technology	1st of 5610 docs (27 Aug 2001) (select exact phrase option)
http://www.lycos.com/ journal of educational technology	1st in 323,818 web sites (27 Aug 2001)
http://search.excite.com/ journal of educational technology	2nd of about 4,816,475 sites (27 Aug 2001)
http://infoseek.go.com/ "journal of educational technology"	3rd in unspecified number (27 Aug 2001) (include double quotes)

3. Although AJET's number of library subscribers to the printed version is small (47 subscribers, including 7 legal deposit and complimentary subscribers, with some renewals pending), our price per article is surely one of the best values amongst current scholarly journals, being in the range A\$1.70-2.70. Furthermore, AJET is free to the Internet after the three month period of restricted access for each new issue.
4. The number of submissions is good, with about 40-60% being accepted.

Whilst these indicators are encouraging, establishing an "impact factor" and "immediacy index" for AJET will involve counts of the citation of AJET articles. Many readers are viewing or scanning AJET, but how many will cite AJET articles in their writing? In a preliminary investigation of this question, I counted the number of citations of AJET articles in AJET Volumes 13 to 17 (issues 1-2). Results are summarised below in Table 4.

Table 4: Citation counts - some preliminary data for AJET

AJET Vol, year (no. of articles)	No. of cits	Citations of an AJET article		Citations of an Aust or NZ Conf Proceedings	
		No.	%	No.	%
17, 2001 (13)	336	17	5.1	29	8.6
16, 2000 (18)	407	9	2.2	32	7.9
15, 1999 (15)	414	4	1.0	23	5.6
14, 1998 (10)	132	3	2.3	16	12.1
13, 1997 (10)	220	1	0.5	28	12.7
13-17, 97-01 (66)	1509	34	2.3	128	8.5

We could expect citations of AJET articles to be at a relatively high rate in AJET, compared with other journals publishing similar topics. AJET's authors may be expected to be reasonably familiar with articles in AJET - otherwise they would select some other, more familiar journal for submitting their work. However, Table 4 indicates that only a small percentage of the citations made in AJET are citations of AJET articles, although an encouraging upward trend may have commenced in 2001. The AJET articles most frequently cited by AJET authors were Freeman (1997) with four citations, and Mason and Weller (2000) with three citations.

Table 4 also records numbers of citations of an Australian or New Zealand conference proceedings, because this category may provide an illustrative benchmark comparison for AJET (presumably this category is familiar reading for AJET authors - in the sample period for Table 4, only 3 articles (4.5%) were contributed by authors working in countries other than Australia and New Zealand). The most frequently cited conference

proceedings in the sample period were ASCILITE [1] (51 citations, 3.4%) and AusWeb [2] (18 citations, 1.2%). URLs for these proceedings and for many other Australian conferences are listed on ASET's website [3].

Does the data in Table 4 suggest that as a source of research references, AJET compares poorly, or competes poorly, with Australian and New Zealand conference proceedings? There isn't a simple answer because the comparison is complex - AJET doesn't charge authors, whilst conferences do charge authors; AJET doesn't provide conference dinners... (this line of investigation will be continued...).

Roger Atkinson
AJET Production Editor

Endnotes

- [1] ASCILITE Conference Proceedings. <http://www.ascilite.org.au/conferences/>
 [2] Ausweb Proceedings. <http://ausweb.scu.edu.au/>
 [3] ASET (2001). Proceedings available online. A brief listing for some Australian and New Zealand professional society conferences in the past decade. <http://cleo.murdoch.edu.au/gen/aset/confs/conf-procs.html>

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	<h2>ASET-ISPI 2002</h2>
<p>ASET's next national conference will be held in Melbourne, conducted jointly with ISPI Melbourne Chapter.</p>	
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